



Les métriques d'audiences comme agents de transformation du journalisme en ligne ?

Publication type: Journal article

Journal: [Études digitales](#)
[2016 - 2, n° 2. Le gouvernement des données](#)

Author: Ouakrat (Alan)

Abstract: Audience metrics are now included in the majority of online press output. They made their sudden entrance into newsrooms in the form of dashboards for real-time monitoring of the audience's behavior on a given site. At the interface between supply and demand in the online news market, metrics help to frame the editorial production of web reports. This article will study their organizational and editorial influence.

Pages: 107 to 120

Journal: [Digital Studies](#)

CLIL theme: 3157 -- SCIENCES HUMAINES ET SOCIALES, LETTRES -- Lettres et Sciences du langage --
Sciences de l'information et de la communication

EAN: 9782406070641

ISBN: 978-2-406-07064-1

ISSN: 2497-1650

DOI: 10.15122/isbn.978-2-406-07064-1.p.0107

Publisher: Classiques Garnier

Online publication: 08-12-2017

Periodicity: Biannual

Language: French

[Display online](#)