

Analysis of Digital Audiences

Code: 104996
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	3	1
2501933 Journalism	OT	4	1

Contact

Name: Celina Navarro Bosch
Email: celina.navarro@uab.cat

Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

Cristina Froilan Rodríguez

Prerequisites

Students need to have a minimal knowledge on the use of social networks and digital media. Part bibliography is in English so a good level of reading in this language is also required.

Objectives and Contextualisation

The main objective of the Analysis of Digital Audiences course is for students to obtain basic knowledge about the behavior and activity of digital audiences in the field of journalism and communication, an essential aspect from a professional point of view.

The specific objectives are:

- Explore the context and the factors that condition the activity and analysis of audiences in the field of journalism and digital media.
- Develop critical capacity to interpret and evaluate audience data in the digital context.
- Acquire the techniques and specific knowledge necessary for audience analysis using different methodologies and perspectives.

Competences

- Journalism
 - Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
 - Adequately present the findings of the research process in oral, print, audiovisual or digital media forms, in accordance with the canons of journalism.
 - Demonstrate a critical and self-critical capacity.
 - Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.

- Demonstrate adequate knowledge of the modern world and its recent historic development in terms of social, economic, political and cultural aspects.
- Differentiate the discipline's main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the media's structure.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.

Learning Outcomes

1. Apply knowledge of the research context.
2. Apply scientific research methods to the design of journalistic projects.
3. Apply survey analysis and qualitative research techniques.
4. Communicate using language that is not sexist or discriminatory.
5. Demonstrate a critical and self-critical capacity.
6. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
7. Identify situations in which a change or improvement is needed.
8. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
9. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
10. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
11. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
12. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
13. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
14. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

1. The concept of audience
 - Basic theoretical concepts
 - From active audiences to social and participatory audiences
 - Basics for Digital Audience Analysis
 - Digital audience data sources
3. Relationship of the media with the digital audience
 - Digital journalism and social media
 - Social television and streaming
5. Digital audience interaction
 - Digital communities
 - Networks and collective actions
 - Fan phenomenon

- 7. Digital metrics
 - Big data vs Thick data
 - Web Analytics
 - Social Network Analysis and Social Listening

Methodology

The methodology of this course includes theoretical classes, analysis exercises and debates in the seminars and a practical part where the final group project will be developed which consists of the analysis and research of a current digital audience trend chosen by the students.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Group project work	18.5	0.74	1, 2, 3, 4, 6, 5, 9, 13, 12, 10, 11
Seminars	18	0.72	4, 5, 14, 8, 9, 12, 10, 11
Theoretical classes	15	0.6	1, 3, 4, 6, 8, 12, 10
Type: Supervised			
Tutorials	7.5	0.3	2, 3, 7, 11
Type: Autonomous			
Personal study, project preparation and seminar-related activities	82.5	3.3	1, 2, 3, 4, 6, 5, 7, 14, 8, 9, 13, 12, 10, 11

Assessment

The evaluation consists of three different activities:

- Theoretical exam, 30% of the final grade
- Seminars, 30% of the final grade.
- Group project, 40% of the final grade

It is necessary to obtain a minimum grade of 5 in the three activities to pass the subject. Students will be entitled to the revaluation of the subject if they have presented a minimum of activities that equals two-thirds of the total grading. To have access to revaluation, the average grade should be 3,5 or higher. Seminars (30% of the final grade) are excluded from the revaluation process.

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Group project	40%	3.5	0.14	1, 2, 3, 4, 6, 5, 9, 13, 12, 10, 11
Seminars	30%	3	0.12	4, 5, 7, 14, 8, 9, 12, 10, 11
Theoretical test	30%	2	0.08	1, 3, 6, 7, 14, 12, 10

Bibliography

Cardon, Dominique. (2018). *Con que sueñan los algoritmos: nuestros sueños en el tiempo de los big data*. Madrid: Dado ediciones.

Craig, Jonathan (2017). Reinventing audience studies. *Critical Studies in Media Communication*, 34(1), 79-83. <https://doi.org/10.1080/15295036.2016.1266680>

González Neira, Ana & Quintas Froufe, Natalia (coords.) (2021). *Los Estudios de la audiencia: de la tradición a la innovación*. Barcelona: Gedisa Editorial, 2021. Print.

Huertas Bailén, Amparo (2015). *Yo soy audiencia: ciudadanía, público y mercado*. Barcelona: Editorial UOC, 2015.

López García, Guillermo (2015). *Periodismo digital: redes, audiencias y modelos de negocio*. Salamanca: Comunicación Social.

Neira, Elena (2015). *La otra pantalla. Redes sociales, móviles y la nueva televisión*. Barcelona: Editorial UOC.

Quintas Froufe, Natalia & González Neira, Ana (2021). Evolución de la medición digital de la audiencia en el mercado español: estado de la cuestión y retos de futuro. *Profesional de la información*, 30(1). <https://doi.org/10.3145/epi.2021.ene.02>

Zeller, Frauke; Ponte, Cristina & O'Neill, Brian (eds.) (2017). *Revitalising Audience Research: Innovations in European Audience Research*. New York: Routledge.

Al llarg de les classes es proporcionarà bibliografia complementària de cada tema.

Relevant data sources:

Comscore <https://www.comscore.com/es/Productos/Audiencia-digital>

Estudio General de Medios (EGM) realizado por la Asociación para la Investigación de Medios de Comunicación(AIMC) <https://reporting.aimc.es/index.html#/main/cockpit>

Informe Redes Sociales IAB Spain <https://iabspain.es/estudio/estudio-de-redes-sociales-2022/>

"Navegantes en la red" realizado por la Asociación para la Investigación de Medios de Comunicación (AIMC) <https://www.aimc.es/otros-estudios-trabajos/navegantes-la-red/>

OJD Interactiva <https://www.ojdinteractiva.es/>

Twitch Traker <https://twitchtracker.com/>

Software

The software and tools we will use during the course will be the following:

- Google Analytics
- Table
- Genially, Canva or other tools to generate infographics and visual elements
- Text and spreadsheets programs

All software used will be open source or with free student accounts.