

## EN9. COLLECTION AND ANALYSIS OF AUDIO-VISUAL WEB DATA

### Subject Information:

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

### Data about the instructor-teacher

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Knowledge area	Communication and Publicity		
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### Remarks (previous requirements, coordination, other, if any)

No remarks.

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

### EN9. COLLECTION AND ANALYSIS OF AUDIO-VISUAL WEB DATA (5 ECTS)

This course will focus on the collection and analysis of web based audiovisual materials. Following a theoretical introduction to the use of audio-visual materials in social sciences, in which students will be provided with the main tools for collect and analyze this kind of data, students will be required to collect and analyze their own set of web based audio-visual data.

#### ■ Objectives

The objective of this course is to introduce students to the data sources which exist on the Web and the way in which we can collect and analysed the audio-visual web data. It will provide factual knowledge on the existing theoretical background sources and techniques, as well as conceptual knowledge and procedural knowledge on the analysis of audiovisual web data in different sectors and web distributional channels, Tv, Radio, Cultural and Creative Industries, Newspapers, Social Networks, Enterprises, Governmental and NGO,... new distributional channels Apps and Web Based Audiovisual Shops. Av Data collection, search, av-data archiving, av-data analysis and interpretation of audiovisual web data. Privacy issues in the Collection and interpretation of audiovisual data. SEO and positioning in the use of web audiovisual data. Viral web audiovisual Data, Campaigns Advertising and Reaching the audiences, product placement and advert placement in audiovisual data. Monetizing the interpretation of audiovisual data. The Audiovisual World, CRM and BI in the use and interpretation of these data. Protecting privacy and the youngsters in audiovisual web data. Legislation, use and distribution of web based audiovisual data.

#### ■ Competences (basics, general, transversals, specifics)

The core competence which students will acquire is the awareness of the issues raised by capturing, analyzing and interpreting audiovisual web-data and the responsibility over it. They will acquire competences related to audiovisual data collection, management, dissemination, search, and reuse.

## Programme (Brief Description of modules) and expected learning outcomes

This course will focus on the collection and analysis of web based audiovisual materials. Following a theoretical introduction to the use of audio-visual materials in social sciences, in which students will be provided with the main tools for collect and analyze this kind of data, students will be required to collect and analyze their own set of web based audio-visual data.

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Programme Description:

1. Introduction to the analysis of web based audiovisual data. Concept of audiovisual data, Image and Video and others, Theoretical background. Introduction to Framing and Agenda Setting of web based audiovisual data. Theoretical background to the interpretation, analysis and use of audio-visual materials in the Social Sciences. Situations and tendencies in the collection of audiovisual web data, from traditional to Social and Business Intelligence Interpretation.
2. Metadata Classification of web based audiovisual data. Automatic Software interpretation of audiovisual data. Copyright issues in the collection of audiovisual data. Building indexes for the interpretation and analysis of web based audiovisual data. Statistics on Audiovisual Webdata, Providers, Sources, Enterprises and Observatory Analysis, and Software.
3. Audiovisual Web Data in Television providers. Collection and analysis of data from these providers. Content programming and investigating audiences. Case I and Group Work 1.
4. Audiovisual Web Data in Social Networks and Audiovisual Portals. Collection and analysis of data from these providers. Investigating audiences and content programming. Case II and Group Work 2.
5. Audiovisual Web Data in the Film industry and Video containers. Collection and analysis of data from these providers. Investigating audiences and content programming. Case III and Group Work 3.
6. Audiovisual Web Data in the Creative and Cultural Industries. Collection and analysis of data from these providers. Investigating audiences and content programming. Case IV and Group Work 4.
7. Audiovisual Web Data in Newspapers, Radio and the Musical Industries. Collection and analysis of data from these providers. Investigating audiences and content programming. Case V and Group Work 5.

<p>8. Audiovisual Web Data in the Gaming Industries and its devices. Audiovisual Web Data in Smartphones and Tablets, collecting data from Apps and web-based Internet Audiovisual Shops. Investigating audiences and content programming. Advertising in these audiovisual platforms Case VI and Group Work 6.</p>
<p>9. Audiovisual Web Data from Enterprises, Governmental Institutions and other Independent Bodies, NGA, Associations and other groups. Situations and tendencies. Collection and analysis of data from these providers. Investigating audiences and content programming. Audiovisual data-curation and preservation. Corporate communication and audiovisual data, collecting and interpreting the visual messages. Case VII and Group Work 7.</p>
<p>10. Towards Automatic interpretation of audiovisual web data, sound, image and video recognition. Privacy issues in the Collection and interpretation of audiovisual data. SEO and positioning in the use of web audiovisual data. Viral web audiovisual Data, Campaigns Advertising and Reaching the audiences, product placement and advert placement in audiovisual data. Monetizing the interpretation of audiovisual data. The Audiovisual World, CRM and BI in the use and interpretation of these data. Protecting privacy and the youngsters in audiovisual web data. Legislation, use and distribution of web based audiovisual data.</p>

## Methodology

The course will be organized with a series of audiovisual lectures and applied exercises and case studies (individual activities and tutor-supervised group exercise)

We will present and orientate the students to identify relevant sources of audiovisual webdata, collect, analyse AV-datasets, and interpret them in a "report" organized format, using the Case Method and some report readings and articles.

Students will be asked to carry out a small group-project which will have a minimum of 3 students per group. They will choose a topic after the lectures and be asked to write 10-20 pages summary on the topic.

## - Resources:

### Bibliography:

Se campus Studium.usal.es for full references and digital sources:

Open Knowledge Foundation. (2012). Open Data Handbook.

<http://opendatahandbook.org/>

Foulonneau, M., & André, F. (2008). *Investigative study of standards for digital repositories and related services*. Amsterdam University Press.

<http://www.dspace.org/images/LinkTo/investigative%20study%20of%20stds%20for%20dig%20rep.pdf>

Stamatoudi, I.A. (2002). *Copyright and Multimedia Product, A Comparative Analysis*. Cambridge University Press, Uk.

O'Reilly (2012), Big Data Now: 2012 Edition, O'Reilly.  
 Enge, E. et al. (2013) The Art of Seo. O'Reilly, Cambridge, UK.  
 Delahaye, K. et al. (2011) Measure what matters. Wiley Inc.  
 Williams, A. (2013) SEO, 2013 and Beyond.  
 Waisberg, D. (2013) Google Analytics Integrations, Centralizing Digital Marketing.  
 Ed. Online-behaviour.com  
 Odden, L. (2012) Optimize, How to attract and engage more customers by integrating  
 SEO. Social Media, and Content Marketing,  
 Sponder, M. (2012) Social Media Analytics, Effective tools for building, interpreting  
 and using metrics. Mc Grav Hill.  
 Jeffrery, M. (2012) Data Driven Marketing. The 15 Metrics Everyone in Marketing  
 Should Know. Kellogg School of Management.  
 Grappone, J (2011) Search Engine Optimization. Wiley Publishing. Inc.  
 Kaushik, A. (2012) Web Analytics An Hour a Day. Sybex, Serious Skills.  
 Kaushik, A. (2012) Web Analytics 2.0. Sybex. Serious Skills.  
 McKinney, W. (2012) Python for Data Analysis. O'Reilly.  
 Peterson E.T. (2012) Web Site Measurement Hacks. O'Reilly.  
 Siegel E. (2012) Predicting Analytics.  
 Linoff. G.S. (2012) Mining the Web, transforming Customer data into customer  
 value.  
 Liu, B. (2012) Web Data Mining, Exploring Hyperlinks, contents and Usage of data.  
 Springer.

Online resources:

See [Studium.usal.es](http://Studium.usal.es) for full information.

**Evaluation System:**

General Considerations:

Evaluation exercises will be presented in the Campus. The student must comply with standards, recommendations, and deadlines.

Evaluation Criteria:

Group Work: 50%  
 Readings and Individual Reporting (Cases and Articles): 25%  
 Participation and Forum Debates: 25%  
 n.b. In all cases student must have a positive grade in all activities in order to pass de course. These criteria applies to all "convocatorias"-time deadline presentation of work, ordinary or extraordinary.

Recommendation for second and following evaluations:

Present again all activities to the professor, and consult in case of any doubts.

## Employment Opportunities (optional)

Media Enterprises  
Web Analysis Institutions and Monitors  
Web Specialized Institutions  
Audiovisual Research Centres  
Advertising Agencies and Marketing Consulting  
Educational Enterprises and Corporate Communication Departments.