

C255--Introduction to Media Audience Measurement  
Spring 2023  
Section 34295

**Class**

MW 9:45-11:00am  
Franklin Hall 003

**Instructor**

Dr. Potter  
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**Office Hours**

[via Zoom](#)  
Wed & Th 3-4pm

**Course Description**

Understanding audience behavior is increasingly important as media creators try to figure out what audiences want and whether what is offered to audiences are consumed. This course introduces many of the ways audience behavior is measured and analyzed by media industry professionals and scholars. We will audience measurement and insight methodologies such as focus groups, questionnaire design, thought-listing, continuous response measurement, and peripheral biometrics (heart rate, skin conductance, eye tracking, etc.).

**Learning Objectives**

This course will help increase your ability to:

- Understand differences between qualitative and quantitative research
- Understand how media professionals use data to gain insights and guide decisions
- Recognize the impact of sampling techniques on the types of conclusions that can be drawn from audience data
- Conduct a focus group
- Write survey research questions correctly
- Understand concepts like correlation, causal inference, and internal validity
- Gather and analyze data collected through audience questionnaire, continuous response measurement, and biometrics such as eye tracking and skin conductance

**Required Text and Other Readings**

There is one required text for the course. Other readings will be made available on Canvas as PDFs or links to websites. The required text is referred to as DESS on the course schedule below. That text is:

Coleman, R. (2020). *Designing Experiments for the Social Sciences*. New York, NY. Sage

As noted in the Schedule of Classes, this course uses IU eTexts. Your copy of the text is available through your Canvas class page. In the menu at the left of the Canvas page, click on "Unizin Engage (IU eTexts)" to open the Engage reading platform.

In the top right corner of the Engage homepage, click on your initials/photo, then Click on the Help link. Click on “Students” to access quick overviews of how to navigate the platform and all the general studying/learning features – reading, note-taking, highlighting, questioning, printing, bookmarking, searching, and collaborating.

Also, on the Engage homepage you should see the book covers for all the IU etexts your different courses are using this semester. Click on the one for *Media Today* to get started in this course.

Engage works best with Firefox or Chrome.

## **Student Support & Cultural Awareness Centers**

[African American Arts Institute](#). The institute preserves and promotes African American culture through performance, education, creative activity, research, and outreach.

[Asian Cultural Center](#). This center promotes awareness and understanding of Asian and Asian American cultures, histories, and issues through institutional resources, educational support, and community outreach.

[IU Counseling and Psychological Services-CAPS](#). Take care of your mental health here. Services for those who speak English, Mandarin, Spanish, and Hindi/Urdu.

[Office of Disability Services for Students](#). This office is dedicated to ensuring that students with disabilities have the tools, support services, and resources that allow equal access and reasonable accommodations to be successful at Indiana University Bloomington. This website is where you start if you need in-class accommodations for academic activities.

[First Nations Educational and Cultural Center](#). This center’s mission is to build a Native community within the university, enhance the recognition and reputation of these communities, and provide educational opportunities that further awareness of the First Nations people.

[La Casa Latino Cultural Center](#). This center promotes academic excellence, personal and professional growth, and greater historical, political, and cultural awareness of the Latino community through educational and social programs.

[LGBTQ+ Culture Center](#). The center serves as a resource and information center for the IU LGBTQ+ community and people who want to better understand LGBTQ+ issues and concerns.

[Neal Marshall Black Cultural Center](#). The center connects IU to Black culture, promotes public awareness of the Black experience, and celebrates students’ academic and leadership achievements.

[Student Health Services](#). The place on campus for all your health care needs.

[Center for Veterans and Military Students](#). The center helps veterans and military-connected students make the transition from the military to IU and provides support and resources during their time on campus.

## **Religious Holidays**

According to IU policy, accommodations will be made if you need to miss class for observance of a religious holiday. [Find out details here](#).

## **Academic Misconduct**

Academic misconduct includes, but is not limited to, the following:

***Cheating***-using or attempting to use unauthorized materials, information, or study aids in any academic exercise. This includes purchased notes or materials.

***Plagiarism***-representing the words, ideas, or data of another as one's own in any academic exercise. [How to Recognize Plagiarism](#)

***Fabrication***-unauthorized falsification or invention of any information or citation in an academic exercise.

***Aiding or abetting academic dishonesty***-intentionally or knowingly helping or attempting to help another student commit an act of academic dishonesty.

**Academic Misconduct will not be tolerated in this class.** If misconduct is suspected, Dr. Potter is required to meet with you to discuss it. A summary of the incident, our discussion, any evidence, and a description of the sanction will be sent to the [Office of Student Conduct](#). Consequences may include a grade reduction on your assignment and/or your course grade. You have the right to appeal this sanction and the Office of Student Conduct will inform you of that process.

## **Sexual Misconduct and Title IX**

As your instructor, one of Dr. Potter's responsibilities is to create a positive learning environment for all students. Title IX and IU's Sexual Misconduct Policy prohibit sexual misconduct in any form, including sexual harassment, sexual assault, stalking, and dating and domestic violence. If you have experienced sexual misconduct, or know someone who has, the University can help.

If you are seeking help and would like to speak to someone confidentially, you can make an appointment with:

The Sexual Assault Crisis Services (SACS) at (812) 855-8900  
(counseling services)

Confidential Victim Advocates (CVA) at (812) 856-2469  
(advocacy & advice services)

IU Health Center at (812) 855-4011  
(health & medical services)

It is also important that you know that Title IX and University policy require Dr. Potter to share any information brought to his attention about potential sexual misconduct, with the campus Deputy Title IX Coordinator or IU's Title IX Coordinator. In that event, those individuals will work to ensure that appropriate measures are taken and resources are made available.

Protecting student privacy is of utmost concern, and information will only be shared with those that need to know to ensure the University can respond and assist.

You are encouraged to visit [stopsexualviolence.iu.edu](http://stopsexualviolence.iu.edu) to learn more.

### **Bias-Based Incident Reporting**

Bias-based incident reports can be made by students, faculty, and staff. Any act of discrimination or harassment based on race, ethnicity, religious affiliation, gender, gender identity, sexual orientation, or disability can be reported [here](#). Reports can be made anonymously. If reports aren't made, nothing can change.

## **Course Tasks**

### **Exams: 60% of Final Grade**

There will be three exams. They will consist of multiple-choice/true false questions, fill-in-the-blank, and short answer questions. You will take the exam via Canvas at the scheduled time in Franklin 003.

### **Final Exam: 20% of Final Grade**

The comprehensive final exam is scheduled for Wednesday May 3, 8am-10am and will be taken via Canvas in Franklin 003. The final exam will be the same format as the other course exams but require you to recall and apply the concepts from the entire course.

### **Application Exercises: 15% of Final Grade**

There will be several assignments that you need to complete outside of class to practice the audience measurement concepts and techniques we talk about. Paying close attention to the details of these will not only help you develop your skill sets, but also improve the likelihood of doing well on the exams.

### **Class Participation: 5% of Final Grade**

This is the most subjective part of the grade in C255 and it's based on Dr. Potter's perception of you being prepared to participate in an engaged discussion of the topic of the day. One doesn't have to speak to participate in a discussion. Active listening is also something that will be noticed. If you don't come to class, of course, it's hard to participate. If you are sick, stay home. Otherwise, come prepared to discuss what you read and learn more about the topic.

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**Tentative Course Schedule**

<b>Day &amp; Date</b>	<b>Lecture Topic</b>	<b>Read Watch/Listen Before Class</b>
M Jan. 9	Welcome to Class!	--
W Jan. 11	Industry Currency—Nielsen’s Legacy	Website
M Jan. 16	<b>Dr. Martin Luther King Day</b>	--
W Jan. 18	Industry Currency— Nielsen’s Current Troubles and Alternatives	Canvas Reading Website
M Jan. 23	Industry Currency— Web and Mobile Measurement	Canvas Reading
W Jan. 25	Trend Spotting—Finding the Next Big Thing	Canvas Reading
M Jan. 30	Introduction to Focus Groups	Canvas Reading
W Feb. 1	Focus Groups continued; Thought-listing method	Canvas Reading
M Feb. 6	Survey Sampling	Pew Videos
W Feb. 8	Sampling Continued	Canvas Reading MRC Videos
M Feb. 13	Catch Up	--
W Feb. 15	<b>Exam 1</b>	--
M Feb. 20	Making Valid Survey Questions	Pew Video  Canvas Reading
W Feb. 22	Introduction to Qualtrics	Qualtrics Video
M Feb. 27	Levels of Measurement	Canvas Reading
W Mar. 1	Establishing Cause & Effect	DESS Ch. 1
M Mar. 6	Eliminating Threats to Internal Validity	DESS Ch. 5

W Mar. 8	Internal Validity cont.	DESS Ch. 7
SPRING	BREAK	
M Mar. 20	Welcome back from break...we'd better review	--
W Mar. 22	<b>Exam 2</b>	--
M Mar. 27	Interview with a Media Industry Professional TBA	Podcast
W Mar. 29	Beyond asking questions: Introduction to Instrumentation	DESS Ch. 10
M Apr. 3	Continuous Response Measurement (CRM)	Canvas Reading
W Apr. 5	CRM continued	---
M Apr. 10	Bodily Responses to Media: Intro to Biometrics	Canvas Reading
W Apr. 12	Biometrics continues	--
M Apr. 17	Introduction to Eye Tracking	Canvas Reading
W Apr. 19	Eye tracking continued	---
M Apr. 24	<b>Exam 3</b>	---
W Apr. 26	Catch up and Final Review	---
W May 3	<b>Final Exam</b> 8am-10am, Franklin 003	---