



Tech Tools: Using Digital Tools for Teaching and Student/Industry Exploration

Gigi Johnson, UCLA Music

Chris Muratore, BuzzAngle Music /
Border City Media

<http://bit.ly/tech-tools-5-17>

Goal:
Explore Outside the Classroom



Reality: Connecting Outside the Classroom

- Research Tools
- Career Search Tools
- Classroom Digital Automation Tools



I HATE FEELING DESPERATE ENOUGH TO VISIT
THE SECOND PAGE OF GOOGLE RESULTS.

First, The Googleplex

Understanding Google

Many students and adults do not understand the broad impact Google and its business models have on our lives. Please read articles about the impact and controversies.



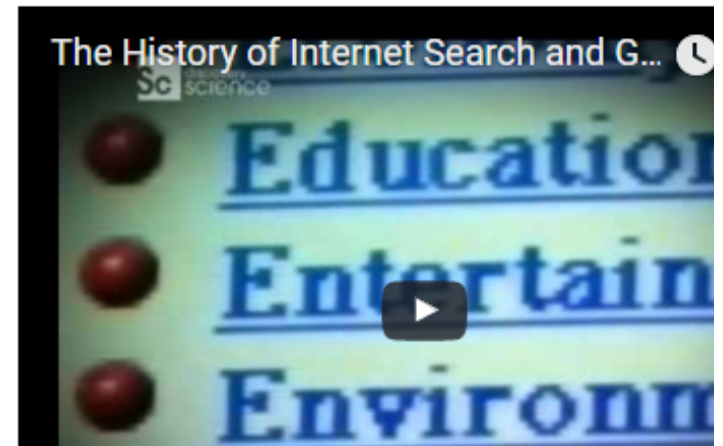
I HATE FEELING DESPERATE ENOUGH TO VISIT THE SECOND PAGE OF GOOGLE RESULTS.

Understanding Google:

In 3 sections (read your choice of 3 from each Section Assignment):

Section 1: Overview:

- History of Internet Search - 3 clips, 45 minutes total - 1st Video, hosted by John Heile









Social Media Data Tools

- Google Trends
- Google Analytics
- Google Keywords
- Facebook Ad Tools
- Lynda.com (learning to learn)
- SimilarWeb – web site analysis
- Next Big Sound
- Audiense (was SocialBro)
- Chartmetric.io – playlist analysis

Google Trends

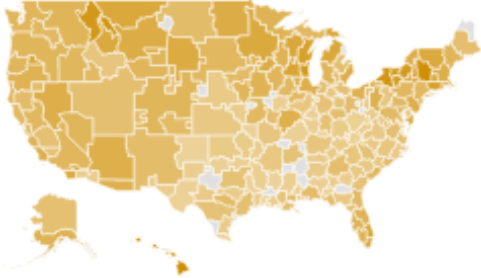
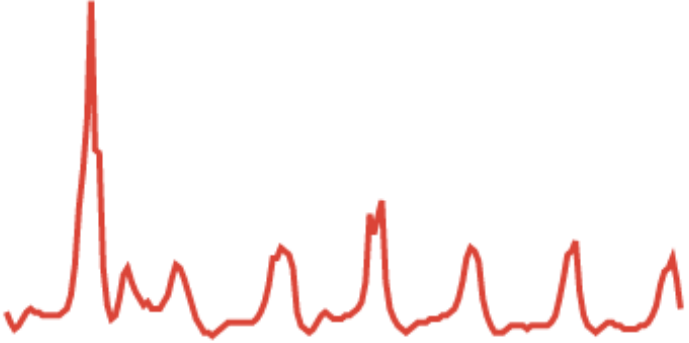

Secure | <https://trends.google.com/trends/>

Course: Internet Mark  Announcements  NextCareer  Learning and Being Cl  UCLA Center for Musi  Accelerated Technolo  Accelerated Tec

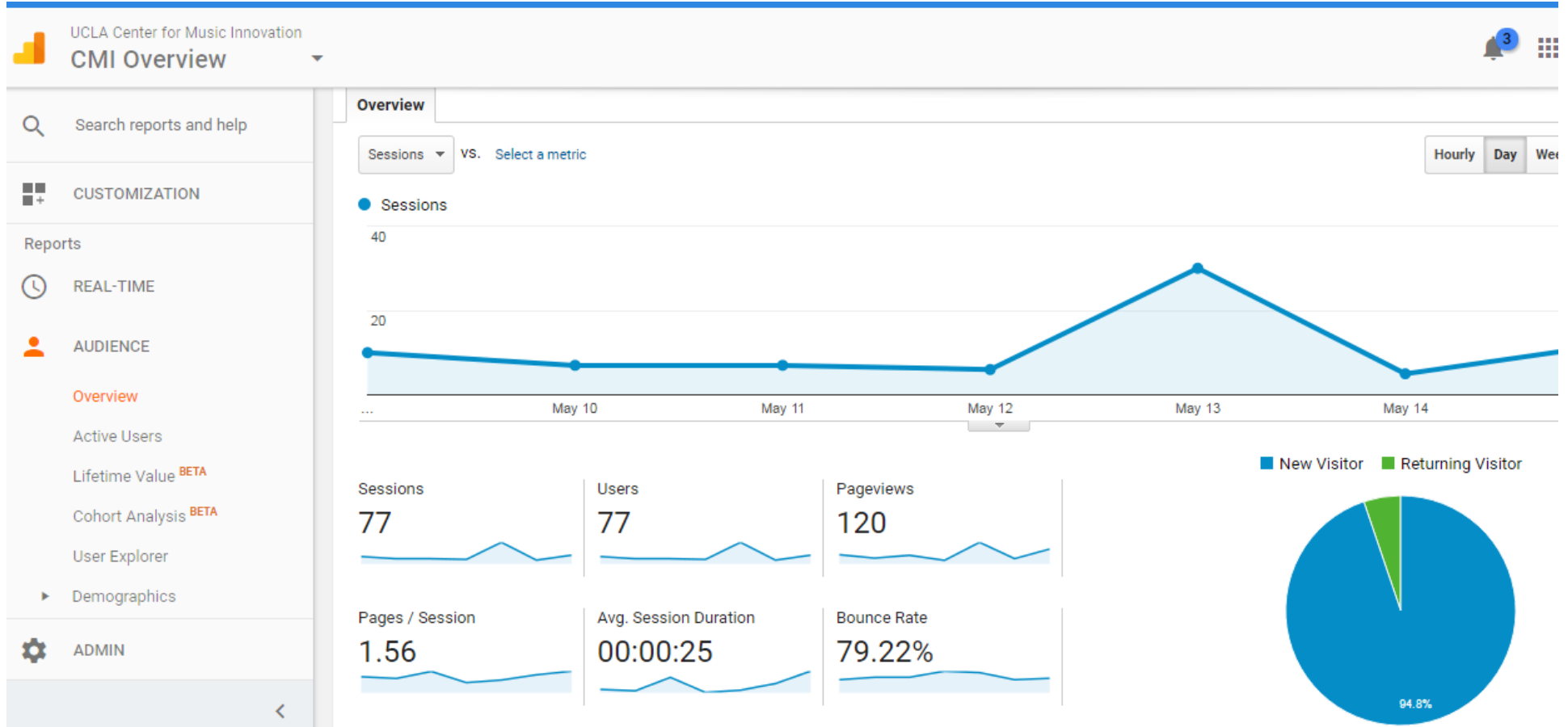
May 16, 2017 All categories

Google Trends

Featured insights

<h4>Mother's Day</h4>  <p>Search interest in Mother's Day Brunch</p>	<h4>Stanley Cup Playoffs</h4>  <p>Global search interest in the Stanley Cup playoffs</p>	<h4>NBA Playoffs</h4>  <p>Most searched</p>
---	---	--

Google Analytics



Keyword Planner

Find keywords Review plan

Targeting ?

United States

English

Google

Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Customize your search ?

Keyword filters

Keyword options

- Show broadly related ideas
- Hide keywords in my account
- Hide keywords in my plan

Keywords to include

Ad group ideas

Keyword ideas

Columns ▾

Download

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share
harry styles	100K – 1M	Low	\$0.80	

Show rows: 30 ▾ 1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share
one direction	100K – 1M	Low	\$0.35	
harry styles news	1K – 10K	Low	\$0.79	
harry styles age	10K – 100K	Low	–	
harry one direction	1K – 10K	Low	\$1.06	
one direction news	1K – 10K	Low	–	

Facebook Ad Tools

Facebook Ads Manager interface showing the Campaign objective selection screen.

Header: Facebook logo, Ads Manager, Search bar.

Account: Maremel Facebook Account (1...)

Left Sidebar:

- Campaign
 - Objective
- Ad Set**
 - Audience
 - Placements
 - Budget & Schedule
- Ad**
 - Format
 - Media
 - Additional Creative

Main Content:

Campaign: Choose your objective. [Help: Choosing an Obj](#)

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversion
Reach	Engagement	Product ca
	App installs	Store visits
	Video views	
	Lead generation	

Close




Lynda.com

Lynda.com Inc. [US] | https://www.lynda.com


Course: Internet Mark UCLA Announcements NextCareer Learning and Being Cl UCLA Center for Musi Accelerated Technolo Accelerated Technolo 265 Understanding th >>

Lynda.com FROM LINKEDIN LIBRARY ▾ Search for the software or skills you want to learn 🔍 Hi Gigi 👤 ▾



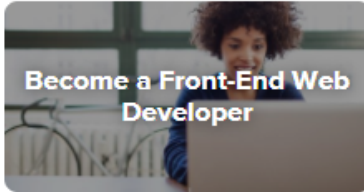



Continue Watching See All

-  **Facebook Marketing: Advertising**
3% Complete
-  **Online Marketing Fundamentals**
2% Complete
-  **SEO Fundamentals**
8% Complete

My Playlists See All


-  **Social Media for Mus Ind 102**
12 Items

Popular Learning Paths See All

-  **Become a Motion Graphics Artist**
-  **Become a SharePoint 2013 Microsoft Office Specialist**
-  **Become a Front-End Web Developer**
-  **Become a Graphic Designer**
-  **Become a Photographer**
-  **Become a Java Programmer**

New Popular Recommended Popular at Your Organization

All Business Design Developer IT Marketing Web Photography Video Audio + Music ...

-  **Underwater Photography: Macro** with Deke McClelland
Learn how to capture the incredible beauty of fish, coral, and all manner of undersea wonders with underwater macro photography...
2h 33m ■■■ Intermediate 22 hr ago



Try the new CC Search beta, with list-making and one-click attribution!



Find content you can share, use and remix

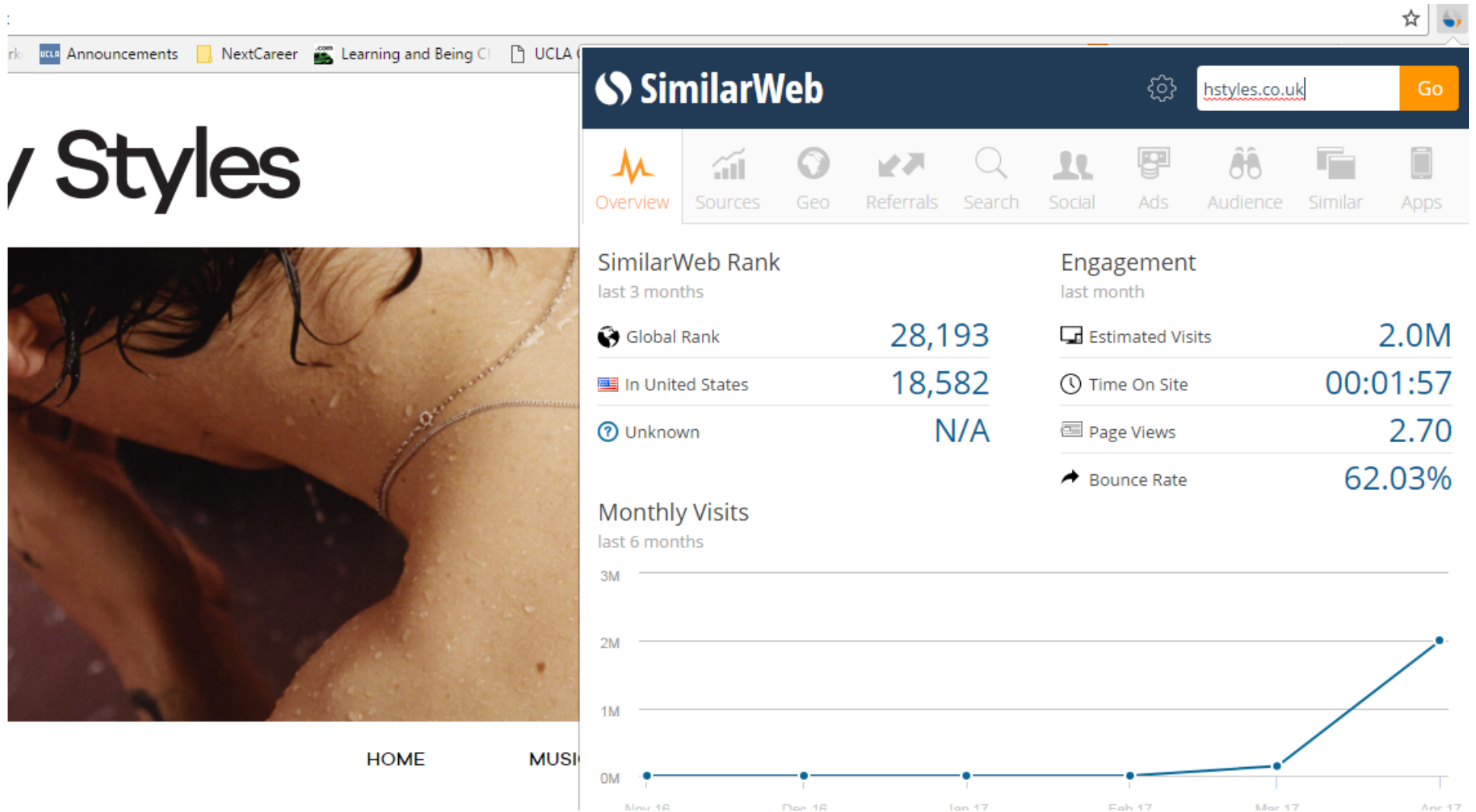
Enter your search query

I want something that I can... use for *commercial purposes*; *modify, adapt, or build upon*

Search using:

- | | | | |
|-----------------------------------|-------------------------|---------------------------------------|----------------------------|
| Europeana
Media | Flickr
Image | | Google
Web |
| Google Images
Image | Jamendo
Music | Open Clip Art Library
Image | SpinXpress
Media |
| Wikimedia Commons
Media | YouTube
Video | Pixabay
Image | ccMixer
Music |
| SoundCloud
Music | | | |

SimilarWeb – Chrome Tool





Overview



Sources



Geo



Referrals



Search



Social



Ads



Audience



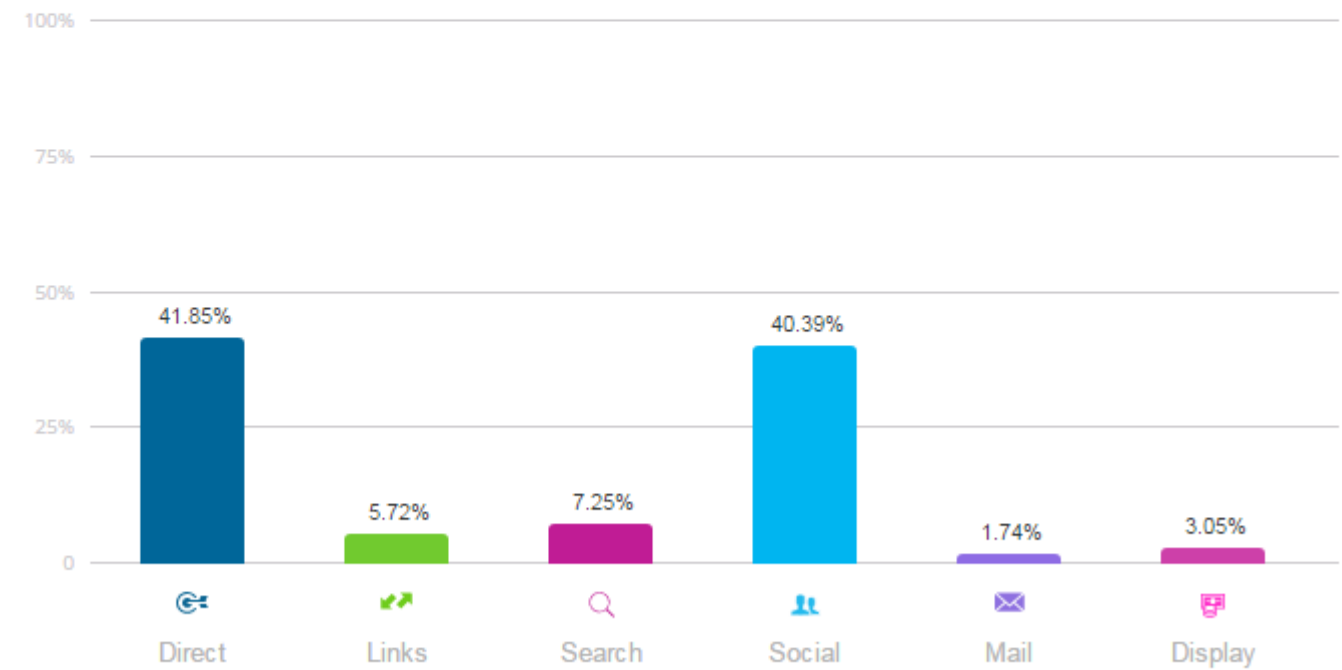
Similar



Apps

Traffic Sources

last 3 months



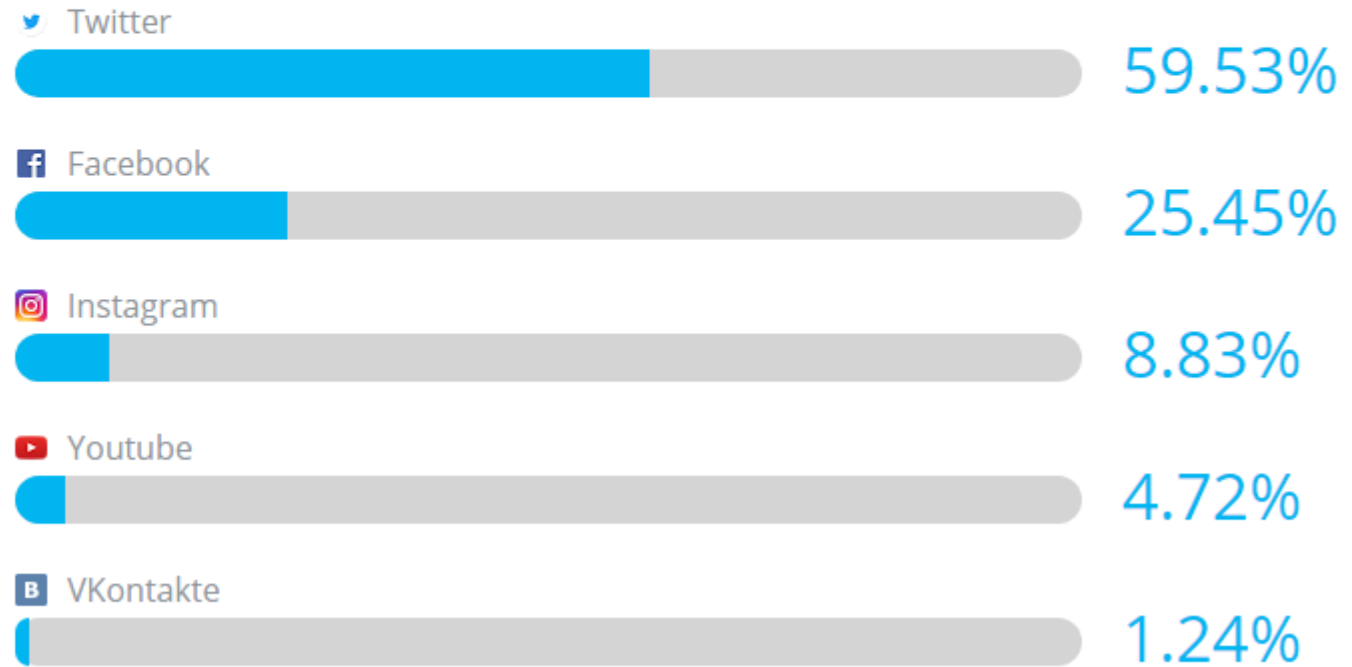
HOME

MUSIC

- Overview
- Sources
- Geo
- Referrals
- Search
- Social**
- Ads
- Audience
- Similar
- Apps



Social Network Sources



Next Big Sound: Gender/Twitter

Audience for Harry Styles

BY GENDER, COMPOSITE
LAST 30 DAYS

64%  **Female**

36%  **Male**

 TWITTER MENTIONS

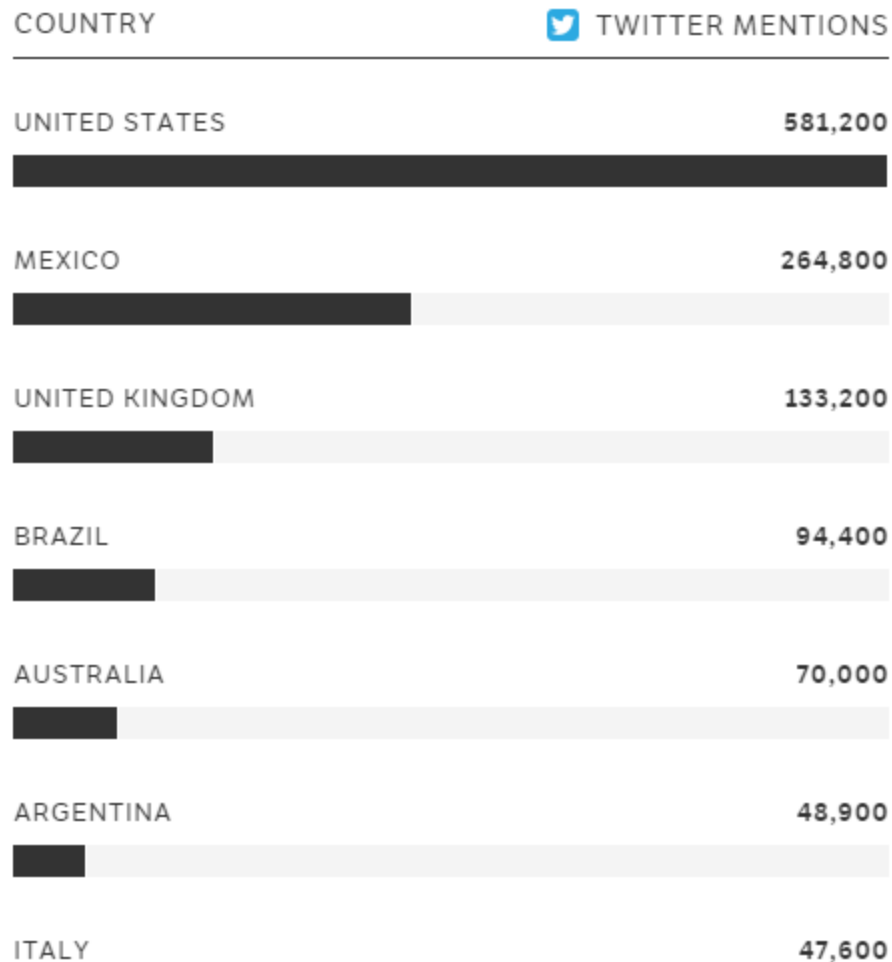


 TWITTER RETWEETS



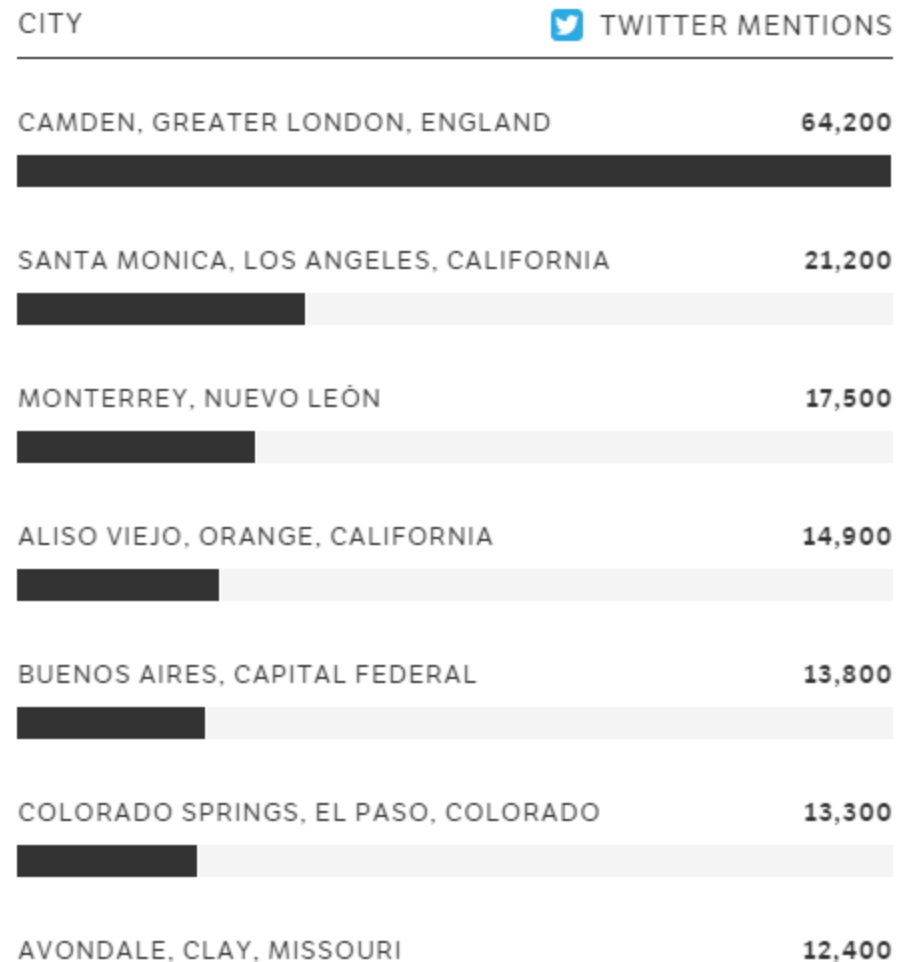
Top Countries

LAST 30 DAYS



Top Cities

LAST 30 DAYS



Reach Metrics for Harry Styles

311,135







 **YOUTUBE SUBSCRIBERS**

FOR THIS WEEK

+186.3%

 **YOUTUBE SUBSCRIBERS**

GREATEST CHANGE THIS WEEK

METRIC	THIS WEEK May 8-14	LAST WEEK May 1-7	% CHANGE	TOTAL	PERCENTILE May 8-14
 YouTube Subscribers	311,135	108,663	+186.3%	1,756,707	100th
 Instagram Followers	120,298	103,674	+16%	20,557,847	100th
 Wikipedia Pageviews	108,746	54,802	+98.4%	-	100th
 Twitter Followers	44,966	-47,760	-	30,006,251	100th
 Facebook Page Likes	25,027	13,265	+88.7%	14,828,095	100th
 Songkick Followers	1,788	2,496	-28.4%	54,484	100th

Engagement Metrics for Harry Styles

31,624,326










 **YOUTUBE VIDEO VIEWS**

FOR THIS WEEK

+158.6%

 **LAST.FM PLAYS**

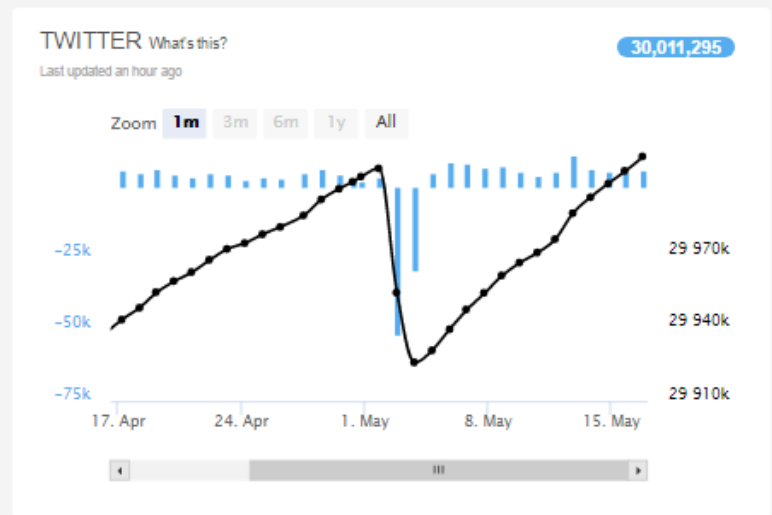
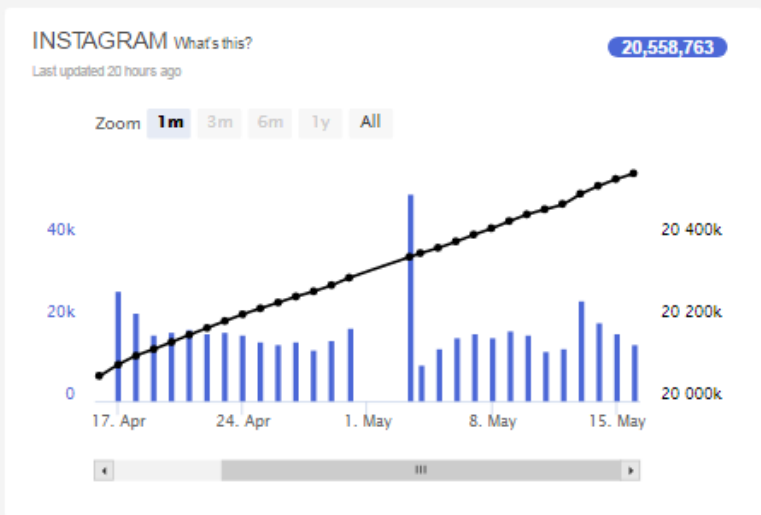
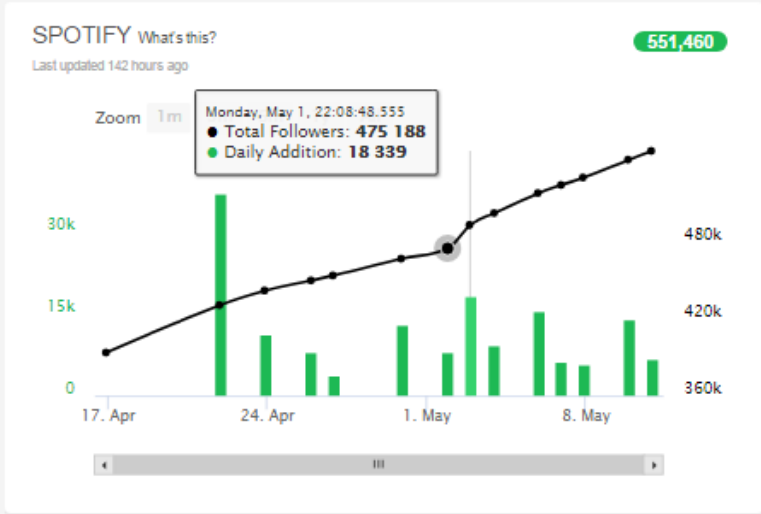
GREATEST CHANGE THIS WEEK

METRIC	THIS WEEK ▼ May 7–13	LAST WEEK Apr 30–May 6	% CHANGE	TOTAL	PERCENTILE May 7–13
 YouTube Video Views	31,624,326	14,080,680	+124.6%	113,277,626	100th
 Vevo Video Views	28,075,264	12,910,343	+117.5%	113,669,363	100th
 Instagram Likes	1,759,728	2,224,661	-20.9%	359,845,082	100th
 Twitter Mentions	1,723,300	924,000	+86.5%	-	100th
 YouTube Likes	1,298,036	507,953	+155.5%	5,064,823	100th
 Facebook Talking About This	540,737	232,885	+132.2%	-	99th
 Twitter Retweets	482,100	453,500	+6.3%	-	100th
 Last.fm Plays	328,148	126,893	+158.6%	1,405,049	100th
 Instagram Comments	40,135	97,212	-58.7%	14,340,120	100th

Chartmetric.io

https://www.youtube.com/watch?v=34VzbhUsrY8

UCLA Announcements NextCareer Learning and Being CI UCLA Center for Music Accelerated Technology Accelerated Technology 265 Understanding













SPOTIFY CURRENT PLAYLISTS [What's this?](#)

(Added in the last 30 days) Show everything

[CSV Export \(Need to Upgrade\)](#)

Show 10 ▼ entries

Search:

PLAYLIST	TRACK	POSITION	FOLLOWERS	7-DAY CHANGE(%)	ADDED
 Pop Rising 👍 By Spotify 👍	Woman 👍	5 / 62	807,112	1.17%	2017-05-16
 Weekly Buzz 👍 By Spotify 👍	Carolina 👍	5 / 40	481,997	0.3%	2017-05-16
 Weekly Buzz 👍 By Spotify 👍	Kiwi 👍	23 / 40	481,997	0.3%	2017-05-16
 Weekly Buzz 👍 By Spotify 👍	Woman 👍	12 / 40	481,997	0.3%	2017-05-16
 Left Of Center 👍 By Spotify 👍	Carolina 👍	6 / 60	157,857	1.23%	2017-05-16
 Left Of Center 👍 By Spotify 👍	Woman 👍	38 / 60	157,857	1.23%	2017-05-16
 Peaceful Pop 👍 By Spotify 👍	From the Dining Table 👍	36 / 60	66,319	1.04%	2017-05-16
 hidden gems connor franta 👍 By Connor Franta 👍	From the Dining Table 👍	284 / 284	54,148	-0.15%	2017-05-16
 Best Songs of 2017 👍 By rodmagaru 👍	Sign of the Times 👍	52 / 52	9,494	1.08%	2017-05-16
 Top Tracks in Latvia 👍 By Spotify 👍	Sweet Creature 👍	50 / 50	5,322	-0.08%	2017-05-16



Search Results For "Harry Styles" + Follow

Sort: Newest First



Curren\$Y - WOH (Feat. Styles P) (Prod. By Harry Fraud)

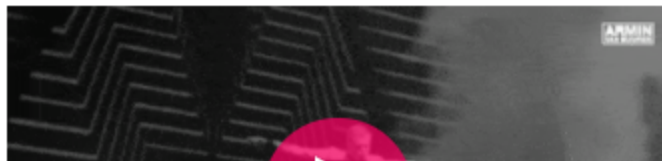
512 hearts

Posted by 4 blogs • On SoundCloud • Also on: Apple Music • Amazon

SLOANE RANGER + "Curren\$y and Harry Fraud just dropped their five song EP (via LiveMixtapes). Spitta lays some hard..." on Jul 13th, 2012



FROM THE WEB



Apps, Social, About/FAQ, Contact, Join 733 sup, Fund Hype M

Go Play without spendin, GO PI

Audiense (Twitter influencers)

The screenshot displays the Audiense interface for identifying Twitter influencers. The top navigation bar includes 'audiense:', 'Audiences', 'Analytics', and 'Engagement'. The main header shows the user '@maremel', 'no source selected', and 'Search users'. The current view is 'Followers', with filters for 'followers: > 100K' and 'Sorted by: Followers - Biggest first'. A 'Last update' button is also present.

On the left, a sidebar contains a search bar and several filter sliders:

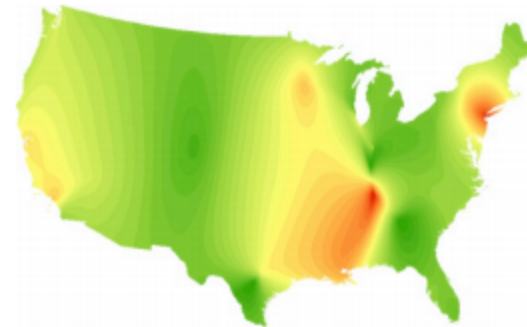
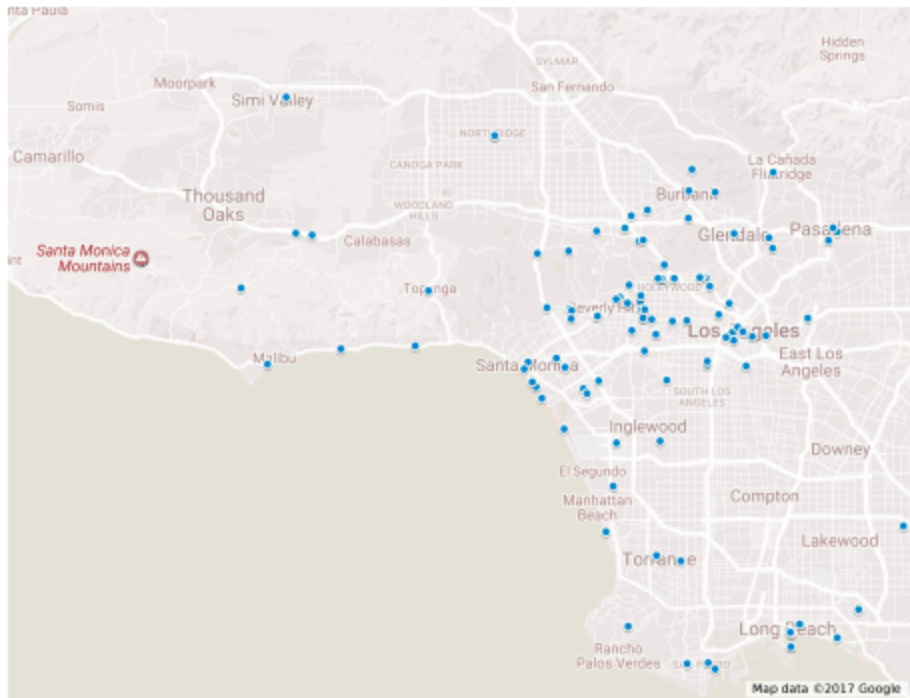
- Influence: 0 to 1000
- Followers: 100K to 10M+
- Following: 0 to 10M+
- List: 0 to 10M+
- Followers/Following Ratio: 0 to 100+
- Account Age: 0 days to 10 years+
- Tweets per Day: 0 to 1000+
- Time Since Last Tweet: 0 days to 10 years+

The main content area shows a grid of 12 user profiles, each with a profile picture, name, location, and follower/following counts. The profiles are:

Username	Name	Location	Followers	Following
@BarackObama	Barack Obama	Washington, DC	88.2M	630K
@6BillionPeople	MarQuis Trill	Atlanta, GA	4.3M	1.5M
@Interior	US Dept Of Inte...	Washington, DC	3.3M	225K
@Zappos	Zappos.Com	Las Vegas	2.8M	354K
@TweetDeck	TweetDeck	Everywhere	2.8M	155K
@nprpolitics	NPR Politics	Washington, DC	2.8M	104K
@colortheory	Brian Hazard	Huntington Beach, CA	2.6M	1.6M
@Cooperativa	Cooperativa	Santiago, Chile	2.5M	770K
@threadless	Threadless	Chicago, IL	2.1M	649K
@imogenheap	Imogen Heap	Londonish	2M	30.6K
@Greenpeace	Greenpeace	Global	1.7M	3718
@LollyDaskal	Lolly Daskal	New York City	1.3M	1.2M








Student Java Coding Project

Blues



Jobscan.co – match ATS

Secure | <https://www.jobscan.co/?variation=old>

course: Internet Mark  Announcements  NextCareer  Learning and Being Cl  UCLA Center for Musi  Accelerated Technolo  Accelerated Technolo  265 Understanding th

STEP 1: PASTE OR **UPLOAD RESUME**

An accomplished Product Management professional with extensive and diversified experience in defining and delivering successful consumer and enterprise software products to meet market needs. In-depth knowledge of product-life-cycle management, business development and leading cross-functional teams. Excellent domain knowledge in Mobile and Web applications, Navigation and Location Based services, Software as a Service (SaaS), and Enterprise Security products. A self-starter with proven ability to manage multiple products and projects. Work Experience Product Manager Good Technology April 2011 to November 2013 Responsible for roadmap strategy and delivery of Good's flagship product, Good for Enterprise, which provides security and management to application data and devices. It has allowed enterprises and government sectors to manage and deploy a secure collaboration solution to millions of mobile devices. • Drive requirements definition, development and platform support of user-valued features on iOS, Android and Windows devices. • Delivered successful products requiring close internal and external partnership collaborations, including with mobile OEMs, ISV, and online services. • Led the development teams based in US, Sunnyvale and Poland as the Product Owner in an agile environment to consistently deliver high

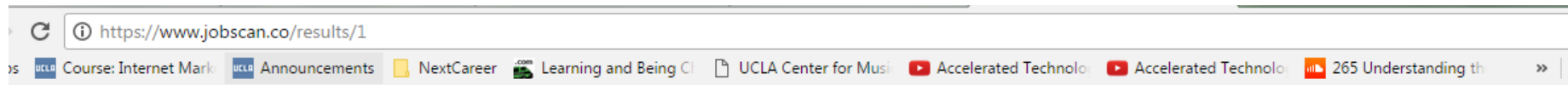
[Clear resume](#)

STEP 2: PASTE JOB DESCRIPTION

Mobile Shopping is one of Amazon's fastest growing new businesses. The Mobile team builds world-class customer experiences in all Amazon countries. Focused on mobile commerce, the team supports mobile browser experiences across platforms and shopping applications (apps) on Smartphones and tablets including BlackBerry, Android phones, iPhone, Windows Phone 7, Kindle Fire, Android tablets, and iPad. Amazon's experience in retail, technology, digital content, and mobile services provides a strong foundation for future development in this arena, and we're moving aggressively to build new and innovative solutions for our customers. Role Summary: We're looking for a senior product leader to manage a team of product managers focused on engagement across all mobile platforms and the phone application platforms (e.g. iPhone, Android, and Windows Phone). This team's charter is to identify opportunities to innovate on behalf of customers, define the customer experience of new features, manage and grow our existing mobile business, and drive marketing and traffic initiatives for phone apps. As the senior manager leading the product team, you will have primary accountability for measuring and driving the success of the phone app platforms worldwide. You and your team will work with design and dedicated technical teams to ensure

[Clear job description](#)

Skill Matching Details



SCAN REPORT

Resume

- Resume Findings
- Hard Skills
- Soft Skills
- Other Keywords

Cover Letter

Recommended Jobs

SCAN OPTIONS

- Recognize Plurals
- Star Your Scan
- Exclude Skills

RESCAN

LIVE SCORE DEMO

HARD SKILLS

Hard skills are often skills learned through training, such as proficiency with specific software, tools, or other specialized skills. Below are the hard skills and their frequencies in your resume and job description. Skills denoted as **✖** are found in the job description, but not your resume.

	SKILLS COMPARISON	HIGHLIGHTED SKILLS
SKILL	RESUME	JOB DESCRIPTION
Product ✖	20	8
Mobile ✖	7	8
Customer Experience ✖	✖	3
Android ✖	4	3
Iphone ✖	1	2
Tablets ✖	1	2
Windows ✖	7	2

Indeed.com/jobtrends

music marketing x

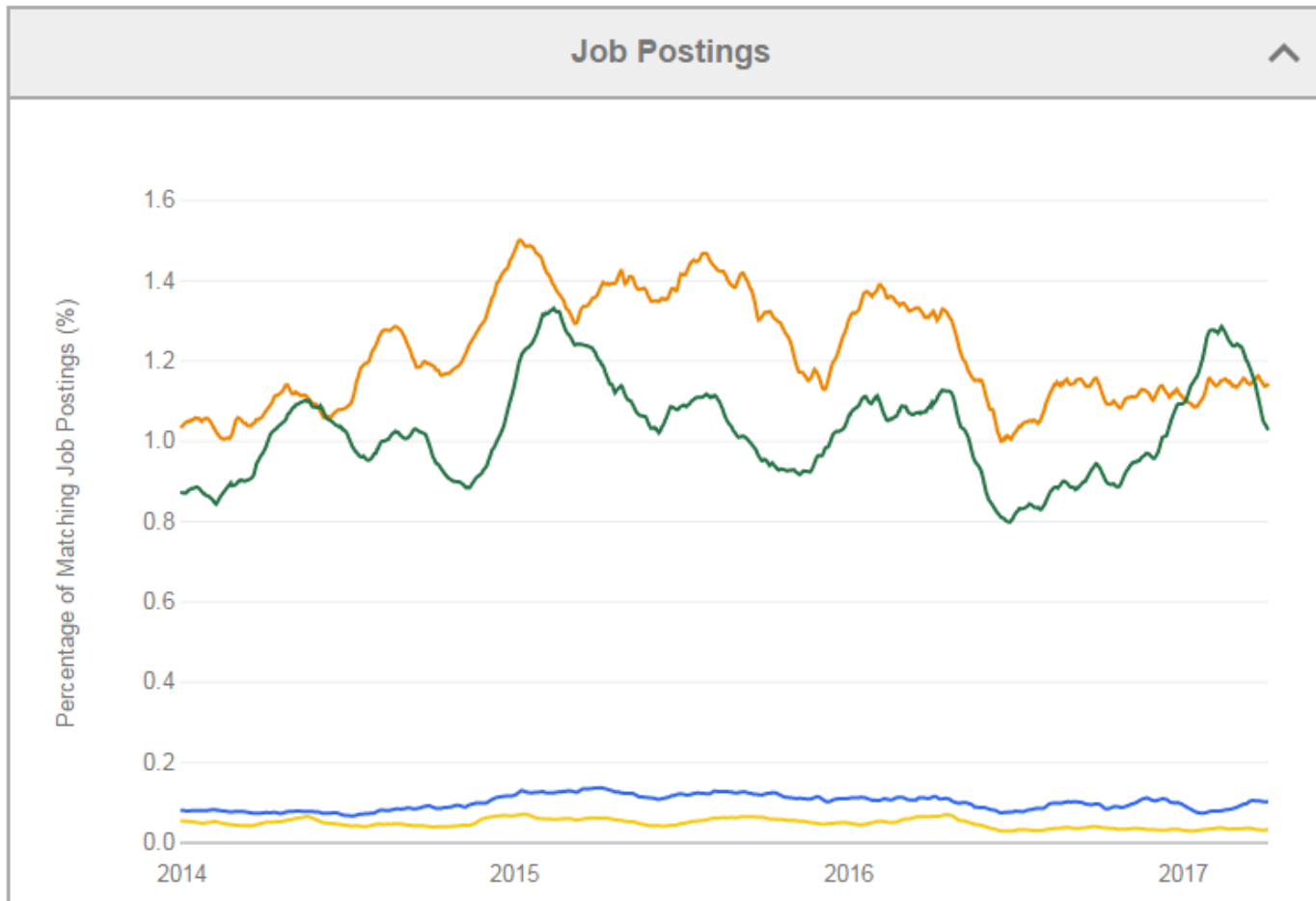
social media x

data visualization x

concert promotion x

+ Add Term

Find Trends





Career insights of 12,901 alumni

Attended

Start year

1900

music marketing

music

music

marketing

Clear all

Where they live

11,542 · United States

6,842 · Greater Los Angeles Area

1,366 · San Francisco Bay Area

608 · Greater New York City Area

442 · Orange County, California Area

Where they work

186 · University of California, Los Angeles

59 · Google

42 · Universal Music Group

40 · Apple

35 · NBCUniversal Media, LLC

What they do

2,987 · Arts and Design

2,741 · Business Development

2,477 · Entrepreneurship

2,394 · Media and Communicati

1,724 · Marketing

Word clouds: <https://worditout.com/word-cloud/create>

The screenshot displays the WordItOut website interface. At the top, the logo "WordItOut" is followed by navigation links: "+ Create", "Discover", and "Community". A Facebook icon is also present. Below the navigation bar, the main heading is "MAKE A WORD CLOUD".

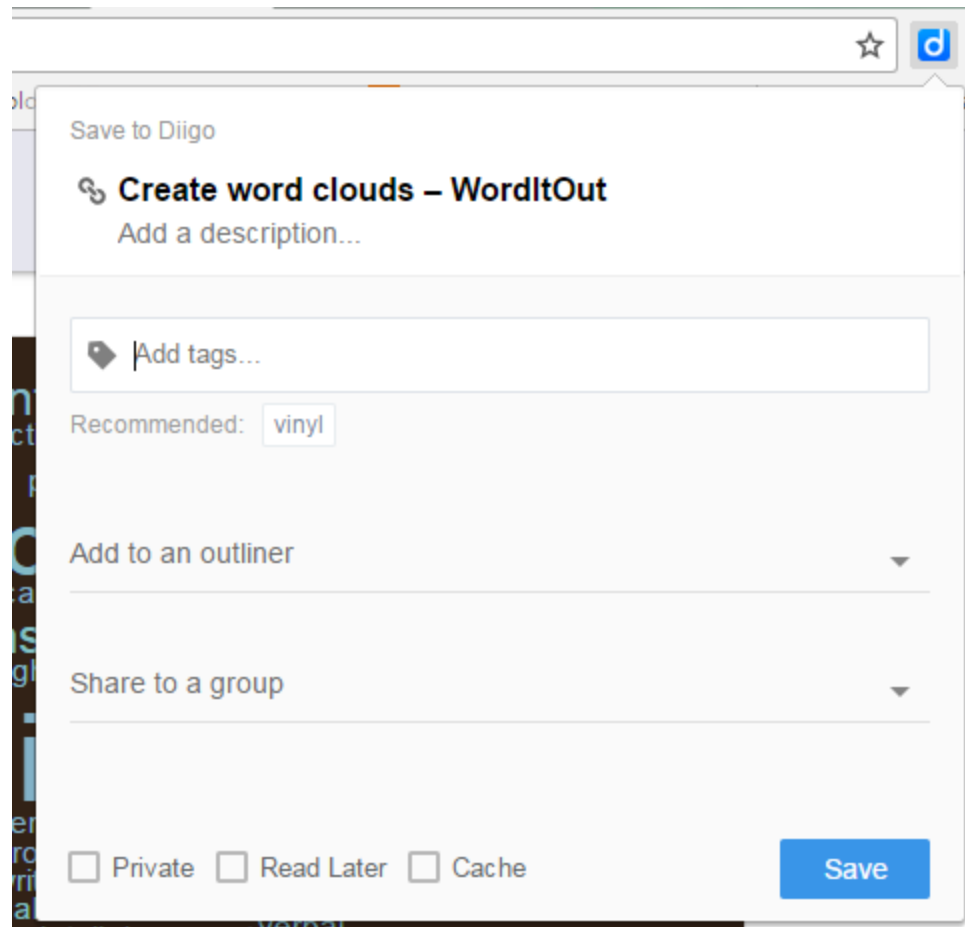
The left sidebar contains several controls:



- A blue "Regenerate" button with a refresh icon.
- Settings for "Font", "Colours", "Layout", "Size", and "Word list", each with a refresh icon.
- An "Original source" section with a back arrow icon.
- A green "Save" button with a cloud icon.
- A blue bar at the bottom with a play icon and the text "ANY WORKFLOW".

The main content area on the right shows a word cloud on a dark background. The most prominent word is "Licensing". Other significant words include "various", "staff", "licenses", "used", "while", "tasks", "Assist", "Ability", "record", "other", "following", and "databases". Smaller words scattered throughout include "maintain", "internal", "departments", "skills", "mechanical", "analytical", "Initial", "Coordination", "responsibilities", "restrictions", "Research", "required", "entry", "Prepare", "special", "levels", "quickly", "Copyright", "releases", "Highly", "publishing", "attitude", "system", "MS", "high", "song", "Proficiency", "writings", "wrote", "document", "verbal", "between", "newly", "Office", "Previous", "Coordinator", "detail", "document", "Billboard", "activity", "experience", "record", "accuracy", "music", "different", "multiple", "Excellent", "possession", "Maintenance", "charting", "documents", "communication", "confirmation", "organized", "databases", "written", "candidate", "mechanical", "analytical", "Initial", "Coordination", "responsibilities", "restrictions", "Research", "required", "entry", "Prepare", "special", "levels", "quickly", "Copyright", "releases", "Highly", "publishing", "attitude", "system", "MS", "high", "song", "Proficiency", "writings", "wrote", "document", "verbal", "between", "newly", "Office", "Previous", "Coordinator", "detail", "document", "Billboard", "activity", "experience", "record", "accuracy", "music", "different", "multiple", "Excellent", "possession", "Maintenance", "charting", "documents", "communication", "confirmation", "organized", "databases".

Automate Classroom

- Diigo – Chrome tool, link sharing, embedding in LMS



Post:  **Bookmark**  **Topic** 

Sort By: **Most Recent** | Popular Filter: **All** | Bookmarks | Topics



[Digital Marketing Manager - Ninja Tune - London | Music Ally](#) - 0 views

musically.com/...ting-manager-ninja-tune-london

 shared by Gigi Johnson on 10 May 17 - Comment - Like - No Cached - Save To My Library - More ▼



[Oracle Taleo](#) - 0 views

nielsen.taleo.net/...jobdetail.fl

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[Leland Music - Music Researcher \(UK\) - Music Business Worldwide](#) - 0 views

www.musicbusinessworldwide.com/...land-music-music-researcher-uk

 shared by Gigi Johnson on 09 May 17 - Comment - Like - No Cached - Save To My Library - More ▼



[BMG - Digital Marketing Director \(US\) - Music Business Worldwide](#) - 0 views

www.musicbusinessworldwide.com/...digital-marketing-director-us1

 shared by Gigi Johnson on 09 May 17 - Comment - Like - No Cached - Save To My Library - More ▼



[DawBell - Senior PR Manager \(UK\) - Music Business Worldwide](#) - 0 views

www.musicbusinessworldwide.com/...dawbell-senior-pr-manager-uk-2

 shared by Gigi Johnson on 09 May 17 - Comment - Like - No Cached - Save To My Library - More ▼



[Concord Bicycle Music - Senior Marketing Director \(US\) - Music Business Worldwide](#)

- 0 views

www.musicbusinessworldwide.com/...c-senior-marketing-director-us

Embedded Article or Job Lists



Job Listings - Diigo List

[Access restrictions](#)

Jobs and Location-Based Info

- [Digital Marketing Manager - Ninja Tune - London | Music Ally](#)
- [Oracle Taleo](#)
- [Leland Music - Music Researcher \(UK\) - Music Business Worldwide](#)
- [BMG - Digital Marketing Director \(US\) - Music Business Worldwide](#)
- [DawBell - Senior PR Manager \(UK\) - Music Business Worldwide](#)
- [Concord Bicycle Music - Senior Marketing Director \(US\) - Music Business Worldwide](#)
- [Digital Sales Manager - North America & Latin America \(US\) - Music Business Worldwide](#)
- [Job Application for Manager of Global Digital Partnerships at Kobalt Music Group](#)
- [WARNER MUSIC GROUP](#)
- [Domino - Production and Sales Coordinator \(US\) - Music Business Worldwide](#)
- <https://jobs-sonymusic.icims.com/jobs/5845/associate-director%2c-music-licensing/job?mobile=false&width=770&height=500&bqa=true&needsRedirect=false&jan1offset=0&jun1offset=60>
- [These are the most dynamic cities in the world - and they're not the ones you'd expect | World Economic Forum](#)
- <http://cdn.mbw.44bytes.net/files/2017/01/BuzzAngle-Music-2016-Report.pdf>
- [About | UK Live Music Census](#)
- [First census of the UK's live music scene planned - BBC News](#)
- [Fabric reopens: crowds in high spirits as legendary club returns | Music | The Guardian](#)



Create a design

Use custom dir

Canva.com

Popular design types



Facebook App



Social Media



Facebook Post



A4



Blog Graphic



Twitter Header



Presentation

Social Media Posts



Twitter Post



Social Media



Pinterest Graphic



Facebook Post



Facebook App



Tumblr Graphic



Instagram Post

Prezi – expand presentations/ storytelling

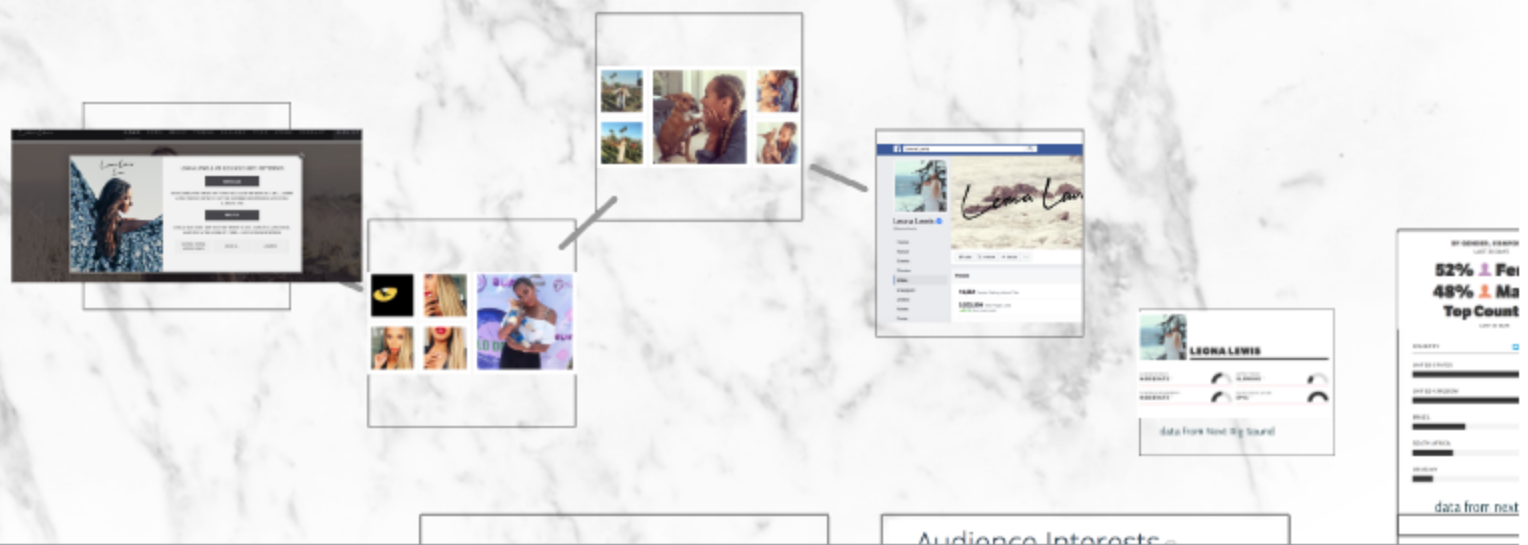
MY PREZIS

EXPLORE

LEARN & SUPPORT

Hunting and Gathering Project #1

LEONA LEWIS



Audience Interests

Dimensional Storytelling

FEVER CHARM

• Indie rock band from Oakland, CA formed in 2010

• Signed to Wild Card Music Group in 2016

• 7 singles and 2 EPs (1 self released and another by Wild Card Music Group)

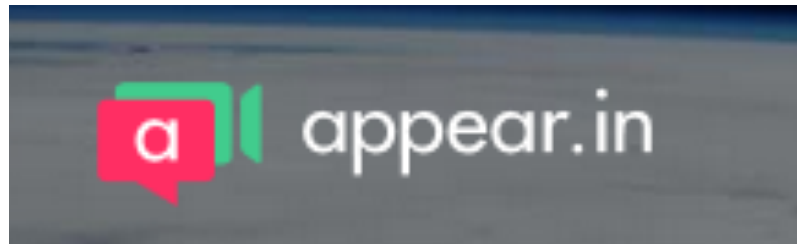
WEBSITE

MUSIC/MEDIA

IMPROVEMENTS?

CONTACT

And More



Extended Reach: Connect and Gather Outside the Classroom





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<http://bit.ly/tech-tools-5-17>

UCLA Herb Alpert School of Music

Center for Music Innovation