

# COM 329: Applied Media Analytics

*Fall 2017*

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## **Course Description**

Media organizations rely on analytics to measure their audiences and the use of media content. The course highlights traditional performance indicators such as newspaper circulation and broadcast audience estimates, as well as metrics for emerging media such as websites, blogs, social media and mobile media. Students learn concepts, issues, analytical tools, procedures and the role of data visualization. Prerequisite: MTH 110.

## **Goal**

Introduce students to the tools and procedures for measuring and analyzing audience usage in traditional and emerging media.

## **Upon completion of this course students will be able to:**

- describe concepts used to identify and define media audiences, such as demographics and psychographics.
- explain established media metrics and database resources to describe audience usage of traditional and emerging media.
- employ the tools of technology to gain access, measure and analyze media usage and engagement.
- apply numerical concepts and descriptive statistical procedures for analyzing data using appropriate analytical computer applications.
- use data visualization to enhance clarity and report findings.

## **Required Text:**

Although there is no required text for this course, readings will be posted on Moodle throughout the term. Most of the readings will be PDF documents that should be easily opened and read by your computer. If you are unable to open them, then you should download this free software from Adobe: <http://get.adobe.com/reader/> This software will also allow you to open nearly all other course related documents that are posted on Moodle.

**Assignments and Course Grade Calculation:** Detailed instructions for all assignments will be posted to Moodle and discussed in class. Late assignments will be marked down 10% for each day they are late. The highest grade an assignment that is one day late can receive would be a B+. Assignments that are more than five days late will be graded out of 50%. There will be no exceptions to this policy other than family or medical emergencies that are documented by written confirmation.

**Assignments will be weighted as follows:**

Assignment/Exam	Grade Percentage	Due Date
Legacy Media Analytics Assignment	10%	Sept. 11, 2017
Google Analytics Academy Assignment	5%	Sept. 15, 2017
Tracking Trends Assignment	15%	October 4, 2017
Social Network Analysis Assignment	15%	October 20, 2017
Sentiment Analysis Assignment	15%	November 17, 2017
Final Project Report	20%	Dec. 13, 2017
Final Project Presentation	10%	Dec. 13, 2017
Participation	10%	Ongoing

**Participation.**

Your participation grade is based on my qualitative assessment of your contribution to class discussion and a quantitative measure of attendance.

**Extra Credit:** Extra credit opportunities will be posted on Moodle if and when they become available. Extra credit is at the professor's discretion and should not be depended upon or expected.

**Course Schedule**

(NOTE: This schedule is subject to modification in both due dates and content.)

**You will be required to do additional reading and activities, not listed on the course schedule below, to complete the weekly module. These materials will be posted to Moodle.**

Week	Topics	Readings/Assignments
August 28 - September 3	Getting started.  Data Ethics	Syllabus  Reading: OKCupid Study Reveals the Perils of Big-Data Science
September 4 - September 10	Legacy Media Analytics	Reading: Editorial Analytics: How News Media are Developing and Using Audience Data and Metrics  Guest Speaker: Chris Ingraham, Washington Post Data Reporter  Assignment: Legacy Media Analytics  Tools: Excel/Google Sheets

September 11 - September 17	Owned Content Analytics	Read: Everybody Lies Chap. 4 “Digital Truth Serum”  Guest Speaker: Adam Constantine, Social Media Manager for Elon University  Assignment: Complete Google Analytics Academy module “Analytics for Beginners”  Tools: Google Analytics
September 18 - September 24	Social Listening	Read: The Future of Free Speech, Trolls, Anonymity and Fake News Online  Read: How Fake News Goes Viral: A Case Study  Tool: Google Trends / Meltwater
September 25 - October 1	Social Listening	Watch: Telling Stories with Data  Assignment: Tracking Trends  Tool: Meltwater
October 2 - October 8	Social Network Analysis	Read: Mapping Twitter Topic Networks: From Polarized Crowds to Community Clusters  Tool: LinkedIn and Socilab
October 9 - October 15	Social Network Analysis	Read: Network Analysis Vocabulary Guide  Tool: Netlytic
October 16 - October 22	Social Network Analysis  Binary Thinking	Social Network Analysis Presentations  Tool: If This Then That (IFTTT)  *Social Network Analysis Assignment Due 10/22/2017
October 23 - October 29	Intro to Coding  The R Environment	Lecture: Advanced Analytics Tools (SAS, SPSS, R, Python)  Read: Statistics (a refresher)  Tools: Intro to R on CodeSchool <a href="http://tryr.codeschool.com">http://tryr.codeschool.com</a>
October 30 - November 5	Collecting and Cleaning Data	Lecture: Accessing, importing and cleaning datasets  Tools: R Studio, GitHub Repositories

November 6 - November 12	Making Sense of Data – plotting, visualizing, and analyzing	Lecture: Data Mining  Read: Partisanship, Propaganda, and Disinformation: Online Media and the 2016 U.S. Presidential Election  Tools: R Studio, Media Cloud, Amazon Public Data Services
November 13 - November 19	Real-World Data	Lecture: Extracting Meaning from Text  Sentiment Analysis Assignment Due November 17  Tools: SNAP Web data: Amazon reviews <a href="https://r-dir.com/reference/datasets.html">https://r-dir.com/reference/datasets.html</a>
November 20 - November 26	Thanksgiving Break	Thanksgiving Break
November 27 - December 3	Final Project: Analytics Challenge	Challenge Details to be Announced in Class on Monday, November 27
December 4 - December 10	Final Project: Analytics Challenge	*Reading Day on Friday, Dec. 8
Final Projects Due: Dec. 13		