

## Researching the research : applying qualitative techniques to the respondents of the media survey

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### Precedent: Meter Panel

⌘ In 1994, we conducted a qualitative study on individuals that had been members of the peplemeter panel, using a combination of techniques:

- 📌 Focus groups (people from different households)
- 📌 In-depth personal interviews
- 📌 Family groups (all the family members together)

## Precedent: Meter panel

### *Some basic results*

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- ⌘ Discipline problems at the very initial phase: testing, showing the “toy” to neighbours and friends, etc. Even some negative impact on “registered” viewing behaviour.
- ⌘ Early integration phase. The meter very soon becomes a familiar household element (though eventually a somewhat irritating one).
- ⌘ Personal interpretation of the requested registration discipline.

## Precedent: Meter panel

### *Some basic results*

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- ⌘ Relationship with the meter panel company: too cold and professional. Didn't care of the panellists as human beings.
- ⌘ No relevant feeling of panel fatigue
- ⌘ Low recall of purposely misreporting

## 1998/1999 study

⌘ General goal: *to apply a similar methodology to the respondents of our multimedia survey with the purpose of identifying the basic feelings and perceptions of the EGM informants after the experience of being interviewed.*

### ⌘ Methodology

- ⊞ A sample of people interviewed during 1998 in the EGM survey was drawn (properly balanced in relation to geographical areas, city sizes, age groups and socioeconomical status).
- ⊞ 37 in-depth personal interviews and 10 focus groups were conducted between October 98 and February 99.

## 1998/1999 study

### ⌘ Discussion topics:

- ⊞ Reasons to participate in the study
- ⊞ Interaction with the interviewer
- ⊞ Degree of recall of the interview
- ⊞ Feelings about the content, structure and length of the interview
- ⊞ Evaluation of the EGM survey. How interesting or useful they feel the study could be.
- ⊞ Reliability level of the answers
- ⊞ Etc.

## 1998/1999 study

### *Some results*

⌘ Degree of the interview recall : Relatively good up to 2-3 months. Somewhat confuse and vague afterwards.

#### ⌘ Interview

- ⊞ Long. About 20 minutes (in fact, average of 50 minutes).
- ⊞ Good appraisal of the interviewer
- ⊞ Pleasant experience
  - ⊞ To talk about oneself is always rewarding.
  - ⊞ Variety of aspects being asked.

## 1998/1999 study

### *Some results*

#### ⌘ Questionnaire and survey evaluation

- ⊞ Wide range of questions
- ⊞ Institutional character of the research (associated to the Administration).
- ⊞ Most embarrassing questions: Political opinions and income level.

#### ⌘ Reliability

- ⊞ Nobody recognized to have lied
- ⊞ With so many different questions, it is difficult to cheat.
- ⊞ Only source of potential bias: own image in front of the interviewer.

## 1998/1999 study

### *Some results*

#### ⌘ Others

- ☒ Most frequent topic of conversation with the interviewer: how the audience is measured (interviews / TV meters).
- ☒ In the media usage part, they tend to recall being asked about habits more than about actual behaviour within specific period.
- ☒ Difficulties in precisely reporting the specific listening or viewing periods.