



Media Analytics

Understanding Media, Audiences, and Consumers in the 21st Century

C. Ann Hollifield and Amy Jo Coffey



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Understanding Media, Audiences, and Consumers in the 21st Century

Ann Hollifield, University of Georgia, USA and **Amy Jo Coffey**, University of Florida, USA

This textbook takes a case study approach to media and audience analytics. Realizing the best way to understand analytics in the digital age is to practice it, the authors have created a collection of cases using data sets that present real and hypothetical scenarios for students to work through.

Aimed at upper-level students in the fast-growing area of media analytics in a cross-platform world, students using this text will learn how to find the stories in the data and to present those stories in an engaging way to others.

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"Hollifield & Coffey provide the practical and conceptual foundation students need to become professional media research analysts. This text provides clear demonstrations of how multiple research methods produce key insights within various industry contexts. In doing so, it will distinguish itself as an enduring resource for both students and instructors."

Matthew Corn, Ph.D.
Director of Research, HBO/HBO Max

"An indispensable resource not only for students of media analytics, but for professionals as well. It provides a comprehensive and detailed study of today's complex media ecosystem and how to effectively reach consumer targets on the right platforms at the right time with the right message."

Steve Walsh
Chief Revenue Officer, Consumer Orbit

"It is no exaggeration to say that those of us who teach media analytics have been desperate for a book like this. It is comprehensive in terms of the industry sectors, measurement systems, and analytical contexts covered; and best of all, it comes with actual data for students to work with."

Philip M. Napoli, Ph.D.
Director, DeWitt Wallace Center for Media & Democracy, Duke University

Key Contributions

Media Analytics: Understanding Media, Audiences and Consumers in the 21st Century

1. *Media Analytics* provides instructors and students with real media industry datasets to work with in doing case assignments. The authors spent several years negotiating with major syndicated research firms and other third parties to get donations of data to use with this textbook. The book provides real, or realistic data, that reflects what media analysts working in different media industry sectors will use on the job.
2. *Media Analytics* takes a case-study, learning-by-doing approach, so students can develop the real-world skills media analysts must have to be ready to work in media analytics jobs and internships.
3. *Media Analytics* doesn't require students or professors to use statistics or have advanced mathematical skills. Most professional analytics work requires only basic arithmetic, with analysts working from visualizations of data. The key professional skills required are pattern recognition, interpretation and communication. This text focuses on teaching readers to think about the questions they should be asking and how to use data to understand those questions. Excel is the only software needed to work cases in the text.
4. *Media Analytics* is a curriculum in a box. Media analysts must be knowledgeable in five different areas in order to do their jobs: a) how the audience research industry works, is regulated and is changing; b) the economics and management of media businesses, including digital-era content management; c) research design, methods, sampling; data analysis and interpretation; d) data visualization, communication, and presentation (the skills professional media analysts consistently tell us are the most important to professional success); and e) understanding of how advertisers and marketers think and how consumers behave.
5. *Media Analytics* begins with five foundational chapters that provide a basic background in all of these areas. Thus, adopters of this text can prepare students to succeed in this course and in the profession without requiring any pre-requisite courses.
6. *Media Analytics* has been written to be evergreen. Because of the speed at which media industries and technologies change, new metrics and approaches to measurement are constantly being developed, popularized and discarded by the industry—often in the space of months. *Media Analytics* focuses on the core concepts, issues and challenges that underlie 21st century media measurement and analysis, rather than trying to teach specific metrics or definitions that will soon be obsolete.
7. *Media Analytics* is adaptable to a wide range of university curricula and programs. After the foundational chapters, the chapters focus on specific media industry sectors. Thus, readers can select the individual chapters that best fit their program or personal interests. The book would be appropriate in mass media/communication programs, journalism programs, business schools and MBA programs professional/continuing workshops, and many other areas. It is written for upper-level undergraduate students, graduate students and as a desk reference for professors and working professionals.
8. *Media Analytics* offers a detailed Instructors Manual that provides solutions to the case assignments and chapter exercises, guidance on assigning and grading cases, and general tips for teaching media analytics courses, based on the authors' combined three decades of experience teaching media analytics. The Instructors Manual supports instructors' success, regardless of their background or experience with the topic.