EXPERIENCE MEDIA ANALYTICS

A CREATIVE PROJECT

SUBMITTED TO THE GRADUATE SCHOOL

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS

FOR THE DEGREE

MASTER OF ARTS

BY

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# Table of Contents

- Literature.......................................................................................................................... 3
- The Process.......................................................................................................................... 5
- Benefits of the Project........................................................................................................ 5
- References............................................................................................................................ 7
- Appendix.............................................................................................................................. 9
The ideology of learning from experience reflects back to the philosophies of John Dewey. Experience was the cornerstone of Dewey’s approach to philosophy and education. Dewey reflected back to Darwinism, believing that nature is in constant change with no fixed end point (Hildebrand, 2018). The same could be said for education. In the traditional school method, “that which is taught is thought of as essentially static. It is taught as a finished product, with little regard either to the ways in which it was originally built up or to changes that will surely occur in the future” (Dewey, 1938). Dewey’s goal was to connect the child, school and society through “experiential learning” (Dewey, 1902). Through experiential learning, students’ educations continued in a circular pattern, where students were encouraged to explore experiences that dealt with what they had learned through their schooling in order to connect relevant information from those experiences for further decisions and experiences in the future. It is important throughout life to “learn and develop continually” in this circular pattern (Bin-Abbas et. al., 2012). Like Darwinism, there is no fixed end point for learning.

Learning with the help of experience can be referred to as “knowledge-in-use” or “tacit knowledge” (Ranucci et. al., 2015). Tacit knowledge is essential to performing tasks and functions in everyday life, as it helps with solving problems and facing new challenges (Venkitachalam et. al., 2012). But this knowledge-in-use is seldom based on just that person’s experiences, but rather a culmination of their past experiences and the experiences of others in similar situations (Tillema et. al., 2006). Dewey’s belief in “the power of actual experience” (Deblois, 2002) also went farther than going out and
experiencing something first hand. He believed in direct and indirect experiences being beneficial for the student (Dewey, 1916). Engagement within the experience is important for the circular pattern of learning to continue. “Genuine learning occurs best through engagement…that motivate with interests already present in the students” (Hildebrand, 2016). One notion of indirect experiences is learning from what others have experienced. “Learning from others depends on people’s ability to integrate their own and others’ experiences” (Moskaliuk et al., 2015). Knowledge-in-use is also established with repeated practice and situations over time (Smith, 2001).

While experiential learning may seem straightforward (learning from experience), it is “a difficult concept to ‘pin down’” due to the processes behind learning being different for everyone (Cornu, 2005). Students surveyed in a 2019 study reported “high levels of satisfaction and engagement”, as well as this type of learning process being applicable “to real-world professional concerns” for emergency management training (Danko, 2019). Experiential learning appears to be highly dependent on the subject matter by which the person is studying. A 2019 study examined graduate students studying marketing how experiential learning impacted their progress in understanding real-world concerns surrounding their future professional careers. The study showed that experiential learning for this field was highly successful, giving the graduate students new opportunities and “strengthening their professional skills” (Sangpikul, 2020). With analytics heavily being used in marketing fields, it is then hopeful that an experiential learning project such as this one would be highly beneficial to the students who would be reading it.
The Process

I began contacting agencies in my local area to see if I could schedule in-person interviews with either the owners or directors at these agencies. Due to COVID-19 and the stay-at-home orders, several meetings took place over Zoom. I had a set list of questions I knew I wanted to ask during the interviews, but I also interjected questions for clarification and for the professionals to elaborate on the claims they had made. I recorded all of the conversations, transcribed them then edited the conversations. I was careful during the editing process to not take away from the essence of how the conversations actually took place – I met some very interesting people and I wanted their personalities to shine in their answers. I feel that I have accomplished that goal, and even though I hoped others would learn from these interviews, I myself learned more than I ever expected. This project truly highlighted the best parts about these last three years of studying analytics in media.

Benefits of the Project

To sum up the premise of this project, I feel that it had and will accomplish the following:

• This project has allowed me to further explore job opportunities and network with media companies that are using analytics.
• It has provided a level of education that was missing from coursework and textbooks by allowing professionals to share their insights on how their jobs work day-to-day.
• This project will be publicly available for anyone looking into media analysis careers so that they can explore and network as well.

• It provides for other students a snapshot of what it is like to work in a media analysis position during a time when they may be unable to explore and collaborate with professionals in the setting that I was able to establish.

• This project may lead to mentorships, internships or job opportunities in the future via the contact form for these professionals.

While this is a small snapshot of the type of media analysis work that is being done across the country, I hope that the readers enjoy getting a glimpse into the career opportunities and possibilities that media analytics has to offer.

To access the project:

https://www.experiencemediaanalyticsproject.com/
References


Moskaliuk, Johannes; Bokhorst, Franziska; Cress, Ulrike. (2015). Learning from


Appendix

Peer review by Thomas Taylor:

Brief Discussion of Evaluator's Credentials:

Currently I am starting my 2nd year at Spearhead Sales & Marketing. My role is listed as Marketing Technology Specialist; handling all of the agency's website builds and build strategies, keyword planning and optimization using SEMRush, marketing automation through Ontraport, and streamlining digital advertising creation and budgets for Google, Facebook and Bing using Wordstream. I also own and run my own digital advertising agency - tackticalmarketing.com. With that, I also own and run a dropshipping business - tzlifestyle.com. A typical day in my life usually involves integrating marketing automation in some form or fashion. Backing the marketing automation up with a strong skill set in Digital Advertising using SEMRush and WordStream, I create marketing strategies that seamlessly work together from website build all the way to the point of customer conversion. If you ever need help, advice, or a mentor I love talking business and would be happy to connect. I love strategy and creating new ideas.

When I'm not working, I spend my free time building and running side hustles. I thoroughly enjoy pushing my boundaries to their limits taking on a progressive approach to technology and learning about the next up-and-coming technological advancements. I'm not all work though. Having been a member of the Indiana University Waterski and Wakeboard team, I do find time in between work for a nice wake surfing session in the summer. If I'm not on the lake, I'm either playing golf or I'm at the sportsplex playing indoor soccer.

Previous Jobs Held:
1. Ascendant Orthopedic Alliance (South Bend Orthopedics) - Digital Marketing Director
2. Sorg Dodge - Goshen, IN - Digital Marketing Director
3. Federated Media - Warsaw, IN - Digital Specialist
4. Tranter Graphics - Syracuse, IN - Digital Marketing Manager
5. Pacers Sports & Entertainment - Indianapolis, IN - Marketing Specialist

**Relationship of Evaluator to Student and subject matter:**

My relations with Caitlin Stull and this project is fairly new and recent. I have never met Caitlin in person but I have seen her work and have found it to be thorough and exceptional thus far. She came aboard my radar through a professional connection: Chris Risse. I was excited to hear from someone who is looking to push their career boundaries and do something unique. Success comes from just trying what you believe. “You don’t have to be great to start, but you have to start to be great!” – Zig Ziglar

**Evaluation of the topic as appropriate for the creative endeavor:**

From a creative standpoint, this is very unique. During my time at Indiana University and post collegiate years in the workforce, I have never come across a project quite like Caitlin’s project. Based on a 10 point scale, I would give the creativity a 10 out of 10.

**Evaluation of the student's approach:**

Based on my brief knowledge of Caitlin and how I came across this project (while understanding the times we are dealing with during COVID-19 and all). I thought it was a great way to utilize her connections to develop more leads and connections. She showed great initiative taking a risk to reach out on the chance of receiving a potential “NO”.

Today, I personally feel that people are scared to take chances based on the chance of not getting the answer they want to hear. With that said, Caitlin was prepared and it was clear
to me that she was professional and organized. Coming prepared in advance is a great sign and is someone who I’m willing to take a chance on.

**Evaluation of the body of the project:**

The project overall, all though rather creative, is still a bit confusing to me initially out of the gate. I would have liked to see a video description about this project page. Since I don’t know a lot about Caitlin, a video would have been a little more personal and would have allowed me to connect with the project on a deeper level as a whole. Aside from that, would we be able to turn the recorded conversations that were transcribed, into a podcast? That would be really neat to hear the full conversation and hear the passion in the voices of the owners and leaders. More-so, there is still a little confusion to me about the benefits of this project for all parties. I think a bulleted point summation of all benefits would have been nice to see on the “About This Project” page. Benefits for Caitlin and for the Peer Review/Professional.

**Evaluation of the student's work as contributing to the field:**

All-in-all, Caitlin has provided a valuable asset to the marketing community and surrounding businesses of that community. Yes, she provided an avenue for young entrepreneurs and business owners to gain insights from prominent leaders in their community, but she also provided a subsequent avenue for surrounding (non-marketing) businesses to get an understanding of prominent marketing companies around the area. We have access to a wealth of knowledge and information. Uniting marketing leaders on one platform, together we can grow and push the boundaries of marketing together. It should not show us that we need to compete and be better, although, yes, business is pretty much cut-throat, but if we can all work together, we all serve a different purpose
and bring our own unique strategies. Together, we can all make a difference and be prominent marketing public figures to our community with the help of Caitlin sharing all of our diverse backgrounds. I once heard a saying similar to this: “As one we can get work done quicker, but as a group of marketing professionals, we can get things done further.” - anonymous. Caitlin is pushing herself for something she believes in and in my eyes, this is the very essence of contributing to the field. Well done, Caitlin.

Peer Review by Kaylee Hahn

Brief Discussion of Evaluator’s Credentials:

My educational experience began at Purdue University where I studied Spanish Language & Cultures and Psychology. I also received my Master of Business Administration in 2019. My professional experience is what lead me to obtain my MBA. Since graduating from Purdue in 2016, I have always worked in a marketing role (4 years). Specifically, in the last year and a half, I have worked as a digital marketer and also oversee the analytical performance of our social media platforms and website. Our local tourism website, enjoywhitecounty.com, launched Memorial Day Weekend 2019. I developed the image and layout while another company integrated the coding and software behind the website.

Previous jobs:

Family Health Clinics – Bilingual Outreach Specialist

White Oak Health Campus – Sales & Marketing Director

White County Government – Digital Marketing Director
**Relationship to Caitlin**

Caitlin and I share a very special mutual friend. My best friend from high school opted out of Boilermaker Nation and attended Ball State. Caitlin and my friend were roommates and grew close throughout their time at Ball State.

**Relationship to the Subject Matter**

Media analytics is something that I am very familiar with. As I oversee the analytical performance of our social media platforms and website, I track trends, user demographics, cost-per-click averages, and many other values. The most challenging aspect of this subject matter is translating convoluted numbers, percentages, and ratios into understandable presentation. Most people do not understand why the cost-per-click (CPC) for retail ads ($0.70) is significantly lower than finance & insurance ($3.77). The challenge is helping people understand *why*.

**Evaluation of the Topic as Appropriate for the Creative Endeavor**

Creativity and digital analytics go hand-in-hand. The topic is very relevant for the creative endeavor. Today we live in a digital world with digital analytics, so it is necessary to provide digital resources (like the one Caitlin created).

**Evaluation of the student’s approach**

As I navigated through the website Caitlin created, I noted a couple direct statements that exemplify her approach.
Experience Media Analytics > About this Project > Benefits of the Project “provided a level of education that was missing from coursework and textbooks”. This is a desirable learning avenue for younger generations, particularly in blog-format.

Experience Media Analytics > About this Project > The Process. This entire contribution explains why Caitlin chose to handle the interviews as she did and provide the feedback as a reference to other individuals.

Caitlin’s approach was thorough, efficient, and effective at showcasing what media analytics is, why it is necessary, and what opportunities are available in the field.

**Evaluation of the Body of the Project**

*Homepage* → no recommendations, looks good

*History* → excellent content, I would add a photo

*About* → great content. I noticed the black box around “About This Project” is not the same shade of black as the header black. If they don’t match up, I recommend changing it to a shade of grey, so it looks like a purposeful differentiation. I also noticed the titles don’t consistently line up [Literature, The Process, Benefits, References]. I would center them all to alleviate the slight difference of lining.

*Contact* → very straightforward, *perhaps a great place for a video*. Video features on websites increase user retention at an impressive rate. People like to watch videos.

*Interviews* → impressive outreach!! These resources are the real deal! I have heard some of the companies in person at conferences.

In general, the body of the project is thorough and offers great content for users to explore. I prefer to create with WordPress instead of Wix, but this is well done! The
verbiage and literature provided has invaluable content with few grammatical errors. That being said, blog-style websites often have causal language. If a professional environment is the target audience, I would recommend using Grammarly.com to double-check some run-ons, prepositional phrases, and punctuations.

**Evaluation of the Student’s Work as Contributing to the Field**

Overall, Caitlin’s work was successfully presented throughout this project. The interviews were recorded and transcribed well, in an engaging manner. The contribution of education being tied to experiences (“My Vision” segment) exemplifies the purpose behind the project with a successful execution. In summary, very well done.