

RTV 6508: AUDIENCE ANALYSIS

Fall 2012

Meets: Fri. 6th-8th periods (12:50-3:50), Weimer 1074

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Office Hours: M/W 10:45-12:45, or by appt.

Catalog Description: Methods of audience analysis. Survey research, sampling, and program content analysis. Analysis of secondary audience data.

Objectives:

- 1) To understand the concept of audience from both practical and theoretical perspectives.
- 2) To understand, interpret, and practice both qualitative and quantitative audience research methods
- 3) To understand and be able to compare and contrast the mass audience and niche audience business models, and how each is used by media programmers and advertisers
- 4) To understand the role technology plays in audience development
- 5) To understand the dual product market of media and how this affects audience formation
- 6) To be able to interpret secondary data (e.g. ratings, shares, industry reports) and to apply this information effectively and strategically
- 7) To become familiar with secondary analysis tools such as Arbitron's TAPSCAN and other audience and industry-based resources
- 8) To be able to think creatively and strategically in order to successfully approach and solve audience-related challenges

Required Texts:

Napoli, P. (2011). Audience Evolution: New Technologies and the Transformation of Media Audiences. Columbia University Press.

Course Pack: RTV 6508 from Orange & Blue Textbooks (across from Krispy Kreme on 13th).

Additional readings as announced.

Recommended Texts:

Wimmer, R. & Dominick, J., Mass Communication Research, 7th ed. or later.

Eastman, S. & Ferguson, D. (2008). Media Programming, 8th ed.

Napoli, P. (2003). Audience Economics: Media Institutions and the Audience Marketplace

Other Recommended Reading: *Multichannel News* and *Advertising Age*, both of which offer free online subscriptions. Other well-known and useful trade publications include *Television Week*, *Broadcasting and Cable*, and *Electronic Media*. The *Wall Street Journal* and business sections of major papers are also good sources. The *New York Times* typically has a special media section every Monday.

Web Sites: <http://nielsen.com/us/en>
<http://www.comscore.com/>
<http://www.arbitron.com>
<http://www.scarborough.com/>

<http://www.fcc.gov>
<http://www.radioink.com>
<http://www.tvweek.com>
<http://www.broadcastingcable.com>
www.nab.org
www.rab.com
www.iab.net
www.cynopsis.com

Google Analytics (education/online course): <http://www.google.com/analytics/education.html>

We will also be using special-access sites, just for us, from Nielsen and Arbitron. Access info within the Course Schedule.

Grading

A	94-100%
A-	90-93.95
B+	87-89.95
B	84-86.95
B-	80-83.95
C+	77-79.95
C	74-76.95
C-	70-73.95
D+	67-69.95
D	64-66.95
D-	60-63.95
E	Below 60

Assignments and Evaluation

Assignments*	40%
Comment Sheets	20%
Final Project**	30%
Final Presentation	5%
Participation	5%

*Breakdown of "Assignments" portion is as follows:

40% Survey instrument
 30% Focus group protocol
 30% Ratings assignment

**This will differ for doctoral students. Please see me for specifics.

Assignments will be distributed at least one week in advance of their announced due date (syllabus dates are subject to change). The participation grade includes discussion and other informed contributions to classroom learning that are indicative of class preparation. This includes your submitted **comment sheets** to your peers on the assigned readings.

Comment Sheets: Each of you will be responsible for two weeks' worth of comments to be submitted to class peers via email by Thursday at 7:00pm. For your assigned date, please type your insights, thoughts, questions, arguments, and/or comments on the assigned readings for the next day (3-page minimum, double-spaced). Email it to each of us so that we can read it in preparation for class discussion the next day. A sign-up sheet will be circulated for these dates.

Academic Honesty

Familiarize yourself with the University of Florida's academic honesty policy. They can be found at <http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>. You should not be here unless you are prepared to do your own original work. If I discover that you have been academically dishonest in this class in any way, you will fail (for the semester).

You are responsible for knowing the definition of plagiarism and various kinds of academic dishonesty. Ignorance, i.e. "I didn't realize that was plagiarism" is not an acceptable response, and will not excuse you from academic dishonesty violations, if discovered. While you are responsible for reading and understanding UF's policy in its entirety, examples of academic dishonesty include:

- Using phrases or quotes from another source without proper attribution or quotation marks
 - For purposes of this class, five or more words (verbatim) from a source without proper attribution or quotation marks will be considered plagiarism.
 - Paraphrasing without proper attribution
- "Forgetting" to source material you use (same as above, intentional or not)
- Passing off others' ideas as your own
- Turning in the same assignment or paper for two courses, i.e. "dual submission." (While this might be tolerated in other classrooms, it will not be tolerated here.)
- Stealing and/or copying other students' work, whether on a test or assignment
- Bribery
- Fabrication of material

Attendance Policy

Graduate-level seminars tend to be interactive, so much of what you will learn occurs during classroom discussion, debate, and exchange. Your absence takes away from your peers' seminar experience. You will be graded on your level of participation and contributions to class discussion, and attendance is part of this.

Support Services

Academic Help: Additional services are available at:
 The Teaching Center
 The Reading and Writing Center
 SW Broward Hall, 392-2010
<http://teachingcenter.ufl.edu>

Disability Resources: If you have a disability that you believe will affect your performance in this class and/or need special accommodations, please see me.
 Additional information and services are available at:
 UF Disability Resource Center, 392-8565
<http://www.dso.ufl.edu/drc/>

(Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.)

As alluded to earlier, “life happens.” Often, things that happen outside of the classroom can affect your work inside the classroom, academically or otherwise. UF has wonderful and confidential counseling services to assist you, should this happen. They handle just about every issue and subject imaginable, so don’t be afraid to phone or walk over to receive this wonderful (and free) assistance. Contact info:

Academic and Personal Counseling: UF Counseling and Wellness Center, 392-1575
3190 Radio Road
<http://www.counsel.ufl.edu/>

Course Schedule

(Please come to class having read the assignment listed for that week. Schedule/readings subject to change.)

Abbreviations used below:

AE: “Audience Evolution” book (Napoli)

CP: Course pack

Date	Topics	Assigned Reading	Due	Class Notes
Aug. 24	Course Overview “Audience Research 101” Dual Product Market			Sign up for comment sheet dates. Register on Nielsen and Arbitron class web sites: https://my.arbitron.com (You should receive an email w/instructions.) www.nielsenacademics.com Click Curriculum Registration – Students Complete the form including our Class Code: (to be provided)
Aug. 31	What is an Audience? Understanding the Market Introduction to Ratings	AE: Intro CP: Webster & Phalen, Ch. 1-2; Albarran Ch. 3 <u>Explore:</u> Nielsen, Arbitron class sites <u>Nielsen site:</u> Click on TV “TV	<u>Due:</u> “Get to Know You” form	

		Audience Measurement”module, listed under Media Measurement. Lessons to do: -An Intro to TV Ratings		
Sept. 7	Audience Valuation Audience sampling and Data collection	AE: Ch. 1 CP: Webster & Phalen Ch. 3; Napoli Ch. 4 <u>Nielsen site:</u> Click on TV “TV Audience Measurement”module, listed under Media Measurement. Lessons to do: -Data Collection Methods -Collecting the Data Under “Sample Selection” module, please do: -“Sampling” (last lesson in list).		Nielsen site: www.nielsenacademics.com (Make sure you registered and follow the instructions above for access.) Note: You do not need to do the assessments/quizzes.
Sept. 14	Audience Fragmentation Time shifting, on-demand, and changing viewer habits	AE: Ch. 2 <u>Sakai:</u> Smith & Krugman <u>Nielsen site:</u> “TV Audience Measurement”module lessons: -Calculating and Delivering the Ratings “Media Terminology” lessons: -Common Terms -Geographic Terms -Other Terms	<u>Due for PhD students:</u> Paper proposal	<u>In-class exercise:</u> Reading ratings reports.
Sept. 21	The Long Tail; Theory of the Niche; Serving Diverse Audiences	AE: Ch. 3 CP: Coffey <u>Nielsen:</u> “Formulas & Computations”module lessons:		Possible guest speaker

Sept. 21 (cont'd).	Measurement and Accreditation	-Popular Computations <u>Explore:</u> Visit web site of the Media Rating Council, www.mediaringcouncil.org Visit Scarborough Research site, www.scarborough.com (qualitative research)		
Sept. 28	Survey Research The Radio Industry	AE: Ch. 4 CP: Bourque & Fielder survey readings <u>Arbitron site:</u> On left side look for "Online Arbitron Training" and click on "Arbitron 101." Do the lessons: -Why Radio? -Basic Ratings Terms Read: "Radio Today" report, pp. 1-9 ONLY (available on Arbitron site, right side under "Latest.")		<u>In-class exercise:</u> Arbitron TapScan
Oct. 5	Market segmentation	AE: Ch. 5 CP: Kotler chapter	<u>Due:</u> Survey instrument	<u>In-class exercise:</u> Arbitron TapScan <u>Guest speaker:</u> Jerry Butler, WRUF-AM/FM Program Director, Division of Multimedia Properties

Oct. 12	Nielsen Field Trip	<u>Nielsen:</u> "Formulas & Computations" module lessons: -Local Computations -National Computations	<u>Due:</u> Ratings Analysis assignment (place in my box or deliver in person)	Road trip to The Nielsen Company operational headquarters in Tampa. (We will leave campus around 8am and return @approx. 6:30pm.)

Oct. 19	<p>Focus Group Research</p> <p>Consumer Theory, Uses and Gratifications, Cultivation Effects</p>	<p><u>CP:</u></p> <ul style="list-style-type: none"> -Morgan focus group readings -Katz, Blumler, & Gurevitch (U&G) -Konijn, van der Molen, & van Geemen 		<p><u>In-class exercise:</u> Conducting focus groups</p>
Oct. 26	<p>Audience Engagement, Social Television, Social Media, Multi-platform consumption trends</p>	<p><u>CP:</u></p> <ul style="list-style-type: none"> -Mersey, et al. -Calder, et al. <p><u>Nielsen site:</u> Under "Insights and Innovations" tab, look for Nielsen Online Measurement and do:</p> <ul style="list-style-type: none"> -Overview lesson -Also read "Cross-Platform Report Q3 '11 (same location under "Trend Reports") <p><u>Sakai:</u> Talbot, "Decoding Social Media"</p> <p><u>Explore:</u> www.comscore.com http://www.bluefinlabs.com/</p>	<p><u>Due:</u> Focus group protocol (interview guide).</p>	<p>For a review of engagement definitions, refer again to AE Ch. 3 and table on p. 97.</p>
Nov. 2	<p>Political Audiences, Cultivation Effects</p> <p>Mobile (phone) and new device consumption, measurement</p>	<p><u>CP:</u></p> <ul style="list-style-type: none"> -Lariscy & Tinkham -Dermody & Scullion -Yanoshevsky <p>-Other readings TBA</p>		
Nov. 9	NO CLASS			Homecoming holiday
Nov. 16	<p>Social Identity, Selective Exposure, Mood Management Theory</p>	<p><u>CP:</u></p> <ul style="list-style-type: none"> -Harwood -Graf & Aday -Knobloch & Zillmann <p>Other readings TBA</p>		

Nov. 23	NO CLASS			Thanksgiving Break
Nov. 30	Final project/paper presentations		<u>Due:</u> In-class presentation	Last day of class; in-class presentations.
Dec. 7			<u>Due:</u> Final paper and reports due by 5:00pm.	Turn in e-copy to Sakai, as well as a hard copy to my mailbox.