ABSTRACT

CREATIVE PROJECT: Experience Media Analytics

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This project combines the use of media analytics in a professional setting with experiential learning for students. The two main goals at the outset of the project were (1) to engage media professionals in a structured conversation about their work and how data analytics is used presently and how it might be used in the future; and (2) to create a cohesive collection of information gathered through the conversations for students and people interested in media careers to learn about analytics in the professional setting. Past studies have indicated that students learn best through experience outside the classroom, and even indirect experiences can help students learn new skills and trades with better comprehension. Interviews with media professionals who use analytics on a daily basis in their careers could shed light on the experiences and lessons they have learned. Several organizations that used analytics in the course of their daily duties were contacted about participating in the project. A total of nine professionals were interviewed and the edited transcriptions of the interviews are now accessible and simplified through the form of a blog with the URL experiencemedianalyticsproject.com. Students and people interested in a media analytics career can learn how these media professionals in different settings use analytics in their work and follow up with their own questions if they so choose.