Audience Research, Product Testing, and Web Analytics

Code: 42434
ECTS Credits: 12

2025/2026

Degree	Type	Year
Audiovisual Communication and Advertising Contents	OT	0

Contact

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Teachers

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Teaching groups languages

You can view this information at the end of this
document.

Prerequisites

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Objectives and Contextualisation

This module delves into the techniques of audience studies, product testing, web analytics, and content
analysis of digital platforms, providing students with essential tools to understand, analyze, and interpret the
data collected in these areas.

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.

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- 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

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

Activities and Methodology

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

This module (12 ECTS credits) represents 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.

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assistance and participation	30%	0	0	6, 7, 4, 15, 3
Module's paper	50%	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

The evaluation system takes into account the fulfilment of a Module's project (50%), the oral presentation of this project (20%) and the assistance and active participation of the students in the classes (30%). This course does not provide for the single-assessment system.

In the event that the student commits any irregularity that could lead to a significant change in the grade of an assessment act, this assessment act will be graded with 0, regardless of any disciplinary process that may be initiated. If multiple irregularities occur in the assessment acts of the same subject, the final grade for this subject will be 0.

Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

In this module, it will be considered non-evaluable if the student does not present the module project and has not attended 80% of the classes of the course.

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for quantitative data analysis. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Bibliography

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- Rieder, Bernhard; Coromina, Òscar i Matamoros-Fernández, Ariadna (2020). Mapping YouTube: A quantitative exploration of a platformed media system. *First Monday, 25*(8).
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Software

Digital analytics (Google Analytics, DMI-TCAT, Youtube Data Tools or similar softwares)

Data Visualisation (Tableau, Power BI or similar softwares)

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(TEm) Theory (master)	10	Spanish	second semester	morning-mixed