Know Your Audience – How and Why?
Media Forum 2018, Chișinău
Lennart Gerwers, Deutsche Welle / DW
What do media researchers do?

And: how do we do it?
Provide data basis for strategic decision making process on managing level

Measure reach as an indicator for success

Get direct feedback to improve content on operative level

Enable journalists to improve content based on data
Reach measurement
Representative research, TV ratings

Program assessment
Focus group discussions, in-depth interviews, VideoMetrics, ...

Digital Analytics
Web statistics, social media monitoring, user analytics, ...

Other approaches
Market analyses, content analyses, ...
Reach Measurement Worldwide
Research map
Weekly user contacts of all DW products

- 87m (2009)
- 101m (2013)
- 118m (2015)
- 135m (2016)
- 150m (2017)

Source: DW market and media research 2016
Task 1: Please take 10 min. to work, present it in 2 min.

Build groups of 4-5 people, pick one person to be the spokesperson!

Discuss:

- What do you already do to get info, data and feedback by your audience?
- Where is information missing?
Program Analysis
Case study 1: VideoMetrics and Interviews, Russia
What we did in Russia

- 40 participants
- Evaluate 2 episodes via the on-screen slider
- Answer some brief questions during the episodes
- Afterwards: in-depth interviews based on our data
How VideoMetrics works

1. Upload content
2. Monitor participation status
3. Download & analyze the data

Download & install the app

Watch & evaluate the video
VideoMetrics: More insights by using live surveys
Results: assessment of *DW Novosti* – Critical vs. Neutral

Source: DW VideoMetrics | Median, 39 Users | 1 – not at all interested to 100 – very interested
Why do we need qualitative research such as Group Discussions or Interviews?

Get complex answers to complex questions

Understand the „Why“

Take time to generate insights

Adapt to what our audience thinks is important
Task 2: Please take 10 min. to work, present it in 2 min.

Use the same groups you just built.

- Pick one product (for example: website, TV show, radio show) – yours or imaginary

- Define your target group: For what kind of people are you producing content? (for example: think about gender, age, region, interests,...)
New Ways of Reach Measurement: Tracking Reach Figures with *Smart Media Studies*
The challenges:
Need for trend analyses
Need for cost efficiency
Quick results
Need to know more about our target audience
Our solution: *Smart Media Studies*

short, mobile, worldwide

discover trends where they come up

research current developments by getting quick results

focus on target audience
Task 3: Please take 10 min. to work, present it in 2 min.

Use the same groups you just built.

- Agree on a research method to find out what you need to know: How do you get answers?
Case study 2: Digital Analytics Increasing the Impact of Media Research
What was the issue?

„You’ve got to be **data-informed**. ... Some news organisations are not going to survive. They’re either going to be greatly reduced or ... will have ceased to exist.

No news organisation, big or small ... **can keep on going without looking into their data.** If you’re not looking at the data, **you’re blind.**“
What was the issue?

Development of an organization‘s analytics capability requires the combination of ...

The right set of tools

An organizational structure that incorporates the expertise to use the tools

A newsroom culture that embraces data-informed decision making

http://digitalnewsreport.org/publications/2016/editorial-analytics-2016/
DigiDesk – a Team of Digital Analysts
Current requirements for digital analytics

Enable journalists to do their work based on data

Proactively offer analyses

Analytical support when covering major events (e.g. elections, world cup)

Respond to requests and questions faster

Improve exchange between analysts and journalists
Last task: Please take 15 min. to work, present it in 5 min.

Scenario: Regional news TV program with presenter

No audience info yet.

Problems

- New presenter needed
- No info if relevant for audience
- Out-dated „look“
- Elections coming up
- No interest by regional marketing clients
Last task: Please take 15 min. to work, present it in 5 min.

Look at the problems!
Help the TV editors!

TASK: Create questions you want to ask a focus group of 10 TV-users in Focus Group Discussions
Spokesperson presents set of questions to the entire group!

- New presenter needed
- No info if relevant for audience
- Out-dated „look“
- Elections coming up (event reporting needed?)
- No interest by regional marketing clients
Some rules for designing the questionnaire or discussion guide

- No suggestive questions
- Open questions get people to talk
- Never be satisfied with yes/no, find out WHY
- Introduce the topic to create a nice atmosphere
- Structure: Start with general questions, then get into detail
- Don’t mix random topics, create „chapters“
- Leave space for what audience thinks is important
Next steps for the future...

1. Agree on questions
2. Pick a method
3. Create a questionnaire or discussion guide
4. Recruit participants
5. Organize and conduct research event like focus groups
6. Analyze, present and implement results
That’s it!
Please remember… when in doubt:

Data has a better idea