

## RTV 6508: AUDIENCE ANALYSIS

Fall 2014 (section 7015)

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

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Office hours: Tues. 3-5pm, Thurs. 1-3pm, 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:

Webster, Phalen, & Lichty (2013). Audience Ratings Analysis: Audience Measurement and Analytics (4<sup>th</sup> ed.) Routledge.

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

Course Pack: RTV 6508 from BookIT (corner of University & 13<sup>th</sup> by Holiday Inn).

Additional readings as announced.

### Recommended Texts:

Wimmer, R. & Dominick, J., Mass Communication Research, 7<sup>th</sup> ed. or later.

Eastman, S. & Ferguson, D. (2013). Media Programming: Strategies and Practices, 9<sup>th</sup> 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 such as the *New York Times* are also helpful.

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

<http://www.scarborough.com/>  
<http://www.fcc.gov>  
<http://www.radioink.com>  
<http://www.tvweek.com>  
<http://www.broadcastingcable.com>  
[www.nab.org](http://www.nab.org)  
[www.rab.com](http://www.rab.com)  
[www.iab.net](http://www.iab.net)  
[www.cynopsis.com](http://www.cynopsis.com)

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

YouTube video analytics: <https://developers.google.com/youtube/analytics/>

HootSuite (details TBA)

Specialized access to other media research resources will be provided in class.

E-Learning and Class Communication: This is an E-Learning course. Check our Sakai site daily (<https://lss.at.ufl.edu/>) for class-related materials, announcements, or correspondence from me. Please feel free to also use these resources to communicate with each other.

#### 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

See <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> for further info on university grading policies.

#### Assignments and Evaluation

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

\*Breakdown of "Assignments" portion is as follows:

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

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. Assignments are due on the date stated on the syllabus. Late assignments may be accepted within 24 hours (of the class period time), with a 10% penalty. Assignments turned in after this 24-hour period will not be accepted. We will also be using **TurnItIn** for most assignment submissions (through our Sakai site), and will discuss how to do so in class. The same deadline above also applies to the TurnItIn submission. In addition to uploading your assignment, however, please also turn in the hard copy in class for grading purposes.

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 (in Sakai) 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

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

Please review the honor pledge you signed, and the information you received on academic honesty and plagiarism, at your College of Journalism and Communications' graduate student orientation. Additional copies, in multiple languages, are available from Jody Hedge in the CJC Graduate Division.

Familiarize yourself with the University of Florida Student Honor Code at <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> as well as possible violations and sanctions. UF's Academic Honesty Guidelines and Standards of Ethical Conduct (<http://www.dso.ufl.edu/studentguide/studentrights.php#ethicalconduct>) can also be found on the Student Conduct and Conflict Resolution portion of the Dean of Students' web site (<http://www.dso.ufl.edu/sccr>). You should not be at UF or plan a career in this field 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 be penalized, up to and including expulsion from the University.

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.”
- Stealing and/or copying other students’ work, whether on a test or assignment
- Bribery
- Fabrication of material

If you have any questions about plagiarism, or how to properly cite or attribute sources, please ask. I am always happy to show you how to correctly do this in your scholarly work.

### 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. University policy on attendance can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.asp>.

### 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 Evaluation

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when

they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

## 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)

WPL: "Ratings Analysis" book (Webster, Phalen, & Lichty)

CP: Course pack

Date	Topics	Assigned Reading	Due	Class Notes
Aug. 29	Course Overview  "Audience Research 101"  Dual Product Market			Sign up for comment sheet dates.  Review UF honor code, academic honesty policies.
Sept. 5	What is an Audience?  Understanding the Market  Introduction to Ratings and Audience Measurement	AE: Intro CP: Webster & Phalen, Ch. 1-2; Albarran Ch. 3  <u>Explore:</u> Websites TBA  Other readings TBA	<u>Due:</u> "Get to Know You" form	
Sept. 12	Audience Valuation  Audience sampling and Data collection	AE: Ch. 1 CP: Webster & Phalen Ch. 3; Napoli Ch. 4  Other readings TBA		
Sept. 19	Audience Fragmentation  Time shifting, New Consumption Platforms, and changing viewer	AE: Ch. 2  <u>Sakai:</u> Readings TBA  Other readings TBA		<u>In-class exercise:</u> Reading ratings reports (TV).

	habits			
Sept. 26	The Long Tail	AE: Ch. 3 CP: Coffey		<u>In-class exercise:</u> More ratings analysis
Sept. 26 (cont'd)	Serving Diverse Audiences  Measurement and Accreditation	Other readings TBA  <u>Explore:</u> Visit web site of the Media Rating Council, <a href="http://www.mediaratingcouncil.org">www.mediaratingcouncil.org</a>  Visit Scarborough Research site, <a href="http://www.scarborough.com">www.scarborough.com</a> (qualitative research)		
Oct. 3	Focus group research  The Audio Industry	AE: Ch. 4 CP: Morgan focus group readings  Other readings TBA		<u>In-class exercise:</u> Conducting focus groups
Oct. 10	Market Segmentation  Social media metrics and analysis; social television	AE: Ch. 5 CP: Kotler chapter  <u>Sakai:</u> "Decoding Social Media"  <u>Explore:</u> <a href="http://www.bluefinlabs.com/">http://www.bluefinlabs.com/</a> <u>Other sites TBA</u>	<u>Due:</u> Focus group interview protocol	<u>In-class exercise:</u> Reading audio reports (radio)  Guest speaker TBA

Oct. 17	NO CLASS		<u>Due 10/17:</u> Ratings assignment (place in my box by 5pm)	UF Homecoming
Oct. 24	Survey Research  Consumer Theory, Uses and Gratifications, Cultivation	<u>CP:</u> -Bourque & Fielder survey readings -Katz, Blumler, & Gurevitch (U&G) -Konijn, van der Molen, &		

	Effects	van Geemen		
Oct. 31	Field trip (tentative date)			Field trip to Nielsen Operational Headquarters in Tampa. Details to be provided.
Nov. 7	Audience Engagement  Online and digital consumption trends and metrics	<u>CP:</u> -Mersey, et al. -Other readings TBA  <u>Explore:</u> <a href="http://www.comscore.com">www.comscore.com</a> <a href="#">Other sites TBA</a>	<u>Due:</u> Survey assignment	
Nov. 14	Political Audiences, Cultivation Effects  Mobile audiences and measurement	<u>CP:</u> -Lariscy & Tinkham -Dermody & Scullion -Yanoshevsky  -Other readings TBA		Possible guest speaker
Nov. 21	Social Identity, Selective Exposure, Mood Management Theory	<u>CP:</u> -Harwood -Graf & Aday -Knobloch & Zillmann  Other readings TBA		
Nov. 28	NO CLASS			Thanksgiving Break
Dec. 5	In-class presentations of final projects/papers		<u>Due 12/5:</u> Final papers/projects.  In-class presentations.	