



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2024

PVC3MC02 – AUDIENCE ANALYTICS

Date: 04-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A – K1 (CO1)

	Answer ALL the questions	(5 x 1 = 5)
1	Fill in the blanks	
a)	The primary purpose of layers in analytics is to enhance _____.	
b)	The importance of audience engagement has _____ in the digital age.	
c)	The interplay between layers in media analytics enhances _____ and insights.	
d)	Production practices are influenced by a combination of _____ research methods.	
e)	Sustained audience engagement can be translated into various _____ for journalism outlets.	

SECTION A – K2 (CO1)

	Answer ALL the questions	(5 x 1 = 5)
2	True or False	
a)	Platform analytics tools and dashboards are primarily used for content creation.	
b)	Google Books nGram is primarily used for analyzing news article	
c)	Key concepts and measures in Social Network Analysis can help identify influential nodes or individuals within a network.	
d)	Location analytics is primarily concerned with user demographics	
e)	Participatory journalism encourages audience involvement in news creation and reporting.	

SECTION B – K3 (CO2)

	Answer any THREE of the following	(3 x 10 = 30)
3	Elaborate the importance and use of hyperlink?	
4	Discuss the nature of audience engagement and its evolving dynamics in the digital age.	
5	What is a hyperlink? Explain its uses	
6	Why is it important to study what people “Share” through social media	
7	Explore the nature and scope of media analytics in the current media landscape.	

SECTION C – K4 (CO3)

	Answer any TWO of the following	(2 x 12.5 = 25)
8	Expand on how GIS analytics can be used in conjunction with behavioral analysis	
9	Evaluate the influence of news sharing culture on public opinion.	
10	Describe the challenges and process of sentiment analysis and opinion mining in the context of text analytics.	
11	Provide examples of successful audience engagement strategies implemented through social media analytics.	

SECTION D – K5 (CO4)

Answer any ONE of the following		(1 x 15 = 15)
12	Illustrate the methods for measuring and monetizing audience relationships in journalism.	
13	Explain hyperlink analysis in the context of Wikipedia and other websites and highlight its importance.	

SECTION E – K6 (CO5)

Answer any ONE of the following		(1 x 20 = 20)
14	Enumerate how we can use media analytics to develop a data-driven strategy for the successful launch of a new product, ensuring maximum visibility, engagement, and positive reception in the market?	
15	Explain how YouTube's user experience can be boosted by the application of various analytical tools.	

&&&&&&&&&&