Online Media Research





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Basics of Practical Online Research

1. Online Research about the Internet

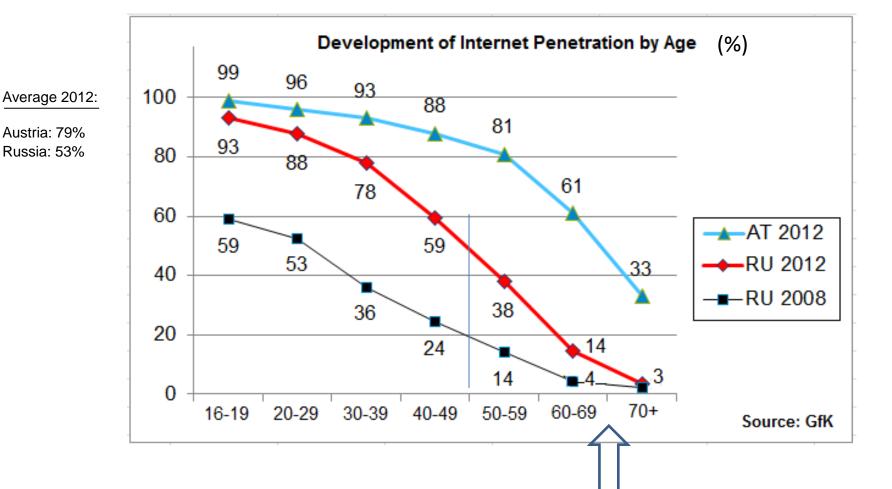
In this case the aim of online surveys is to clarify facts about the Web. Examples are tests about Website performance (*Usability Tests*) or surveys to define the number of visitors of a Website (*Web Audience Size Measurement*).

A completely different approach to define Web audience sizes or measure ad contact data is *Web metrics* - the use of log files to count *page views*, *visits*, *duration of visits* etc. In advanced measurement systems logfile-based metrics are combined with data collected by online panel surveys.

2. Online Research via the Internet

The Internet can be used for all kinds of surveys apart from the Web. Computer-assisted Internet Research (CAWI) is used to measure awareness and acceptance of products, social behavior, political opinion, media use, etc. Fieldwork is based on carefully recruited access panels.

Internet is becoming available to more age groups



Depending on local Internet penetration, the older segments of the population must be surveyed with traditional methods ("mixed mode" or "hybrid" surveys)

Advantages of Online Research

- Quick fieldwork and evaluation (down to 24 hours)
- Cost efficiency (no interviewer and telephone cost)
- No geographical boundaries: national and multi-nation surveys possible
- Higher response rates as questionnaire can be filled in at any time
- No interviewer training necessary
- No interviewer bias (self-completion!)
- All types of multi-media content can be tested (sound, video, Websites)
- "Sensitive" topics are easier to ask respondent is alone (anonymity!)
- Higher response rates than in telephone or face-to-face
- Candid answers (no social pressure), more text
- Small target groups readily available in large access panels
- No erroneous transcription of answers to open-ended questions possible
- Report/graphs can be generated in real-time and delivered quickly
- Format may impress customers as the most modern type of market research

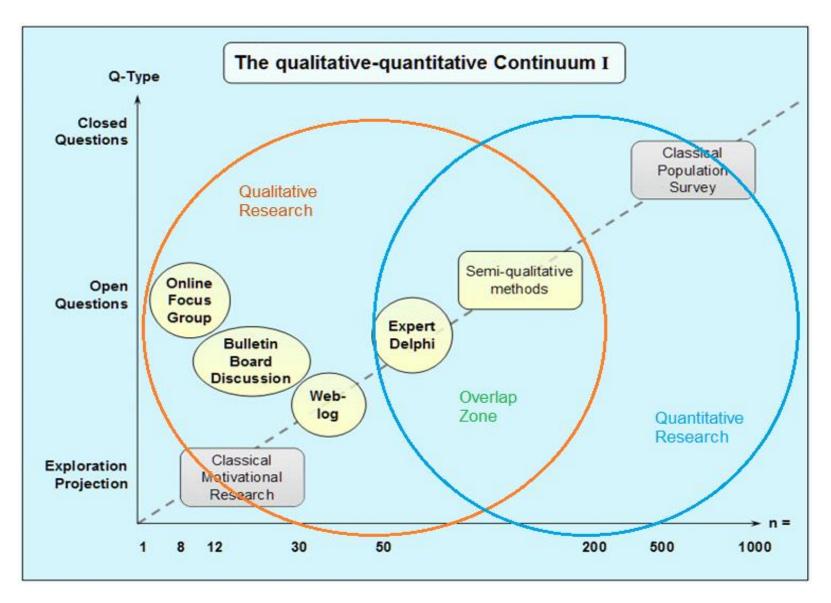
Disadvantages of Online Research

- Internet does not reach 100% of the population
- No possibility to explain details
- Not applicable when topic is related to Internet and Internet use
- Especially in qualitative research: body language cannot be observed
- No possibility to test products by taste, smell or handling
- Results may be skewed due to different degrees of familiarity with computers
- Skewed towards up-market, high education segments

Dealing with disadvantages of Online Research:

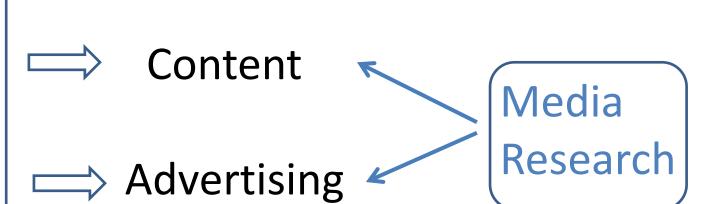
- Conducting surveys in "mixed" mode: supplementing online interviews with the required number of interviews with "nonliners" ("hybrid surveys")
- Making online questionnaires self-explanatory
- Delivering product samples to households for testing
- Careful panel management

Online Research: Quality vs. Quantity



Two Tasks of **Media** Research

Print
Cinema
Radio
TV
Internet
Outdoor



Online Media Research

At an ever increasing speed, media use is moving from *offline to online*:

- Newspapers and books can now be read on smartphones and other portable devices (*e-papers*, *e-books*).
- TV and radio programs can be received via Internet everywhere and at any time even days after transmission.
- Advertising plays now an important role on corporate Websites and in social media

Therefore online media research can fulfill a number of functions:

- Measure audience sizes: readerships, TV viewing, radio listening, Web use
- Provide appreciation and verbal judgment of TV or radio programs,
- Assist producers to create new or improve running TV or radio programs,
- Test the acceptance of content and design of newspapers and magazines,
- Measure advertising effectiveness in TV, radio, print, and the Web,
- Improve the usability/performance of Websites.

TV Research: Qualitative and Quantitative Approaches

Fields of Practical Online Research for TV								
	About the Web: Testing Homepages	Via the Web: Testing TV Programs						
quant	Pop up-Test Standard Online Survey "Usability tests"	Appreciation Panel Ad hoc Program Research Advertizing Research						
qual	Semi-qualitative Surveys Delphi Studies Virtual Ethnography	Bulletin Board Discussion Weblog/Internet Diary One-to-one Web Interview Online Focus Group						

Qualitative TV Program Testing



TV programs/ads can be tested by means of an online focus group or an online bulletin board.

While an online focus group must be conducted in about 90 minutes, a bulletin board can last as long as 10 days.

Inhome-Test with Online Survey

In-home Test:

A pilot of a TV program is recorded on DVD and sent to a number of households (20-30). After viewing the test material, the household members fill in an online questionnaire about actors, plot, and overall impression.

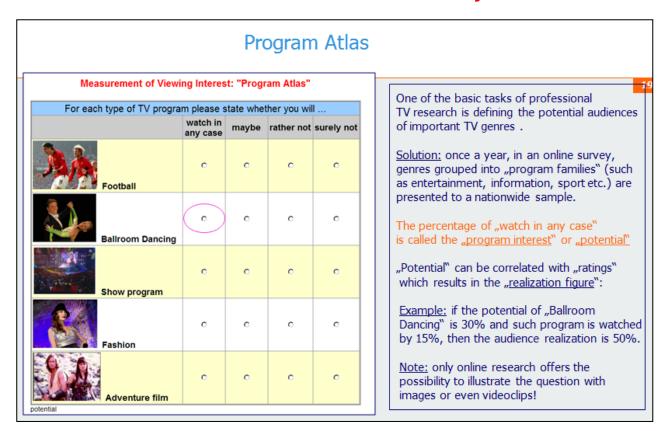






Households have received demo programs on CD and are being interviewed online about their opinion.

TV Genre Survey



Genre Potential Measurement:

Online surveys enable the presentation of program categories together with typical images or even a video clips. Thus the potential audience sizes can be measured for different genres – from Newscasts to Western films.

Classification of **Program Genre Mapping** TV programs Please rate each program genre by giving points between 0 and 10 for: Entertain-ment Practical Information Art/Culture 2 6 0 - Information For a TV station it is very important to know which program fields it covers and - Entertainment which not. By scaling the "content" of 2 7 5 4 four constituent elements of each genre, - Art/Culture a "genre map" can be drawn by means of Ballroom Dancing a mapping program. - Practical Use 1 8 2 0 Scaling is performed online similar to the program atlas Show program 3 6 4 **Program Genre Map** Entertainment 1 7 1 Adventure film Western TV Movie The data generated by rating the "four elements" of TV Superstar **Ouiz Show** genres can be processed in the form of a correspondence analysis in Program classification Opera order to produce a "genre Animals Practical Use can be used by a TV map". In this theoretical case Football Cultural/Artistic station to find out about the TV station is missing "holes" in their program genres like, e.g., Documentary offer. Advice Programs Main News Information

TV Appreciation Panels



In some European countries (NL, UK, IRE, CAT, BE), where meters do not provide appreciation, GfK was commissioned to run special online panel surveys to produce appreciation scores, affinity data, and verbal judgments about programs. This method was developed and is being administered by GfK Intomart.

Basic Function of a TV Appreciation Panel 05:00 Sm Knoof Presenting yesterday's programs Highlighting the programs watched — Rating the programs watched (from 0 to 10 or along any other scale) 011-05 Friech gekocht ist 01:25 Damson's Cree halfe personne DE/SS Eashion TV 2006 19:55 Beich und schün 10:15 Der Pfrandskert 1.45 Familie Feverste 10:10 Blico's Super 12:55 Die Gruselschole (BBC 1 / 17:35) 13/20 Typinch Andyl 13:4) Neine Elters, de Aliens Please rate the programs you have watched yesterday by giving points from . 0 = very bad to 10 = very good 6 **Evening News** Alternative: 4 Society Magazine Numerical fields 7 Primavera Health Magazine King of Queens 3 Appreciation Panel (scores 0 to 5) Move the slider to indicate what you thought of the program Possibility: bad presenter Use of a slider informative not informative

TV Appreciation Metrics

Basically, a TV Appreciation Panel offers:

- an *appreciation score* for each program viewed,
- "likes" and "dislikes in the form of text entries, and
- a number of special properties such as "attention to a program" or judgement of certain properties like "informative", "entertaining" etc.

To this end, a program schedule is offered in which panelists highlight the program(s) viewed "yesterday". They then enter appreciation and other judgements.

Only a large panel of Internet users makes it possible to ask a daily sample to *judge* their use of media (TV, radio, Web)

ricase	check the p	roperties	which de	scribe the p	rograms	you viewed.		
we	ell moderated	Informative	entertainin	g highbrow	practical	suspenseful r	nane of these	
Evening News		D		0	C	Б	Applying properties	
Society Magazine				E E	10	E 4	- I)	stated by simple check
Health Magazine		-			10	E .	С	
King of Queens		- 0		D	10	.0		
This is the basis outlined from				Name and Address of the Owner, or the Owner,	rite in what	you liked		And what didn't you like?
	A COLOR BOOK STORY	of so, hairs		Name and Address of the Owner, or the Owner,	rite in what	you liked		
10 th the Physical I	10 th Below 19		20 St March for some Cheir field	Evening News	rite in what	you liked	2	92
Like	es and disli	ikes	Caramore Cara Note	Name and Address of the Owner, or the Owner,	rite in what	you liked		2 2 2
Del Con Physiological Control	10 th Below 19	ikes ately aluation	Samuel Sa	Evening News	rite in what	учи вкеа		92

Radio Audience Size Measurement

Online Day-Budget Study for Radio Thursday, 18th February, 2010 Which radio did you listen to vesterday morning? Please check Please check Austria 1 Ö1 Regional ÖR Pop Radio Ö3 Private Radio at home at work elsewhere in my car 05:00-05:15 П П 05:15-05:30 05:30-05:45 п П П 05:45-06:00 06:00-06:15 06:15-06:30 П П 06:30-06:45 06:45-07:00 07:00-07:15 П П П П 07:15-07:30 07:30-07:45 П П 07:45-08:00 П п П 08:00-08:15 П П П 08:15-08:30 п 08:30-08:45 П П П 08:45-09:00 radio1 / radio 2

Next

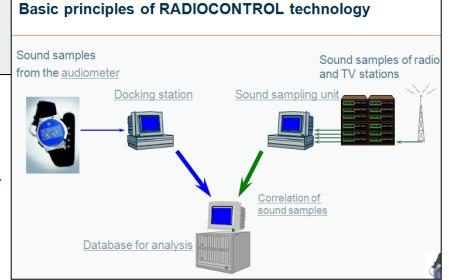
Day-budget studies are preferably done in "multimode". The questionnaire must be carefully designed so as to be easy and fun to fill in. The day must be split into at least three dayparts.

With the spread of Internet use, the measurement of radio use by means of online day budget studies becomes a practical option – especially for radio stations with younger audiences.

Portable devices such as the GfK "Media Watch" or Arbitron's "Pager" enable minute-by-minute measurement of media use.

Note: Because of the high cost of such devices, they are mainly used for calibration of other types of online media surveys.





Testing Radio Music Online

Awareness	Acceptance		Burn	out				
Click on the little loudspeaker the music. Which of the songs you know?	Please give a score for each item from 0= "don't like" to 10 = "like it very much"	score for each item from 0= "as ofte" "don't like" to "more often"		want this be played in as now", often" "less or "not at				
	yes no						less often	not at all
Musical	Musical € ● ○							О
Austrian Pop Song	Austrian Pop Song 🌿 🌸 🔘 🔾					•	0	0
Oldtime Jazz	5	0	О		О			
Country- und Westernmusik	Country- und Westernmusik 🤄 🌣				0	0	•	0
Moderne Pop- und Rockmusik	Moderne Pop- und Rockmusik 🤄 🍨 🔘							О

Respondents open and play 20-second "hooks", express appreciation by a score from 0-10 and, finally, state if they want to listen to this song again ...

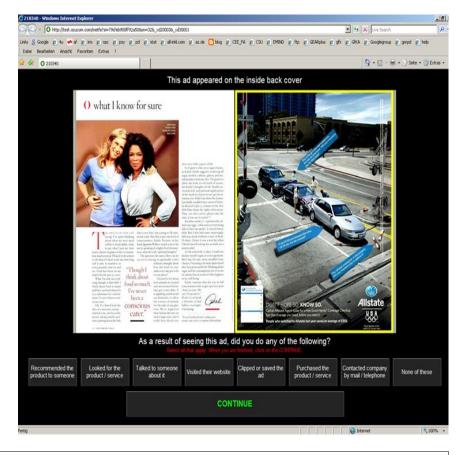
Qualitative Measurement of Radio Programs by Online Diary

Qualitative Online Radio Diary					
	What program d and how attenti Please check				
	Radio was on	With attention	My points (0-10)	What was positive?	What was negative?
05:00-05:15 Early Morning News				1	
05:15-05:30 Baroque Music					
05:30-05:45 Baroque Music					
05:45-06:00 Baroque Music					
06:00-06:15 Morning News & Traffic					1
06:15-06:30 Freddy's Morning Show					
06:30-06:45 Freddy's Morning Show					
06:45-07:00 Freddy's Morning Show					
07:00-07:15 Morning News & Traffic					
07:15-07:30 Favorite Classics					
07:30-07:45 Favorite Classics				1	
07:45-08:00 Program Tips for Today	Г	П			
etc.					

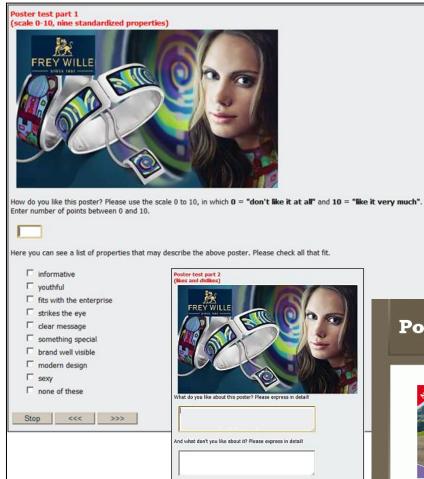
By means of an online radio diary – normally running two to four weeks – station managers can gain qualitative data like attention to and appreciation of programs – as well as likes and dislikes (*verbatims*).

Online Research for Print Advertising





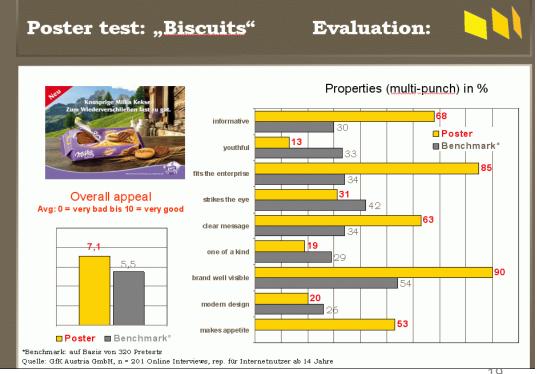
AdMeasure by GfK/MRI replaces the traditional "had an opportunity to see"-measurement by "actually saw" and "actually acted on." Traditional vehicle-based metrics, such as "total audience", is augmented with information about how an individual ad performs, i.e., how many readers of a specific magazine issue noted a specific ad, how many read any or most of the ad, how many took a specified action related to seeing the ad. An extensive database allows for benchmarking,



The exhibit to the right shows how a well-accepted poster scores positively in five properties against industry benchmarks (grey bars).

Measuring Outdoor Advertising

The Online Poster Test available from GfK Austria combines numerical metrics (appreciation 0-10) with the measurement of a number of specific billboard properties (such as, "youthfulness" or "brand visibility") followed by the verbal expression of likes and dislikes.



Website Usability Tests

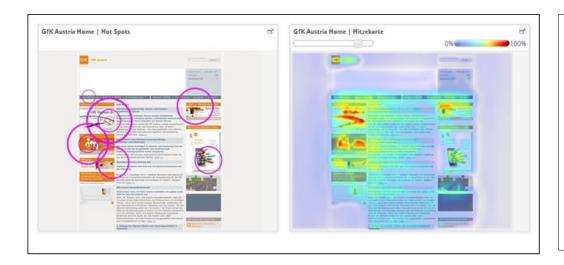
Online research can be used to find out about the performance of a Website:

A. Qualitative approach:

- Discussing a Website in an online focus group
- Discussing a Website in an online bulletin board over a longer period
- Using eye-tracking techniques (see below)

B. Quantitative approach:

- Intercept study ("nth visitor survey", "pop-up-test")
- Including screenshots, links, and questions in online surveys (> n = 300)



The Berlin-based firm **Eyequant** (http://eyequant.com) offers to analyze Websites directly on the Web.

Eyequant say they deliver over 90% predictive accuracy when compared to a real eye tracking study with more than 30 human subjects. Results are delivered in the form of "heat maps" (see image at left)

Web Audience Size Measurement

1. Logfile-based Metrics

Web traffic can be measured with the help of log files recorded on the Web server:

- A "hit" is generated when any file is served (a page with 5 images will generate 6 hits).
- A "page view" is generated when a visitor requests any page within the Web site.
- A "visit" is the uninterrupted use of a single Website's pages.
- "Unique users" are "persons" using a Website in spite of their possible multiple access they are only counted once.
- Duration" of a visit is the length stay expressed in minutes and second

One big problem of automatic Web traffic measurement is that metrics are generated by "devices" and not by "human beings". Thus the demographic structure of the visitors of a site and the actual location (home, work, or public place) where access takes place, remain unknown. Sophisticated Web audience size measurement, therefore, combines logfile measurement with panel surveys. Only with the help of a special browser starting page is it possible to differentiate between surfing *at home*, *on the job*, or *in school*.

2. Measurement by Recall

As can be seen in the next chart, large online panels enable measuring "reach" of prominent Websites with full demographics and, if required, even numerical or verbal appreciation

Web Audience Size Measurement by Recall

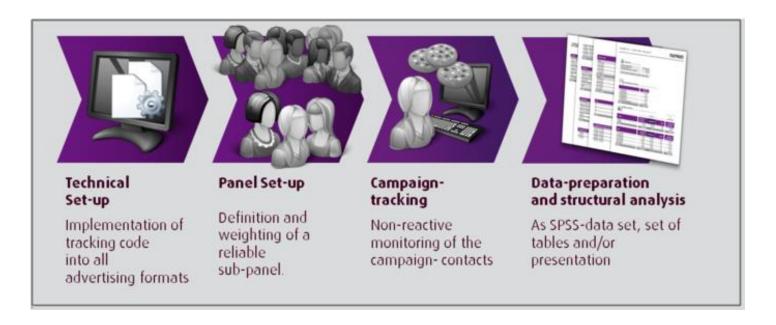
For each website please state when you last visited it. Was it								
	over the last 7 days	1 to 4 weeks ago	1 to 3 months ago	longer ago / never	Please rate each site: 0 = very bad to 10 = very good			
webfreetv.com	0	0	0	0	3			
SCITI	•	0	c	0	9			
Pro Pro Status de	О	•	o	o	6			
TW1	o	•	c	0	5			
CM.com	0	0	6	o	8			
R T L WORLD	0	0	0	•	3			

Radar 14a



Note: It is clear that "reach" measured by recall in an online questionnaire is less "precise" than logfile measurement. On the other hand, it offers full demographics and, if desired, numerical or verbal appreciation (likes/dislikes).

Campaign Tracking: Online and Offline Advertising Control



GfK and Nurago have developed methods to



- Pretest online advertiing by means of simulated surf sessions
- Measure online advertiing by cookies issued to panel members and tracking codes attached to online advertising materials
- Present visibility rates and visibility duration in near real time
- Measure cross media advertising

Summary

Considering that ...

- Printed media normally contain text and pictures
- Television includes video, sound, images, and text
- Websites can consist of text, images, video/sound
- Radio consists of sound only
- All advertising is image-centered and can use sound or video
- All media consumption has a strong tendency towards use by mobile device

We can conclude ...

- Only online media research can present text, pictures, video/sound, and
 Websites to the respondent ("multi-media function") in an efficient manner
- Online research is well suited for testing mobile media use
- Online media research is faster and cheaper than conventional research
- Online media research is more efficient because of self-completion
- Online media resarch is the future!

Thank you for your kind attention!

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