

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

TTH 9:30 – 10:50 am  
Fall, 2012

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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.

**TEXT:** Webster, J. G., Phalen, P. F., & Lichty, L. W. (2006). *Ratings Analysis: The Theory and Practice of Audience Research (3rd Edition)*. Mahwah, NJ: Lawrence Erlbaum Associates.

It's available at Norris Bookstore. Other readings in the syllabus are on the Course Management System (Blackboard) at <http://www.it.northwestern.edu/education/course-management/> Additional articles and press reports may be distributed during the term. You are responsible for these as well.

**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**

<u>Date</u>	<u>Topic</u>
<b>Sept 27</b>	<b>Introduction</b>
	Read: Chapter 1
<b>Oct 2</b>	<b>Media Math</b>
	Read: Chapter 2
<b>Oct 4</b>	<b>Understanding Audience Behavior</b>
	Read: Chapter 9
<b>Oct 9</b>	<b>Users: Preferences and Tastes</b>
	Read: Owen & Wildman (1992); Peterson (1992)

**Oct 11            Users: Selective Exposure and Uses & Gratifications**

Read: Klapper (1960); Katz, Blumler & Gurevitch (1974)

**Oct 16            Users: Heuristics & Networks**

Read: Marewski et al. (2009); Granovetter (1973); Wu et al., (2011)

**Oct 18            Organizing Structures**

Read: Danaher et al., (2011)

**Oct 23            Review & Catch-up**

***FIRST EXAM: THURSDAY – October 25***

**Oct 30            Media Measures: Institutional Factors**

Read: Chapter 6; Anand & Peterson (2000); Atkinson (2008); Webster (2008)

**Nov 1             Media Measures: Who are you measuring?**

Read: Chapter 7 (pages 112-126)

**Nov 6             Media Measures: How are you measuring them?**

Read: Chapter 7 (pages 126-142)

**Nov 8             Media Measures: Current Issues (Behlow Visit)**

Read: Napoli (2012); Pariser (2011); Webster (2010)

**Nov 13            Audience Fragmentation: Patterns**

Read: Chapter 10; Anderson (2004); Elberse, (2008); Salganik, et al., (2006)

**Nov 15            Audience Fragmentation: Consequences**

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

**Nov 20            Audience Duplication**

Read: Chapter 11; Sharp et al. (2009)

**Nov 22      Audience Loyalties**

Read: Jamieson & Cappella (2008); Prior (2005); Sunstein (2007)

**Nov 27      Pubic Attention in the Marketplace of Ideas**

Read: Webster & Ksiazek (2012)

**Dec 4        Review & Catch-up**

***SECOND EXAM: THURSDAY – December 6***

**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/](http://www.communication.northwestern.edu/programs/undergraduate/policies_procedures/academic_integrity/)