

Mediametrics technologies

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Abstract: This article discusses mediametry technologies, their types and application procedure. The study of the media through mediametric technologies and the promotion of their activities

Key words: *mediametric research, sociocultural, political, economic, historians, skillful, statistical, public relations.*

The development of the media has determined the need for the emergence of companies and services specializing in the field of mediametric research of target audiences of the media, thereby providing information to various social institutions, including advertising agencies, public relations specialists, researchers of sociocultural, political, economic and other social processes.

So, for advertisers and public relations specialists, media metrics is a source of professionally important information that allows them to plan a future advertising campaign. It allows you to answer the following questions: what media channels to use, when and how often to broadcast an advertising message, in what parts of the broadcast day or on which pages it is appropriate to post a message, which messages should be placed and at what rates.

Mediametry is an excellent research tool for studying the life of society, used in a variety of scientific fields. Thus, for economists, mediametric data allow, in terms of the volume of advertising and the composition of advertisers in different media, to analyze the dynamics of the territorial and structural-sectoral development of the market. For historians, the skillful use of statistical data on the peculiarities of media behavior of different target groups allows us to judge the lifestyle and the real system of communications in society, and for teachers this information is of interest, as it reveals the role of mass media in the socialization of children and adolescents. Mediametry provides rich material used by a variety of social sciences, allowing you to explore the variability and stability of mass behavior trends, track the dynamics of information consumption; identify the communicative effectiveness of media channels in the transmission of meaningful messages, evaluate the effectiveness of the latest information technologies to obtain information about the ideas, habits, attitudes of people, etc.

The purpose of this manual is to give an idea of the methods for conducting quantitative research on the objective characteristics of the audiences of such common media channels as periodicals, radio, television, the Internet, as well as to instill skills in the active use of statistical information published by the largest research agencies in professional activities. Media (namely, press, radio, television, Internet) are means of mass media (media), through which information delivered to large masses of people (audience). At the same time, the creator organizers of the dissemination of this information in a certain way selecting, classifying and interpreting the facts of reality, tend to pursue certain ideological and economic goals. Their activities are controlled by various legislative bodies, regulatory agencies, public organizations and largely depends on sponsors, advertising agencies, advertisers who have long realized that the media are great channels of contact with a potential consumer of goods and services, the mass character of which will depend on the popularity of these channels.

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So, the circulation rate of a periodical allows the advertiser to determine the cost of advertising space, and the cost of television time will vary significantly depending on the popularity channel and timing of the commercials. The dependence of the cost of advertising time on how much information broadcast through the press, radio, television, Internet, attractive to the audience, causes influence audience preferences on the nature of the transmitted information. Audience while making a choice, he is guided by his own needs for information and entertainment, as well as objective opportunities to satisfy them. The objective characteristics of media users are of particular research interest, since they underlie the choice of a particular media channel. The objective characteristics include: First, the needs, motives, attitudes, interests of people. A special role is given to the information needs of people, which determine the motives for choosing one or another media message; Secondly, these are signs that characterize the audience in its direct relationship with the media. These include: - characteristics of the conditions (economic, geographical, temporal) under which the audience is connected to the consumption of information; - characteristics of the audience's involvement in the process of mass information consumption through various media channels (subscription, availability of television equipment, intensity of access to one source); - characteristics of the audience's attitude to media materials (assessment, wishes, opinions); - characteristics of the audience's awareness of various fields of activity, events, facts reflected in media reports, as well as the awareness and activities of the media themselves; - characteristics related to the participation of the audience in the production and relaying of information (non-staff collaboration, media coverage); Thirdly, this is a group of characteristics associated with the study of the impact of media messages on the minds of the audience, during which changes are recorded in the minds and behavior of the audience (spectators, readers, listeners).

Researches of target audiences are quite frequent and large-scale. This is due to research funding, because advertisers are interested in knowing which sources of information are most popular. The cost of advertising space depends on the size of the circulation of printed publications, the rating of TV channels and TV programs. In this regard, some print media tend to exaggerate the size of their circulation. Therefore, in many countries, a reference system has been developed that provides information about each printed publication, its format, color, circulation (for example, in the USA it is the American Newspaper Directory, and in the UK it is BRAD - British Rate & Data). In Russia, since 1997, the "Atlas of Russian Mass Media" began to be published quarterly on CDs and in the form of printed publications. It contains information on more than 800 regional and central publications, data on ratings, readership, technical characteristics, advertising rates, and shows the appearance of the front pages of newspapers and magazines [1, 15].

The formation of knowledge about the real audience occurs based on the results of public opinion polls. Interrogation procedure nine public opinion is that the researcher asks a series of questions to the participants in the study in order to get an answer to the questions of interest to him. As a rule, this is information about the motives for turning to various mass media. channels or study the attitude of target groups to certain programs. If for the study of motives, both conscious of the audience itself and (most often) not conscious, it is most effective to use qualitative methods, then to study the attitude of the audience to media channels that determine their ratings and the cost of advertising space, quantitative methods are used. Qualitative research involves collecting information about the characteristics of perception, motivation, feelings of respondents, giving answers to the questions: "Why? How?". They are often used in research aimed at collecting preliminary information about the object of study in order to more accurately define the research problem and test the hypothesis [5, 58]. Their use provides a deep understanding of the processes occurring in the mind of the consumer, helps to identify consumption patterns and habits, and makes it possible to determine the cause of a particular reaction to a media message. When conducting qualitative research, focus groups, projective techniques, the Delphi method and other methods are widely used that help

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overcome communication difficulties and reveal hidden motives, attitudes and preferences of respondents Quantitative research allows:

- to give a detailed, systematized description and explanation of the events that take place in the media market;
- describe the profile of the target audience of interest to the researcher, the behavior of certain consumer groups when they choose the media products provided to them;
- to determine the share of media consumers of a certain channel in the general population;
- describe how target groups perceive and evaluate mass media information broadcast by various media.

The fact that both advertisers and the media are interested in knowing which information sources are the most popular has determined the need to develop reference systems formed as a result of mediametric research, which are distinguished by the maximum possible accuracy in establishing quantitative characteristics. The implementation of a systematic collection, processing and analysis of information about the objective characteristics of the audience, allows:

- receive data on the competitiveness of the media channel, which is the basis for calculating the cost of advertising time;
- to identify the needs that determine the preferences of buyers of media texts;
- to determine the volume, structure, trends and prospects of the studied media market;
- to choose the most effective means of channel promotion;
- identify strengths and weaknesses in relation to competitors, etc.

At the same time, it is not necessary to develop a program every time, justify the sample, indicators, but high requirements are placed on high measurement accuracy, reliability of the data obtained, transparency of the measurement procedure for users, its accountability.

In mediametry, the production (collection, processing and analysis) of information is put on a “conveyor line” and is of a standardized nature. Media measurements have become one of the factors in fixing the approach to the audience as a product that can be sold to manufacturers of goods and services, advertisers and advertisers, and the fate of the channels themselves, programs, journalists, has become directly dependent on ratings.

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