

**COMM ST 355**  
**AUDIENCE ANALYSIS**

TTH 9:30 – 10:50 am  
Fall, 2010  
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**COURSE DESCRIPTION:** Examines the theories and methods used to understand digital media consumption, emphasizing quantitative research and macro-level phenomena. Emerging patterns of consumption are assessed in the context of marketing, social effects and public policy.


Additional readings are on Blackboard Course Info at https://courses.northwestern.edu/

**GRADING:** Your grade is based on two exams. Each counts toward one half of your grade. All students are expected to adhere to the University's standards for academic integrity.

**SCHEDULE OF CLASSES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Read</th>
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<tr>
<td>Sept 21</td>
<td>Introduction</td>
<td>Chapter 1</td>
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<tr>
<td>Sept 23</td>
<td>Framework for Audience Analysis</td>
<td>Webster (2008a)</td>
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<td>Sept 28</td>
<td>Users as Victims</td>
<td>Klapper (1960)</td>
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<td>Sept 30</td>
<td>Users as Consumers</td>
<td>Chapter 9; Katz, Blumler &amp; Gurevitch (1974)</td>
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<td>Oct 5</td>
<td>Users as Audiences</td>
<td>McQuail (1997)</td>
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Oct 7       Users as Networks
            Read:  Granovetter (1973); Thompson (2008); Hayes (2008)

Oct 12      Logic of Quantitative Analysis

Oct 14      Sampling
            Read:  Chapter 7 (pages 112-126)

Oct 19      Review & Catch-up

            **FIRST EXAM: THURSDAY – October 21**

Oct 26      Media Measures: History, Players & Politics
            Read:  Chapter 6; Anand & Peterson (2000); Webster (2008b)

Oct 28      Media Measures: Technologies & Products
            Read:  Chapter 7 (pages 126-142), Chapter 8

Nov 2       Media Measures: Technologies & Products
            Read:  Napoli (2010)
            Visit:  Nielsen
                    Arbitron
                    comScore Media Metrix

Nov 4       Media Measures: User Information Regimes

Nov 9       Audience as Markets: Fragmentation & Concentration
            Read:  Chapters 3-4, 10; Anderson (2004); Elberse, (2008); Salganik, et al., (2006)

Nov 11      Audiences as Markets: Duplication
            Read:  Chapter 11

Nov 16      Audiences as Markets: Managing Influence
            Read:  Chapter 2; Weber (2007)
Nov 18  Audiences as Publics: The Public Sphere

Read: Katz (1996); Benkler (2006); Hindman (2008)

Nov 23  Audience as Publics: Social Polarization

Read: Chapter 5; Prior (2008); Sunstein (2007)

Nov 30  Review & Catch-up

SECOND EXAM: THURSDAY – December 2

Students with Disabilities
In compliance with Northwestern University policy and equal access laws, I am available to discuss appropriate academic accommodations that you may require as a student with a disability. Request for academic accommodations need to be made during the first week of the quarter, except for unusual circumstances, so arrangements can be made. Students are encouraged to register with Services for Students with Disabilities (SSD) for disability verification and for determination of reasonable academic accommodations.

For more information, visit: http://www.northwestern.edu/disability/

Academic Integrity at Northwestern
Students are expected to comply with University regulations regarding academic integrity. If you are in doubt about what constitutes academic dishonesty, speak to the instructor before the assignment is due and/or examine the University web site. Academic dishonesty includes, but is not limited to cheating on an exam (e.g., copying others’ answers, providing information to others, using a crib sheet) or plagiarism of a paper (e.g., taking material from readings without citation, copying another student’s paper). Failure to maintain academic integrity on an assignment will result in a loss of credit for that assignment at a minimum. Other penalties may also apply. The guidelines for determining academic dishonesty and procedures followed in a suspected incident of academic dishonesty are detailed on the website.

For more information, visit: http://www.communication.northwestern.edu/programs/undergraduate/policies_procedures/academic_integrity/