Master’s elective event

Semester 1 2018-2019
About today
Your elective options

- How Journalism saves the World
- Media Strategies
- The Blind Spot
- Organizational Behaviour and Communication
- Persuasive Design in a Digital Era
- Digital Analytics
- PR, Media and Public
- Psychology in Political Communication
- Digital Media Lifestyles
- Persuasion and Resistance
- Brand Communication
The electives....

- ...will be presented to you by the lecturers
- ...have the same workload
- ...will be taught in English
- ...can be found in the course catalogue
Choose...

...according to your interest in the course

during the course registration period from 14 June 8.00 until 26 June 13.00

...early in the morning; first come, first serve
But before you do so;

- No enrolment means no registration
- Will take up to 48 hours
Make sure…

- … that lectures don’t overlap. Check the online timetable beforehand (rooster.uva.nl)
- … to register for no more than two electives (if you register for more electives, you will be randomly deregistered)
You can’t always get what you want…

- …so you keep an eye on the course registrations till 26 June or put yourself on the waiting list
- …or you try to switch with someone else
- …either way; make the best of it!
TO DO LIST

☐ Re-enrol in Studielink (opens 15 May)
☐ Get a recap in the course catalogue (online 1 June)
☐ Check timetable 2018-2019 (online 1 June)
☐ Register for courses (14-26 June)
☐ Switch if necessary (until 30 August)
All slides will be published on student.uva.nl/mcs
Questions for our lecturers and/or study advisers? Save them for after the presentations or send them an e-mail!
How Journalism Saves the World
Dr. Ruud Wouters
The FAKE NEWS media (failing @nytimes, @NBCNews, @ABC, @CBS, @CNN) is not my enemy, it is the enemy of the American People!

Donald J. Trump @realDonaldTrump

The Fake News media is officially out of control. They will do or say anything in order to get attention - never been a time like this!

Donald J. Trump @realDonaldTrump

Veel media willen de PVV en mij alleen maar beschadigen. Ze haten ons. Geloof ze niet. Gelukkig is de PVV veel sterker dan hun leugens! #PVV

Geert Wilders @geertwilderspvv

The liberal mainstream media are not as powerful as they used to be. Hooray!

Nigel Farage @Nigel_Farage
Trust in Mass Media Erodes

% of Americans who have a great deal/a fair amount of trust in mass media

2016 figure based on telephone interviews conducted in Sep. 2016, with a random sample of 1,020 adults living in the U.S. Source: Gallup

Not post-truth yet

“You can trust most news most of the time”
% polled in agreement, 2016

Source: Reuters Institute for the Study of Journalism
Approach

→ How can journalism save the world?

- Case studies on investigative journalism (past, present, future)
- Reconsideration of common theories
- Practice-oriented seminars
- Practitioners in guest lectures
- Students organize session(s)
Cases & Examples

[Images of various news articles and icons related to media and investigative journalism]

Graduate School of Communication
Practical Information:

- Individual paper: policy paper (70%)
- Group presentation (20%)
- Group Project: Class organization (10%)

Questions? Don’t hesitate to drop me an e-mail.
[r.j.wouters@uva.nl]
Media Strategies
Hilde Voorveld
Course objectives

Upon completion of this course, students should

- have **knowledge** of the key concepts and the principles of media planning and media strategies
- be able to **apply** the principles of media planning and media strategies in a media strategy, based on a briefing from a media agency
- be able to **communicate findings** clearly and unambiguously to specialist and non-specialist audiences.
- be able to critically analyze and adequately **use scientific literature** on media planning and media strategies **when answering practical questions**
Covered topics

- The media industry
- Key concepts and hot issues in media planning
- Audience measurement
- Traditional media
- Online media
- Programmatic buying
- Mobile media
- Cross-media uses and effects
- Branded content, native advertising, influencer marketing
Practical Information:

- Media Strategy (Powerpoint) consisting of two parts:
  a. analysis part (25%)
  b. strategy part (25%)
- Reflection on the media strategy based on the literature (40%)
- Application of the literature, group presentation (10%)
- Agency visit
- Guest lectures
- Closing event
Media plan based on real briefing
The blind spot:
Tracking media users
Susanne Baumgartner
Course objective

- Practice-oriented, non-technical introduction to the most advanced new tools to track and understand media behavior

How many minutes per day do you spend on Facebook?

How did you feel while watching this commercial?
Covered topics

- Eye tracking
- Neurophysiological measures
- Experience sampling
- Using social media as research tools
- Automatic recording of emotional reactions
- Neuromarketing
- Virtual Reality
The more you use social media, the more lonely you are...

What?

EMERGING adults spend more time on social media compared to any other age group (Roberts, Foster, & Ganet, 2005).

The feature of social media allows emerging adults to communicate and interact online and it means they can maintain interpersonal ties anywhere at anytime.

The use of internet for communication purpose could decrease the level of loneliness (Ehren & Ghant, 2002).

Method

EXPERIENCE Sampling
Method: Notification randomly 4 times a day, Monday to Friday (5 days)
Convenient sample
N = 23, Male 11, Female 12

Does social media use decrease the level of loneliness among emerging adults?

Hypotheses

Social Media Use (X) → Low Loneliness (0)

Result

Social media use: How many minutes in the past hour did you use social media platform as follows: WhatsApp, Facebook, Twitter and Instagram. Indicate from 0 to 60 minutes for each social media platform.

Loneliness: UCLA loneliness scale. Indicating from 0 (strongly disagree) to 5 (strongly agree) of 5 items of loneliness (e.g., I feel isolated from others).

Conclusion

Online interactions in social media did not necessarily mean that people are not lonely. PIRATE research could focus on a bigger sample size, cultural difference, random sample and different use of method such as survey.
Practical Information:

- Group presentation (20%)
- Research proposal (30%)
- Poster presentation (40%)
- Active participation (10%)

Each week
- Theoretical part: introduction to tool
- Practical part: guest lecture, hands-on sessions
Organizational Behavior & Communication

Dr. Claartje ter Hoeven & Dr. Joost Verhoeven
Course Objective

- Importance of employee behavior for the organization’s performance.
- Analyze concrete employee behaviors
- Understanding of employees’ motivations
- Consequences of employee behaviors
- Interventions
Covered topics/theories

- Organizational Citizenship Behaviors
- In-role Behavior
- Non-productive Behaviors
- Counterproductive Behaviors

- What is the problem?
- Why do people engage in that behavior?
- What are the consequences?
- How can it be changed?
Examples/Case Study

- Groups discussion about theories & models on OB & role of communication
- Workgroup meetings on paper assignment
- Theatre Workshop
- Guest Lecture
Practical Information:

- Individual paper about one type of behavior (50%)
- Open book exam (50%)
Persuasive Design
in a Digital Era
Annemiek Linn
The world biggest population?

1. Facebook
2. China
3. India
4. YouTube
5. Penguin
6. WhatsApp
7. Instagram
8. LinkedIn
9. Twitter
10. USA
What will you learn?

- How to develop a persuasive mobile application (Mondays)
  - Who are potential users (in terms of characteristics, barriers and motives)? (week 2-3)
  - How do I make them use my app (processing technology and persuasive design)? (week 4-5)
  - How can I maximize persuasive impact? (increasing perceived relevance) (week 6)
  - What are the effects of technology? (week 7)
What will you do?

- You will read user design blogs
- You will learn how to design an app using InVision software
- You will work with companies and pitch your own app to solve a real-life problem (Wednesdays)
  - Practical case
- You will visit an eLab
Profit and non-profit organizations
Hey Amy! You look great. It seems like you have everything under control.

Would you like to fill in your mood diary?

THE FUTURE WITH ROBOTS - UTOPIA OR DYSTOPIA?

Because healthcare robots are fundamentally an information technology centric application one of the main concerns regarding carebots is the lack of understanding of the socio-technical aspects of IT (3); coupled with other factors such as ethical, privacy or legal concerns. All these factors are shown to influence the adoption of a technology.

Privacy concerns are, as discussed above, a determinant in acceptance of technology, whereas the camera in Alice’s eyes, could be one factor that impedes acceptance. One question arises: Are the patients aware of the camera installed in Alice’s eyes? A second malfunction of Alice is the lack of mobility. Research shows that the acceptability of a robot is closely linked to its functions, thus older people will be more inclined to accept it if they think the robot is useful (5). As one of the main issues elderly people are confronted with is regarding their physical decline, an important consideration to be made is whether Alice lack of mobility is an impediment in providing qualitative healthcare services.

Overall, Alice achieved it’s main
Practical Information:

- Development app (group assignment)
- Critical reflection
- Blog about tech innovation

More information?
- Annemiek Linn: a.j.linn@uva.nl
Digital Analytics
Theo Araujo
Ewa Maslowska
Communication practice (and research) has moved from focusing on...

To focusing on something like this...
Examples

What is digital analytics?
Covered topics

- The role of digital analytics in comm. science and practice
- Identifying opportunities and creating a data analysis plan
- Understanding (and collecting) digital data
- Analysing data: creating models and visualisations
- Evaluating success and limitations
- Ethics, security and privacy
What you will learn

- What is (and is not) possible with digital data?
- How do different types of digital data look like?
- How to use and analyse digital data to solve communication-related challenges?

And… basics of data science using Python, Machine Learning, A/B testing and several other concepts…

Important: this is an introductory course aimed at communication science master students. No programming knowledge is needed, just interest in digital analytics and knowledge of quantitative methods!
How you will learn

- Usage of digital data in communication research
- Case studies
- Guest lectures
Practical Information:

Course format:
- 1 theory session per week (discussing literature)
- 1 tutorial session per week (working on the practical assignment)
- Materials combine readings and video tutorials

Assessment:
- Individual papers (60%)
  - Assignment 1: Propose a plan to solve a communication-related business challenge
  - Assignment 2: Develop and execute the plan, including theoretical expectations, collecting, cleaning, analysing data, creating models, and reflecting upon the implications and ethical/normative considerations
- Case Study (group) – analysis of a digital analytics case (including doing an actual A/B test with Google Analytics) (30%)
- Participation (10%) – completing online Python & Data Science tutorials
Questions about the course?

Please email me at t.b.araujo@uva.nl
or meet me at the REC 7\textsuperscript{th} floor!
PR, Media and the Public
Pytrik Schafraad
Course objective

Explore the connections (in theory and in practice) between PR activities, (social) media and the public

- Using sociological and communication science theories
- Develop a critical and contextualized understanding on the relationship between
  - PR activities
  - News media
  - Social media (publics)
Covered topics/theories

- The media field
  - Agenda and frame building
  - Media relations
- Social media and stakeholders
  - Relationships, stakeholders and information diffusion
  - Agenda and frame building
  - Crisis communication
- Public affairs and lobbying
Examples/Case Study

Students at the Volkskrant visit

Media

PR

Public
Practical Information:

Assessment
- Blog post portfolio (30%)
- Group assignments (10%)
- Key point notes (10%)
- Take home exam (50%)

Field trips & special lectures
- News media organization (e.g., Volkskrant)
- Social Media & PR agency (e.g., Edelman)
- Public affairs expert (e.g., Lindblom PA & PR)
Psychology in Political Communication

Starring vocal talent Tom Powell
Psychology in Political Communication

Tom Powell
Aim: Draw on psychology to discover how citizens process political communication

Draws on insights from:
- Psychology
- Communication Science
- Political Psychology

Focused on theory, but we discuss methods
- A good fit alongside a methodological focused course
Practical Information:

- Essays in KARQ format (25%)
  - Key quote – Argument – Relationship - Question
- Group assignment (25%)
  - In-class exercise and discussion
- Final paper (50%)
  - Empirical replication study
  - Poster presentation in week 4
Any questions, contact me…

- t.e.powell@uva.nl
Digital Media Lifestyles
Jessica Taylor Piotrowski
Jessica Taylor Piotrowski, Ph.D.
Associate Professor, University of Amsterdam

Dr. Jessica Taylor Piotrowski (Ph.D, 2010, Annenberg School for Communication, University of Pennsylvania) is an Associate Professor in the Amsterdam School of Communication Research (ASCoR) at the University of Amsterdam (UvA). She is the Director of the Center for research on Children, Adolescents, and the Media (CcaM), the Program Group Leader for Youth & Media Entertainment at ASCoR, and the Program Director for the Master’s Degree Entertainment Communication at the Graduate School of Communication at UvA. She is also the Chair of the Children, Adolescents, and the Media division of the International Communication Association.
DIGITAL AROUND THE WORLD IN 2018
KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION: 7.593 BILLION
INTERNET USERS: 4.021 BILLION
ACTIVE SOCIAL MEDIA USERS: 3.196 BILLION
UNIQUE MOBILE USERS: 5.135 BILLION
ACTIVE MOBILE SOCIAL USERS: 2.958 BILLION

URBANISATION: 55%
Penetration: 53%
Penetration: 42%
Penetration: 68%
Penetration: 39%

Sources: Population: United Nations; U.S. Census Bureau; Internet: InternetWorldStats; ITU; Eurostat; Internetlivestats; CIA World Factbook; MiddleEastMedia.org; Facebook; Government Officials; Regulatory Authorities; Reputable Media; Social Media and Mobile Social Media: Facebook; Tencent; VKontakte; Kakao; Naver; Ding; TechRasa; SimilarWeb; Kepios Analysis; Mobile: Gama Intelligence; Google; Ericsson; Kepios Analysis. Note: Penetration figures are for total population (all ages).
Global Media Consumption per Week

- 2020: 80% of all media digital
- 2010: 66% of all media digital
- 2007: 50% of all media digital

Source: Carat

© World Association of Newspapers 2007-2008
Learn DM Trends and Benefits

Digital Media Lifestyles

Apply Best Practices to Development of New DM

Identify Best DM for Diverse Audiences and Messages
About the Course: Topics

Key Trends

Theories

Best Practices

Entertainment

Education

Health

Marketing

Social Life

User-Centered Design
About the Course: Practical Information

- Individual Assignment: Response Paper (30%)
- Individual Assignment: In the News (10%)
- Group Assignment: Mini-Lecture (10%)
- Group Assignment: Product Pitch (20%)
- Individual Assignment: Final Paper (30%)
Questions?

Any questions about the course?

Please email: j.piotrowski@uva.nl
Persuasion & Resistance
Eva van Reijmersdal
Course objective

- In this seminar, we look at persuasion by taking resistance into account.
- Persuasion and resistance go hand in hand
Covered topics
1. Introduction
2. Reasons for Resistance
3. Receivers’ Strategies
4. Guest Lecture & Literature Assignment I
5. Sender Strategies
6. Helping Receivers to Resist Persuasion
7. Group presentations & Literature Assignment II
Example

YOU'RE A SHIT-WITTED WORTHLESS RETARDED PRICKHOLE AND WILL NEVER GET A DEGREE

LEARN THE ART OF REVERSE PSYCHOLOGY AND MORE WITH A PSYCHOLOGY BSc HONOURS.

University of Salford
MANCHESTER
Example

I AM ALICIA SILVERSTONE, AND I AM A VEGETARIAN
Example

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Instagram

benandjerrys I love scotch, Scotchy scotch scotch. Here it goes down, down into my belly.

249572 likes

levis Wear them wherever the road takes you #LifeInLevis

93393 likes
Practical Information:

- Individual literature assignments
- Group paper
- Presentations
- Blog
Brand Communication
Stephan Winter
Themes

- Brands & branding
  - What is the meaning of a brand and how can it be positioned?

- Brand communication strategy
  - How can brand messages be communicated effectively?

- Consumers & brands
  - How do consumers relate to brands?
Covered Topics

- Brand portfolio, architecture & positioning
- Brand extension
- Creativity
- Copycatting
- Consistency
- Online branding and social media
- Narratives
- Consuming identities
- Brand love
Covered Topics

- Brand portfolio, architecture & positioning
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- Online branding and social media
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- Brand love
Class Format

- Tutorials
- Guest lecture(s) from practitioners
- Case studies
Assessment

- Discussion Questions (individual) 10%
- Case Presentations (group) 30%
- Brand Strategy Paper (individual) 60%
  - “brand audit” in the role of a brand strategy consultant
Questions?

- S.Winter@uva.nl
All slides will be published on student.uva.nl/mcs