



Arbeitsgemeinschaft Media-Analyse e.V.

Fascinating opportunities of the new MediaScan experiments in Germany

EMRO 2009

Helsingor, May 2009

Gabriele Ritter, MMC, Head of the Print Media Division



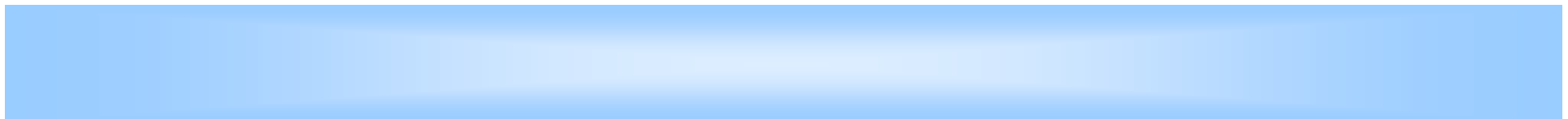
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I Introduction / Objective

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III Initial modeling considerations

IV Next steps



New Developments in Print Media Research

An Assessment
September 2007



MEDIA-MICRO-CENSUS GmbH

Heeft u onderstaande nummers van Donald Duck gelezen of ingezien?

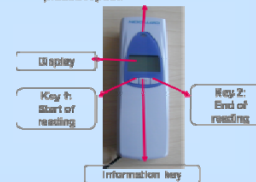
	21 okt 2005	28 okt 2005	4 nov 2005	11 nov 2005	18 nov 2005	25 nov 2005
ja, gelezen of ingezien	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Volgende: **P6** **P5** **P4** **P3** **P2** **P1**

The measuring device

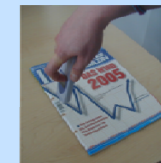
Functions of the scanner

- ▶ Green light:
The scanning process worked
- ▶ Red light:
The scanning process did not work,
please repeat.



Scanning of the barcode

- ▶ Hold the device steadily and vertically over the barcode at a distance of 2 to 3 cm.



(a) SATURDAY 09 / 10 / 2004 (DD/MM/YYYY)

PLEASE DO NOT FORGET TO CHECK THE LIST OF MAGAZINES!

Title (b)	Date of publication (c) ex.: DDMM/YYYY	Day	Month	Year
Télé Moustique	08 / 10 / 2004	08	10	2004

When did you read, glance through or leaf through this magazine today? (d)

	more than 60 min	between 60-30 min	between 30-15 min	between 15-10 min	between 10-5 min	between 5-2 min	less than 2 min
Between 6-9 a.m.	1	2	3	4	5	6	7
Between 9-12 a.m.	1	2	3	4	5	6	7
Between 12-2 p.m.	3	1	2	3	4	5	6
Between 2-5 p.m.	4	1	2	3	4	5	6
Between 5-7.30 p.m.	1	2	3	4	5	6	7
Between 7.30-10.30 p.m.	1	2	3	4	5	6	7
after 10.30 p.m.	1	2	3	4	5	6	7

Today, how many pages did you read, glance through or leaf through in this edition? (f)

	1	2	3	4	5
All/almost all	1	2	3	4	5
about 3/4 of the pages	1	2	3	4	5
about 1/2 of the pages	1	2	3	4	5
about 1/4 of the pages	1	2	3	4	5
just a few pages	1	2	3	4	5

Title (b) Gael Date of publication (c) 10 / 10 / 2004

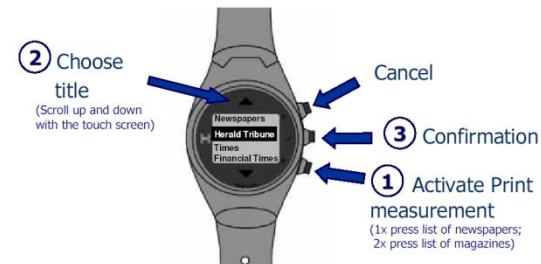
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Between 5-7.30 p.m.	5	1	2	3	4	5	7
Between 7.30-10.30 p.m.	6	1	2	3	4	5	7
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Collecting readership: Basic version



Summary

- **Combination**

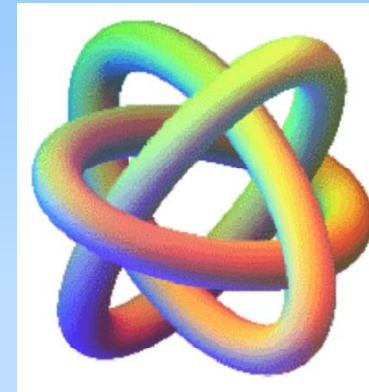
"Recent reading" model

+

**Additional method
(panel)**



Already interviewed persons
additionally register their reading behavior
through other methods (diary/MediaScan/
Mediawatch) over a period of time.



- **The vision....
Enrichment of the print media currency
through additional information**





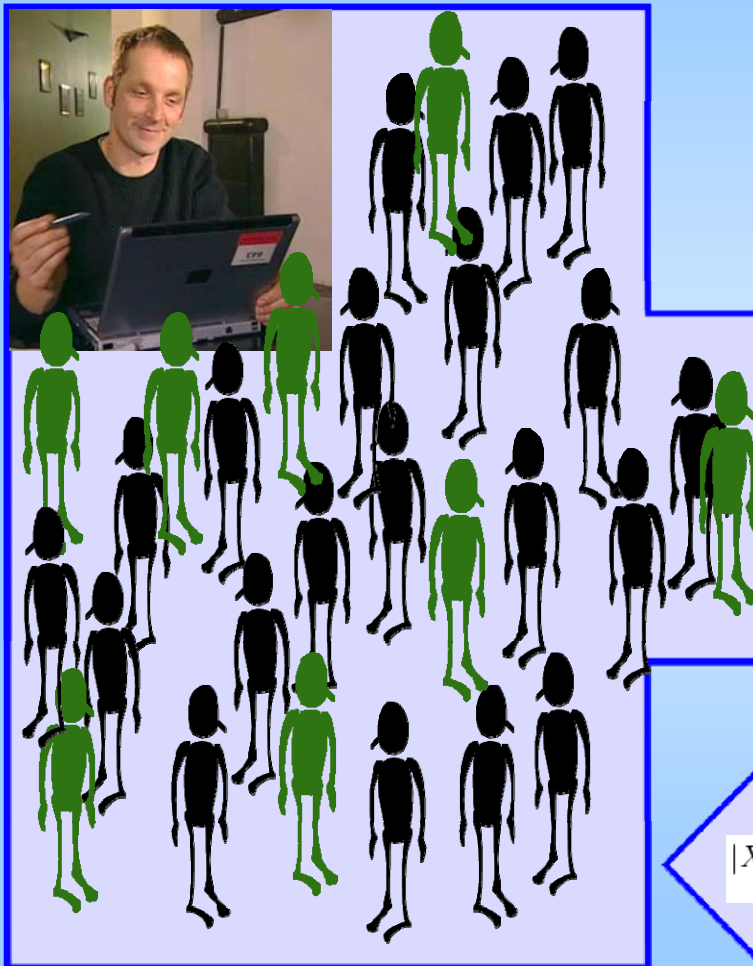
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... and the Solution: MediaScan



Basic idea for the *ma* of the future

CASI interviewees



MediaScan Participants



$$|X| \leq \sum_{1 \leq i \leq n} |A_i| - \sum_{1 \leq i < j \leq n} |A_i \cap A_j| + \sum_{1 \leq i < j < k \leq n} |A_i \cap A_j \cap A_k|$$

New information based on MediaScan

- **Multiple exposure**

How often was the issue read or leafed through?

- **Reading duration**

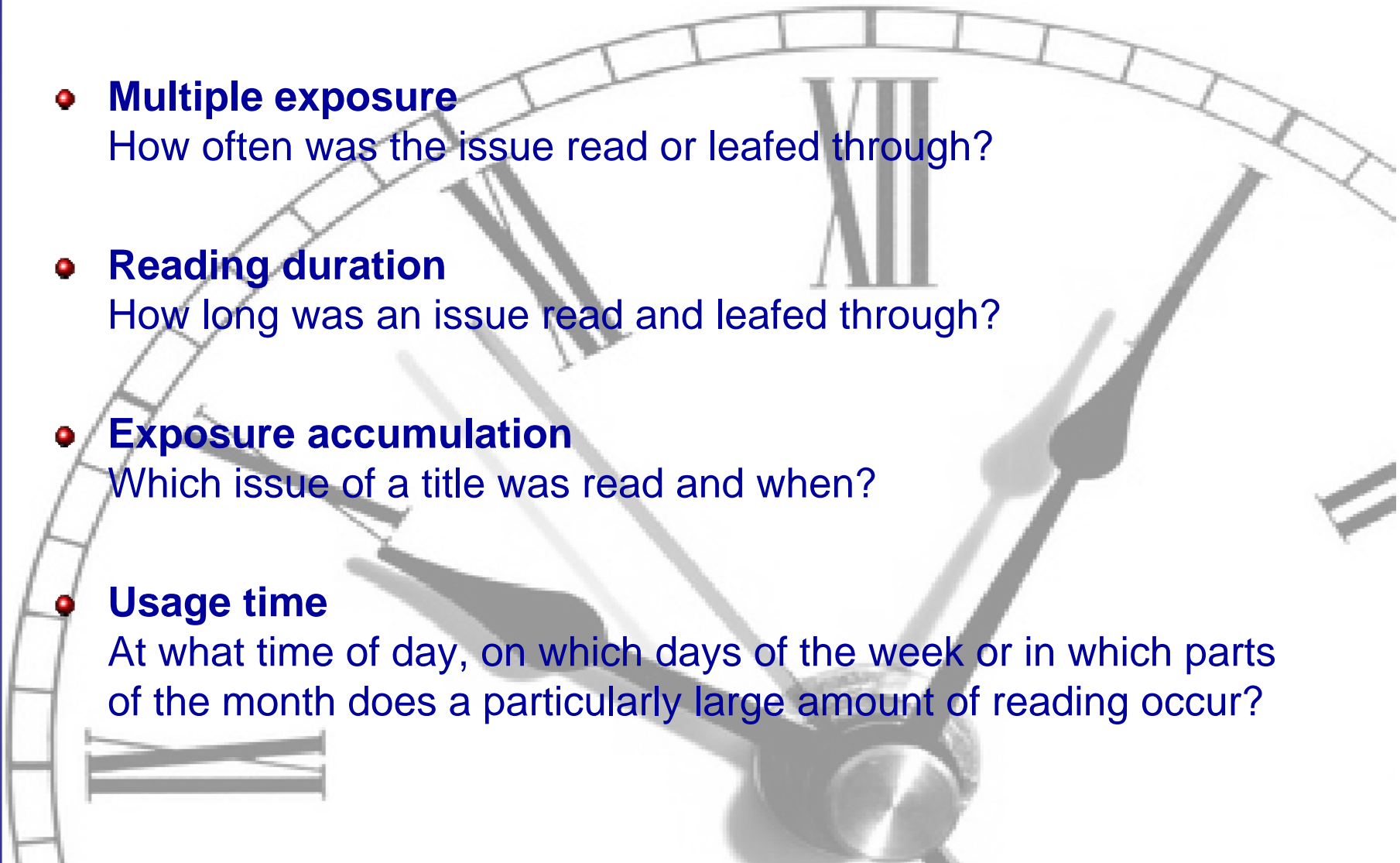
How long was an issue read and leafed through?

- **Exposure accumulation**

Which issue of a title was read and when?

- **Usage time**

At what time of day, on which days of the week or in which parts of the month does a particularly large amount of reading occur?





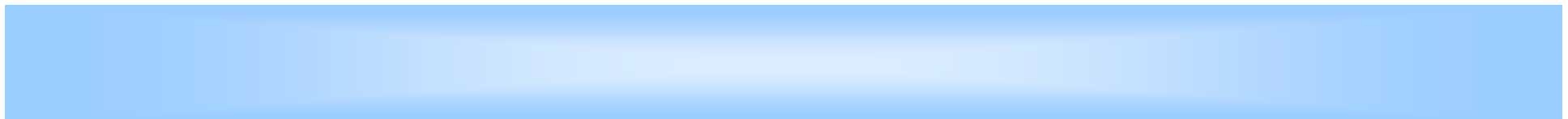
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First steps: 2 basic experiments

- **Experiment 1:**

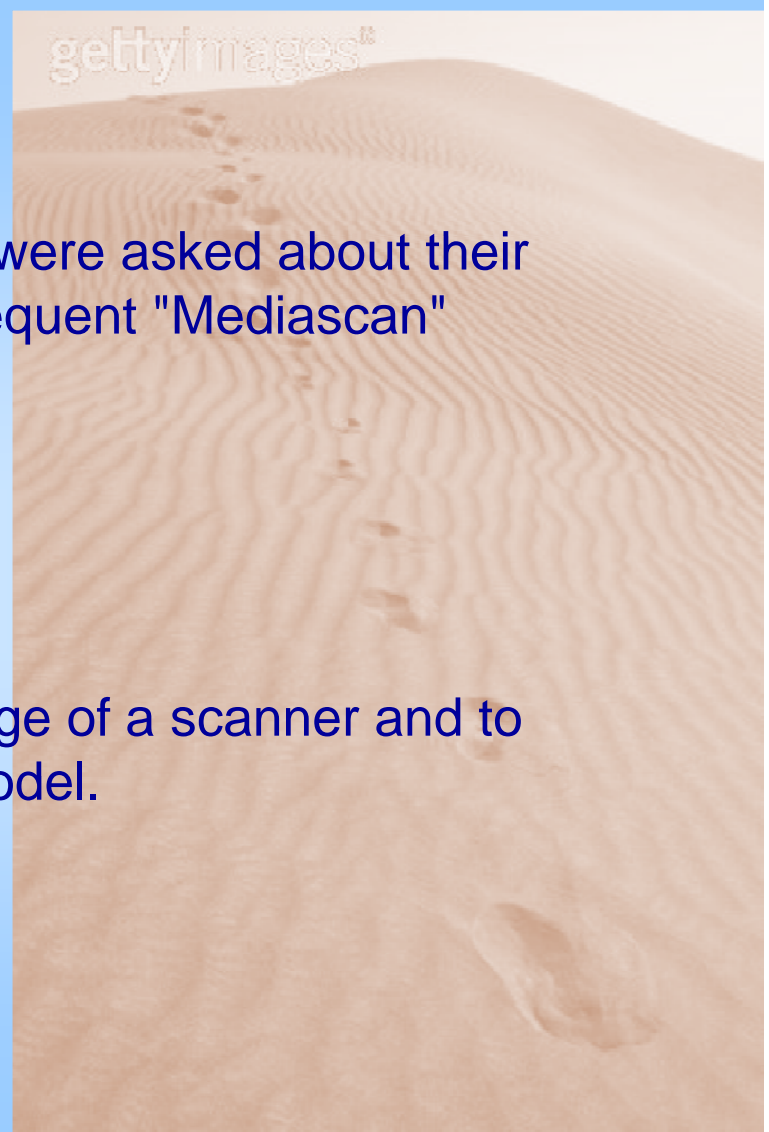
Influences on the response rate

→ In addition, *ma* CASI interviewees were asked about their willingness to participate in a subsequent "Mediascan" survey

- **Experiment 2:**

Methodological test

→ To gain insights regarding the usage of a scanner and to obtain data for developing a first model.





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Experiment 1: Influences on the response rate



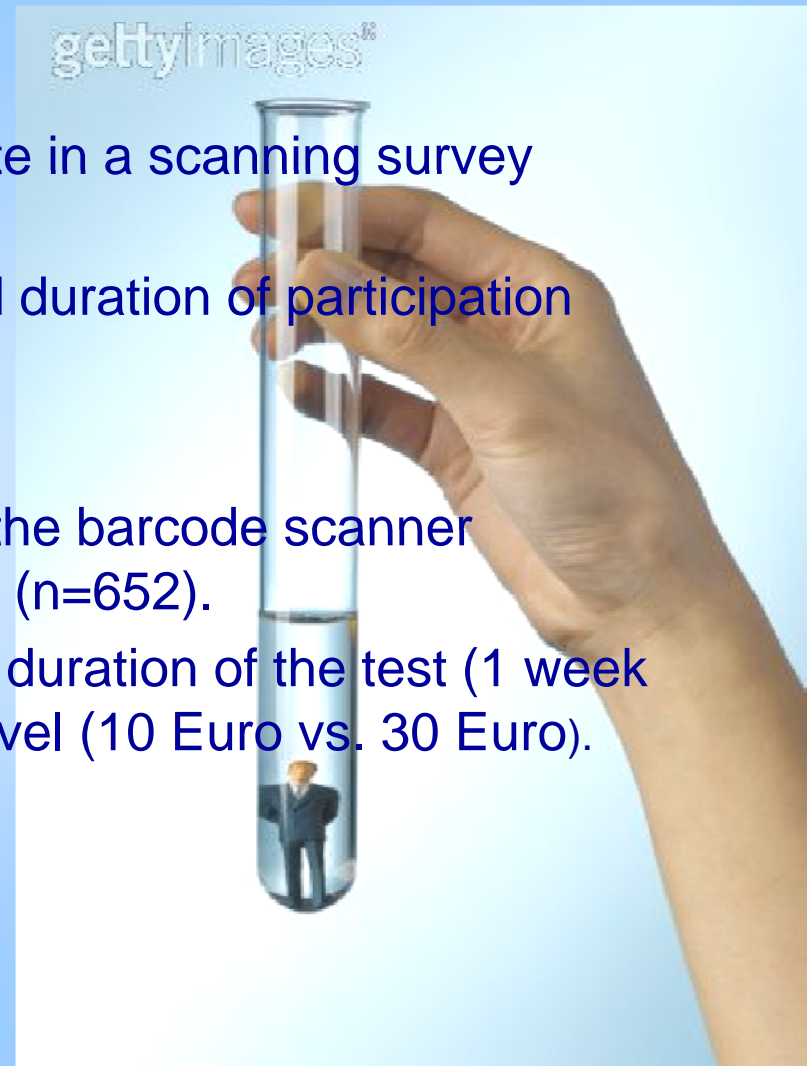
Experiment 1: Influences on the response rate

● Objective:

- Declared willingness to participate in a scanning survey within an f2f random sample
- Influence of the incentivisation and duration of participation

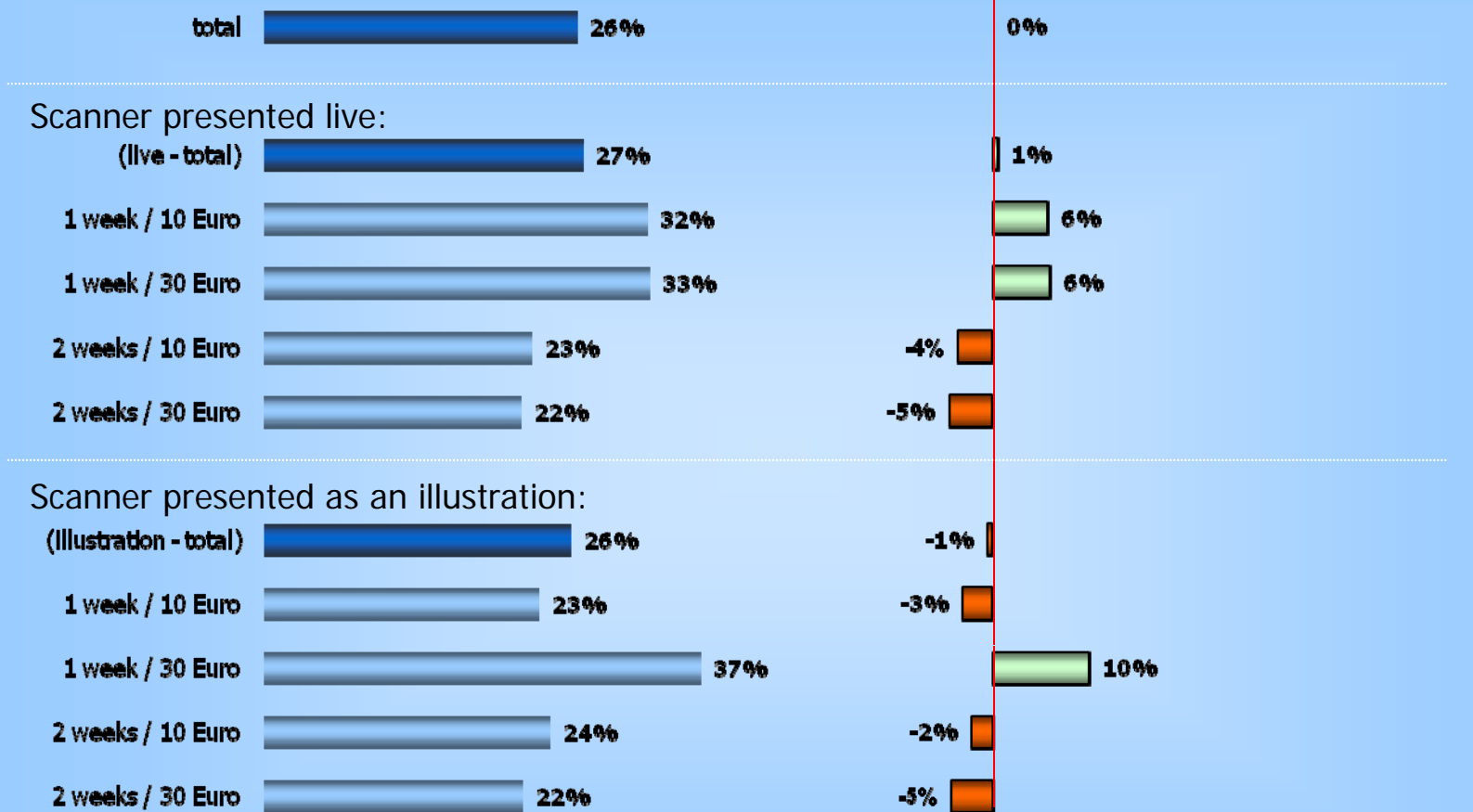
● Procedure:

- Interviewees were shown either the barcode scanner (n=702) or just an illustration of it (n=652).
- Other treatment factors were the duration of the test (1 week vs. 2 weeks) and the incentive level (10 Euro vs. 30 Euro).



Response rate according to treatment factors

Response rate:



Basis: n=1,354 interviewees of the MA 2009 II (CASI), age: 14+

Conclusion from Experiment 1

- Potential response rate:
 - About 26% on average
 - Decreases with longer experiment duration

- A carrying period of < 2 weeks is not recommended, since this is disadvantageous especially for monthly titles.



The response rate is viewed as sufficient for being able to identify print usage patterns.

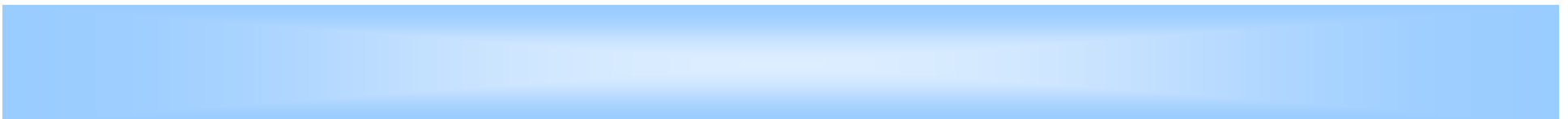




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Experiment 2: Methodological test



Experiment 2: Methodological test



● Objectives:

- To identify logistical challenges in the field;
- To determine frequency, duration and distribution of reading processes over the times of day;
- To validate the scanning results via diary for half of the participants, e.g. to identify gaps in measurement;
- To collect data for subsequent modeling considerations.

● Procedure:

- 3 overlapping two-week waves with a total of 331 participants;
- Documentation of print media usage with a scanner. Half of the participants additionally used a diary for this purpose.
 - Start interview and introduction
 - Pick up of scanner and concluding interview

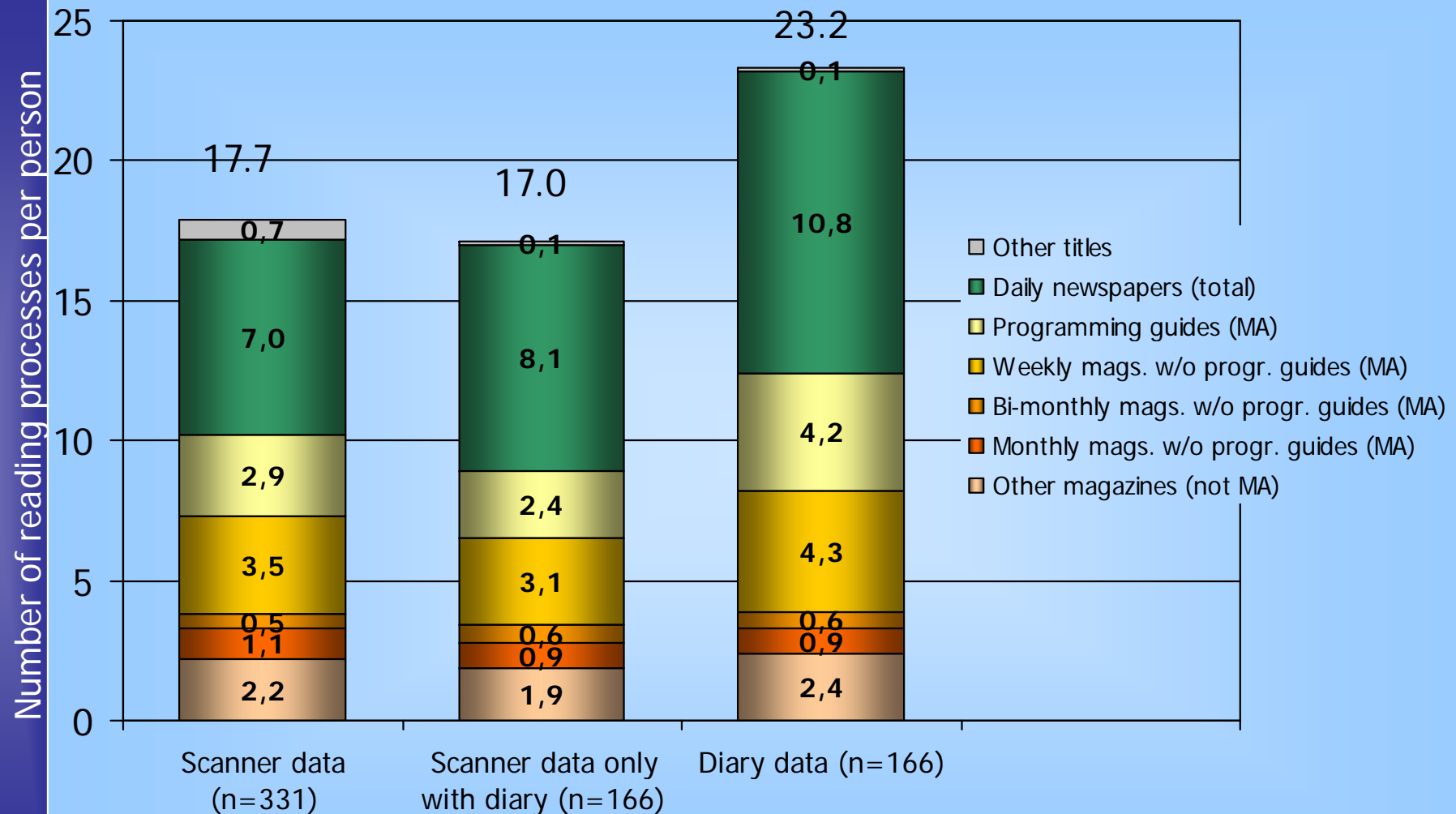


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***Reading quantities in
a methodological
comparison
(scanner/diary)***

A comparison of reading quantities - Number of reading processes -

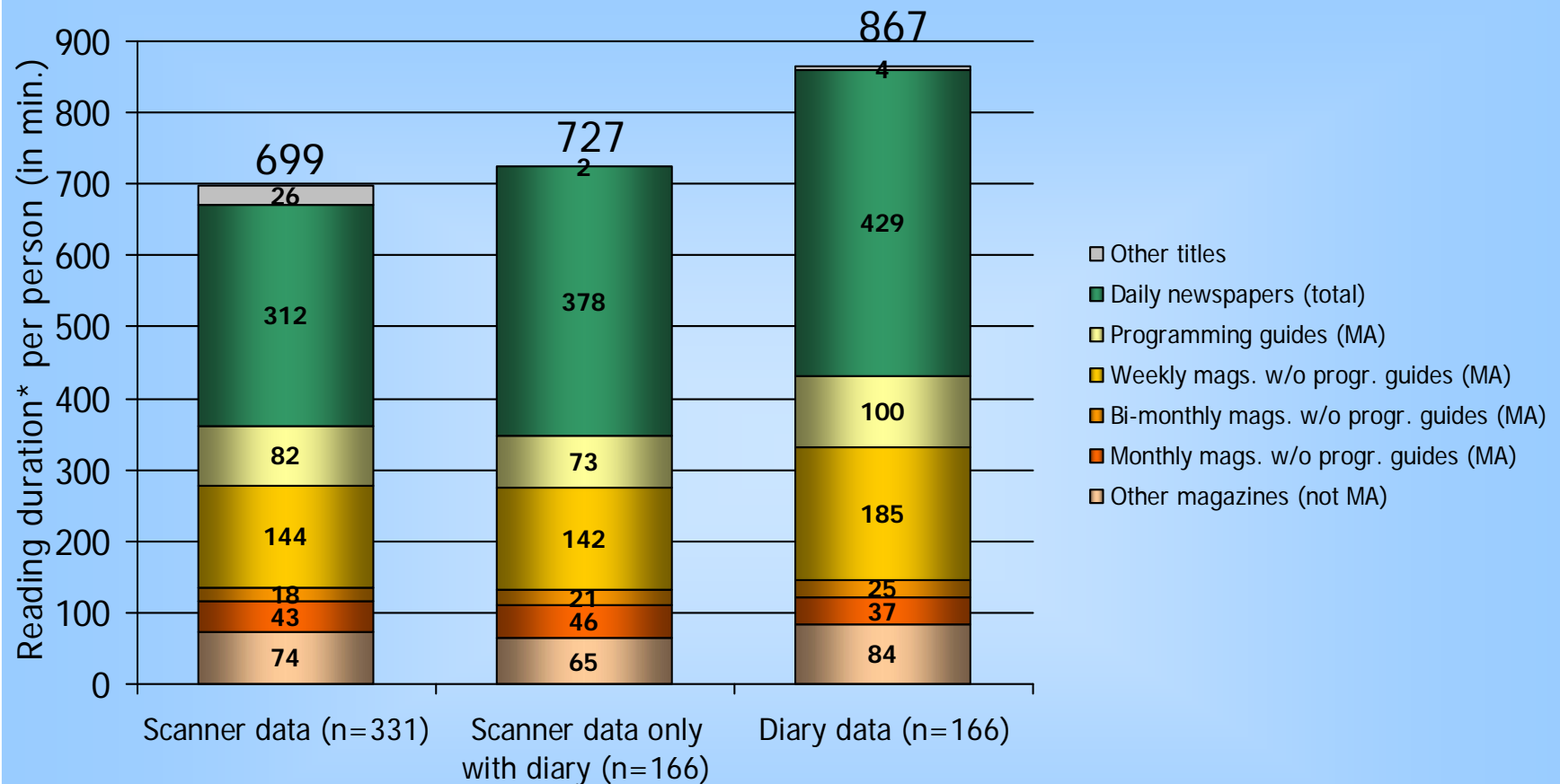


Basis: n=331 adults aged 14 and older in a methodological test

A comparison of reading quantities

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- reading duration -

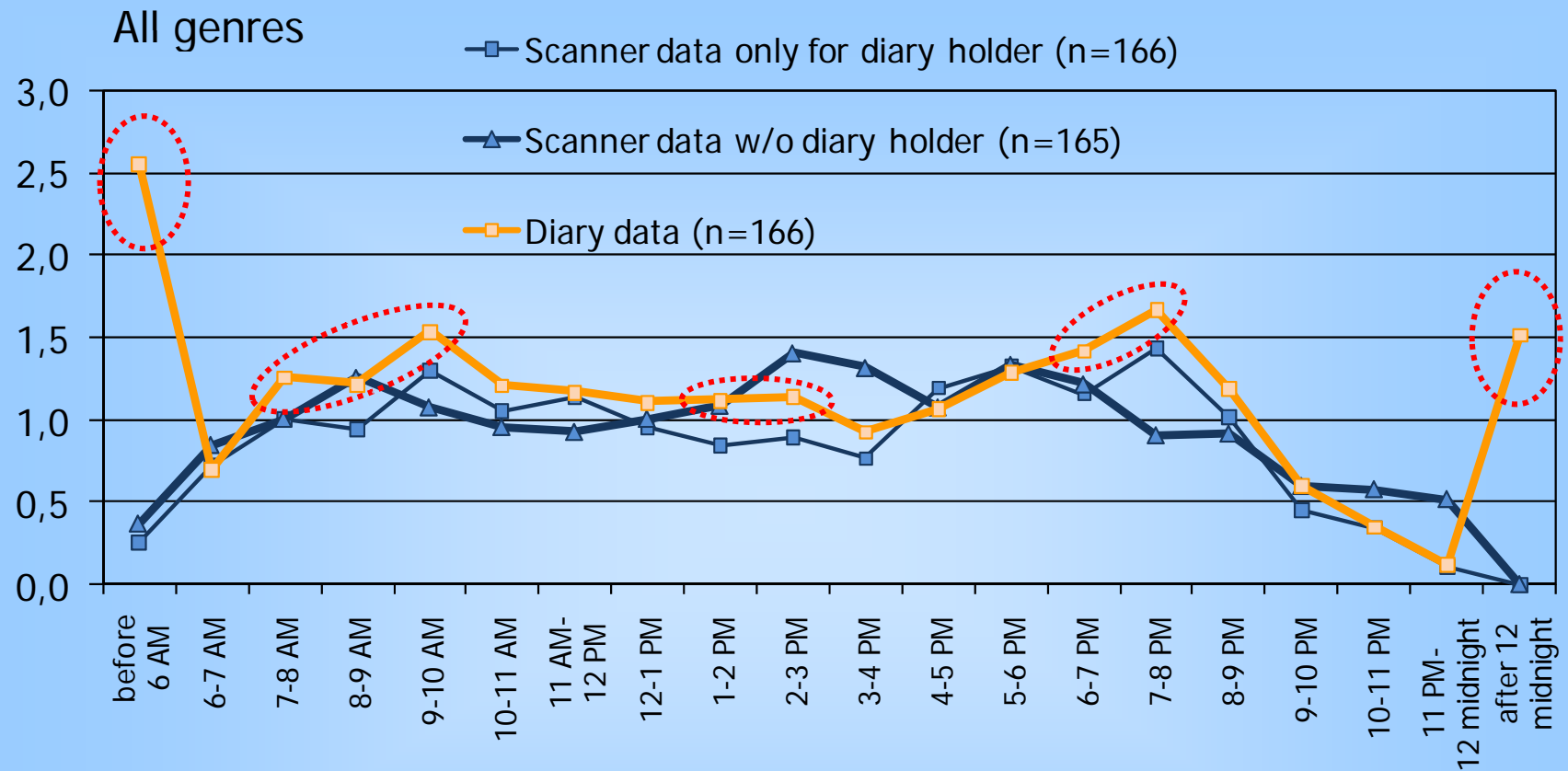


Basis: n=331 adults aged 14 and older in the methodological test

* For the direct comparison of reading duration between scanner and diary data, the scanner data were previously transferred into the quarter-hour grid of the diary survey.

Reading behavior (gross) according to survey method over the course of the day

Number of reading processes* per person



Basis: n=331 adults aged 14 and older in the methodological test

* Reading processes were exclusively assigned to the hour in which they began.

Reading quantities - Conclusion

- More reading processes, a larger number of different titles, greater reading duration for diary; especially for
 - Programming guides
 - Weekly *ma* titles
 - Daily newspapers
- Higher values with diary use occurred during night times and also during mornings for daily newspapers.

Explanation:

- under-reporting from the scanner data
- overgeneralization of reading behavior in the diary in connection with certain activities





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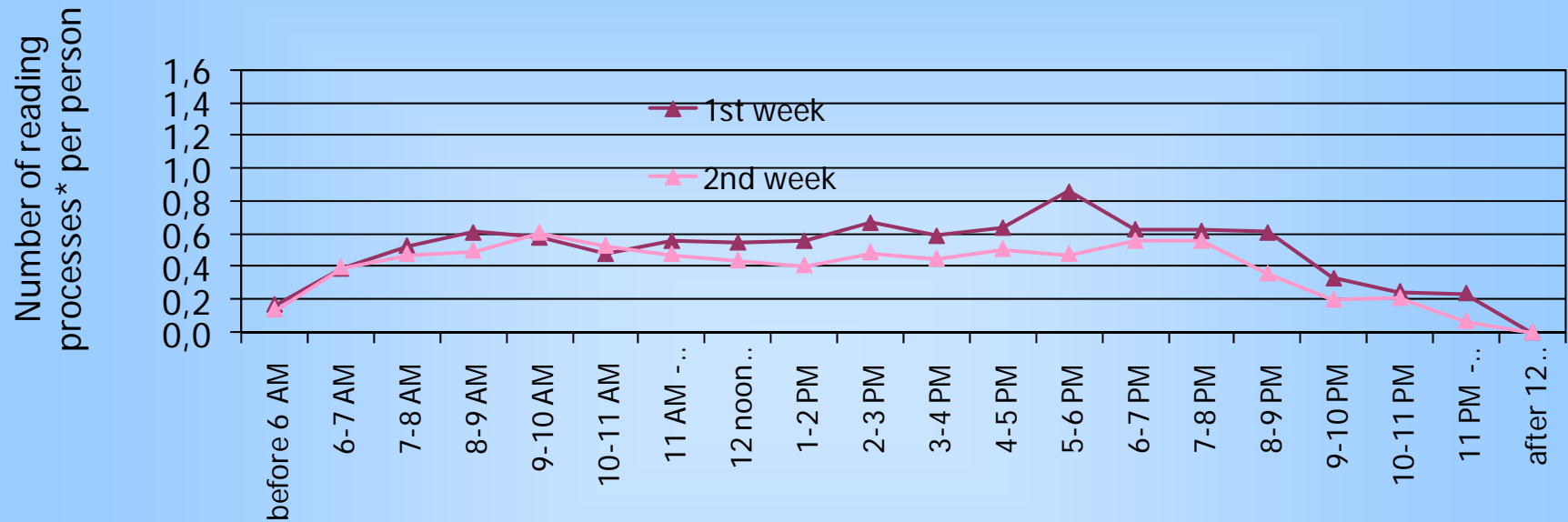


Comparison of the participation weeks



Scanner survey – Reading behavior (gross) according to week of participation

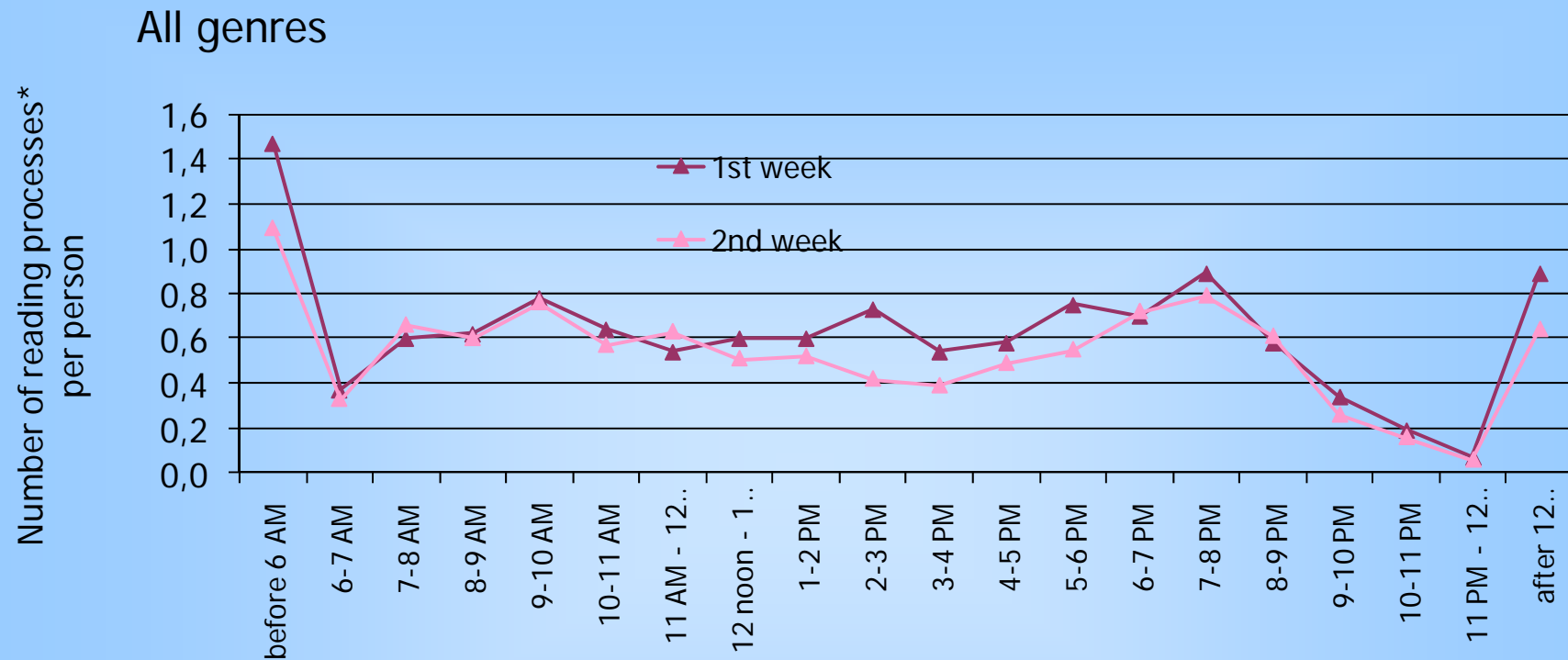
All genres



Basis: n=331 adults aged 14 and older in the methodological test

* Reading processes were exclusively assigned to the hour in which they began.

Diary survey – Reading behavior (gross) according to week of participation



Basis: n=331 adults aged 14 and older in the methodological test

* Reading processes were exclusively assigned to the hour in which they began.



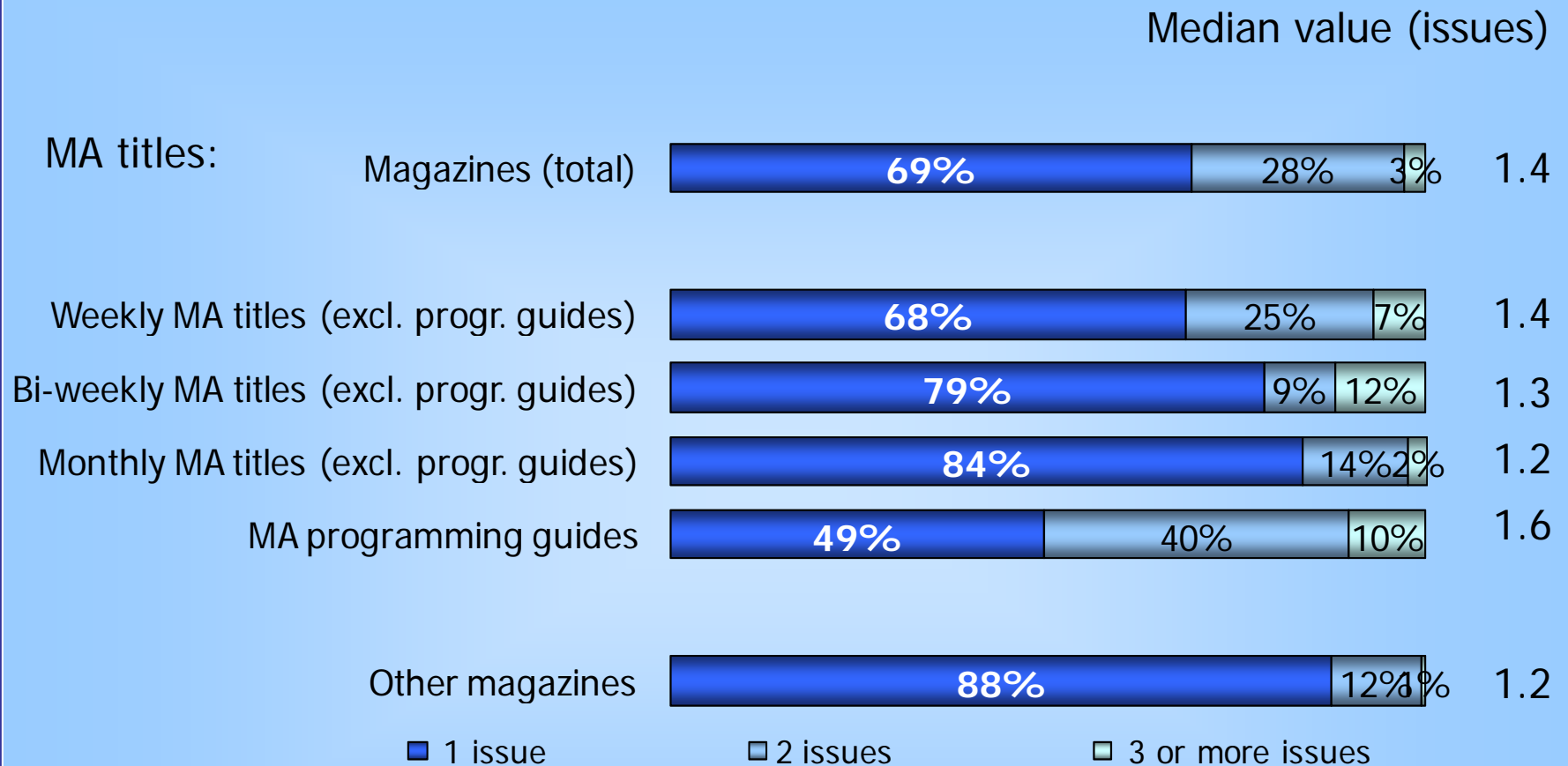
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Reading of individual issues



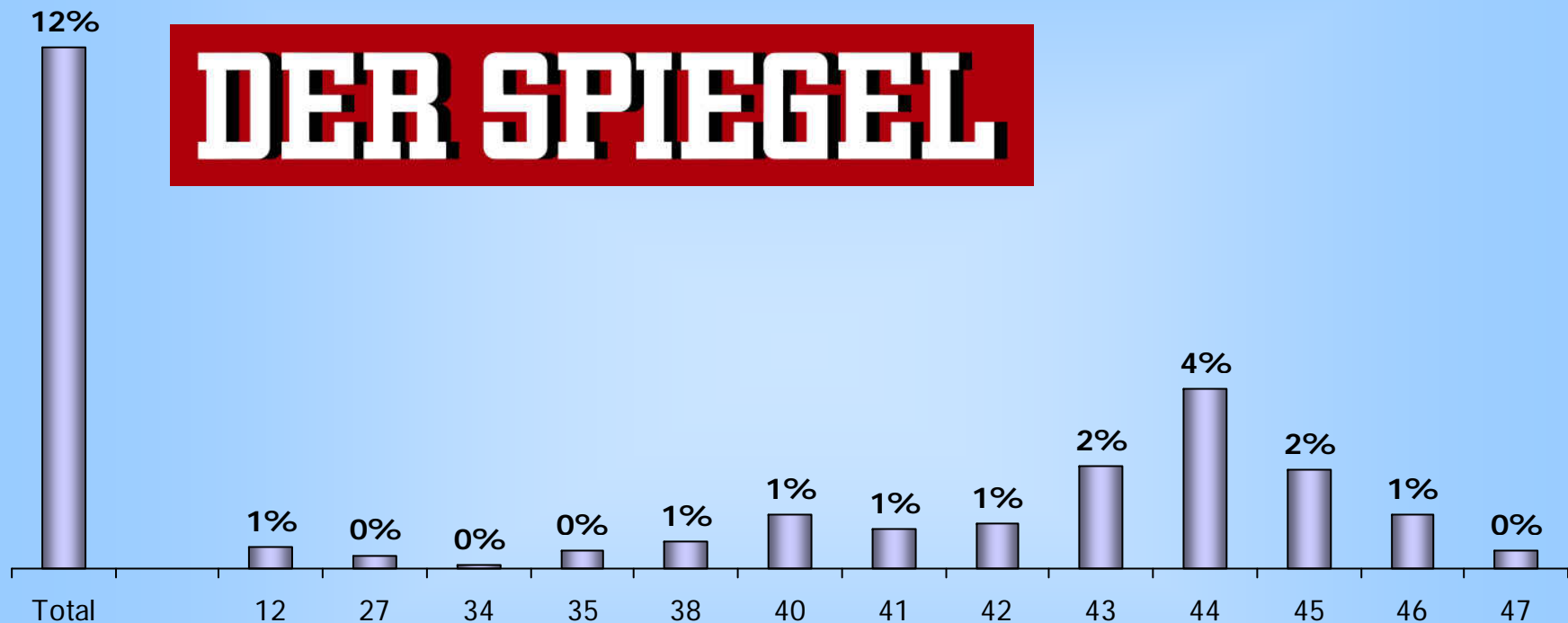
Magazines – Share of readers according to number of issues read



Basis: n=331 adults aged 14 and older in the methodological test, scanner data only

Issue usage

Title example 1:
DER SPIEGEL (weekly)



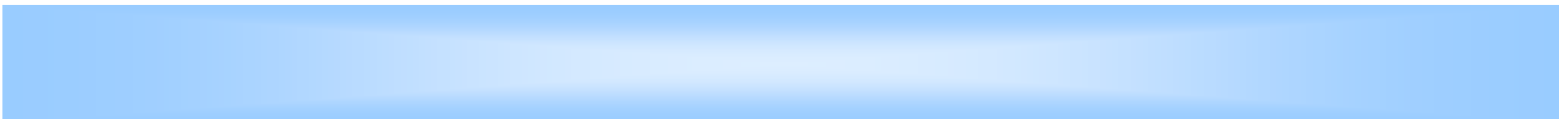
Basis: n=331 adults aged 14 and over in the methodological test, scanner data only
(Survey period 43rd calendar week 2008 (month 10 / biweek 22) until 46th calendar week 2008 (month 11 / biweek 23))



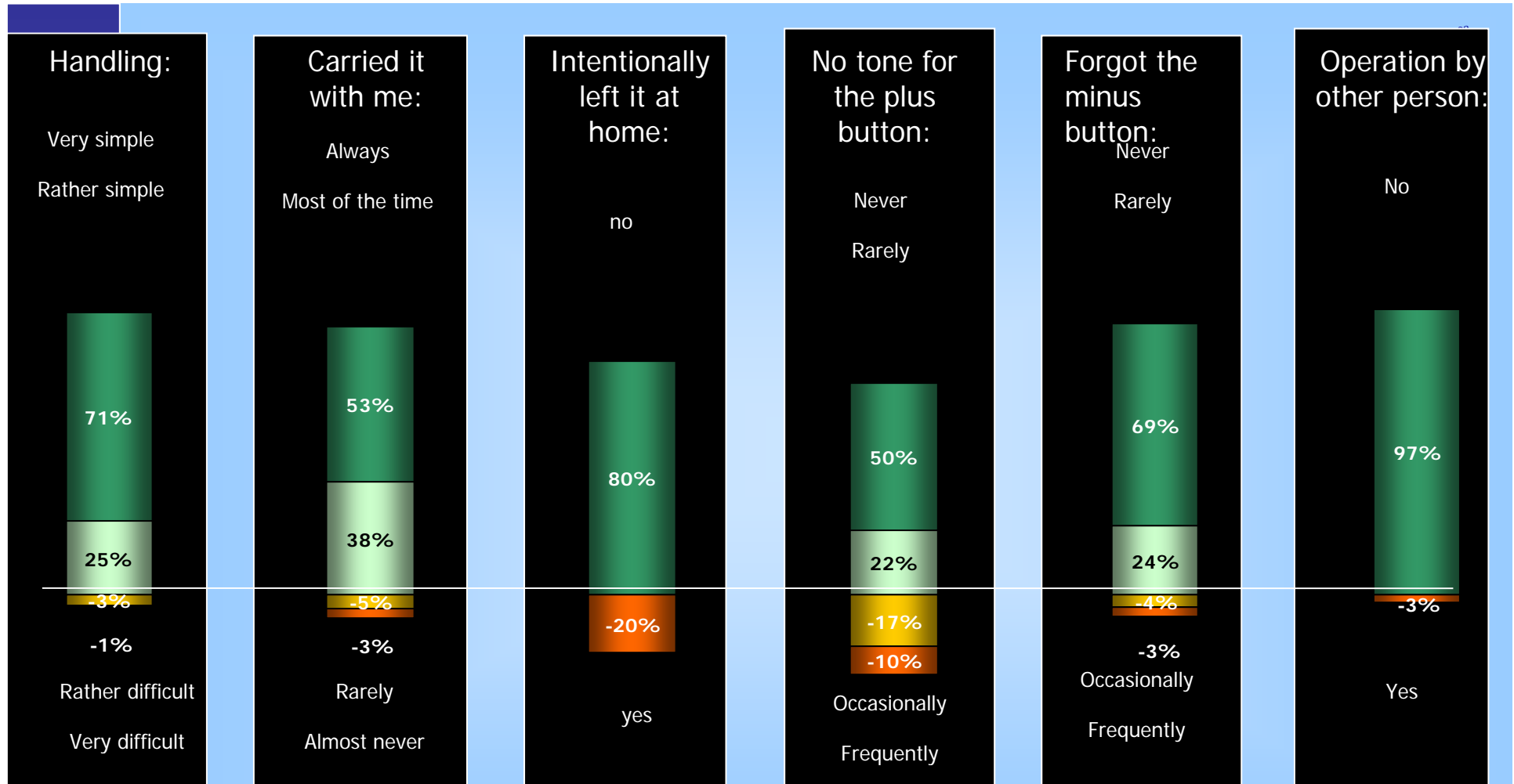
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Assessment of the survey process



Overview – Follow-up survey for the scanner



Basis: n=331 adults aged 14 and older in the methodological test (follow-up survey)

Assessment of the survey process - Conclusion

- The majority of participants drew positive conclusions. There were few replies mentioning impacts on their own reading behavior.
- Most tiresome: The duty to always keep the task in mind.
→ The additional burden due to the diary should be reduced in future surveys by using the diary only for gaps in scanning.
- Undesirable influential factors:
Relevant replies only for "Carrying the scanner outside the home" and "Improved feedback" for pushing the plus button.





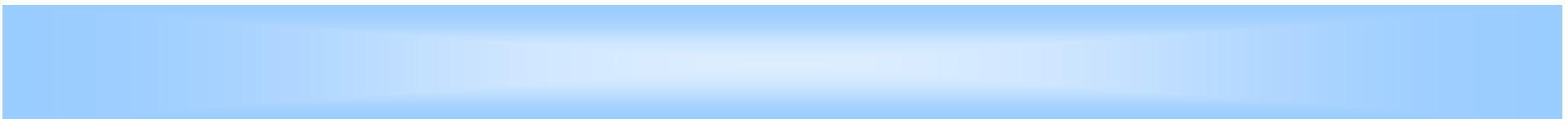
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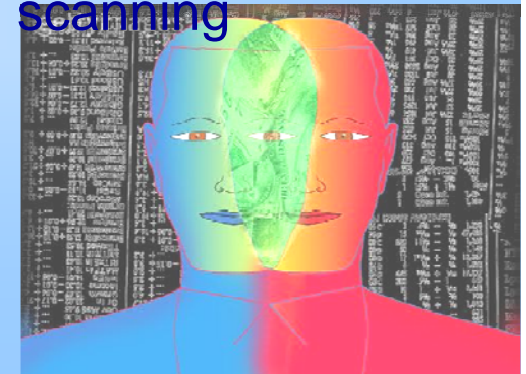
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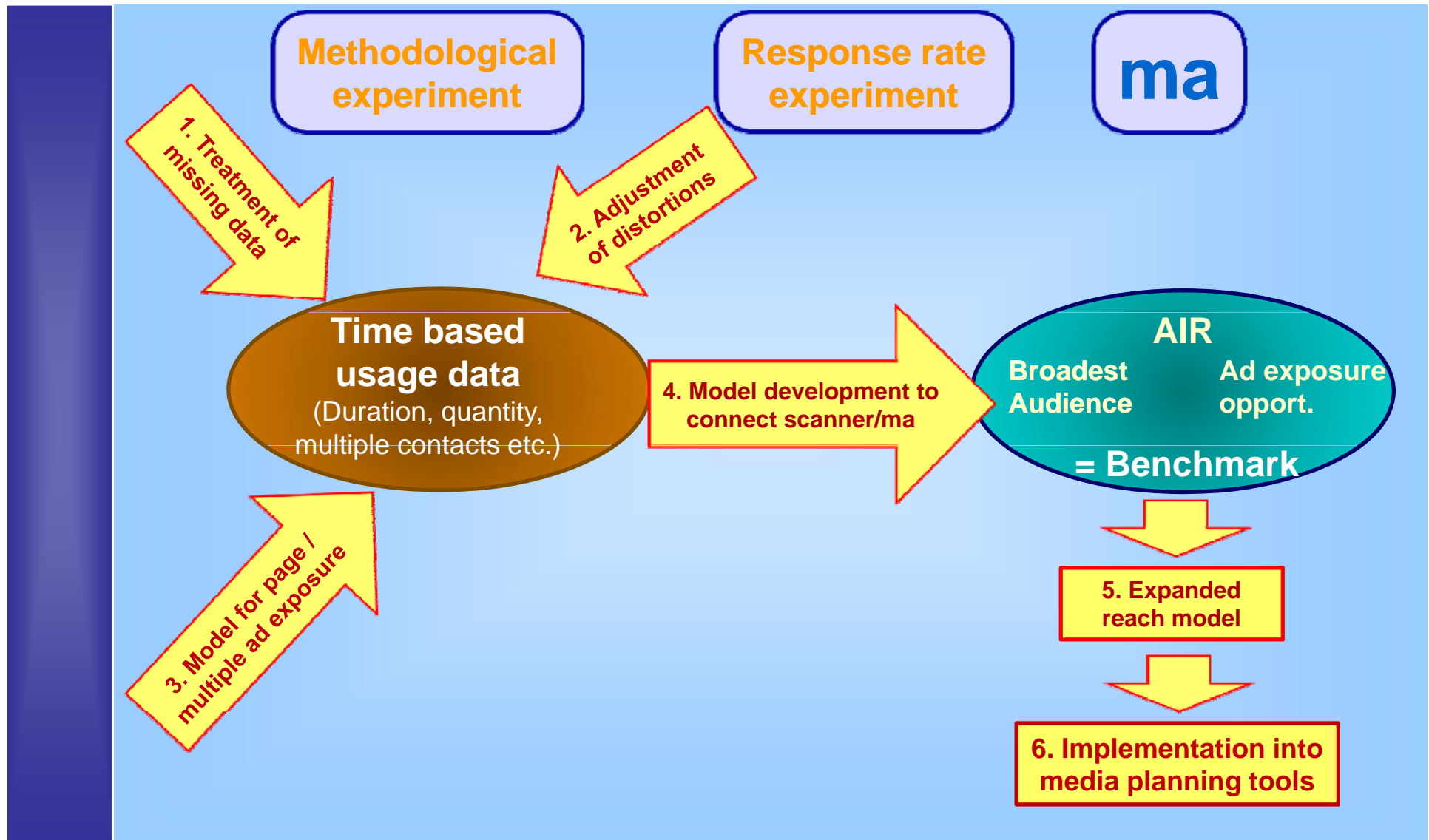


Working steps toward an expanded reach model

1. Analysis of the data from the MediaScan experiment with regard to generating the following measurement figures, each relating to average, specific issues:
 - Curves of reach accumulation for title genres (current-topic and news magazines, weekly programming guides, bi-weekly programming guides, weekly women's magazines, etc.) and possibly also for large individual titles
 - Average issue exposure, reading quantity and duration
 - Treatment of "missing" values, e.g. forgotten scanning processes, missing end of reading process



Working steps toward an expanded reach model





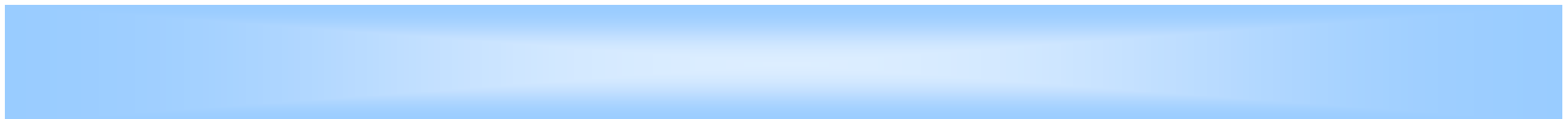
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Next steps

- Planning of the next experimental level starting in fall of 2009 as part of the regular *ma*
 - 2 institutes, recruitment of participants after CASI interview
 - 2 scan types:
 - a) The scanner already tested during the methodological test
 - b) A device with additional display to determine additional information, e.g. reading quantities



Results starting in spring of 2010 from *ma* / "MediaScan" participants (single source)

..... Therefore: Conducting a device handling test

- Advantages of a barcode scanner with display:
 - Better feedback: battery charge status, scanning success/failure, state of permanent reading activity
 - Additional entries: Query of the reading quantity per issue and reading action, subsequent correction of the end of reading
- Prior to use in the *ma 2010*:
Empirical comparison of 2 barcode scanners (small/large)
Objective:
To find out how well these devices fare in everyday use, e.g.:
 - Scanner workmanship, general acceptance, handling, checking of captured data, data transmission, battery life





**FOR YOUR
ATTENTION!**