

Elective course: Audience, target group and data analysis: from segmentation to big data

Title	Elective course: Audience, target group and data analysis: from segmentation to big data
Semester	E2022
Master programme in	Kommunikation / Kommunikation / Media and Communication
Type of activity	Course
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at ruc.dk

REGISTRATION AND STUDY ADMINISTRATIVE

Registration	<p>Registration is through stads selvbetjening within the announced registration period, as you can see on the Studyadministration homepage.</p> <p>When registering for study activities, please be aware of the potential conflicts between study activities or exam dates. The planning of 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.</p>
Number of participants	
ECTS	10
Responsible for the activity	David Mathieu (mathieu@ruc.dk)
Head of study	Chris Peters (cpeters@ruc.dk)
Teachers	
Study administration	IKH Studieadministration (ikh-studieadministration@ruc.dk)
Exam code(s)	U60142

ACADEMIC CONTENT

Overall objective	The course contains presentation and critical discussion as well as testing knowledge of a defined media and communication subject area/field of
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	activity, including presentation and discussion of current concepts, theories, and research methods, possibly in collaboration with practitioners within the field.
Detailed description of content	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>
Course material and Reading list	
Overall plan and expected work effort	<p>The total study effort for the student (ECTS points converted into hours) = 270 hours. The hours are divided as follows:</p> <ul style="list-style-type: none"> • Course teaching: 48 hours • Preparation: 120 hours • Exam: 80 hours • Other activities: 22 hours (semester start, literature search, etc.
Format	In principle, teaching activities take place on campus. The teaching can be arranged so that one or more activities take place elsewhere than at Roskilde University. This can also be online.

Evaluation and feedback

Evaluation will be based on the evaluation practice of the study board.

Programme

ASSESSMENT

Overall learning outcomes

At the end of the course, the student is able to:

- Demonstrate in-depth knowledge of a defined subject area/field of activity within media and communication, including nuanced knowledge of common production and project work methods in relation to the subject area.
- Identify and account for current theories of relevance to the subject area/field of activity, including understanding of significant communication professional issues.
- Develop, organize and present a specific communication production or project relevant to the subject area/field of activity.
- Independently and reflectively translate theoretical perspectives and methodological approaches into a concrete communication professional practice.
- Independently take responsibility for one's own professional development.

Form of examination

Individual portfolio exam

The character limit of the portfolio is 24,000-48,000 characters, including spaces. Examples of written products are exercise responses, talking points for presentations, written feedback, reflections, written assignments. The preparation of the products may be subject to time limits.

The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.

The portfolio is written completely or partially during the course.

The entire portfolio must be handed in at the same time (uploaded to eksamen.ruc.dk). Handing in the portfolio or parts of the portfolio to the supervisor for feedback, cannot replace the upload to eksamen.ruc.dk.

Assessment: Pass/Fail.

Form of Re-examination

Individual portfolio exam

The character limit of the portfolio is 24,000-48,000 characters, including spaces. Examples of written products are exercise responses, talking points for presentations, written feedback, reflections, written assignments. The preparation of the products may be subject to time limits.

The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.

The portfolio is written after the course has ended.

The entire portfolio must be handed in at the same time (uploaded to eksamen.ruc.dk). Handing in the portfolio or parts of the portfolio to the supervisor for feedback, cannot replace the upload to eksamen.ruc.dk.

Assessment: Pass/Fail.

Type of examination in special cases

Examination and assessment criteria

Prøven er en individuel portfolio. Portfolien sammensættes af øvelser, som den studerende har lavet i forbindelse med kursusforløbet.

Portfolien skal opfylde alle formelle krav og i bedømmelsen lægges der vægt på i hvor høj grad den studerende

- demonstrerer dybdegående viden om valgkursets emneområde/virkefelt, herunder nuanceret kendskab til gængse praksisformer
- viser evnen til at identificere og anvende aktuelle teorier og metoder af relevans for emneområdet/virkefeltet, herunder forståelse for væsentlige kommunikationsfaglige begreber
- reflekterer kan omsætte teoretiske perspektiver og metodiske tilgange til en konkret kommunikationsfaglig praksis
- kan udvikle, tilrettelægge og præsentere konkrete kommunikationsproduktioner eller -projekter med relevans for området og med brug af adækvate kommunikations- og formidlingsformer

Exam code(s) Exam code(s) : U60142

Course days:

Hold: 1

Audience, target group and data analysis: from segmentation to big data (KOMM)

time 14-09-2022 08:15 til
14-09-2022 12:00

location 41.1-14 - biograf 41.1 (152)

Teacher David Mathieu (mathieu@ruc.dk)

Audience, target group and data analysis: from segmentation to big data (KOMM)

time 21-09-2022 08:15 til
21-09-2022 12:00

location 40.2-25 - teorirum (foldedør ud til kantineområdet) (50)

Teacher David Mathieu (mathieu@ruc.dk)

Audience, target group and data analysis: from segmentation to big data (KOMM)

time 28-09-2022 08:15 til
28-09-2022 12:00

location 40.2-25 - teorirum (foldedør ud til kantineområdet) (50)

Teacher David Mathieu (mathieu@ruc.dk)

Audience, target group and data analysis: from segmentation to big data (KOMM)

time 05-10-2022 08:15 til
05-10-2022 12:00

location 40.2-25 - teorirum (foldedør ud til kantineområdet) (50)

Teacher David Mathieu (mathieu@ruc.dk)

Audience, target group and data analysis: from segmentation to big data (KOMM)

time 12-10-2022 08:15 til
12-10-2022 12:00

location 40.2-25 - teorirum (foldedør ud til kantineområdet) (50)

Teacher David Mathieu (mathieu@ruc.dk)

Audience, target group and data analysis: from segmentation to big data (KOMM)

time 26-10-2022 08:15 til
26-10-2022 12:00

location 40.3-25 - undervisningslokale (50)

Teacher David Mathieu (mathieu@ruc.dk)

Audience, target group and data analysis: from segmentation to big data (KOMM)

time 02-11-2022 08:15 til
02-11-2022 12:00

location 44.2-40 - theory room (70 fordelt m.60bord/stol og 10 kun stol)

Teacher David Mathieu (mathieu@ruc.dk)

Audience, target group and data analysis: from segmentation to big data (KOMM)

time 09-11-2022 08:15 til
09-11-2022 12:00

location 40.3-25 - undervisningslokale (50)

Teacher David Mathieu (mathieu@ruc.dk)

Audience, target group and data analysis: from segmentation to big data (KOMM)

time 16-11-2022 08:15 til
16-11-2022 12:00

location 40.3-25 - undervisningslokale (50)

Teacher David Mathieu (mathieu@ruc.dk)

Audience, target group and data analysis: from segmentation to big data (KOMM)

time 30-11-2022 08:15 til
30-11-2022 12:00

location 43.3-29 - teorirum (50)

Teacher David Mathieu (mathieu@ruc.dk)

Audience, target group and data analysis: from segmentation to big data (KOMM)

time 07-12-2022 08:15 til
07-12-2022 12:00

location 43.3-29 - teorirum (50)

Teacher David Mathieu (mathieu@ruc.dk)

Audience, target group and data analysis: from segmentation to big data (KOMM)

time 14-12-2022 08:15 til
14-12-2022 12:00

location 43.3-29 - teorirum (50)

Teacher David Mathieu (mathieu@ruc.dk)

Audience, target group and data analysis: from segmentation to big data - Exam (KOMM)

time 03-01-2023 10:00 til
03-01-2023 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

Audience, target group and data analysis: from segmentation to big data - Reexam (KOMM)

time 13-02-2023 10:00 til
13-02-2023 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt