

| Degree programme                                   | Type | Course |
|----------------------------------------------------|------|--------|
| Audiovisual Communication and Advertising Contents | OP   | 1      |

## Contact lecturer

Name : Gemma Gómez Bernal

Email : gemma.gomez.bernal@uab.cat

## Teaching staff

Priscila Alvarez Cueva

Celina Navarro Bosch

## Group languages

You can consult this information at the [end](#) of the document.

## Prerequisites

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## Objectives

The goal is to delve into the techniques of audience studies, digital 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.

## Learning outcomes

- CA08 (Using the analysis, apply the available digital techniques to verify the effectiveness of a communication strategy underway on social platforms, identify errors and aspects to be improved related to its reach, influence, ethical commitment and care for the environment.) Using the analysis, apply the available digital techniques to verify the effectiveness of a communication strategy underway on social platforms, identify errors and aspects to be improved related to its reach, influence, ethical commitment and care for the environment.
- KA16 (Using digital techniques, develop studies to evaluate the effectiveness and level of social and ethical commitment of audiovisual and advertising content on platforms.) Using digital techniques, develop studies to evaluate the effectiveness and level of social and ethical commitment of audiovisual and advertising content on platforms.

- KA17 (Master the use of digital techniques to analyse audience behaviour and activity on digital platforms.) Master the use of digital techniques to analyse audience behaviour and activity on digital platforms.
- SA12 (Handle specific digital techniques for the analysis of activity in digital environments: content in circulation and audience behaviour.) Handle specific digital techniques for the analysis of activity in digital environments: content in circulation and audience behaviour.
- SA13 (Evaluate the social and ethical responsibility of a communication project that is active on social media based on critical analysis.) Evaluate the social and ethical responsibility of a communication project that is active on social media based on critical analysis.
- SA14 (Publicly defend research proposals based on the analysis of digital traces using the available analysis techniques.) Publicly defend research proposals based on the analysis of digital traces using the available analysis techniques.

## Contents

It covers various methods and systems for studying the audience across different media and platforms, testing and evaluating audiovisual and advertising content, analyzing website user traffic, and also focuses on digital and computational methods for analyzing content across different platforms.

1. Audience Studies
2. Testing of Audiovisual and Advertising Content
3. Web Analytics
4. Content Analysis on Digital Platforms

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

## Learning activities and methodology

| Title                                                                       | Hours | ECTS | Learning outcomes            |
|-----------------------------------------------------------------------------|-------|------|------------------------------|
| Text readings, preparing of presentations, development of the modules paper | 150   | 6    | CA08, KA16, KA17, SA12, SA13 |
| Lectures                                                                    | 65    | 2.6  | KA16, KA17, SA12, SA13       |
| Tutorships and project monitoring                                           | 75    | 3    | SA14                         |
| Hands On Projects                                                           | 10    | 0.4  | CA08, KA16, KA17, SA12, SA13 |

This course (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.

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 the various teaching materials deemed appropriate by the instructors 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.

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

## Continuous assessment activities

| Title                                  | Weight | Hours | ECTS | Learning outcomes      |
|----------------------------------------|--------|-------|------|------------------------|
| Module's paper                         | 50%    | 0     | 0    | CA08, KA16, SA12, SA13 |
| Oral presentation of the Modules paper | 20%    | 0     | 0    | SA14                   |
| Assistance and participation           | 30%    | 0     | 0    | KA16, KA17, SA13       |

The continuous assessment 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.

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities.

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.

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action.

## 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, Gephi or similar softwares)

## Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

| Type of teaching         | Group | Language | Semester | Shift         |
|--------------------------|-------|----------|----------|---------------|
| (TEm) Theory<br>(master) | 10    | Spanish  | annual   | morning-mixed |