

# Contemporary Research Methods and Data Analytics in the News Industry

Part of the Advances in Media, Entertainment, and the Arts (AMEA) Book Series

William J. Gibbs (Duquesne University, USA) and  
Joseph McKendrick (Independent Analyst and Columnist, USA)

## Description:

The advent of digital technologies has changed the news and publishing industries drastically. While shrinking newsrooms may be a concern for many, journalists and publishing professionals are working to reorient their skills and capabilities to employ technology for the purpose of better understanding and engaging with their audiences.

**Contemporary Research Methods and Data Analytics in the News Industry** highlights the research behind the innovations and emerging practices being implemented within the journalism industry. This crucial, industry-shattering publication focuses on key topics in social media and video streaming as a new form of media communication as well the application of big data and data analytics for collecting information and drawing conclusions about the current and future state of print and digital news.

This timely industry resource includes key topics on the changing scope of the news and publishing industries including, but not limited to, big data, broadcast journalism, computational journalism, computer-mediated communication, data scraping, digital media, news media, social media, text mining, and user experience.

## Readers:

This publication is a must-have resource for journalists, analysts, news media professionals, social media strategists, researchers, television news producers, and upper-level students in journalism and media studies.

ISBN: 9781466685802

Release Date: May, 2015

Copyright: 2015

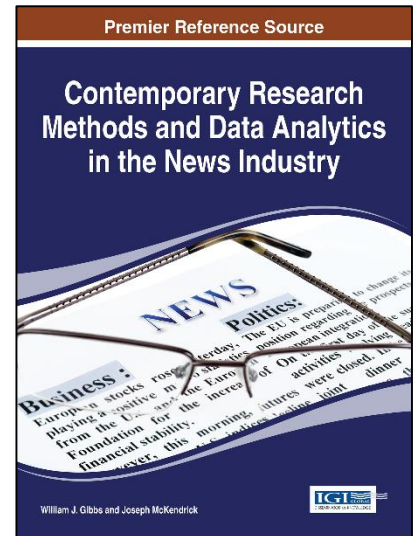
Pages: 307

## Topics Covered:

- Big Data
- Broadcast Journalism
- Computational Journalism
- Computer-Mediated Communication
- Data Scraping
- Digital Media
- News Media
- Social Media
- Text Mining
- User Experience

Hardcover +  
Free E-Access:  
**\$195.00**

E-Access  
Only:  
**\$185.00**



## Section 1

**Computational Journalism: Entering the New World**

## Chapter 1

*When Journalism Met the Internet: Old Media and New Media Greet the Online Public*  
Mike Dillon, Ph.D., Associate Professor of Journalism and Multimedia Arts at the McAnulty College and Graduate School of Liberal Arts, Duquesne University, USA

## Chapter 2

*Computational Journalism: Shaping the Future of News in a Big Data World*  
Lady Dhyana Ziegler, DCJ, Ph.D., Garth C. Reeves Eminent Scholar, Chair of Journalism, Florida A&M University, USA

## Chapter 3

*Research Methods, Data, and Analytics: Examining Service Design and User Experience in TV - and Newspaper-Oriented Digital News Interfaces*  
William Gibbs, Ph.D., Associate Professor of Journalism and Multimedia Arts at the McAnulty College and Graduate School of Liberal Arts, Duquesne University, USA

## Chapter 4

*A Tale of Two Newsrooms: How Market Orientation Influences Web Analytics Use*  
Patrick Ferrucci, Ph.D., Assistant Professor of Journalism, Bradley University, USA  
Edson C. Tandoc Jr., Ph.D., Assistant Professor. Wee Kim Wee School of Communication and Information at Nanyang Technological University, Singapore

## Chapter 5

*Data-Driven Information Consumption: Heralding a New 'Golden Age' of Journalism and Content Creation?*  
Joseph McKendrick, Independent Consultant, Forbes and CBS interactive contributor, USA

## Section 2

**Harnessing the Power of Data**

## Chapter 6

*Web 2.0 and News 2.0: Utilizing Real-Time Analytics for Modern News Organizations*  
Kyle Gibson, Web Analyst, BostInno, USA  
Greg Gomer, Senior Vice President, BostInno, USA

## Chapter 7

*Shaping Content Strategies with User Analytics and Identities: How User Analytics is Shaping Editorial Strategy, Driving Marketing and Generating New Revenue*  
Tricia Syed, Vice President of User Marketing and Marketing Analytics, Penton, USA

## Chapter 8

*Big Data, Text Mining and News Content: Where is the Big Data?*  
Debora Cheney, Associate Director for Public Services and Librarian at the University at Albany, State University of New York, USA

## Chapter 9

*Using Market Research as the Basis for Successful Content Product Decisions*  
Judith Durgin Pilla, Ph.D., LSW, PMHCNS-BC, Independent Research Analyst  
Louis Pilla, M.S.Ed., Publishing Executive, USA

## Chapter 10

*Research Methodologies, Data Collection, and Analysis at MailChimp: A Case Study*  
Gregg Bernstein, MFA, Manager of Customer Research, MailChimp,  
Laurissa Wolfram-Hvass, Ph.D., Researcher with MailChimp, USA

## Section 3

**Measuring the Future**

## Chapter 11

*Spreading the News: Spreadable Media, Social Networking, and the Future of News Production*  
Robert J. Baron, Ph.D., Assistant professor of Communication,  
Austin Peay State University, USA

## Chapter 12

*Visualizing Social Network Influence: Measurement and Case Studies*  
Jeremy Harris Lipschultz, Ph.D., Collaborative, Creative Group Facilitator,  
Researcher and Professor, UNO Social Media Lab and School of Communication,  
University of Nebraska at Omaha, USA

## Chapter 13

*The Disruptive Impact of Emerging Technology*  
Gordon J. Murray, Ph.D., Associate Professor of Journalism and Mass Communication,  
Kent State University, USA

## Chapter 14

*Transformational Content & Relationships: Research, Analytical Tools and Big Data in Shaping the News User Experience (UX)*  
Stuart Schwartz, Ph.D., Professor of Communication Studies, Liberty University, USA

**William Gibbs**, Ph.D, is associate professor of journalism and multimedia arts at Duquesne University. He teaches courses in Digital media production, multimedia technology, instructional design, human-computer interaction, and interface design. His research interests include supporting cognition with digital interfaces, usability engineering, human-computer interaction, and interface design. Gibbs has authored a number of books and has conducted presentations on human-computer interaction. He received a Ph.D. from The Pennsylvania State University.

**Joseph McKendrick** is an author, independent researcher and speaker exploring innovation, information technology trends and markets. He is a contributor to *Forbes*, and analyst for *Forbes* Insights, preparing research on topics such as cloud computing, digital transformation, enterprise mobility, and big data analytics. He is also a contributor to CBS interactive, authoring the ZDNet "Service Oriented" site. McKendrick is also a regular columnist on big data and analytics topics for *Database Trends and Applications*, published by Information Today, Inc. He has also been a featured speaker at The Stevens Institute of Technology's symposium on "Competitive Advantage in the Era of Big Data," as well as ITT's "Big Data Summit." McKendrick is a co-author of the SOA Manifesto, which outlines the values and guiding principles of service orientation in business and IT. He has also been contributing editor to IT industry publications including *Midrange Systems*, *Enterprise Systems*, and *E-Commerce World*. McKendrick served as communications manager of the Administrative Management Society (AMS), an international professional association dedicated to advancing knowledge within the IT and business management fields, as well as editor of *Management World*, its flagship publication. He holds a B.A. in journalism from Temple University.