HOW A PAPER DIARY OF RADIO LISTENING BECAME AN ONLINE MEASUREMENT INSTRUMENT

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AGENDA

• Overview of the Radio Diary Service
• 2007 eDiary Implementation – Lessons Learned
• New Radio eDiary
  • Overview
  • Methodology
  • Results
  • Next Steps
• Where are we now?
RADIO DIARY SERVICE
NIELSEN RADIO DIARY SERVICE

- Conducted in ~230 markets across the country
- Four quarterly surveys—each 12 weeks long
  - Forty-eight weekly samples across the entire year
- Landline RDD sample plus an ABS supplement (to include cell-phone only and no-phone households)
- Two-stage methodology
  - Landline RDD: Call to receive permission to send diaries and send radio diaries to household
  - ABS Supplement: Mail screener to determine phone status and demographics and mail radio diaries to eligible households
- Household flooding approach
  - Each person 12+ in household receives a diary
- Diary is kept for one week (7 days)
DIARY SURVEY CYCLE

Placement Calling

Pre-Conversion Note Card w/ $

Post-Placement Letters w/ $

Conversion Calling

Diary Box w/$ and $10 PI (treatment)

Follow-up Calling
(Before, During and After Diary Week)

Pre-Placement Letters w/ $

Thank You Postcard

Follow-up Letter w/$

Note: recruitment materials and incentives vary by demo and frame.
DIARY MATERIALS

All household members (aged 12+) are invited to Participate.
2007 RADIO E-DIARY IMPLEMENTATION (MODE CHOICE APPROACH)
2007 E-DIARY MATERIALS

Fill Out Your Arbitron Ratings Diary Online at www.mydiary.arbitronratings.com

NEW: eDiary Insert in Diary Box

Current: Promised Incentive Insert in Diary Box

“....or if you prefer, you can submit your eDiary online”
2007 E-DIARY APPLICATION

Welcome

Enter listening from SAM Wednesday until 4:59AM on Thursday.

Remember to fill the save button before you leave today's diary page.
You will be automatically logged out after 30 minutes of inactivity. Unsaved entries will be lost.

Time | Station | Place | Delete
--- | --- | --- | ---
Start | Stop | Start | Stop | At Home | In a Car | At Work | Other Place | Delete Entry
--- | --- | --- | --- | --- | --- | --- | --- | ---
00 | 00 | 00 | 00 | 00 | 00 | 00 | 00 | 00 | 00

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**FINDINGS FROM THE ORIGINAL E-DIARY**

**Lessons Learned**

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Results</th>
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<tbody>
<tr>
<td>Respondents were offered a choice between completing a paper diary and the eDiary.</td>
<td>Significant declines in response and return rates.</td>
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<tr>
<td>eDiary application</td>
<td>Many of the respondents thought that they had successfully submitted an eDiary when, in fact, they hadn’t.</td>
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<tr>
<td>Communication: reminder emails, calls, and letters</td>
<td>Registrants and non-registrations received the same communication. Registrants felt harassed by reminders.</td>
</tr>
</tbody>
</table>

Majority of respondents were P25-54!
THE NEW RADIO E-DIARY
MULTI-YEAR PILOT STUDY

Past Research Tests

• Pilot 1 – Proof of Concept test (2010)
  • Used previous eDiary website with a few modifications
  • Households recruited by mail for web survey only (no choice)

• Pilot 2 – Complete end-to-end test (2011)
  • Complete redesign of the eDiary website using outside design company
  • Survey available on PC or mobile smartphone browser (works on Apple or Android)
  • Testing recruitment materials: package design, pre-alert methods, and personalization.

• Pilot 3 – Fielded (2012-2013)
  • Incorporates learnings from first 2 pilots and qualitative testing (focus groups, usability)
  • First pilot to include Hispanic markets and bilingual materials
  • Allows for paper diary requests to maximize response
  • Testing recruitment materials: pre-alert materials and personalization.

• Demonstration Test – Fielded (2014)
  • Run for a full 12 week period alongside our production service to demonstrate to clients how the new methodology would work in combination with the traditional methodology
  • Only about 5% of total completes came from eDiary
# METHODOLOGY

## Sample
- ABS sample with unmatched phone number (though pilot testing include both ABS sample with matched and unmatched phone numbers)
- Household flooding approach (One household member registers themselves and everyone else in the household)
- All household members (aged 13+) are invited to participate

## Recruitment
- Direct mail to households with a pre-placement, initial invitation, and three reminder mailings
- Invitations to complete an online diary with last two reminder packages providing a paper option
- Direct mail to non-respondents in registered households
- Mobile application optimized for iPhone and Android users

## Application
- Two steps: (1) registration (2) 7-day online radio diary
- Incentives are up front ($1/pre-alert) and ($2/box) with ($10/20 promised incentives for diary completion)
- Automated emails (registration confirmation, reminders, and thank you)
- Promised incentive choices during registration (Amazon or Visa Gift Cards)
- Toggle for Spanish
METHODOLOGY

Recruitment Materials

Box Mailer (initial Invitation)

6x9 Reminder #1 (Still Time)

Pre-alert

Extended deadline Reminder #3

#10 Reminder #2 (Last Chance)
METHODOLOGY

Application

Registration

• Name, email, user name, password, security Q&A, address confirmation, and incentive selection.
• Age, gender, race/ethnicity, language, and diary dates selection.
• Household size and race/ethnicity of household.
• List of all household members (13+) with name, email (optional), age, and gender.
• Confirmation, terms of use, and submit

Online Diary

• Home page with instructions, help link, and status updates of everyone registered.
• 7-day online diary with tabs for each day
• Quick questions with education, employment, and income questions.
• Thank you page with either an Amazon code or Visa gift card instructions.
RESPONSE RATES AND REPRESENTATION

Response Rates
- Response rate of 8.6% vs. ~11% with traditional methodology (unmatched sample only)
- Completion rate for web diary nearly 90% (post-registration)
- Within household registration improved from the previous pilot (59.2% vs. 46.7%)—sent follow-up mailings

Young Adult Representation
- Women 18-34 and Men 25-34 had very strong representation compared to the currency service.
- 65+ households indexed at very low levels in all markets.

Radio Listening
- In past tests, reported listening was much higher (~30%) for eDiary respondents than for the traditional survey.
- In final test, listening was only 10% higher for eDiary
- Changes likely due to redesign of diary screens
QUALITATIVE TESTING
## USER EXPERIENCE (UX)

**Our Qualitative Research Partners**

### USABILITY STUDY (2011)

**Location:** Nielsen office in Columbia, MD. The testing room included a laptop computer, video camera, and refreshments for participants.

**Recruitment:** Twenty-one participants were recruited for the usability study.

**Scenarios:** The respondents were provided radio listening scenarios in order to measure the accuracy of filling out a listening entry.

### EXPERT REVIEWS (2011)

**Company:** FORS MARSH GROUP LLC (FMG)

**Objective:** The goal of the expert reviewers was to assess the user experience of the new web-based application and to provide recommendations to improve it.

**Details:** FMG was asked to conduct an expert review of the current web-based diary application and to propose modifications that will increase usability of the application.

### ETHNOGRAPHY (2012)

**Company:** MARKETVISION & FOCUS LATINO

**Objective:** An in-home ethnography study was conducted in three markets where participants used scenarios and completed tasks to enter radio listening entries in a diary page.

**Details:** Usability testing held in respondents’ homes included three in-home visits (60 minutes) per market. All in-home usability tests were conducted in English, Spanish, or both.
ORIGINAL DIARY HOMEPAGE

- To include a homepage where respondents could see instructions, a tutorial, and progress updates for the rest of the household.
REDESIGNED HOMEPAGE

- Added a homepage to include:
  - A help page link
  - Instructions
  - Household member status
**ORIGINAL DIARY DAY PAGE**

- Major usability issues
- Difficulty with slider
- Confusion about “finish for the day”
- Didn’t notice entries (Below the fold)
REDESIGNED DIARY DAY PAGE

» Re-designed the online diary page to include:
  » Manual time entry
  » Easy view of the listening entries
  » Moved “Add” and “Done with This Day”
WHERE ARE WE NOW?
CURRENT STATUS OF E-DIARY

- eDiary is still not in use for our production survey
- Why wasn’t it implemented? The testing looked promising...
  - Cost of implementation was very high
  - Particularly challenging to combine paper and electronic diaries together
  - Cost per eDiary complete was comparable to the traditional methodology, but response rate was considerably lower
  - Issues getting participation from the whole household
  - Respondent feedback and behavior suggests that paper diary is just easier to complete
    - However, the rise in Smart Phone usage may make electronic diaries more viable
- Where do we go from here?
  - We are still considering eDiary as a potential methodology
  - Might be feasible when it is used as a follow-up to another electronic survey
    - Can recruit directly via email with a personalized link to the survey