

**DSA 5001 DATA ANALYTICS AND MEDIA**  
**SPRING 2017**  
Online Course

**COURSE DESCRIPTION**

This course covers the application of data analytics to the media environment. For last decades, media industry has experienced the significant shift in its technology from analogue to digital. Digital wave in media environment changed several significant aspects in media management: 1) Media effectiveness measurement and 2) audiences' media consumption pattern. The new techniques in data analytics enhance the measurement tool for digital media effectiveness, which provide strong insight to media management. In addition, data analytics provides research tools to collect audiences' opinion on political, social, public issues, and consumers' responses to the brand. Students will be introduced the application and usage of data analytics in media environment, and its effectiveness.

**COURSE GOALS & LEARNING OBJECTIVES**

- To describe the media ecosystem in digital era
- To explain the contribution of data analytics to media management
- To understand the audience research method using data analytics
- To identify the key metrics to measure media effectiveness and efficiency

**LEARNING MANAGEMENT SYSTEM**

<https://janux.ou.edu>

**COURSE MEETING TIME & LOCATION**

100% Online course. See course schedule

**PREREQUISITES**

Departmental Permission. Students may enroll in this class if they are enrolled in MS in Data Science and Analytics, and MA in Journalism and Mass Communications. Other students will be admitted only with the permission from the instructor.

**REQUIRED TEXTBOOKS**

There are no required textbooks. Required readings are listed in the schedule in syllabus, and additional readings will be posted in the D2L. Following websites are recommended to read to understand the interactive advertising/marketing.

*Media Week* [Interactive Section]: [www.mediaweek.com](http://www.mediaweek.com)

Mashable: [www.mashable.com](http://www.mashable.com)

ABI Research: <http://www.abiresearch.com/home.jsp>

**COURSE FORMAT**

The course is online course, consisting of lectures, online discussion, individual assignments, quiz and exam. Lectures are designed to build on the material found in the reading assignments, not as a substitute for them.

**ASSIGNMENTS, ACTIVITIES & DISCUSSIONS**

In each topic, students will be asked to complete assignment or participate activities as directed. Students are also asked actively to participate the class discussion online. Online discussion board is provided, and the instructor provide the relevant article to read. After reading the article, students start to discuss about the topic. The discussion should be continued to the end of the semester. A detailed information is provided in the class site.

## QUIZ & FINAL EXAMS

Students are responsible for all of the material covered from the readings, lectures, class discussions, and any other materials assigned. The format of quiz and exam will be multiple choice questions.

## EVALUATION

Individual grades in the course are determined by a combination of quiz, exam, and assignment. All grades will be in points. Total points in the course are distributed as shown below:

<b>Assignments &amp; Activities</b>	<b>80</b>
<b>Quiz</b>	<b>80</b>
<b>Participation / Discussion Board</b>	<b>40</b>
<b>Total Points</b>	<b>200</b>

Students must earn 90% or more of the total points to an "A" in this class, 80-89% to earn a "B," 70-79% to earn a "C," and 60-69% to earn a "D."

## COURSE POLICIES

1. Late Policy: All assignments will be considered late if not turned in when due, although assignments can be turned in early. Assignments submitted within five days after due date will get the partial credit; however assignments submitted more than five days after due date will get 0 point for assignment.
2. University policies on scholastic dishonesty will be strictly enforced. University of Oklahoma Honor Council recommends using following pledge when students submit their assignments; **"On my honor, I affirm that I have neither given nor received inappropriate aid in the completion of this exercise" with name and date.** For detailed information, visit OU Honor Council Website at <http://www.ou.edu/honorcouncil/>.

## COURSE POLICY ON ACADEMIC HONESTY

The policy regarding academic honesty for this course consists of the definitions and policies as stated in the OU Faculty Handbook (October, 1998): "Honesty is a fundamental precept in all academic activities, and those privileged to be members of the university community have a special obligation to observe the highest standards of honesty and have the right to expect the same standards of all others." Academic misconduct includes, but is not limited to, cheating, plagiarism, fabrication and fraud.

- Cheating is "the use of unauthorized materials, methods, or information in any academic exercise, including improper collaboration."
- Plagiarism includes "the representation of the words and ideas of another as one's own." Students are expected to use industry source for research. It is very IMPORTANT not to cut and paste from the Web or other sources without source information. Student should cite the source such as (Source: Simmons 2016).
- Fabrication includes "the falsification or invention of any information or citation in an academic exercise." This includes deliberate changing of research data (e.g., misreporting scores to better fit a desired hypothesis) and the faking of research data (e.g., making up answers to a survey instead of actually interviewing respondents).
- Fraud includes "the falsification, forgery, or misrepresentation of academic work, including the resubmission of work performed in one class for credit in another class."

## AMERICANS WITH DISABILITY STATEMENT

Students requiring academic accommodation should contact the Disability Resource Center for assistance at (405) 325-3852 or TDD: (405) 325-4173. For more information please see the Disability Resource Center website <http://www.ou.edu/drc/home.html> Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact me personally as soon as possible so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunities.

## **RELIGIOUS OBSERVANCE**

It is the policy of the University to excuse the absences of students that result from religious observances and to reschedule examinations and additional required classwork that may fall on religious holidays, without penalty.

## **TITLE IX RESOURCES AND REPORTING REQUIREMENT**

For any concerns regarding gender-based discrimination, sexual harassment, sexual assault, dating/domestic violence, or stalking, the University offers a variety of resources. To learn more or to report an incident, please contact the Sexual Misconduct Office at 405/325-2215 (8 to 5, M-F) or [smo@ou.edu](mailto:smo@ou.edu). Incidents can also be reported confidentially to OU Advocates at 405/615-0013 (phones are answered 24 hours a day, 7 days a week). Also, please be advised that a professor/GA/TA is required to report instances of sexual harassment, sexual assault, or discrimination to the Sexual Misconduct Office. Inquiries regarding non-discrimination policies may be directed to: Bobby J. Mason, University Equal Opportunity Officer and Title IX Coordinator at 405/325-3546 or [bjm@ou.edu](mailto:bjm@ou.edu). For more information, visit <http://www.ou.edu/eoo.html>.

## **ADJUSTMENTS FOR PREGNANCY/CHILDBIRTH RELATED ISSUES**

Should you need modifications or adjustments to your course requirements because of documented pregnancy-related or childbirth-related issues, please contact your professor or the Disability Resource Center at 405/325-3852 as soon as possible. Also, see <http://www.ou.edu/eoo/faqs/pregnancy-faqs.html> for answers to commonly asked questions.

## **DIVERSITY POLICY**

The OU Gaylord College of Journalism and Mass Communication complies with national accrediting standards designed to help prepare students to understand and relate to issues of interest to women and people of color in a multicultural, multi-ethnic and otherwise globally diverse world.

## **DISCLAIMER**

The course may change based on the speed that a given class can advance or on the judgment of the instructor that an alternate method may either allow learning at the current or at an advanced rate.

## **INSTRUCTOR**

Doyle Yoon, Ph. D.

Associate Professor of Strategic Communications  
Gaylord College of Journalism and Mass Communication

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Office phone: 325-5205

E-mail: [dyoon@ou.edu](mailto:dyoon@ou.edu)

Office hours: Monday & Wednesday 1:00 pm - 3:00 pm and by an appointment.

## COURSE SCHEDULE

### Week 1

#### WHAT IS MEDIA?

Discuss about the nature of media and current trends of media ecosystem.

- Role and function of media
- Types of media (traditional and interactive media)
- Changes in media ecosystem
- Overview of data analytics in media

Readings: TBA

### Week 2

#### ACTIVE AUDIENCE

Discuss about the change of audience media consumption

- Passive consumption of traditional media
- Active consumption of interactive media
- Audiences' media consumption behavior: AISAS Model

Readings: TBA

### Week 3

#### WEB ANALYTICS / GOOGLE ANALYTICS

Discuss about the development of Web measurement

- Measurement of Website effectiveness
- How to: Web analytics / Google analytics
- Contribution of Web analytics in digital media effectiveness

Readings: TBA

### Week 4

#### SOCIAL MEDIA ANALYTICS

Discuss about social media analytics in brand's marketing communication strategy.

- Introduce the social media & their characteristics
- Social media analytics

Readings: TBA

### Week 5

#### SOCIAL LISTENING: NEW WAY TO UNDERSTAND THE CONSUMER

Discuss about the method to get audiences' response to the news or brands

- New way of understanding audiences – Social Listening

Readings: TBA

### Week 6

#### CHANGE OF COMMUNICATION GOALS IN MARKETING COMMUNICATION

Discuss about the change of key objective of marketing communication in brands (including media brands)

- Interactive media environment changed the audiences' media consumption behavior. API, Experience and engagement are the goal of digital communication campaign
- Data analytics provide the audiences' experience pattern of the brand.

Readings: TBA

### Week 7

#### UX DESIGN AND DATA ANALYTICS

Discuss about the relationship between UX Design and data analytics

- Review of UX design basic and the effects of data analytics on UX design

Readings: TBA

### Week 8

#### MEDIA MANAGEMENT (JOURNALISM) AND DATA ANALYTICS

Discuss about the role of data analytics in media management/journalism

Readings: TBA