

**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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## Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

## Teachers

Emilio Prado Pico

Adrian Padilla Molina

## Prerequisites

None

## Objectives and Contextualisation

This module deepens the knowledge of the techniques of audience studies, product testing, web analytics and content analysis of digital platforms.

## 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

The module goes through different methods and systems to analyze and study the audience of audiovisual content in different media and platforms, test and evaluate audiovisual and advertising content, follow and analyze user traffic on a website and also computational methods to analyze content from different platforms.

1. Audience Studies 3 ECTS
2. Audiovisual and advertising content testing 3 ECTS
3. Web Analytics 3 ECTS
4. Content analysis on platforms 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.

This subject doesn't provide for the single assessment system.

## 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 Data Tools o similars)

Data Visualisation (Tableau o similar)