--- Call for Extended Abstracts ---

Audience Analytics

ICA 2018 Preconference, May 24, Prague

Patrick Ferrucci, Mario Haim, Folker Hanusch, Edson Tandoc, & Rodrigo Zamith

Online communication and audience analytics go hand in hand these days. Analytical software packages such as *Chartbeat* and *Parse.ly* offer live observational data about website visitors, their preferences and usage behaviors. For instance, journalists and editors may be presented with real-time, quantifiable information on how particular news stories are performing, and how they fare against other stories. Moreover, audience metrics from third-party platforms (e.g., *Facebook*, *Apple News*) offer indications of how specific articles perform in comparison to other outlets' work.

In light of this flood of information, one might expect audience analytics to influence communicators. For example, Anderson (2011) found online journalists followed audience analytics closely and adjusted daily newsroom routines accordingly. However, it remains unclear how uses manifest themselves across organizations and practices. For example, some scholars have found audience analytics to influence homepage-ranking positions (e.g., Lee et al. 2014) while others found limited effects (e.g., Zamith 2016). Similarly, Almgren and Olsson (2016) report that news outlets increasingly build on *Facebook* to strengthen user participation, but Nel and Westlund (2012) found the variety of distribution platforms in use by newsrooms vary strongly.

In recent years, a growing body of work emerged around this area, though it remains limited and loosely connected. For this preconference, we hence invite submissions from scholars across multiple divisions and interest groups to bring together multidisciplinary and international research on audience analytics. The half-day preconference will consist of several 20-minute slots for presentations. Submissions will be subject to blinded peer-review. We encourage submissions focusing on any of the following areas:

- **Explicating audience analytics**: What they measure and why they are used; critical analyses of the discourse around them and their mythology; the existence of a 'golden metric'; historical analyses of audience measurement;
- **Audience analytics and journalism**: How journalistic attitudes toward audiences or their behaviors are affected by analytics; the effects they have on organizational strategies for producing or distributing news content; impacts on news content and how to measure those potential effects; the factors that explain, moderate, or mediate the adoption or use of audience analytics;
- **Audience analytics in advertising and public relations**: How audience metrics are tracked, measured, and used in the fields of advertising and public relations;
- **Audience measurement and media ethics**: The ethical implications of using audience analytics in media industries; recommended best practices or those that have been adopted by different newsrooms

Submissions

We accept extended abstracts with a maximum length of 1500 words (approx. 5 double-spaced pages; excluding references, tables, and figures). Please follow American Psychological Association (APA) style (6th edition). Submissions further require an even shorter abstract (to be included in the program) of no more than 150 words. Please delete any identifying information before submitting your proposal as it will be subject to a blinded peer review.

Submissions should be sent in an editable format (e.g., Microsoft Word) to the preconference organizing committee at ica.analytics.precon@gmail.com. The deadline for all submission formats is **January 21**. Notifications of acceptance will be sent out no later than February 11, 2018.

We will invite all authors of accepted submissions to submit a full paper with a maximum length of 8,000 words by **May 6, 2018**.

Organizational Matters

The preconference will take place on Thursday, May 24, 2018 (12 to 5) in one of the ICA conference hotels (to be announced). The registration fee is $20 and includes coffee breaks. In case of questions, please do not hesitate to contact us via ica.analytics.precon@gmail.com.

Looking forward to your submissions,

Patrick Ferrucci (U of Colorado Boulder),
Mario Haim (LMU Munich),
Folker Hanusch (U of Vienna),
Edson Tandoc (NTU Singapore), and
Rodrigo Zamith (U of Massachusetts Amherst)