AUDIENCES AS CONSUMERS, AUDIENCES AS CITIZENS: NEW TOOLS FOR MEASURING MEDIA ENGAGEMENT AND SOCIAL IMPACT

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Media Engagement and Social Impact
Beyond Audiences as Consumers

Beyond exposure

- Extent to which audiences’ cultural and informational needs/interests being met
- The many roles of the audience in the media ecosystem
  - Sharer
  - Participants
  - Producer
- Content effects
The Post-Exposure Audience Marketplace

- appreciation
- behavioral response
- exposure
- recall
- engagement
Opposing Forces in Audience Measurement/Valuation

- Audience “Dark Matter”
- Interactivity
- Social Media Analytics

Beyond Exposure

- Increased Sample Sizes
- “Hybrid” Measurement
- Cross-Platform Campaign Ratings
- 5-Platform Measurement

Preserving Exposure
Audience “Dark Matter”

- As much as 15 percent of TV viewing on unmeasured platforms
- Nielsen reports ratings for approx. 80 of over 500 TV networks
  - As much as 25% of TV viewing of “unmeasured” networks
  - Only top 102 programs have detailed ratings
- Arbitron rates approximately half of over 13,000 U.S. radio stations
- MRI measures readership of 232 of over 5,000 magazines
- Roughly 100 thousand of over 180 million web sites “rated” by measurement firms such as Nielsen Online and comScore
Observable Activities via Interactivity

Content Provider

Exposure
Search
Appreciation
Participation
Production
Response

Audience
New Audience Information Systems

- **Awareness/Interest**
  - Nielsen Online, E-Poll, TNS, etc.

- **Engagement/Recall**
  - Nielsen IAG, Simmons, TiVo Stop||Watch, Networked Insights

- **Emotional Response**
  - Marketing Evaluations

- **Behavioral Response**
  - TRA Inc.
In search of nails...
The Need for Compelling “Stories”

- “If we don’t have ratings stories to tell . . . we have to talk about audience quality”

- The “ratings story” vs. the “engagement story”
Forward Into the Past

- Rensis Likert (1936):
  - “We have lost sight of our primary purpose for measuring radio programs. What we really want to know is not how many persons are listening . . . the real information that we desire is just how much influence the program in question is exerting on sales.”

- Paul Lazarsfeld (1947):
  - “Questions of preference in radio research have been almost discarded in favor of actual listening figures. But this is not necessarily the best solution. It may be just as important to know that a person likes a certain program.”
New Tools for Picking Hits
TV Advertisers Consult Formulas That Weigh Social-Media

BY EMILY STEEL
The animated series "South Park" on Viacom Inc.'s Comedy Central service

Will Social Media Be the New Nielsen for TV Ad Buyers?
Data on Most Engaging Shows -- and Who They Engage -- Help to Direct Marketer Dollars
By: Kunar Patel  Published: October 03, 2011

SHARED INTERESTS
What your followers watch: General Sentiment matches brands to TV shows by looking at a brand's percentage of shared Twitter followers.

we will exploit your data -- hacker group
Social Media-Based Audience Information Systems
Content Implications

- Greater diversity of success criteria
  - “Lots of people are trying to show lots of different types of success.”
    - Unlocking untapped sources of audience value
    - Should promote greater content diversity
- More or less “tyranny of 18-49s”?
  - To what extent is “engagement” a function of demographics?
    - Tyranny of Tweeters?
- Overvaluing of – and creating content for – an “active minority”?
Comparative Analysis

- Three services
  - Bluefin Labs
  - General Sentiment
  - Trendrr.tv
- Time period
  - March 5-11, 2012
- Programming
  - Primetime
  - Regularly scheduled (excl. news, sports, specials)
  - Individual program rather than individual telecast
- Metrics
  - Volume
  - Valence
- Ratings comparisons
  - Nielsen HH
  - Nielsen 12-34
Table 1: Top 25 Program Overlap (Volume of Social Media Conversation).

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<th>Bluefin</th>
<th>Gen. Sent.</th>
<th>Trendrr</th>
<th>Nielsen HH</th>
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<td>Trendrr</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>28%</td>
<td>36%</td>
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Challenges and Opportunities

- “Repurposing” commercial data for alternative uses
- “Black Box” audiences

- To contribute to the first substantial redefinition of audience value in 30 years
- Develop mechanisms to support a greater diversity of content producers
Thank you!

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