Defining Media Audiences

**Quantitative Audience Research**

Uses facts and figures to show data

BARB: This stands for Broadcaster’s Audience Research Board. The organisation records how many people or household are watching a particular television show. They were created in 1981 to take over

The organisation currently has over 5100 homes that they use to record their data. The way they record data is that they record the number of households watching a program and multiply it by around 2.25 to get the actual number of people watching the show.

RAJAR: this is the abbreviation for the Radio Joint Audience Research organisation. It was set up in 1992. They record the data for the amount of people that listen to the radio at specific times. They record by day, weeks and months. They collect all data and add it up to come up with facts and statistics and publish them every quarter of the year. They use data from around 310 stations. They record 110,000 people.

Audit Bureau of Circulation

It was founded in 1931. They provide information and data for advertisement in newspapers.

**Qualitative Audience Research**

They don’t use facts and figures.

By using this research method they question a low to fair sized amount of people and get their data from them.

Focus groups

A focus group is a way of asking a wide range of people their opinions about a subject. What they like and don’t like about a particular topic. There isn’t really a good or bad idea; it’s just a group of people discussing ideas.

Questionnaires

You set out a number of questions to ask a range of people. You hand out questionnaires to people you’ve already chosen or just random people. You could ask the people media based questions, examples could be how they feel about what genre of TV programs they like or whether they listen to the radio or not. If they can’t answer a question, the questionnaire could have space left for person put their own answer.

Face-to-Face interviews

Face to face interviews are another way of researching, you get to be one on one (mostly) and ask them questions, plus you get to see how they react. You can now also ask them questions based on answers, which would mean you might get useful information out of them. It shows that you also care that bit more rather than just handing them a piece of paper to answer.

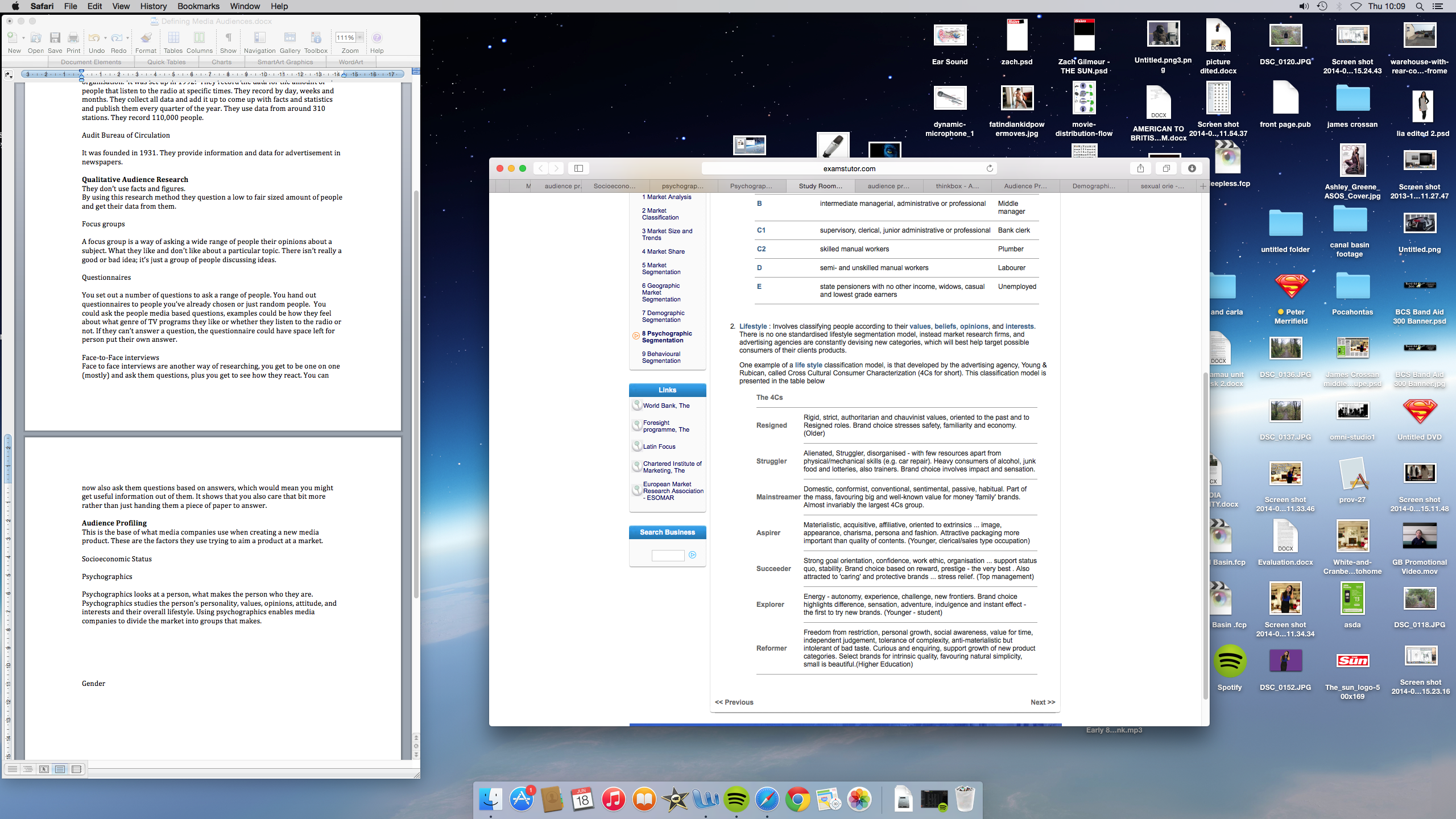
**Audience Profiling**

This is the base of what media companies use when creating a new media product. These are the factors they use trying to aim a product at a market.

Socioeconomic Status

Psychographics

Psychographics looks at a person, what makes the person who they are. Psychographics studies the person’s personality, values, opinions, attitude, and interests and their overall lifestyle. Using psychographics enables media companies to divide the market into groups that makes it easier for the producer to put the product in the market.

 These are the types of groups that consumers are put into.

Geodemographics

Age and Gender

These are the first two groups that need to be considered. Age and gender are first steps to having a product that is ready to be put on the market.

Sexual orientation

I don’t necessarily think that they consider sexual orientation unless they are aiming a product at the non-heterosexual market. I suppose it is important to aim the product at a specific sexual orientation audience because it means the product can be fine tuned for their needs.

Regional Identity

If a media product is based nationwide or worldwide, you need to make that people are able to understand them, so you can’t really have someone from Newcastle because they have a hard accent to understand and use slang that others wouldn’t also know the meaning to. They should really use people with a softer accent

Mainstream Audience

This is the most common type of audience. They think that this is how most of the people think and react towards to the product.

Alternative

This is aimed at a smaller audience than mainstream. They see media in a different light.

Niche

Niche audiences are apparently more in control than other audiences. They are a small audience that like things only certain types of people. Such as people who like doorknobs and only they would watch programmes about doorknobs.