Media Audience Research: A Guide for Professionals

By Graham Mytton, Peter Diem and Piet Hein van Dam

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The book "*Media Audience Research: A Guide for Professionals*" is highly relevant in today's modern era of media that uses to good effect the Internet, mobile phones and social media websites. The book provides discussions on both quantitative and qualitative methods of media audience assessment, including audience measurement, advertising and sales, media planning, and social campaigns. The language is lucid and the reader can easily understand how different datasets can be analyzed and used in the media context.

In section of a historical review about audience (or Media) Research, history of media research traces media research before the aged Internet was focused on broadcasting with early days of radio in 1920 in Europe and the United States. In 1936, the concept of audience research was formally established within the British Broadcasting Corporation (BBC).

This book mainly dealt with quantitative in research which general theory of quantitative research and various methods and approaches used. This methodology is supported with measurement of traditional media along with online media. In this, the quantitative research starts with the basic theory and outline sampling, questionnaire design, interviewing and quality control.

Audience and Media Measurement Research Methods in Use today authors mainly focus on the measurement of 'traditional' mass media-print, radio and television. One-off or ad-hoc surveys are useful and often done but the challenge with this will soon become out of date. It much depends on how fast the media and audience are changing accordingly the broadcasters and publishers need up-to-date information and usually expect it more frequently than annually. Because the advertisers need to have updated data on the basis of which future campaign is done. There are various methods acurrently used in media research. In case of radio and television audience research,

mainly self-completion diaries, television (and radio) meters, Radio Meters, Personal Interview with help of telephone, face to face, research among specific target groups, survey research for small stations, although some of these are also used for readership research.

Besides this, a section of quantitative online research, a new area of quantitative research made possible by online (Internet and mobile phone) facilities that have emerged over the past few years. The author put attentions that online quantitative methods are fast replacing other quantitative methods in more developed countries and it is also beginning to make differences in less developed areas. Here authors aim to show how new digital media have made possible new methods that have transformed market research over the early years of the 21st Century. Author also traces the 2014 annual review of trends in global market research, the international professional body, ESOMAR showed that around 61% of all quantitative research spending is now for online projects because the cost of online projects, because the cost of online surveys is very lower than face-to-face, it means that an even high percentage of quantitative measurement projects is now online. Telephone, face-to-face and postal methods account for 16%, 12%, and 4% respectively. The report noted the very high level of use of online methods in such countries such as Japan, Bulgaria, Sweden, Canada, and the Netherlands but it noted that many fast-growing markets in Asia and Africa still relied heavily on methods using human contacts, including face to face Interviews.

In section, Internet Audience Measurement passive methods and Technologies mostly it involves measuring the audiences of online media in a passive way, that is, without asking any question of the respondent but with metering technologies using inbuilt digital technology. Moreover, this chapter is about the distinction between 'old and New' and what makes modern internet audience measurement different from traditional audience measurement. This chapter focused mainly on the most common matrics in internet audience measurement. A close look has been taken how the matrics are obtained, that is, the technologies, used. Along with these commercially available tools are also discussed. It also focused on the "Big Data" along with some text analysis software like the world for cloud etc., studying the actual versus stated behavior.

In the section dealing with qualitative research, the authors mentioned that while one deals with precise facts and numbers in quantitative research, numbers alone cannot explain all phenomena. Quantitative research limits its focus to numbers, percentages and ratios, that cannot describe in particular, the subjective human behavior, that has also been studied in a more interpretive of explorative fashion. Qualitative research has been able to make its mark in the commercial research arena, particularly used by curious social scientists who have set out to understand human behavior better in commercial settings. This has led, for example, to use of methods such as the Focus Group Discussion (FGD) in market research. FGD provides clues to

interpretation of media messages, and other popular methods include in-depth interviews and participant observation.

Audience opinion and reaction is more about kinds of hybrid research methods that are used to understand and sometimes measure audience opinion and reaction, especially to radio and television, but the methods are used more widely than only for these two media. Both qualitative and quantitative approaches are used for measuring and understanding the audience opinion and reaction. Here, questions can be asked on telephone and face-to-face surveys as well as in self-completion diaries, but what is obtained through these methods has some limitations also. People meter systems can also capture. Some audience reaction and response by its nature is very limited and is sometimes in-depth. To obtain detailed audience opinion and reaction, specific research models are to be designed. Panels, for example, among the earliest methods used to obtain regular data on audience opinion. Online methods like Bulletin Boards and Online Surveys are also used to test audience reaction, response, and opinions. Now-a-days, the Internet has made desk research a lot easier, quicker and more inductive. Sophisticated search engines like Google, Yahoo, Bing and others help in finding some kind of information relevant to what one is looking for.

In the section of data analysis for audience-media research, the authors note that rapid advances of computer technology have "opened up enormous opportunities for all kinds of research". Developments in computing and Information Technology (IT) have caused a proliferation in research opportunities in media, where most audience research activity is quantitative. Share, Ratings (Gross Rating Points and Demographics) helps in audience research. They are obtained in the same way as "Reach". Reach measure is used to refer to the percentage of the population reach can be used as Program Reach, Network/Station Reach, Daily Reach and Weekly Reach.

Adapting media research to different cultures is about how there can be difficulties and mismatches between the research we do and the complex realities of societies. For this, a valuable checklist of what a "Key Cultural Variables" must be considered along with new forms of media that have gone global, just as Radio and Television did during the early 20th century. The difference with new media is that they are more interactive. Social media, for example, new kinds of relationships are created that are different. This poses a key challenge in future.

Vinay Kumar Yadav
Assistant Professor, Centre for Management Studies
Madan Mohan Malaviya University of Technology, Gorakhpur
Uttar Pradesh, India
E-mail: vinayrajkumar1989@gmail.com