BTEC LEVEL 2 CREATIVE DIGITAL MEDIA PRODUCTION

KEMNAL KEYS

YEAR 11: TERM 5

UNIT 1 : Learning aim B: Understand audiences for digital media products

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Learners should know about different audience types and how they interact with digital media products. Learners should understand the differences between individual and group consumption, and their associated digital media platforms and devices: ● individual: o engages with a digital media product alone (reader, gamer, consumer, web surfer, listener, DVD viewer, social networking) o solo enjoyment (privacy, convenience, individuality, accessibility, control) ● group: o engages with a digital media product with others (cinema audience, TV audience, online gamers, radio listeners, DVD viewers, social networking) o collective enjoyment (social interaction, competition, belonging, sharing).

Topic B.2 Audience and producer control Learners should understand the roles and responsibilities of regulatory bodies in relation to audiences and producers and how they apply in media-related scenarios, including: ● BBFC (British Board of Film Classification) ● ASA (Advertising Standards Authority) ● PEGI (Pan European Game Information) ● PCC (Press Complaints Commission) ● OFCOM (Office of Communications)

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Topic B.3 Understanding audiences through research Learners should understand how audiences are researched and how this information is used, including: ● audience statistics (circulation, hits, box office figures, ratings, sales) ● types of audience research: o primary research –information obtained first- hand from the audience o secondary research – 'second-hand' research by using existing primary research information o qualitative research – measuring individual opinions, attitudes, behaviour and the psychology behind the choices people make o quantitative research – to measure responses in quantifiable terms, (how much, how many), using numerical data

Topic B.4 Audience profiling Learners should explore audience profiling and consumer behaviour through data or research results: ● profiles (consumer, reader, gamer, surfer, listener, viewer) ● purpose of audience profiling ● using research data to develop a profile ● use of demographics (gender, age, socio-economic background, race, occupation, income, education) ● patterns of consumer behaviour (genre choices, products consumed, impact of technology) ● data (box office, sales figures, ratings, circulation, website hits) ● presentation of audience research information ● interpretation o