

EG6. MEDIA RESEARCH
Subject Information:

Code	EG6	Plan	2014	ECTS	5
Type of Subject	Elective	Year	2015	Semester	
Knowledge area:	Media Research				
Department:	Sociology and Communication, University of Salamanca.				
Virtual Platform	Platform:	Studium.usal.es			
	Access URL:	Studium.usal.es			

Data about the instructor-teacher

Teacher	Dr. Kathrin Kissau	Group / s	
Department			
Knowledge area	Media and communication research (online/mobile research methods as well as market research)		
Academic Centre and University	NET-Metrix AG, Zurich, Switzerland		
Office Address:	Bachmattstrasse 53, 8048 Zurich, Switzerland		
Personal URL:	http://kathrinkissau.wordpress.com/		
E-mail	Kathrin.Kissau@net-metrix.ch	Telephone /Skype User:	0041762628877/ Kathrin379

Remarks (previous requirements, coordination, other, if any)

No remarks.

Objectives and competencies of the subject (basics, general, transversal, specifics)

The course will focus on the area of media research in the online realm. It will introduce students to the development, the methods of measuring the use of various online media (websites, mobile sites, apps, social media, streaming sites – audio & video), online tv, online radio etc) as well as the ways of analyzing and interpreting the data collected. A part from the social science interests in media use behavior the industrial, commercial interest in data on media use for advertisement is covered.

The central areas of online media research (online behaviour) will be covered such as

- **Web analytics:** focusses on internet data collected on the activities performed on websites/apps using computers, smart phones, tablet etc.
- **Audience research:** focusses on the target groups engaging with the website/app content, the reasons for and the effects of this usage,

At the end of the semester students will know and understand the methods (qualitative and quantitative, surveys, observations, testing/eye tracking, focus groups etc) used for online media research, their possibilities as well as their restrictions and the ways this data can be used to answer various scientific as well as commercial questions.

Programme (Brief Description of modules) and expected learning outcomes

Section 1: introduction to media research media use developments (online and other media)
Section 2: methods gathering data on online behavior advantages and disadvantages of methods at hand
Section 3: web analytics web metrics (page impressions, visits, clients, conversion) data collection, analysis and interpretation
Section 4: audience research reach (unique users) und target group socio-demographics data collection, analysis and interpretation
Section 5: adverting research campaign analysis, ad effectiveness, data collection, analysis and interpretation
Section 6: media research and privacy opt-in/opt-out, sensitive information

Section 7: innovations
research at the technological frontier
keeping up with trends & developments

Methodology

Lectures, active participation, self-study & exercises during the course, project work, written exam

- Resources:

Bibliography:

Bertrand, Ina & Hughes, Peter (2005): Media Research. Audiences, Institutions, Texts. Palgrave Macmillan.

Delahaye Paine, Katie (2011): Measure What Matters: Online Tools For Understanding Customers, Social Media, Engagement, and Key Relationships. Wiley.

Kaushik, Avinash (2009): Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity. Sybex.

Nightingale, Virginia (ed.)(2011): The Handbook of Media Audiences. Wiley-Blackwell

Patriarche, Geoffroy et al. (eds.)(2014): Audience Research Methodologies 2014 (COST Action). Between Innovation and Consolidation. Routledge

Poynter, Ray (2010): Handbook of Online and Social Media Research: Tools and Techniques for Market Researchers. Esomar.

Ross, Karen & Nightingale, Virginia, (2003): Media And Audiences: New Perspectives (Issues in Cultural and Media Studies). Open University Press.

Special Issue: Audience Research and Media Management. In: International Journal on Media Management, Volume 14, Issue 2, 2012.

Online resources:

<http://www.digital-mr.com/digital-solutions/active-web-listening>

<http://www.esomar.org/knowledge-and-standards/codes-and-guidelines.php>

<http://www.iab.net/guidelines/508676/508767>

Evaluation System:

General Considerations:

Evaluation is based on the exercises during the course, outcome of the project work and a written exam at the end.

Evaluation Criteria:

Final grade is based on:

- course participation (30%)
- project work (30%)
- written exam (40%)

Recommendation for second and following evaluations:

Employment Opportunities (optional)

Market research companies
Media research organizations
Internet companies