

# Making Analytics Matter: Smarter audience analytics for journalists

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## Questions to work from:

- What's your baseline?
  - Take a look at the history to help define success and determine trends.
- What do your numbers say?
  - What question do you want to answer from your analytics?
- What are the action items?
  - What should you do more of?
  - What should you do less of?
- Going to the next level: What do you want to test?
  - Create a hypothesis and determine your measures of success
- What about the intangibles?
  - Engagement
  - Loyalty
  - Impact – Mother Jones example:  
<http://www.motherjones.com/politics/2016/09/10-things-cca-investigation>

## Other links and resources

Engagement News Project

[Survey of News Editors and Directors regarding analytics research and testing.](#)

RJI article: <https://www.rjionline.org/stories/beyond-the-numbers-how-to-make-analytics-matter-in-your-newsroom>

Analytics report example: <https://www.rjionline.org/downloads/columbia-missourian-analytics-report-example/>

From Joy Mayer: <https://joymayer.com/2016/10/06/an-analytics-question-what-are-you-readers-not-reading/>

Nieman Lab: <http://www.niemanlab.org/2016/02/the-next-step-moving-from-generic-analytics-to-editorial-analytics/>

NPR Social Media Desk: <http://socialmediadesk.tumblr.com/>