podcast pilot

November 29, 2024

Items

Read Data

```r
## Pull directly from Qualtrics API
qual_data <- fetch_survey(surveyID='SV_4Nl1AUOK6TOW8v4',
                    label = T,
                    convert = F,
                    start_date = "2024-11-25",
                    force_request = T) |>
  filter(!is.na(podcast_id)) %>%
  group_by(podcast_id) %>%
  arrange(desc(last_episode_index), desc(Progress)) %>%
  slice(1) %>%
  ungroup()


# bitly data
bitly_data <- read_csv("bitly_click_summary.csv") %>%
  mutate(clicked = if_else(`Total Clicks` > 0, 1, 0))

# Merge Bitly data with deduplicated Qualtrics data
merged_data <- bitly_data %>%
  select(`Podcast ID`, clicked) %>%
  left_join(qual_data, by = c("Podcast ID" = "podcast_id"))
```

Overview Table

Initial Engagement

Stage	Count	Percentage
Total Sample	198	100%
Clicked Link	24	12.12%
Started Classification	17	8.59%

Completion and Summary Statistics

Stage	Count	Of.Started....	Of.Total....
Started Classification	17	100%	8.59%
Completed All Episodes	11	64.71%	5.56%
Received Summary	6	35.29%	3.03%

Total Click Rate

```
## Total Podcasts: 198

## Podcasts Clicked: 24

## Click Rate: 12.12 %
```

Podcasters who started the classification task

```
## Number of podcasts who started the classification task: 17

## Percentage of podcasts who started the task (as-treated): 70.83 %

## Percentage of podcasts who started the task (intent-to-treat): 8.59 %

## Number of podcasts who clicked but did not start the task: 7

## Percentage dropoff from click to starting task: 29.17 %
```

Engagement with Classification Task

```
## Number of podcasters who completed all episodes: 11

## Percentage who completed all episodes (intent-to-treat): 5.56 %

## Percentage who completed all episodes (conditional on starting): 64.71 %

##
## Summary Receipt Statistics:

## Number of podcasters who received their summary: 6

## Percentage who received summary (intent-to-treat): 3.03 %

## Percentage who received summary (of those who started): 35.29 %

## Percentage who received summary (of those who completed): 54.55 %
```

Was there a difference on how people answered questions?

```
## # A tibble: 17 x 3
##    `Podcast ID`                     episodes_classified questions_skipped
##    <chr>                                          <dbl>             <dbl>
##  1 0d8198321f394467865256ce3edaa00d                  26                 0
##  2 2578dd3b1aa0494483c52ced3968d6a4                  26                 2
##  3 b2f6cd162f0f4a338d8e370e84641c7b                  26                 0
##  4 70574725b2854af9a0e4294fb1a03b43                  26                 4
##  5 11c8f62ca5864509ac790e231eca4462                  26                 0
##  6 650aca81c80b4fe4a49752a4c2698796                  26                 0
##  7 28e98795e7794bfbb2951039ecb04051                  26                 0
##  8 0625e145874f4989adb4fa9d4c600e58                  26                 0
##  9 333a98a62f2c455bad5fe07d6f898267                  26                 0
## 10 6c0621f3ad6047dabefdbce193fe5aff                  26                 0
## 11 2e99428b17e54297affb2b76e5e3fad2                  26                 4
## 12 f048dba7fc1d48d4ac5c13f4f02222c0                  16                60
## 13 e2c982fd37a8479c8ccebb45b5d2de00                   0                 0
## 14 4e7d92ff3e5b4d18aa5376e2bf639682                   0                 0
## 15 8659afb8876b416cbd7f08439b279c72                   0                 0
## 16 c89c5d3faea643ff82762952ab6b0538                   0                 0
## 17 3bc67f2b0a4043029902f49b9053f0c9                   0                 0
```