



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)	
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	Answer any ONE of the following	(1 x 15 = 15)
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	Answer any ONE of the following	(1 x 15 = 15)
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| 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)	
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Answer any ONE of the following **(1 x 20 = 20)**

Answer any ONE of the following **(1 x 20 = 20)**

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| 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. |