

Overview

This Standard is about using audience research and analysis to attract audience members to the journalism work with which you are involved.

It is about understanding audience figures and market research and knowing where to find such information and how to interpret it, including the use of data analytics and search engine optimisation (SEO) techniques.

It involves recognising different brands and styles of journalism and identifying the intended audience for particular editorial and related multimedia content - and understanding the potential of different distribution platforms.

This Standard applies to all those who need to use audience research as part of their work.

Performance criteria

You must be able to:

1. consider the requirements of your audience at all stages of the content creation process
2. use relevant and reliable sources of audience data and data analytics in your work
3. undertake basic analysis and interpretation that takes account of the strengths and limitations of audience figures and research data
4. use audience research data from reliable sources to identify target audiences for brands, channels or specific content
5. describe the characteristics of your target audience in appropriate formats
6. develops brands, style, editorial content and choices of distribution platform that use research information on audiences

Knowledge and understanding

You need to know and understand:

1. the principles, strengths and limitations of consumer and audience research techniques
2. how data analytics can be used to identify trends and audience engagement
3. the basic principles of demographics and market segmentation, including identifying distinct audience or consumer groups with shared characteristics
4. the metrics used to measure audience engagement including volume, velocity and variety
5. the existing or potential target audience for the particular outlet for which you are working
6. the motivations, attitudes and behaviours of your target audience
7. how and why particular editorial content and its means of distribution are intended to appeal to different target audiences
8. how consumer and audience information is collected, and how to interpret this information and apply it to your work
9. the key sources of consumer and audience information used in data collection
10. the internal and external sources of information about markets, audiences, events and trends
11. where search traffic originates from and search engine optimisation (SEO) techniques

Use audience research and analysis for journalism

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