



Euskal hedabideen audientzia digitala: metrika adostuen garaia



12.Sep - 13.Sep 2022

Cod. I10-22

Mod.:

Streaming Face-to-face

Edition

2022

Activity type

Summer course

Date

12.Sep - 13.Sep 2022

Location

Miramar Palace

Languages

Basque

Academic Validity

20 hours

Organising Committee



Description

Audientzia digitala aipatu eta klikak datoz akordura: zenbat klik? Nork egiten du klik? Nor dago klik horien atzean? Eta klik guztiak jasotzen ote dira? Gainera, azken hilabeteetan neurgailu berriak merkaturatu dira (Google Analytics 4, esaterako) eta neurtzeko arau berriak ei datoz (*cookie* bidezko jarraipenean gertatzen ari diren aldaketek joko-arauak berridatziko baitituzte). Aldaketa horietarako euskal komunikabideak prestatzeko lehen urratsak egin dira Euroekualdearen BEHA proiektuari esker 2021-2022 ikasturtean zehar, euskarazko hedabideen audientzia digitala neurtzeko sistema ebaluatzeko eta eguneratzeko lanak, eta bidean lortutako emaitzak aurkeztuko eta kontrastatuko dira ikastaro honen baitan. Euskal Hedabideen Behategiak izaera, mota eta hedapen geografiko ezberdineko zortzi komunikazio proiektuekin egin du lan lehen fasean (*Berria*, *Hamaika TB*, *Kanaldude*, *Euskalerrria irratia*, *Elhuyar*, *Gaztezulo*, *Anboto* eta *Alea*) eta bigarren fase batean gainontzeko euskarazko hedabideengana zabalduko da egitasmoa. Bigarren fase horretara pasatzeko baina, ezinbestekoa da lehen fasearen emaitzak aurkeztea eta kontrastatzea.

Bestalde, audientzia digitalen esparruan esanguratsuak diren gaiak ere ekarriko dira gurerara: Google Analytics eta Googletik haragoko analitikak, edo euskal gazteen kontsumo digitala kasu. Halaber, hedabideak —osoki digitalak izanda ere— ekosistema mediatiko zabalago baten parte dira, horregatik euskal hedabideen audientziak modu globalean neurtzeko proposamen bat ere jarriko da mahai gainean.

Uda Ikastaro honen bidez, euskal audientzia digitalen eremutik abiatuta, metrika adostuen garaira urratsak ematen hasteko lehen gogoeta zabala egingo da unibertsitateak, sektorea eta administrazioak elkartuta.

Objectives

Euroeskualdearekin batera Euskal Hedabideen Behategiak burututako BEHA proiektuaren emaitzak jendaurrean aurkeztu eta kontrastatu.

Euskal hedabideen audientzia digitala ezagutzeko bideak, tresnak, aukerak eta erronkak ezagutu.

Metrika adostuen bidean hiru eragile nagusi elkartu eta elkarrekin gogoeta partekatua egin: komunikabideak, administrazioa eta unibertsitatea.

Eragileen arteko lankidetzarako giroa indartzen jarraitu etorkizuneko proiektuei begira.

Course specific contributors



Program

12-09-2022

09:00 - 09:15	Izen-ematea eta harrera
09:15 - 09:30	Presentation by the Director of the activity Libe Mimenza Castillo Behategia / EHUKo NOR Ikerketa Taldea - Koordinatzailea / Ikertzailea Igor Astibia Teiletxea Hekimen - Zuzendaria Leyre Azcona Euroeskualdea Josu Amezaga Albizu NOR ikerketa taldea, UPV/EHU - Ikertzailea eta irakaslea
09:30 - 10:30	“Neurketa digitala Espainiako estatuan” Rosario Borrego Rastrero GFK - Digital Analytics Manager
11:00 - 12:00	“Google Analytics hedabideen sektorean” Mikel Elordi Lin3s - Analista digitala
12:00 - 13:00	“Analitika digitalak Googletik harago” Jordi Morales UOC - Sare sozialen ikertzailea
13:00 - 14:00	“EITBren analitika digitalak: antolaketa eta erronkak” Lontzo Sainz Nieto EITB - Estrategia eta ikerketa zuzendaria
15:30 - 16:00	“Euskal Herriko gazteek komunikatzeko, entretenitzeko eta informatzeko dituzten ohiturak” Beatriz Narbaiza Amillategi Applika+, UPV/EHU - Ikertzailea eta irakaslea
16:00 - 17:30	“Hitzaldi laburrak eta eztabaidarako plaza” Moderatzailea Leire Palacios Egiguren Komunikatzailea Cookie-rik gabe zer? Lorea Arakistain Aizpiri PuntuEUS - Komunikazio arduraduna Google ez, burujabetza bai Asier Iturralde Sarasola Argia - Kazetaria BERRIAren metrikak, analitika kualitatiboak Pello Urzelai Agirre BERRIA - IKT arduraduna Humanitate Digitalak eta hedabideak, begirada osagarriak Xabier Landabidea Urresti Deustuko Unibertsitatea - Ikertzailea eta irakaslea

13-09-2022

09:00 - 10:00	“Bien arteko solasaldia: “Euskal hedabideen audientziak: nola neurtu Internet, papera, irratia eta telebista batera?”“ Josu Amezaga Albizu NOR ikerketa taldea, UPV/EHU - Ikertzailea eta irakaslea Edorta Arana Arrieta NOR ikerketa taldea, UPV/EHU - Ikertzailea eta irakaslea
10:00 - 11:00	“BEHA proiektuaren emaitzen aurkezpena“ BEHA, euskarazko komunikazio espazioaren neurketa digitala eguneratzeko ariketa Libe Mimenza Castillo Behategia / EHUKo NOR Ikerketa Taldea - Koordinatzailea / Ikertzailea
11:30 - 12:45	Round table: “BEHA proiektuan parte hartu duten zenbait hedabiderekin mahai-ingurua“ Moderatzailea Libe Mimenza Castillo Behategia / EHUKo NOR Ikerketa Taldea - Koordinatzailea / Ikertzailea Aritz Martinez de Luna Urzelai ALEA Aitziber Agirre Ruiz de Arkaute ELHUYAR Maddi Mochales Zumelaga HAMAIKA Eki Pagoaga Kanaldude
12:45 - 13:45	“Administrazioa metrikeri so“ Euskararen Adierazle Sistema eta ikerketa lerroak Jon Aizpurua Espin Eusko jaurlaritza - EAS - Zerbitzuko arduraduna Hedabideekiko politikak eta lanketa euskararen sustapenerako Estibaliz Alkorta Barragan Eusko jaurlaritza- HPS - Euskara sustatzeko zuzendaria
13:45 - 14:00	Closing session

Directed by



Libe Mimenza Castillo

UPV/EHU

Libe Mimenza Castillo (Elorrio, 1988) is a journalist, a communication researcher and a vasco-speaking press agent. He studied journalism at the University of the Basque Country and was later held by the Master in Multimedia Communication and Social Communication. He has worked and researched in the fields of digital and transmedia communication, including the NOR research group. Since 2016 he has been coordinator of the Basque Media Observatory.



Igor Astibia Teiletxea

Hekimen

Igor Astibia Teiletxea is Director of HEKIMEN. The HEKIMEN partnership integrates the Basque media that emerged from the popular initiative and works to strengthen and improve the sector.

Teachers



Aitziber Agirre Ruiz de Arkaute

Elhuyar

Aitziber Agirre Ruiz de Arkaute (Gasteiz, 1974) She works at the Elhuyar Foundation in the field of science journalism. She is currently the director and editor of Elhuyar magazine, and previously served as the presenter and editor of the TV show Teknopolis. She has a PhD in Biochemistry. She did her PhD in the Biophysics Unit (CSIC-EHU), researching the mechanisms developed by polio, HIV and influenza viruses to infect cells.



Jon Aizpurua Espin

Eusko Jaurlaritza, Hizkuntza Politikarako Sailordetza

Jon Aizpurua Espin (Durango, 1963) Jefe del Servicio de Planificación y Estudios de la Viceconsejería de Política Lingüística del Gobierno Vasco. Miembro correspondiente de Euskaltzaindia desde 2018. Es Licenciada en Filología Vasca.



Estibaliz Alkorta Barragan

She is the Director of Basque Language Promotion in the Basque Government's Department of Culture and Language Policy. Formerly Director of Basque at the Provincial Council of Gipuzkoa and a member of the Basque Language Advisory Board. Graduate in industrial materials engineering and a master's degree in quality management applied to the company.



Josu Amezaga Albizu

UPV/EHU

Josu Amezaga Albizu (Caracas, 1960) is a professor at the University of the Basque Country, Faculty of Social Sciences and Communication, head of the NOR Research Group. He was Director of the Department of Audiovisual Communication and Publicity. Graduate in Sociology and PhD in Political Sociology for the thesis on Basque culture directed by Paulo Iztueta. His academic career has revolved around language, culture, communication and identity, also observing other minority languages of Europe and the world such as the Basque language, both the languages linked to a territory and the migratory languages. He has been a member of the Management Committee for EITB and Berria.



Lorea Arakistain Aizpiri

PuntuEUS Fundazioa, Arduraduna

Lorea Arakistain Aizpiri (Eibar, 1983). PuntuEUS Fundazioko marketin arduraduna da 2014tik. Komunikazio arloko profesionala, kazetari bezala hasi zuen ibilbide profesionala (Herri Irratia, Euskadi Irratia...) eta zientziare eta teknologiaren gizarteartzean aritu zen Elhuyarren. Ingurune digitalak sortzen zituen aukerak erakarrira komunikazio estrategikoaren eta marketin digitalaren arloan egin ditu azken 10 urteak. Euskarazko marketin digitalaren erronkari aurre egiteko bideak bilatzen ere aritzen da.



Edorta Arana Arrieta

UPV/EHU

He has been a lecturer and researcher at the UPV / EHU since 1988. He previously worked as a journalist for ETB, and has since collaborated with various audiovisual and written media. He graduated in journalism from the University of the Basque Country in 1982 and received his doctorate from the same university in 1995. He teaches radio, television and Internet programming and has published

several books and articles on the subject. He is a member of the NOR research team and works on research projects funded by MINECO and the UPV / EHU.



Leyre Azcona

Doble Licenciada en Derecho y Administración y Dirección de Empresa por la Universidad Pública de Navarra, y Máster en Asuntos Europeos en Sciences Po Paris. Tras una experiencia en el Parlamento Europeo, he trabajado como consultora de proyectos europeos en Euronet Consulting, centrándome en proyectos de ayuda al desarrollo en el ámbito de las infraestructuras y en CARSA, especializándome en la gestión de proyectos de innovación y transformación digital e industrial. Desde 2018 trabajo en la AECT Eurorregión Nueva-Aquitania Euskadi Navarra como técnica del área de empleo, innovación y formación.



Rosario Borrego Rastrero

With more than 20 years of experience in Market Research developing its work in companies of different nature (institute, media agencies, consultants), it has acquired a global view of customer needs and methodologies adequacy. The last 10 years, focused on digital measurement, data Analytics and integration with traditional methods. He has been rapporteur in various forums and seminars with a high involvement with the most representative sectoral associations in the digital and research industry. Regular collaborator in master and teaching. Bachelor of Research and Market Techniques from the UA. Diploma in Statistics from the University of Seville.



Mikel Elordi

LIN3S digital analyst in the automotive, media and real estate sectors. He participated in the "Big Data & Business Intelligence" program at Deusto and is familiar with marketing tools.



Asier Iturralde Sarasola

Licence en sciences chimiques et spécialiste universitaire en logiciels libres à l'UPV/EHU. Depuis 2012, membre du groupe de développement d'Iametza et développeur web d'ARGIA. eus depuis 2014.



Xabier Landabidea Urresti

Xabier Landabidea Urresti (Bilbao, 1981) He is an associate researcher and professor at the Institute of Basque Studies at the University of Deusto. Graduate in Audiovisual Communication and He has a degree in Political Science and Administration. EiTB-Deusto holds a Master's degree in Business, Institutional and Audiovisual Communication and a PhD in Leisure and Human Potential. He is also a member of UEU (the Basque Summer University).



Aritz Martinez de Luna Urzelai

Aritz Martinez de Luna Urzelai (Gasteiz, 1981) Director of the media ALEA. He is also a member of the board of directors of TOKIKOM, as well as a member of the board of directors of the Euskaltzaleen Topagunea. He is a member of the Basque Language Committee of the Provincial Council of Araba and a member of the Basque Language Committee of Vitoria-Gasteiz City Council.



Maddi Mochales Zumelaga

She is responsible for the production and technical resources of Hamaika Telebista. Degree in Audiovisual Communication from the University of the Basque Country.



Jordi Morales

Jordi Morales-i-Gras has a doctorate in Sociology from the University of the Basque Country (UPV/EHU). His area of specialization is Computational Social Science, with a strong emphasis on Social Network Analysis and Artificial Intelligence. He is a professor of Advanced Information Systems at the Chamber of Bilbao Business School, collaborates as a teacher in the Master's Degree in Models and Areas of Social Research at the UPV/EHU, in the Master's Degree in Social Media at the UOC and in the Postgraduate Course in Business Analytics. Data from the Col·legi de Professionals de la Ciència Política i Sociologia de Catalunya. He is also the founder and CEO of Network Oversight, a consulting company specializing in the sociological analysis of Big Data.



Beatriz Narbaiza Amillategi

UPV/EHU

Beatriz Narbaiza Amillategi (Ermua, 1968) She has a degree in Journalism and a PhD in Audiovisual Communication. UPV-EHU researcher and lecturer in undergraduate and master's degrees. She has published several book chapters and articles.



Eki Pagoaga



Leire Palacios Eguiguren

PuntuEus Fundazioa

Leire Palacios Eguiguren (Bilbao, 1986) She has a degree in Audiovisual Communication and Humanities. She has studied for a Master's degree in Business Internationalization, Teaching and Digital Humanities in various cultural projects. Combining Digital Humanity with innovation, she focuses her work on language, culture and experimentation in the creation and management of projects in the digital environment which she runs parallel to the business sector. She has worked in digital media, print media, radio, and television.



Pello Urzelai Agirre

EUSKAL EDITOREA S.L.

Pello Urzelai Agirre (Bilbao, 1961) He is a journalist and head of ICT at Berria. He was the head of the politics section at Berria and previously worked for Euskaldunon Egunkaria, Argia and Hemen.



Lontzo Sainz Nieto

EiTB

Lontzo Sainz is the Director of Strategy and Research at EITB. He studied journalism at the University of the Basque Country, collaborating with the EFE agency and the DEIA newspaper. He joined EITB as a fellow and later became a journalist, head of news, co-editor and editor. In 1999 he became head of the EITB Group press and in 2004 head of the eith24.com news portal. He later became the head of the first organization and analytical structure of Social Networks, and until 2018, head of news and participation. He joined the new Digital Transformation Directorate that year and has been Director of Strategy and Research since last year.

Registration fees

FACE-TO-FACE	UNTIL 12-09-2022
General	80,00 EUR
Reduced fee regular	68,00 EUR
Registration exemptions	56,00 EUR
Courses for everyone	68,00 EUR
Donostia Kultura	68,00 EUR
Elkar	68,00 EUR
Professionals and students of euskaltegis or approved self-learning centers	68,00 EUR
LIVE ONLINE	UNTIL 12-09-2022
General	80,00 EUR
Reduced fee regular	68,00 EUR
Registration exemptions	56,00 EUR
Courses for everyone	68,00 EUR
Donostia Kultura	68,00 EUR
Elkar	68,00 EUR
Professionals and students of euskaltegis or approved self-learning centers	68,00 EUR

Place

Miramar Palace

Pº de Miraconcha nº 48. Donostia / San Sebastián

Gipuzkoa