

Plan What You Want to Observe

- (a) What is your research question?
- (b) How do you envision the results to look like?
- (c) Are you covering everything you need?
- (d) Translate concepts into questions/measures/features!
- (e) Check the fit!

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Example I

1. Background

Study prepared by Nielsen Media Research (NMR) at request of the Council on Research Excellence (CRE). Focus on Nonresponse and Nonresponse Bias in NMR's research services.

*“Do households that Nielsen samples - but from which no tuning and viewing data are gathered - have television tuning and viewing patterns **that are meaningfully different** from those households that cooperate and comply by joining Nielsen's samples?”*

Nielsen Memo 02/20/06

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2. Study Design

(a) **Mailable Cases** (n=7,000)

Sample

2,000 Intab; 3,000 No Good; 2,000 No Return
November '06 and February '07 Cycle
Stratified Systematic Sampling

Data Collection

Self-Administered Questionnaire
Multiple Mail Outs + Incentives
90% Targeted Response Rate (Mail + F2F follow up)

Questionnaire

100 questions: TV viewing patterns and equipment, leisure activities, nielsen diary completion task, attitudes towards research, demographics.

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(b) **Unmailable Cases** (n=2,000)

Sample

2,000 unmailables
November '06 and February '07 Cycle
Stratified Systematic Sampling

Data Collection

Telephone Interview
75% Targeted Response Rate (CATI)
Up to X Callbacks + Incentives

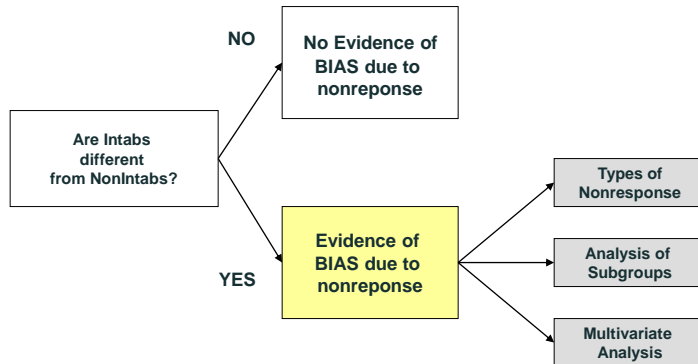
Questionnaire

100 questions: TV viewing patterns and equipment, leisure activities, Nielsen Diary completion task, attitudes towards research, demographics.

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3. Research Question

“Are Nielsen respondents meaningfully different from people who don’t participate in the Nielsen Diary?”



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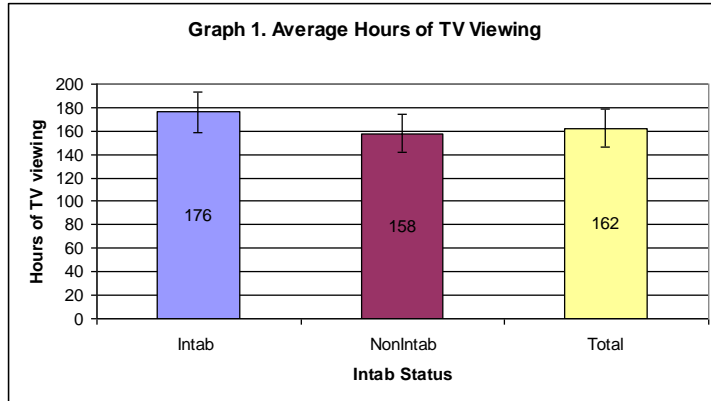
Data for Mailable Cases

Claritas (7,000)	M86 File (7,000)	NR Bias Study (n=6,300)	Nov06/Feb07 Diary Records (n=2,000)
ZIP Code Level Demographics	Call Record Data + Demos	TV Viewing + Contactability+ Satisfaction+ Demographics	TV Viewing + Demographics
		F2F Follow up	TV + Demos
			TV + Demos
	Call Record Data	TV Viewing + Contactability+ Satisfaction+ Demographics	TV Viewing + Demographics
		F2F Follow up	TV + Demos
			TV + Demos

Assumptions: Aprox. 50% of cases in M86 files have some demographic data (Accepted). Targeted 80% response rate for the NR bias study, remaining 10% of targeted responses will come from the Face to Face Follow up Study. (Nielsen Memo 02/12/06)

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4. Analysis Example: Hours of TV Viewing – (fictitious data)



Question: Do households that Nielsen samples – but from which no data is gathered – spend more or less time watching TV than those that complete the Nielsen Diary?

Note 1: Overall sample of targeted 7,800 respondents (= 6,300 mailables + 1,500 Unmailables).

Note 2: Nonintab group includes No Good, No Return and Unmailable cases, whereas Intab includes only Intab cases.