MEASURING NEW AUDIENCES

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Audience Evolution

Stakeholder Resistance and Negotiation

Transformation of Media Consumption → New Audience Information Systems → Evolved Audience
Components of “Audience-ing”

Awareness → Interest → Exposure → Attentiveness → Loyalty → Appreciation → Emotion → Recall → Attitude → Behavior

value
The Post-Exposure Audience Marketplace
Concerns

 “Black Box” Audiences
  • Mechanisms by which audience data are produced are increasingly complex, increasingly unclear

 “Data Determinism”
  • Relative of “Technological Determinism
    ○ Belief that technology drives social, cultural, and institutional change
  • Audience data are central to driving and improving organizational performance
The Current Craze: Social Media Analytics
What Do Social TV Analytics Do?

- Program Performance Assessment
  - Quantity of online comments
  - Share of online comments
  - Sentiment
  - Involvement
- Content Performance Assessment
  - Plot/characters
- Advertisement Performance Assessment
- Affinity Tracking
  - Brand <-> Program
  - Program <-> Program
- Trend Analysis
- Audience Analysis
  - Demographics (limited)
  - Influence/reach
How Do They Do It?

- Data Gathered from Online Social Media Sources
  - Twitter
  - Facebook (public pages)
  - TV Check-in platforms
  - Other online communities
  - Online news media
- Analyzed via Language Processing Algorithms
- Synchronized with Program Schedule/Content Data
- To Produce a Wide Range of Analytical Outputs
Points of Differentiation

- Data sources
- Algorithm/search terms
- Measurement period
- Granularity
A Crowded Marketplace
Variety of Methodological Concerns

- Which audience segments/tastes are represented and which aren’t?
- How susceptible are these systems to manipulation?
- How accurately are they capturing the full range of program discussion?
New Audiences Emerging from Black Boxes

- On methodological transparency/clarity:
  
  - “They never tell you what’s in the black box. There’s no transparency.”

  - “People who are qualified to come up with solutions are coming from a completely different direction from traditional media research people. There’s no overlap in terms of skill sets, pedigree, etc.”
Creeping Data Determinism

- On possible methodological shortcomings:
  - “I don’t know anyone that really cares”
  - “Everyone pretty much accepts the limitations of the samples at this point”
  - “All this stuff is not research to know, it’s research to show.”
We Need to Interrogate these New Audience Measurement Systems
% Overlap in Top 25 Programs

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<th>General Sentiment</th>
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Bluefin-Nielsen Comparison: Top 25 Programs
Conclusion

- To avoid the perils of data determinism:
  - Rigorous comparative analysis of alternative measurement systems
  - Force data providers to open up the “black boxes”
  - Assess (don’t assume) relationship between metrics and desired performance outcomes
Grazie!

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http://audienceevolution.wordpress.com