

RTV 3002: UNDERSTANDING AUDIENCES SPRING 2025

Meeting Times/Locations:

Monday: 9:35 AM – 11:30 AM (WEIM 3020)
Wednesday: 9:35 AM – 10:25 AM (WEIM 3020)

Instructor: Chris DeFelice, Ph.D. Student

Email: c.defelice@ufl.edu

Office Hours: Mondays 12:30pm – 2:30pm

- Location: Weimer G042 (Basement)

Catalog Description: An overview of the nature of media audiences and their behaviors, as well as industry measurement practices and applications.

Objectives:

- 1) Students will be able to explain the concept of audience from both practical and theoretical perspectives;
- 2) Explain the dual product market of media and how this affects audience formation;
- 3) Understand motivations of audience behavior and how to identify audience preferences;
- 4) Compare and contrast the mass audience, niche audiences and market segments and their various approaches to serving these audiences, and describe how each is used by media content providers and advertisers;
- 5) Explain the role technology, including artificial intelligence, plays in audience development and research;
- 6) Interpret secondary data (e.g. audience metrics) to identify patterns and trends in media usage, and apply this information effectively and strategically
- 7) Demonstrate knowledge and competency with audience analysis tools and media industry-based resources
- 8) Analyze audience-related challenges creatively and strategically in order to successfully approach and solve industry problems.
- 9) Understand best practices for serving diverse audiences;
- 10) Understand some of the ethical implications in audience research today and ethical best practices.

Required Texts:

Hollifield, C. A. & Coffey A. J. (2023). Media Analytics: Understanding Media, Audiences, and Consumers in the 21st century (A. Hollifield & A. J. Coffey, Eds.). Routledge.

(Available online through UF Libraries) [Access Link](#)

Additional readings as announced (provided on Canvas)

Recommended Texts:

Napoli, P. M. (2011). Audience evolution: new technologies and the transformation of media audiences. Columbia University Press.

(Available online through UF Libraries) [Access Link](#)

Webster, J. G. (2014). *The marketplace of attention: how audiences take shape in a digital age*. The MIT Press.

(Available online through UF Libraries) [Access Link](#)

Materials and Supplies Fees

There should be no additional fees required to participate in this course. I took special care to select textbooks and readings that were free to you through UF libraries. Please let me know if you have any further questions.

Useful Readings/Resources:

Multichannel News and *Advertising Age*, both of which offer free online subscriptions. Other well-known and useful trade publications include *Television Week*, *Broadcasting and Cable*, and *Electronic Media*. The *Wall Street Journal* and business sections of major papers such as the *New York Times* are also helpful.

Web Sites: <http://nielsen.com/us/en>
 <http://www.comscore.com/>
 <http://www.fcc.gov>
 <http://www.radioink.com>
 <http://www.tvweek.com>
 <http://www.broadcastingcable.com>
 www.nab.org
 www.rab.com
 www.iab.net
 www.cynopsis.com

Grading Scale

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| A | 94-100% |
| A- | 90-93.95 |
| B+ | 87-89.95 |
| B | 84-86.95 |
| A- | 80-83.95 |
| C+ | 77-79.95 |
| C | 74-76.95 |
| C- | 70-73.95 |
| D+ | 67-69.95 |
| D | 64-66.95 |
| D- | 60-63.95 |
| F | Below 60 |

See <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> for further info on university grading policies.

Assignments and Evaluation

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|--------------------------------|-----|
| Attendance & Participation | 10% |
| Work-in-Progress Presentation | 15% |
| Due: by group | |
| Market Analysis Assignment | 20% |
| Due: Feb 12, 2025 at 11:59pm | |
| Target Audiences Assignment | 20% |
| Due: March 12, 2025 at 11:59pm | |
| Final Project | 35% |
| Due: April 23, 2025 at 11:59pm | |

***Individual Project (with Group option):**

Throughout the semester, you will complete three separate projects that will combine to form a complete strategic communication plan for a media company/brand of your choice. While the guidelines below (and on the Canvas page) are designed for you to complete individually, this semester, I am adding a **group OPTION**, where students can work in groups of up to four (4) students who share an interest in the same market/brand/company.

However, If you choose to work with a group, the guidelines will be scaled up to reflect the group size and will be graded with higher expectations for quality. I will discuss alternative guidelines for students that express interest in the group option in class.

Work-in-Progress Presentation. Students will sign up to perform a work-in-progress presentation for 1 of the 3 major assignments (Market Analysis, Target Audiences, or Final Project). Presentations will be held the week before the assignment is due, and students assigned to present in that specific group will showcase their work, facilitate class discussion, and collaborate to solve any obstacles that they may have come across in their work up until that point. Presentation + class discussion should be around 10 mins (no more than 15 mins). Specific elements will vary according to the specified assignment, but the purpose of this presentation is to help each student improve their work by sharing insights and resources among each other before the project is due. (See Canvas Assignments section for details.)

Market Analysis Assignment. Students will learn how to analyze a specific media market (television, streaming, news, entertainment, etc.) and analyze the top players (companies/brands) within that market. Students will observe and report top level data and insights for at least 3 of the top players in a market. You will then compare and contrast each brand/company, and create a brief SWOT analysis for each. Assignment write-up will be 4-6 pages, double-spaced, including visuals. (See Canvas Assignments section for details.)

Target Audience Assignment. Students will learn how to match content with relevant audience segments for a specific brand/company. In this assignment, they will become more aware of how a brand/company uses different media products to target different audiences (demographically, psychographically, behaviorally, geographically, etc.) and learn to apply various segmentation techniques to tailor content to audiences, as well as strategically match audience segments with content.

Assignment write-up will be 4-6 pages, double-spaced, including visuals. (See Canvas Assignments section for details.)

Final Project. The final assignment will combine all of the knowledge and skills you have practiced throughout the semester. Ideally, 2/3 of the assignment will be adapted from your previous work with the Market Analysis Assignment and the Target Audience Assignment. You will still be graded on the content adapted from the previous assignments, so make sure to revise your work based on the feedback I provided. The main portion of the final assignment will require you to develop a strategy proposal for a media brand based on the analysis you have conducted on the brand's current target audiences (Target Audience Assignment) and its competition (Market Analysis Assignment). Final project write-up should be 12-15 pages, double-spaced, including visuals. **This page count includes about 8-10 pages that you adapt from the Market Analysis and Target Audience assignments. Should be only 4-6 pages of new writing.** (See Canvas Assignments section for details.)

Assignments are due on the date stated on the syllabus. Syllabus dates are subject to change. Any changes to due dates will be discussed in class and announced through Canvas.

*Late assignments may be accepted within 24 hours, with a 10% penalty. Assignments submitted after this 24-hour period will not be accepted. We will also be using **TurnItIn** for most assignment submissions (through Canvas site). The same deadline above also applies to the TurnItIn submission.*

Attendance Policy:

Students are afforded 2 unexcused absences without penalty before facing a 1% grade deduction per subsequent unexcused absence. If you have to miss class for any reason, please contact me as soon as possible! I can be much more lenient if you maintain appropriate contact.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Click here to read the university attendance policies.](#)

Academic Honesty

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

Familiarize yourself with the University of Florida Student Honor Code at <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> as well as possible violations and sanctions. UF's Academic Honesty Guidelines and Standards of Ethical Conduct (<http://www.dso.ufl.edu/studentguide/studentrights.php#ethicalconduct>) can also be found on the Student Conduct and Conflict Resolution portion of the Dean of Students' web site (<http://www.dso.ufl.edu/sccr>). You should not be at UF or plan a career in this field unless you are prepared to do your own original work. If I discover that you have been academically dishonest in this class in any way, you will be penalized, up to and including expulsion from the University.

You are responsible for knowing the definition of plagiarism and various kinds of academic dishonesty. Ignorance, i.e. “I didn’t realize that was plagiarism” is not an acceptable response, and will not excuse you from academic dishonesty violations, if discovered. While you are responsible for reading and understanding UF’s policy in its entirety, examples of academic dishonesty include:

- Using phrases or quotes from another source without proper attribution or quotation marks ○
For purposes of this class, five or more words (verbatim) from a source without proper attribution or quotation marks will be considered plagiarism.
 - Paraphrasing without proper attribution
- “Forgetting” to source material you use (same as above, intentional or not)
- Passing off others’ ideas as your own
- Turning in the same assignment or paper for two courses, i.e. “dual submission.” ▪ Stealing and/or copying other students’ work, whether on a test or assignment
- Bribery
- Fabrication of material

If you have any questions about plagiarism, or how to properly cite or attribute sources, please ask.

Support Services

Academic Help: Additional services are available at: The Teaching Center
The Reading and Writing Center SW
Broward Hall, 392-2010
<http://teachingcenter.ufl.edu>

Disability Resources: Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center.](#) It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

As alluded to earlier, “life happens.” Often, things that happen outside of the classroom can affect your work inside the classroom, academically or otherwise. UF has wonderful and confidential counseling services to assist you, should this happen. They handle just about every issue and subject imaginable, so don’t be afraid to phone or walk over to receive this wonderful (and free) assistance. Contact info:

Health and Wellness Resources:

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).

University Police Department: Visit [UF Police Department](#) website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](#).

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Course Schedule

The readings for each week are listed on Canvas in the weekly module(s). You are expected to have read the required reading before class begins each Tuesday

*Note: Topics may be interchanged between weeks

| Week | Topics* | Due |
|---|---|----------------------|
| <p>Week 1 Jan 13/15</p> | <p>Course Overview "Audiences 101"</p> <p>What is an Audience?</p> | |
| <p>Week 2 Jan. 22</p> <p>(NO CLASS MONDAY JAN. 20)</p> | <p>What is an Audience?</p> <p>Introduction to Audience Measurement Dual Product Market</p> | <p>Group Sign-up</p> |

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| <p>Week 3 Jan. 27/29</p> | <p>Audience Valuation</p> | |
| <p>Week 4 Feb. 3/5</p> | <p>Work-in-Progress Presentations (Market Analysis Assignment)</p> | <p>Work-in-Progress Presentations (Group 1)</p> |
| <p>Week 5 Feb. 10/12</p> | <p>Time shifting, New consumption platforms, and changing viewer habits</p> | <p>Market Analysis Assignment Due: Feb 12, 2025 at 11:59pm</p> |
| <p>Week 6 Feb. 17/19</p> | <p>Market Segmentation Social media audiences and analysis; social television</p> | |
| <p>Week 7 Feb. 24/26</p> | <p>Market Segmentation Social media audiences and analysis; social television (Continued)</p> | |
| <p>Week 8 March 3/5</p> | <p>Work-in-Progress Presentations (Target Audiences Assignment)</p> | <p>Work-in-Progress Presentations (Group 2)</p> |

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|---|---|---|
| <p>Week 9 March 10/12</p> | <p>Big Data Technology, AI, and Audience Privacy</p> | <p>Target Audiences Assignment Due: March 12, 2025 at 11:59pm</p> |
| <p>Week 10 March 17/19 (NO CLASSES)</p> | <p>Spring Break</p> | |

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| <p>Week 11 March 24/26</p> | <p>Political Audiences and Voters Audience Engagement</p> | |
| <p>Week 12 March 31/April 2</p> | <p>Audience/Consumer Theory: Uses and Gratifications, Cultivation Effects</p> | |
| <p>Week 13 April 7/9</p> | <p>Audience/Consumer Theory: Continued Mobile audiences</p> | |
| <p>Week 14 April 14/16</p> | <p>Work-in-Progress Workshop (Final Assignment)</p> | <p>Work-in-Progress Presentations (Group 3)</p> |
| <p>Week 15 April 21/23</p> | <p>In-Class Workdays (Final Assignment)</p> | <p>Final Assignment Due: April 23, 2025 at 11:59pm</p> |