

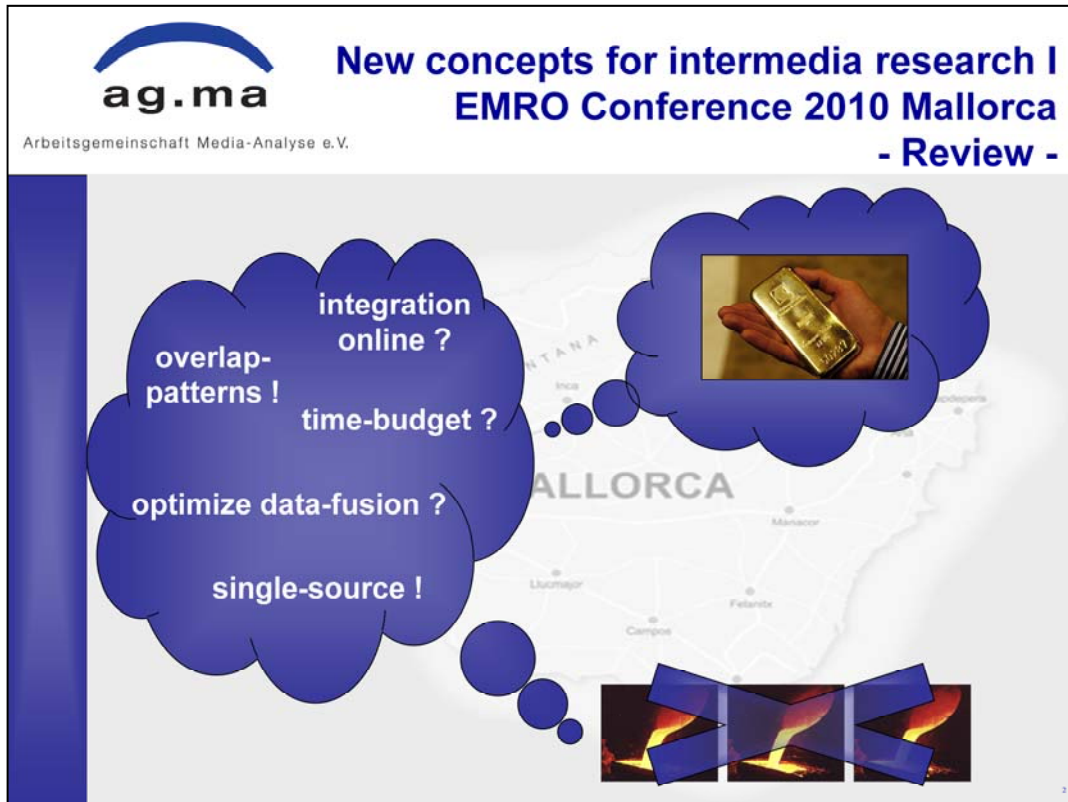


Arbeitsgemeinschaft Media-Analyse e.V.

**Vision for media planning data
in the next decade:
new concepts for intermedia research
- part II -**

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During last year's EMRO conference in Majorca, we presented various approaches of how the ag.ma could obtain improved intermedia data. The joint objectives of these approaches are the integration of online data into the intermedia file and the more in-depth representation of overlaps between the different media obtained in a single-source survey. This means replacing the tried and tested fusion method.



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New concepts for intermedia research I

EMRO Conference 2010 Mallorca

- Review -



We would like to arrive at a specific advertising planning file that facilitates e.g. joint planning of a magazine in the classic format together with its online counterpart. The ag.ma has the proven quality requirements for this new intermedia method: the greatest possible sample size and the fulfillment of all criteria of representativeness to ensure that differentiated media usage can be depicted.



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New concepts for intermedia research II

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Introduction

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All in 1

III.
E-mail

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I.
Introduction

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All media types in 1 ma interview

III.
E-Mail follow-up survey

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HUB-Survey as time budget survey

V.
Current discussions

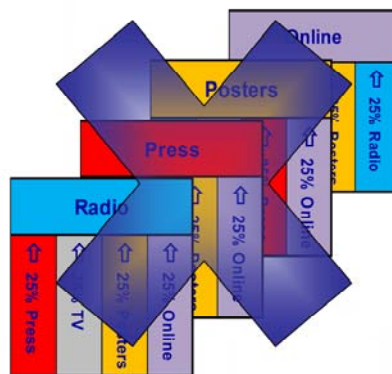
One year ago, these approaches were mere working models. Today, three parallel pre-tests on various intermedia models of the future are already under way. We will now briefly present these tests:

First: The survey of all media types in one ma interview;

Second: As a supplement, recruitment of e-mail addresses for an online survey and technical measurement of Internet usage; and

Third: A HUB survey as a time budget survey.

II. Survey of all media types in 1 ma interview



Approach in 2010:
Including media-questions
of the various media-types
in all existing questionnaires



☹ More interviewing time

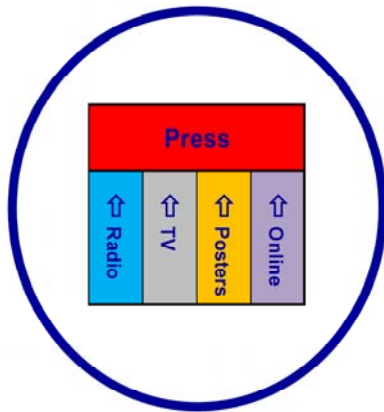


☹ Negative effects on response rate

Survey of all media types in one ma interview:

Last year, this approach was still based on expanding the existing questionnaires for the various media types by media-specific questions from the other media branches to optimize the fusion. However, this plan failed due to the strongly prolonged interview duration and the associated poor response rates of the individual surveys.

II. Survey of all media types in 1 ma interview



Approach in 2011:

Streamline print-questionnaire

Including media-questions
of all media-types
in existing print-questionnaire



😊 Performance test PAPI

This resulted in the idea to streamline the print media questionnaire to such an extent that questions from all media types can be surveyed in all print interviews. The idea was implemented in PAPI after a first performance test and...

II. Survey of all media types in 1 ma interview



Now: pre-test CASI, 500 cases:
ma print questionnaire thinned out

Expanded by:

- Radio: time frequencies + relevant set of stations
- TV: time frequencies + mode of reception
- Posters: mobility questions
- Online: time frequencies



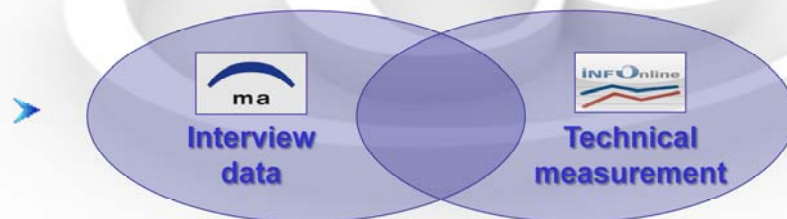
Greatest challenge: integration of online media

... has been tested in the field from mid-March 2011 until today with a random sample of 500 cases: The original CASI interview of the ma Print Media was thinned out and expanded by media-specific questions from the other media: e.g. time frequencies for listening to the radio and a relevant set of broadcasting stations for aided polling of radio stations; time frequencies for TV viewing and mode of TV reception; mobility questions for posters; time frequencies of online usage, etc. However, due to the complexity of the many online offerings, the integration of online media into the ma Intermedia remains our greatest challenge.

III. E-mail follow-up-survey


Actual approach:

- Obtain e-mail addresses in regular ma interviews



- single sourced overlap patterns for online

One possibility to find a methodological solution to this challenge is currently being tested: We are trying to obtain e-mail addresses from the interviewees in regular ma interviews with the objective of linking information from the polled individuals from the interview to the associated online usage data, which can be measured technically. This way, we would like to arrive at connecting links for online media from single-source surveys.



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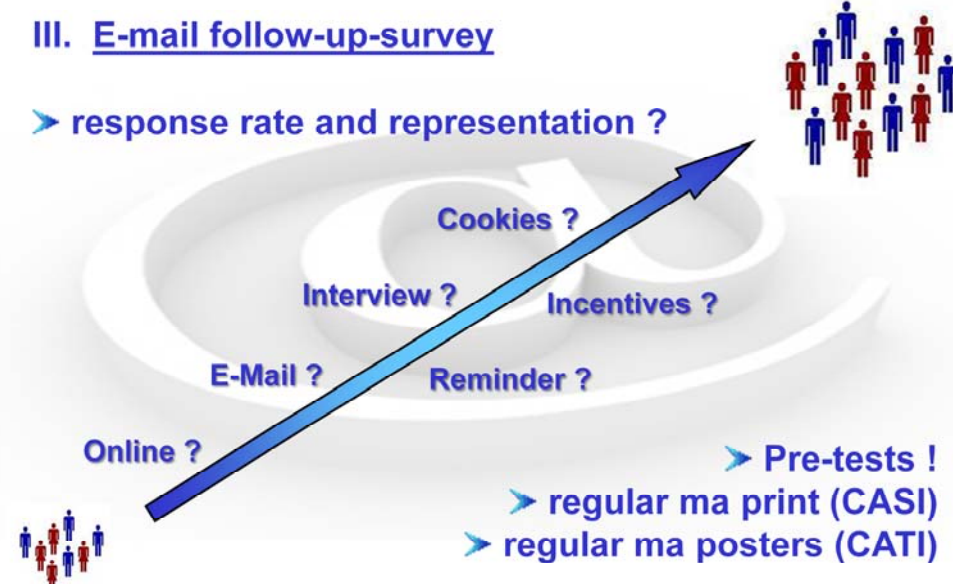
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III. E-mail follow-up-survey

➤ response rate and representation ?



➤ Pre-tests !

➤ regular ma print (CASI)

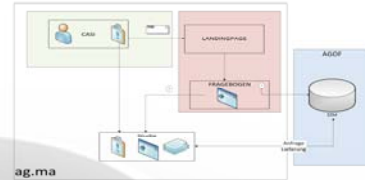
➤ regular ma posters (CATI)

With this concept, we have concerns primarily regarding response rates and representativeness. How many interviewees using the Internet will indicate their e-mail address, participate in an online survey and, on top of that, allow a technical measurement of their Internet usage? Will we need incentives for this purpose? How helpful are reminders sent via e-mail? All of this is currently being tested in regular ma interviews: For both the ma Print Media in CASI and the ma Poster in CATI, we try to recruit e-mail addresses at the end of the interviews.

III. E-mail follow-up-survey

✓ **Recruited e-mail address:**

- Interviewee receives e-mail with link to online survey
- Online questionnaire tagged to interviewee
- Tag and cookie contents transmitted to system for technical measurement
- Processed internet usage can be assigned to interviewee
- Overlap patterns for online and other media




If we have an address, the interviewee will receive an e-mail message with a link to an online survey. This online questionnaire is marked with a tag to which the interviewee can clearly be assigned. If the questionnaire is accessed, the tag together with the cookie contents of the user is transmitted to the system for technical measurement. This way, Internet usage processes can be identified and assigned to the interviewee. Subsequently, they can be used as connecting links for the combination of e.g. ma Print Media with ma Online.

III. E-mail follow-up-survey

Comprehensive legal consultation required:

- **Anonymize the data in all critical interfaces !**
- **Educate the interviewees on all processes and their legal rights !**

We had a lot of trouble implementing this model given Germany's data privacy laws. A comprehensive legal consultation was required, so that we were able to anonymize the data in all critical interfaces and educate the interviewees sufficiently on all processes and their legal rights.



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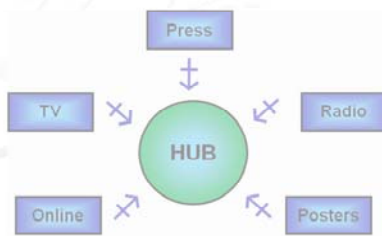
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IV. HUB-Survey

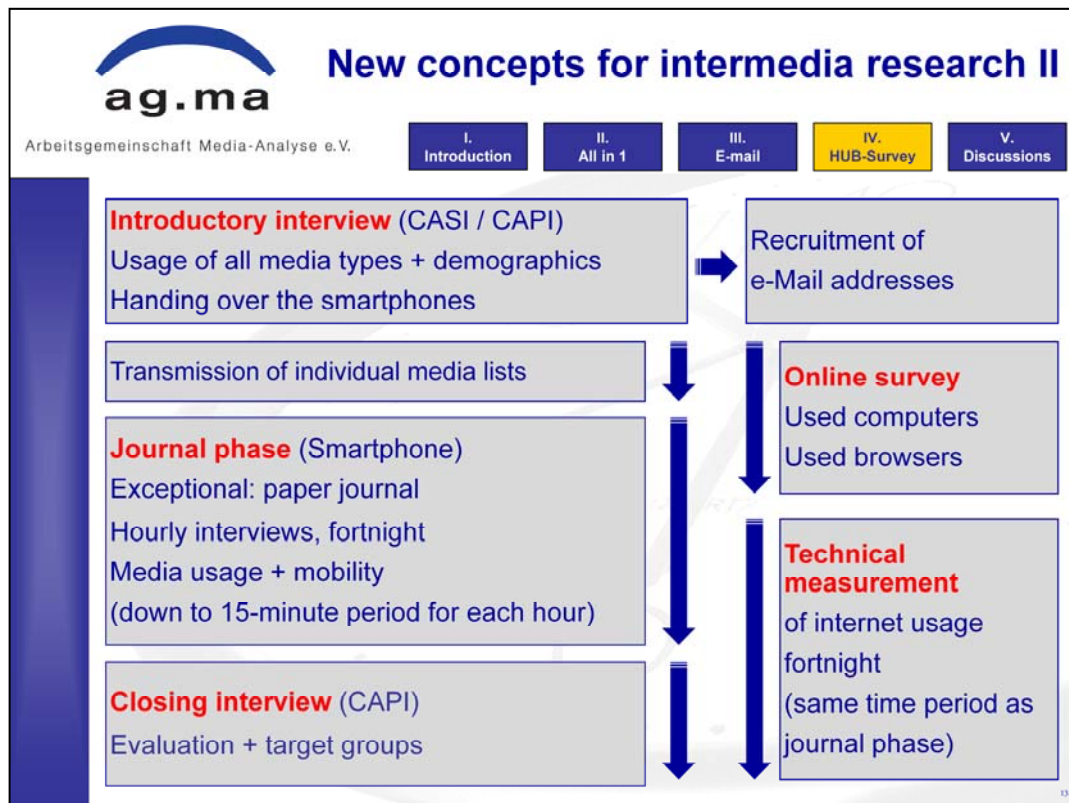
- **Self-contained survey across all media categories**
- **Time budget approach: Detailed info about time-based media usage**
- **consists of 5 individual components ➤**



```

graph TD
    Press[Press] <--> HUB((HUB))
    TV[TV] <--> HUB
    Radio[Radio] <--> HUB
    Online[Online] <--> HUB
    Posters[Posters] <--> HUB
  
```

Parallel to the two approaches, the ag.ma has developed a separate HUB survey for capturing the usage of all media types in terms of time budget. The HUB survey consists of five individual components:



An introductory interview as a mix of CASI and CAPI: This interview polls nearly all media types in accordance with the proven ma methods. [CLICK]

Based on this interview, individual media lists are generated for the central component: [CLICK]

A two-week journal phase during which media usage is documented on an hourly basis. Used TV networks, radio stations, newspapers, magazines, websites as well as mobility involving the means of transportation used are captured by a survey application on a cell phone, down to each 15-minute period for each full hour. In exceptional cases, a paper journal can also be used. [CLICK]

After the conclusion of this cell phone phase, another CAPI interview is conducted to evaluate the method. [CLICK]

At the end of the introductory interview, e-mail addresses are collected from the Internet users. [CLICK]

Similar to the method explained earlier, a brief online survey will follow with the goal of being allowed to conduct a technical measurement of the interviewee's Internet usage. [CLICK]

For this measurement, the interviewee should register all the computers and browsers he or she uses. Ideally, the technical measurement will take place during the same time period as the cell phone phase. This way, the usage of websites can be linked in a much more differentiated manner to the other media types.

IV. HUB-Survey

Actual pre-test: portrait

- Quota sample
- 200 cases
... recruited by f2f-interviewers
- 100 Smartphones
..."migrate" between the test subjects



In a quota sample, 200 test subjects were selected by face-to-face interviewers for the pre-test which is currently under way. During the field phase, 100 cell phones "migrate" between these 200 test subjects.


IV. HUB-Survey

Actual pre-test: smartphones

- All common functions deactivated
- Comes to life each full hour and reminds about survey
- Daily transmit of data through mobile service



All common cell phone functions were deactivated for this test. The cell phone will come to life at each full hour and send a reminder about the survey. Interviewees can catch up on missed surveys up to a half day later. The entered data are transmitted and evaluated through mobile telecommunications every day. If data are not sent, the interviewee can be contacted in order to determine the cause.



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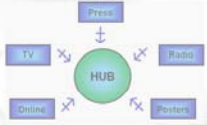
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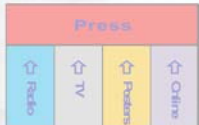
V. Current discussions



HUB

vs.


←→





All in 1

↓


**single sourced overlap patterns
for all media categories**


 **costs**


 **response rate and representation**

 **detailed info about time-based
media usage**

↓

 **costs**

 **response rate and representation**

 **detailed info about time-based
media usage**

Both during the survey of all media types in one ma interview and during the HUB survey, we obtain overlaps between all media from a single-source survey. The HUB survey has the disadvantage of being extremely costly. If the sample size is greater, we will need a large number of cell phones. Furthermore, we must use incentives to counteract the strong burden experienced by the interviewees. Nonetheless, sufficient response rates and representativeness cannot be guaranteed. On the other hand, we would obtain very detailed, time-related information on media usage.

 **New concepts for intermedia research II**
... to be continued

Arbeitsgemeinschaft Media-Analyse e.V.

EMRO Annual Conference 2012:

„New concepts for intermedia research“

- part III -





Surely, we will be able to present the assessments of the various tests in Part III of our presentation at next year's EMRO.