

Activity: “Match the Method”

Goal: Match audience research methods to research questions and justify your choices.

Activity Steps:

Each pair of students should match real-life audience research scenarios with the most appropriate research method from the list.

Consider the table below as an example:

Scenario	Method	Justification
You want to explore how viewers interpret a controversial TV drama.	Focus Group	Encourages discussion and reveals group dynamics in media interpretation.
You want to understand one person's detailed experience with a news app.	Interview	Allows for in-depth, personalized exploration of a single participant's view.
You want to examine attitudes towards social media and news habits in a sample of a sample of 500 participants.	Survey	Efficient method for collecting structured data from a large sample.

Methods List:

- (1) Diary Studies, (2) Content Tracking,
(3) Netnography, (4) Social Media Analysis, (5) Eye Tracking, (6) Biometric Research
(7) Digital Trace Data, (8) Usability Testing, (9) Experimental Methods

List of Methods and Definitions

Method	Definition
Diary Studies	Asking participants to record their daily activities, thoughts, or media use over a period of time.
Content Tracking	Monitoring and recording the specific media content that individuals consume across platforms.
Netnography	Studying online communities and cultures through observing their digital interactions (e.g., Reddit, forums).
Social Media Analysis	Systematically analyzing content and behaviors on social media platforms (e.g., tweets, posts).

Method	Definition
Eye Tracking	Measuring exactly where and for how long a person looks at different parts of a visual display.
Biometric Research	Using physiological measures (like heart rate, skin response, facial expressions) to study emotional or cognitive reactions.
Digital Trace Data	Collecting passive data on user behaviors online (like clicks, scrolls, and time spent).
Usability Testing	Observing how users interact with a product or system to find design problems and improve user experience.
Experimental Methods	Manipulating variables under controlled conditions to test cause-and-effect relationships.

Scenario	Method	Justification
1. You want to know which parts of a news homepage attract users' attention during the first 10 seconds.		
2. You're studying how viewers emotionally react while watching a suspenseful movie trailer in a lab setting.		
3. You want to understand how users in a Reddit community interpret and discuss a new documentary.		
4. You want to understand how streaming services fit into people's daily routines at home, but you cannot physically observe them.		
5. You want to understand daily habits and motivations behind podcast listening.		
6. You are testing a new video app prototype and want to identify usability problems quickly.		
7. You have access to backend data from a media platform and want to analyze user behavior (clicks, scrolls, time spent).		
8. You want to compare how two groups respond to a news headline under different conditions.		
9. You join an online fan community to observe how members interact and build shared meanings..		

Scenario	Method	Justification
10. You ask participants to record all the media content they consume over one week.		
11. You collect thousands of tweets during the release of a popular film to analyze trends and sentiment.		