Course / Optional Course: Audience data analysis: from segmentation to big data

About the course

subject	Kommunikation / Strategisk kommunikation og digitale medier
activitytype	master course
Teaching language	English
Registration	Tilmelding sker via stads selvbetjening indenfor annonceret tilmeldingsperiode, som du kan se på Studieadministrationens hjemmeside
	Når du tilmelder dig kurset, skal du være opmærksom på, om der er sammenfald i tidspunktet for kursusafholdelse og eksamen med andre kurser, du har valgt. Uddannelsesplanlægningen tager udgangspunkt i, at det er muligt at gennemføre et anbefalet studieforløb uden overlap. Men omkring valgfrie elementer og studieplaner som går ud over de anbefalede studieforløb, kan der forekomme overlap, alt efter hvilke kurser du vælger.
	Registration is happing through stads selvbetjening within the announced registration period, as you can see on the Studyadministration homepage.
	When registering for courses, please be aware of the potential conflicts between courses or exam dates on courses. The planning of course activities at Roskilde University is based on the recommended study programs which do not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programs, an overlap of lectures or exam dates may occur depending on which courses you choose.
Detailed description of content	This course is about the science, practice and politics of audience measurement and analysis. Audience data analysis is increasingly a needed skill for communication professionals, and the demands have become increasingly complex. The goal of the course is to help students navigate the diverse methods, tools and techniques available for collecting, analyzing and evaluating audience data (offline and online, qualitative and quantitative) while maintaining a critical understanding of these analytical practices.
	The course introduces students to the methods, tools and techniques used in the industry and academia to perform audience measurement and analysis. There is therefore a practical dimension to the course which will see students working with audience data, especially with regards to the digital footprints left by audiences in their use of digital media and the harvesting of data on web platforms. One of the main objectives of the course is to help students experiment and work creatively with data as a way to produce insights about audiences.
	Throughout the course is maintained a critical understanding of audience measurement. The goal is to be able to relate critically to the science, practice and politics of audience measurement and place these in a larger context of academic, societal and ethical debates. These will include discussions of the validity of audience measurement and analysis, both qualitative and quantitative, being aware of the different interests at stake in audience measurement, as well as ethical considerations such as privacy invasion, surveillance and consent.
	The course covers topics such as ratings, segmentation, target group analysis, interpretative and qualitative approaches, social media analytics and big data. It will involve a mix of lectures and workshop exercises that will allow students to relate and try their hands at different aspects of audience measurements.
	The course relates to the communicative and media-related aspects of audience measurement, and not the technical aspects such as programming or statistical analysis. No pre-requisite knowledge of these is required to participate and benefit from the course. We will work with relatively simple tools and will get help to assist with technical aspects of using softwares. We will have our focus on how these tools help us understand communication and provide insights about audiences.
Evaluation- and feedback forms	**The study board will evaluate the course this semester.**
Administration of exams	IKH Studyadministration (ikh-studyadministration@ruc.dk)
Responsible for the activity	David Mathieu (mathieu@ruc.dk)

| Type of examination | Individual portfolio consisting of written products and other types of products.

The portfolio consists of up to 10 (number determined by the lecturer based on a professional assessment of the individual student's topic) products that are prepared in whole or in part during the course. For example, products can be exercise responses, speech manuscripts for a presentation, feedback, reflection, written assignments, wiki contributions, sound productions and visual productions.

The preparation of the products may be subject to time limits. The portfolio's written products must be 4,800 - 36,000 characters in length, including spaces.

The size specifications include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices. The specific content and form of the portfolio, as well as any potential indicative size specifications for the various written products will be determined before the beginning of the course and published on study.ruc.dk.

The portfolio is delivered collectively (uploaded at eksamen.ruc.dk). Any potential partial deliveries to the lecturer in order to get feedback are not a substitute for the collective delivery. The deadline for handing in the assignments will be published on study.ruc.dk.

The assignment must document that the student possesses a confident mastery of the written English language, including grammar and linguistic correctness.

Assessment: 7-point grading scale.

Re-examination:

Same as ordinary |
|---|---|
| ECTS | 10 |
| Learning outcomes and assessment criteria | - Knowledge and understanding of a specific subject area in the field of communication, information and media, including having knowledge and understanding of the common practices in relation to th subject area
- Knowledge and understanding of current theories relevant to the subject area, including knowledge of essential communications concepts and terms
- Knowledge and understanding of current methods used to study the subject area
- Skills in being able to apply relevant theory to a specific communications-related research questio
- Skills in being able to use appropriate methods to study communications-related research questions
- Skills in being able to translate analyses and knowledge and understanding to a practical communications-related context
- Competences in independently being able to take responsibility for one's own professional development and specialisation within the subject area |
Overall content	The course includes presentations and critical discussions as well as the testing the of knowledge about and understanding of a defined subject area within the field of communications, including presentations and discussions of concepts, theories and investigative methods
Teaching and working methods	The course consists of a mix of lectures and discussions, and it can include group work, homework and peer feedback. It is structured around a number of themes that will be presented at the start of the course
Type of course	Optional course
Exam code(s)	Exam code(s) : U41384

Course days:

Hold: 1

Comm: Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time	13-02-2020 12:15 til 13-02-2020 16:00
location	44.2-40 - theory room (60)
Teacher	David Mathieu (mathieu@ruc.dk)

Comm: Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time	20-02-2020 12:15 til 20-02-2020 16:00
location	44.2-40 - theory room (60)
Teacher	David Mathieu (mathieu@ruc.dk)

Comm: Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time	05-03-2020 12:15 til 05-03-2020 16:00
location	42.2-37 - teorirum (foldedør ud til kantineområdet) (40/70)
Teacher	David Mathieu (mathieu@ruc.dk)

Comm: Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time	19-03-2020 12:15 til 19-03-2020 16:00
location	44.2-40 - theory room (60)
Teacher	David Mathieu (mathieu@ruc.dk)

Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time	30-03-2020 08:15 til 30-03-2020 12:00
location	43.3-29 - teorirum (50)
Teacher	David Mathieu (mathieu@ruc.dk)

Comm: Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time	02-04-2020 12:15 til 02-04-2020 16:00
location	44.2-40 - theory room (60)
Teacher	David Mathieu (mathieu@ruc.dk)

Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time	15-04-2020 08:15 til 15-04-2020 12:00
location	44.2-40 - theory room (60)
Teacher	David Mathieu (mathieu@ruc.dk)

Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time	20-04-2020 08:15 til 20-04-2020 12:00
location	43.3-29 - teorirum (50)
Teacher	David Mathieu (mathieu@ruc.dk)

Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time	27-04-2020 08:15 til 27-04-2020 12:00
location	43.3-29 - teorirum (50)
Teacher	David Mathieu (mathieu@ruc.dk)

Comm: Advanced theory, method and practice: Audience data analysis: from segmentation to big data - excursion

time	30-04-2020 13:00 til 30-04-2020 17:00
Teacher	David Mathieu (mathieu@ruc.dk)

Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time	11-05-2020 08:15 til 11-05-2020 12:00
location	43.3-29 - teorirum (50)

Teacher   David Mathieu (mathieu@ruc.dk)

Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time   18-05-2020 08:15 til
            18-05-2020 12:00

location   43.3-29 - teorirum (50)

Teacher   David Mathieu (mathieu@ruc.dk)

Exam in Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time   04-06-2020 10:00 til
                            04-06-2020 10:00

forberedelsesnorm   ikke valgt

forberedelsesnorm D-VIP   ikke valgt

Reexam in Advanced theory, method and practice: Audience data analysis: from segmentation to big data

time   10-08-2020 10:00 til
                            10-08-2020 10:00

forberedelsesnorm   ikke valgt

forberedelsesnorm D-VIP   ikke valgt