Audience Research, Product Testing, and Web Analytics

Code: 42434
ECTS Credits: 12

Degree	Type	Year	Semester
4313256 Audiovisual Communication and Advertising Contents	OT	0	A

Contact

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Use of Languages

Principal working language: spanish (spa)

Other comments on languages

The students can deliver their works and/or their presentations in this language

Prerequisites

None

Objectives and Contextualisation

This module delves into the knowledge of the techniques of the audience research, testing of products and web analytics for its implementation in the creation and management of audio-visual and advertising products.

Competences

- Apply validated models of content analysis, policy evaluation, audience response surveys and analysis of audiovisual and advertising sector industries.
- Choose, design and apply methodological strategies for scientific research in audiovisual communication and product development.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Continue the learning process, to a large extent autonomously.
- Critically analyse the theories and analysis models of audiovisual and advertising communication.
- Demonstrate an attitude awake, innovative and analytical in relation to the research questions
- Develop the ability to assess sex and gender inequalities in order to design solutions.
- Lead interdisciplinary teams in varying environments.
- Seek out information in the scientific and technological context and learn practical ICT skills.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Take decisions and accept responsibility for their consequences.

Learning Outcomes

1. Apply knowledge of audiences in the design and management of audiovisual and advertising products.

2. Apply the analysis models for audience surveys, web analytics and testing of audiovisual and advertising products.
3. Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
4. Conceive and plan future strategies on the basis of the systems and techniques presented.
5. Continue the learning process, to a large extent autonomously
6. Critically analyse the measuring systems and techniques presented.
7. Demonstrate an attitude awake, innovative and analytical in relation to the research questions
8. Identify and compare testing techniques for audiovisual and advertising products.
9. Identify web analytics systems.
10. Know how to compile, systematise, conserve and disseminate information on women, works written by women, documents referring to equality policies and laws and those generated by research in gender studies, assessing the gender biases that may be included in existing search engines and descriptors.
11. Know how to identify the role of information and communication technologies in the transmission of gender stereotypes and apply measures to avoid their reproduction.
12. Lead interdisciplinary teams in varying environments.
13. Recognise the different systems for measuring the audience of audiovisual and advertising products.
14. Seek out information in the scientific and technological context and learn practical ICT skills.
15. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
16. Take decisions and accept responsibility for their consequences.

Content

It is about knowing in depth the available tools to know the audiences and users of the audio-visual communication and advertising contents in a changing and complex environment that increasingly requires knowledge about the targets in order to design content, applications and services.

Curriculum:

1. Techniques and systems of audience research 3 ECTS
2. Techniques and systems of web analytics 3 ECTS
3. Audio-visual and advertising products testing 3 ECTS
4. Application of the knowledge of audiences in the design and management of audio-visual and advertising products 3 ECTS

Methodology

This module (12 ECTS credits) attaches a total of 300 hours of work for the students distributed in the following way: 75 hours of directed work, 75 hours of supervised work and 150 hours of autonomous work. The teaching methodologies include master classes, seminars, readings of bibliographical material, personal study, tutorships, fulfilment and oral presentation of papers.

The health situation could force us to transform face-to-face sessions into online sessions.

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			
Hands On Projects	10	0.4	14, 7, 16, 15, 3, 5, 12
Lectures	65	2.6	6, 1, 2, 4, 9, 8

Type: Supervised			
Tutorships and project monitoring	75	3	14, 7, 16, 15, 12
Type: Autonomous			
Text readings, preparing of presentations, development of the module's paper	150	6	6, 1, 2, 14, 7, 4, 9, 8, 16, 5, 12

Assessment

The evaluation system takes into account the fulfilment of a Module's paper (70%), the oral presentation of this paper (20%) and the assistance and active participation of the students in the classes (10%).

The paper will be assessed by the teachers of the module as of its oral presentation. The theme of the paper is linked to the "hands on sessions" designed during the course of the topic/issue/chapter 4.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assistance and participation	10	0	0	6, 7, 4, 3
Module's paper	70	0	0	6, 1, 2, 14, 7, 13, 4, 9, 8, 16, 15, 3, 5, 11, 10, 12
Oral presentation of the Module's paper	20	0	0	7, 16, 3, 12

Bibliography

Bibliografia

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Webster, James G. & Ksiazek, Thomas B. (2012). The Dynamics of Audience Fragmentation: Public Attention in an Age of Digital Media. *Journal of Communication, 62* (1), 39-56.

Software

Text Edition (Word o similar)

Presentations (Powerpoint o similar)

Spreadsheets (Excel o similar)

Digital analytics (Google Analytics, DMI-TCAT, Youtube Darta Tools o similars)

Data Visualisation (Tableau o similar)