Media Studies Year 11

Therapy and Testing

Key Focus: Audience Profiling
Area of Understanding

To reach the top grades, students need to demonstrate knowledge and understanding of how media forms target, reach and address audiences.

Q. What does this mean?
Key Terminology

Can you write a definition of each of these media terms?
• Psychographic profile
• Demographic profile
• Mainstreamers
• Aspirers
• Succeeders
• Resigned
• Explorers
• Strugglers
• Reformers

To test your understanding can you put each of these into a sentence when discussing any of your set texts for the exam?
Profiling an Audience

Every media product has a clearly defined target audience. The more the producers of the media text know about the audience, the better they can tailor the product to meet their specific needs. There are various ways in which producers can group audiences.

Q. How many different ways can you think of to group an audience?
Q. What method of grouping people do you think is the most effective for media producers? Why?
Psychographics

Young and Rubicam produced a set of categories which advertisers used to group audiences together. These seven different categories, known as the psychographic groups, are based on people’s interests and lifestyles.

Q. How is this method of grouping helpful to media producers?
Q. For each of the groups, describe what would draw them to a media text.
Q. Referring to your set texts for the exam, identify who the target psychographic group is for each text. You should draw a table and note down who the audience is, and what the text offers them to meet their needs.
Social Factors

Alongside psychographics, producers also use social demographic factors to help them in identifying and understanding their audiences. These factors include:

• Age
• Gender
• Ethnicity
• Economic income/social positioning
• Sexuality
• Geographic factors (urban vs rural)

Q. How can the factors above help producers?

When analysing media texts it is essential that you identify who the intended target audience is and how the text offers specific gratifications that are designed to meet their needs.
## Reviewing Your Learning

I understand the different ways media producers categorise audiences, including:

- demographic profiles
- psychographic profiles
- geographic profiles.

I understand media productions are aimed at a variety of audiences, ranging from large mass audiences to small, specialised niche audiences.

I understand media producers research and understand their target audience in detail.
Official Audience Research Bodies

In order to reach the top grades you need to show an understanding of the various official research bodies that operate within the field of audience research in the media.

Task: Create an infographic explaining the functions of each of the following groups:

• Broadcasters Audience Research Board (BARB)
• Radio Joint Audience Research Limited (RAJAR)
• Pamco
• Nielsen
Research Methods

There are a range of research methods used by companies to collate data on audiences across each of the media forms. You need to understand the following forms of data collection, and the pros and cons of each method:

• Quantitative data collection
• Qualitative data collection
• Primary audience research
• Secondary audience research.

Q. How are you going to/have you use(d) each of the methods above to help you in your NEA coursework production?
## Reviewing Your Learning

I know the various audience research institutions including:

- Broadcasters Audience Research Board (BARB)
- Radio Joint Audience Research Limited (RAJAR)
- Pamco
- Nielsen.

I understand different research techniques used to collect data on audiences including:

- Quantitative data
- Qualitative
- Primary
- Secondary.
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