

Graham and Janet Mytton

- Gear Plus 2016 Vienna



This is a post card of our village, Coldharbour, around 50 km from London. The photo was taken over 100 years ago. The scene is nit very different today. There are however many more trees now.

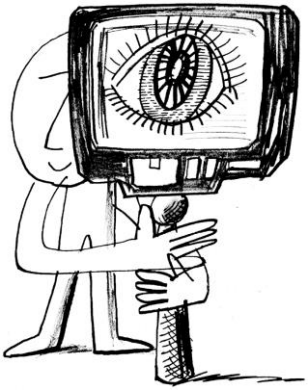


And this is our house –
Roffeys. In those days it was
the Post Office and village
shop

harbour.

What have we been doing?

- Janet has been gardening
- We have both been enjoying the four grand children
- We have been joining in many village activities
- And Graham is still working a little
- The main project, and the main part of this presentation is about, the revising of the media research book, originally produced and shown to GEAR in Copenhagen in 1993



Handbook on Radio and Television
Audience Research, 1st edition
1992

2nd edition 1999

now becomes

Media Audience Research: A Guide
for Professionals 2016

Graham Mytton

Audience Research Training and

Consultancy

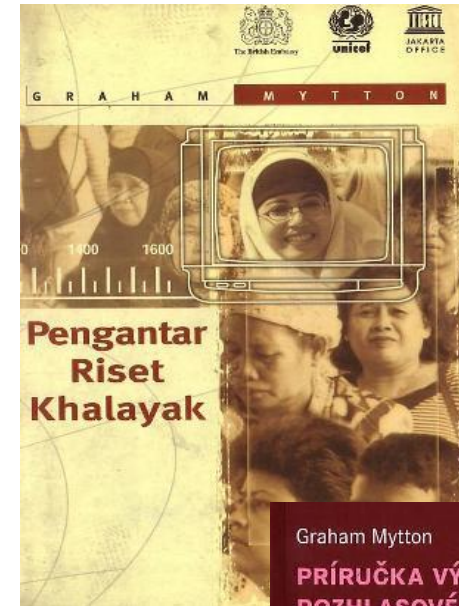
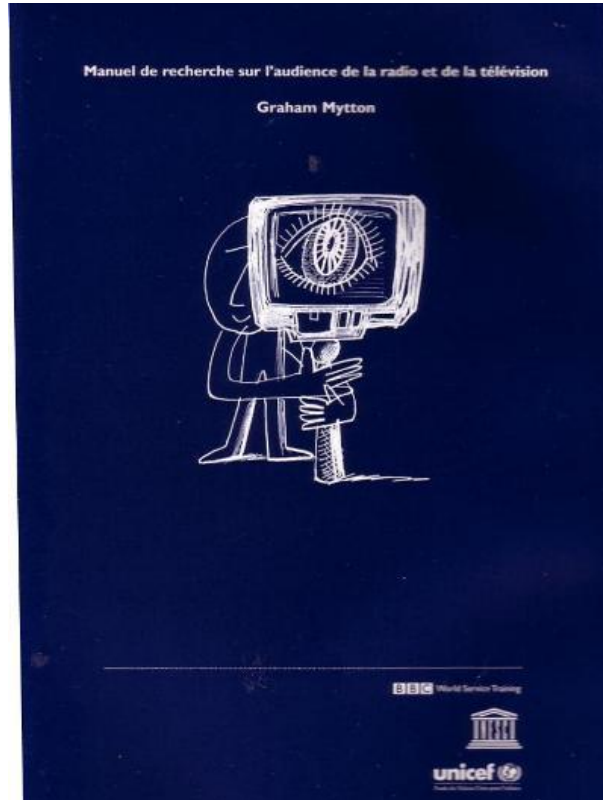
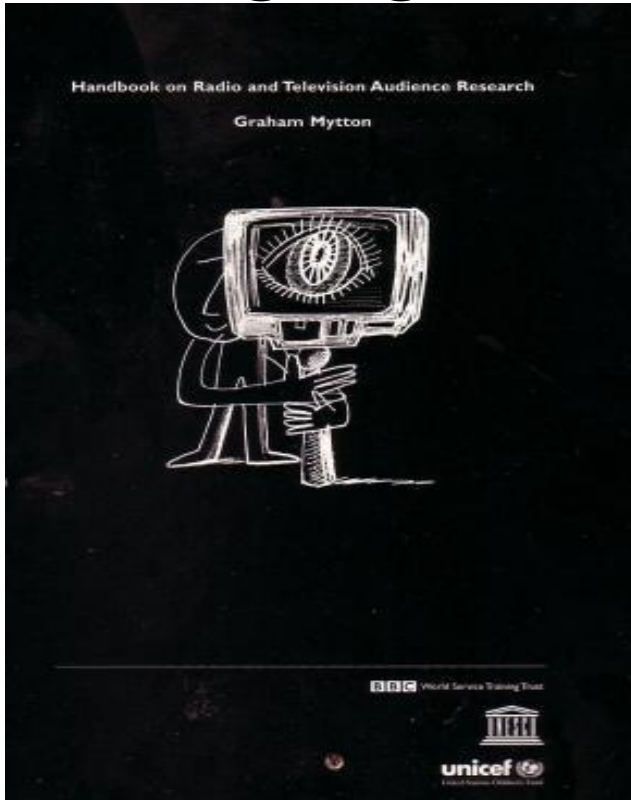
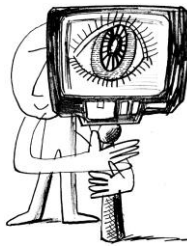
Handbook on Radio and Television Audience Research

Graham Mytton



The cover
of the 1st
edition

The book has been published in several languages



Russian, French, Indonesian, Slovak and some other languages

Why a new edition and why the new name?

- Convergence predicted by some in 1992 has happened
- The 2nd edition (1999) was out of date long ago and is now also out of print
- It barely mentions the Internet
- Nowhere does it mention mobile telephony or social media
- Not only have media changed vastly since 1999. Research has also gone through a revolution in both practice, engagement with respondents and methods of making contact with them
- New media (online, social media, mobile phones, apps and more) now increasingly provide ways to do research

My problem?

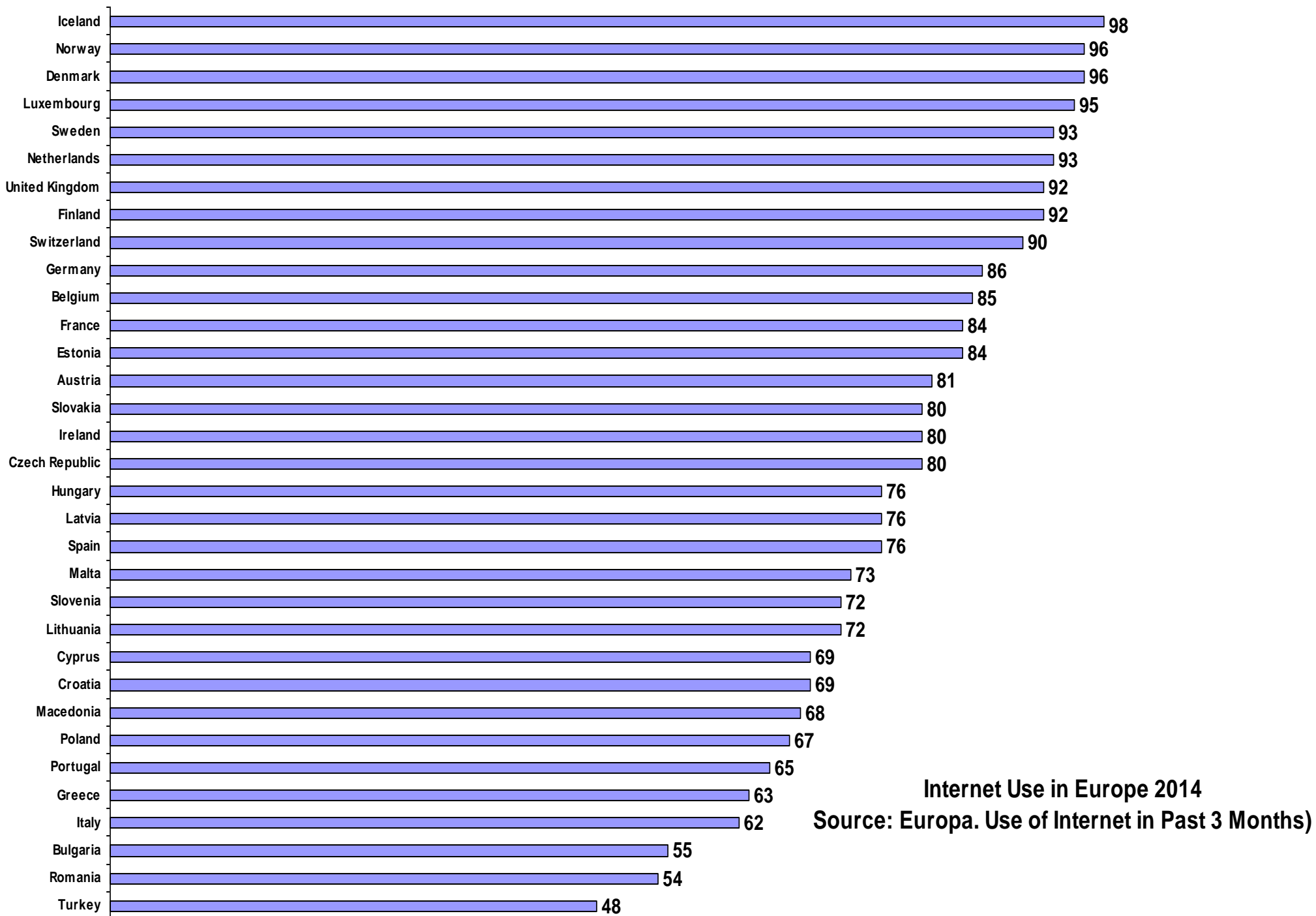
- I am, maybe, a little bit “past it”
- I have used online research methods, but although I use social media I know very little about how they are used and even less about how to use them for research
- I am experienced in the old ways of doing research but not the new
- I needed to find others to help me produce a 3rd edition
- Then in 2014 we met in Hilversum – and here we are



At that meeting, Peter Diem agreed to work with Graham on

Peter Diem's work with GfK

- He had produced training material especially about the use of online techniques in both quantitative and qualitative research
- It was exactly what was needed for the new edition
- Graham's main task was to combine in a single manuscript what Peter had written and the text of the second edition
- Peter's work began with a recognition of just how much growth there had been in digital technology
- Here is one of the pieces of data he uses



Internet Use in Europe 2014
Source: Europa. Use of Internet in Past 3 Months)

JAN
2015

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



7.210
BILLION

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



3.010
BILLION

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



2.078
BILLION

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS, NOT UNIQUE USERS

UNIQUE
MOBILE USERS



3.649
BILLION

PENETRATION: 51%

FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



1.685
BILLION

PENETRATION: 23%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS, NOT UNIQUE USERS

And here are some more recent figures for the global situation

<http://wearesocial.sg/wp-content/uploads/2015/01/Slide006.png>

accessed today
March 10th 2016

CONTENTS

Introduction / History of Media Research / Quantitative Research: Audience Measurement—General Theory and The Basics / Audience and Media Measurement Research Methods in use Today / Quantitative Online Research / Internet Audience Measurement: Passive Methods and Technologies / Qualitative Research / Audience Opinion and Reaction / Desk Research / Data Analysis / Adapting Media Research to Different Cultures / Appendices / Glossary / Bibliography / Index/ About the Authors

About the Authors



Dr Graham Mytton is an independent media research consultant and trainer based in Dorking, UK. He began his media research career in Tanzania as a student in 1967. He carried out extensive audience research for his doctoral thesis on the role of mass media in nation-building in that country. He has carried out extensive research projects in Africa and Asia including national surveys in Gambia, Sierra Leone, South Sudan and East Timor. He has led training programmes in media research in 37 countries. He is the author of several books and articles on audience research, broadcasting history and African media.



Dr Peter Diem studied Law and Political Science in Austria and in the USA. In 1964 he became consultant to the conservative Party of Austria as an adviser on market research. After a short period in book market research (1977-1978) he started to build up TV and Radio Research for ORF, the public service network of Austria. He was head of the audience research department of ORF until 1999.



Dr Piet Hein van Dam is Chief People Officer of Netquest, the independent online field provider for the market research sector in Spain, Portugal and Latin America. With a PhD in nonlinear dynamics, Piet Hein evolved to business developer type CEO/CPO. He spent more than 10 years at Unilever and KPMG Consulting, in international business development functions.

For any further information
write to marketing@sagepub.in

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And the next three years were spent on bringing the book up to the standard required for publication

Forthcoming!

 50 YEARS

The only comprehensive training book on
conducting research into all forms of media!

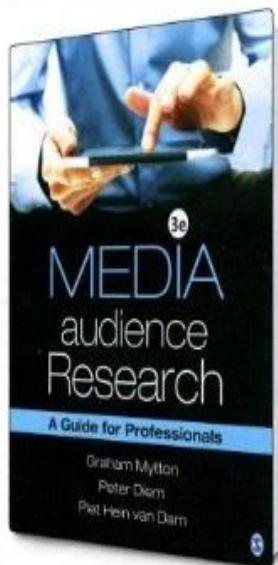
MEDIA AUDIENCE RESEARCH

A Guide for Professionals ^{3e}

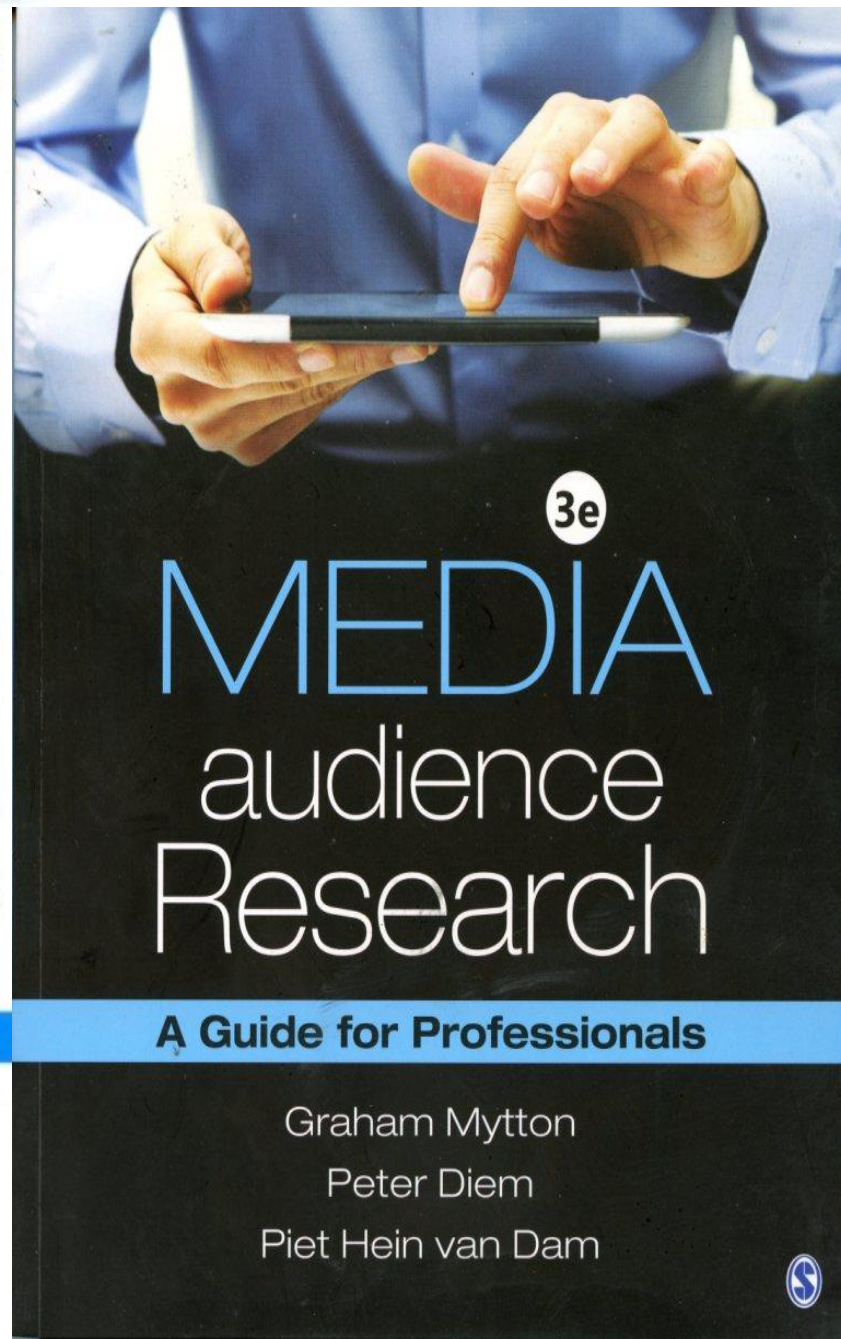
Graham Mytton
Peter Diem
Piet Hein van Dam

This book outlines all the methods for conducting research—both active and passive as well as quantitative and qualitative—in all forms of media, including new media such as the Internet, mobile phones and social media. It explains the ways in which media audiences are measured, understood and taken into account in media planning, advertising sales and social development campaigns. It shows how datasets are analysed and used. The statistical theories behind good quantitative research are explained in simple and accessible language.

The book is intended for both media research scholars and practitioners.



2016 • 280 pages • Paperback (978-93-515-0643-0)



The only comprehensive training book on
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Graham Mytton is an independent media research consultant and trainer based at Dorking, the United Kingdom.



Peter Diem is an independent media research consultant based in Vienna, Austria.



Piet Hein van Dam is an independent media consultant based in Amsterdam, the Netherlands.

Piet Hein Van Dam joined us; he wrote an entire chapter on online metrics and passive measurement of online activity



Peter
Diem

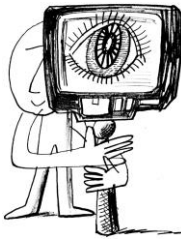


Piet Hein
Van Dam

The New Edition has sections on the use of new media for research as well as on how to research the use of new media

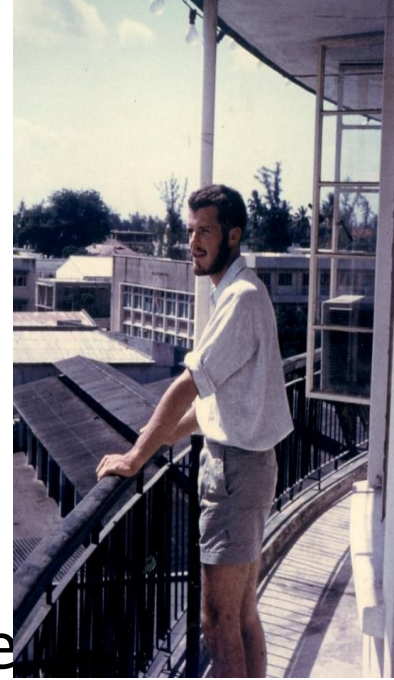
- Piet Hein wrote a chapter on passive measurement of online use including both computers and mobile phones, tablets and other online devices
- Peter Diem wrote many sections, incorporated almost throughout the book, not only on using new online media to do research, both quantitative and qualitative, but also on researching the use of all new media
- Most of the original book's contents are still there and quite a lot is revised but basically unchanged
- The basics are still valid and very important for all, both researchers and users to know and be able to do and understand

What About the Basics?

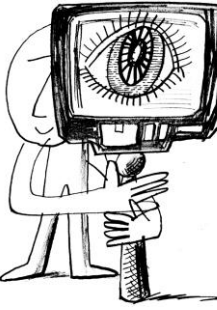


- Survey research in the original ways
- Random sampling and sampling theory
- What is the universe?
- How bias is inherent in a lot of sampling and how to reduce it
- The growth of online research
- We still need the basic skills
- A brief word on qualitative

A little bit about me



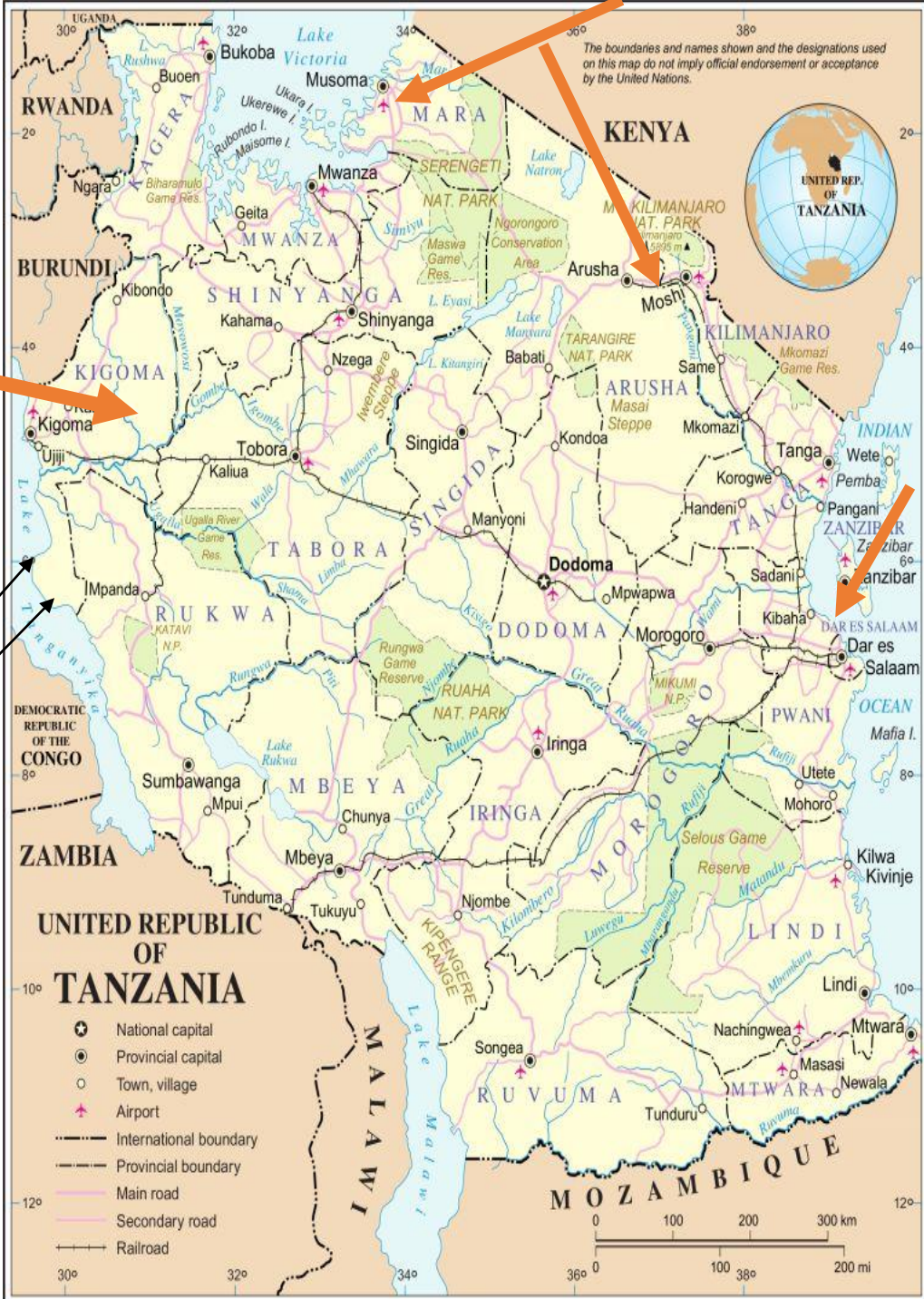
- I began my research career in Dar es Salaam when I was a post graduate student in the Political Science department at the University of Dar es Salaam from 1967 to 1968
- I did fieldwork for my post grad thesis on the role of the mass media in nation building in Tanzania
- It involved quantitative research in four areas of the country



A little bit more about me

- After Tanzania I went to Zambia to do audience research for the national broadcaster ZBS, now the ZNBC
 - I then worked on the other side of our business as a reporter and broadcaster before resuming my research career in the 1980s
 - Since retiring from the BBC I have trained people to do audience research in many African countries
- Kenya
 - Zambia
 - Malawi
 - Zimbabwe
 - Mauritius
 - Botswana
 - Rwanda
 - Gambia
 - Sierra Leone
 - Nigeria
 - Ghana
 - Somalia
 - Algeria
 - Egypt
 - Tunisia
 - South Sudan
 - Sudan

But back to where I started!



819 interviews in four regions: Coast (Pwani) including Dar es Salaam Kigoma Mwanza and Kilimanjaro.

I also planned to go south to Mbeya Region but southern Regions were closed to all but essential visitors for security reasons

Kalya & Mgambo



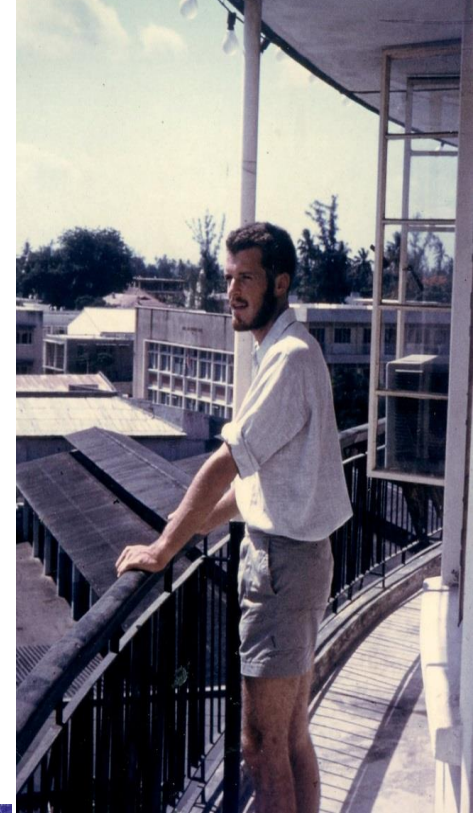
George Shilaka interviewing a wood carver north of Dar



MV Speke on Lake Victoria



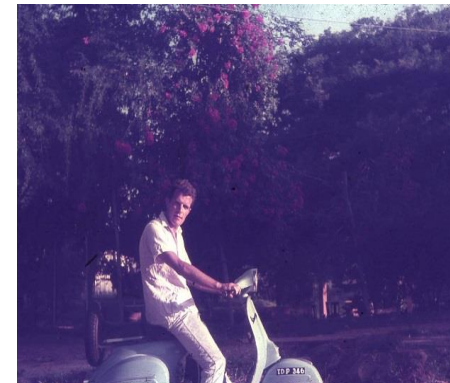
Janet with George's family in Magomeni, Dar



On Lake Tanganyika, on motor scooter in Moshi, Dar es Salaam and above right outside Dar es Salaam city apartment

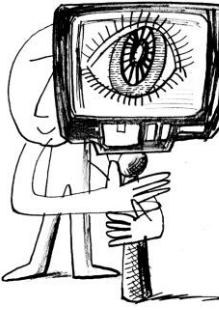


The train journey to Kigoma



My apartment at "the Hill"

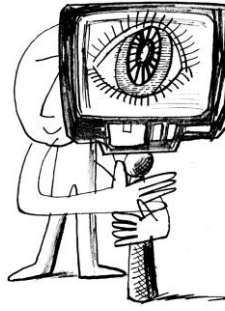




Some lessons I learned very soon

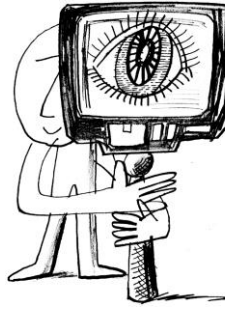
- It is easy to access people who are easy to access.
Obviously!
- If you leave out respondents who are difficult to access, you immediately commit the sin of allowing avoidable bias
- Sampling has to give everyone a good chance of being selected
- Even people who live in places that are difficult to get to
- And getting to some places can be expensive!
- Let's look more closely at Tanzania

Mgambo and Kalya, remote villages on Lake Tanganyika, accessible then only by boat



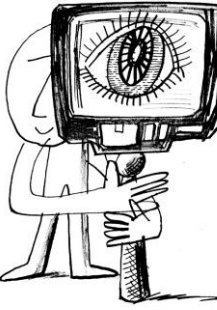
I went to both villages in February 1968. Although these two communities were cut off - the only way in or out was on foot or by a monthly visit from the lake steamer, the SS Liembe - villagers knew a lot about what was happening in Tanzania and the world. There was no other medium of any kind available at that time in these other than radio

All this seems long ago and almost like another world

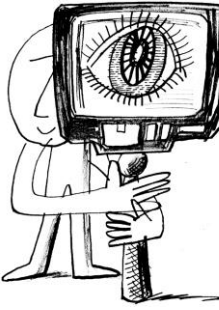


- So much has changed, especially in communications media, and in market and media research
- Kalya and Mgambo now have mobile phones, TV, internet access, satellite dishes
- Mgambo is now the site of a major National Park
- There might even be a few YouGov (or similar) panel members there!
- And there is now road access

The Internet has changed everything

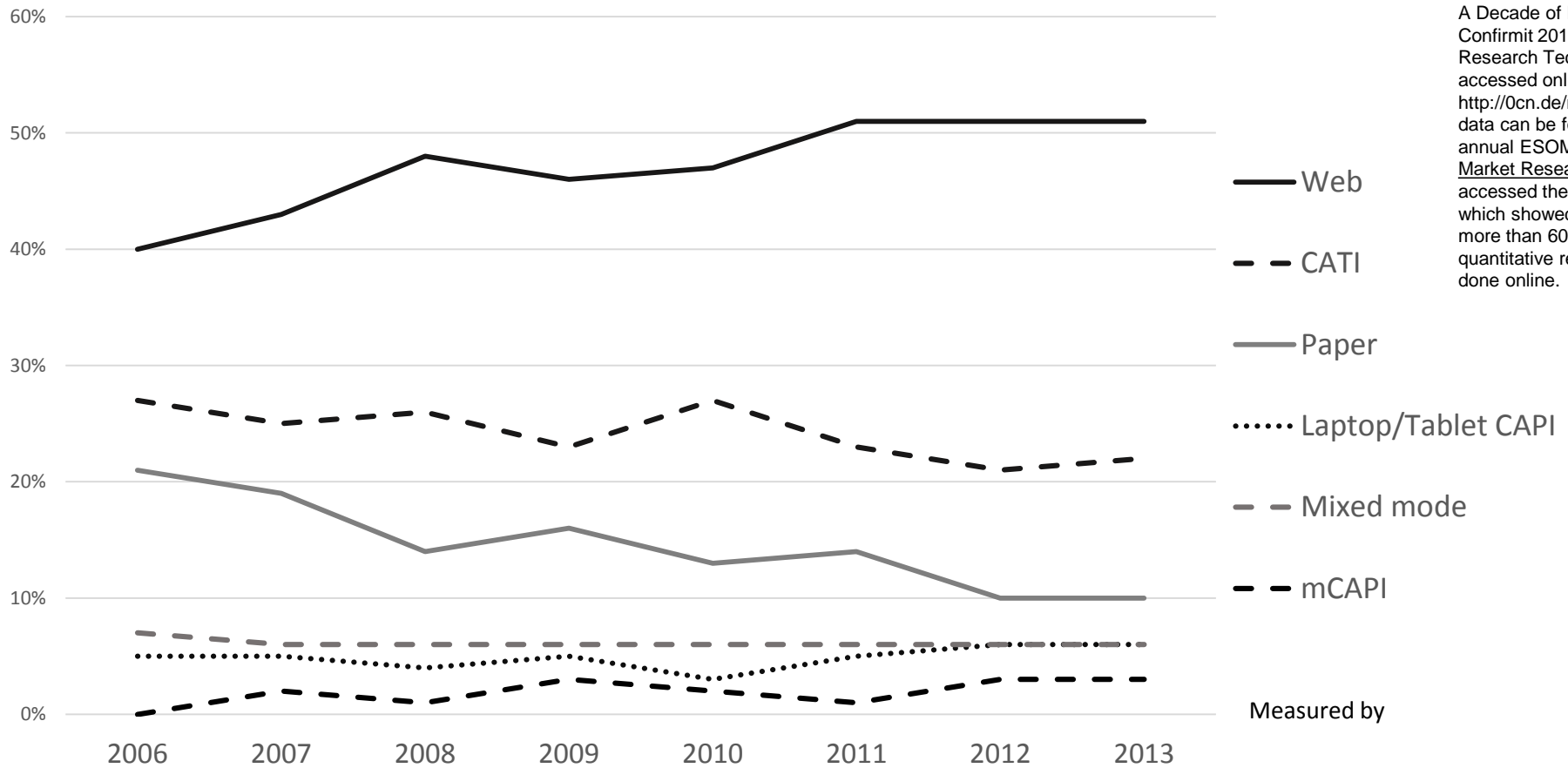


- Not least in Market and Media Research
- You can say that again!
- Let's look at the figures and the trends



Trends in Quantitative Research

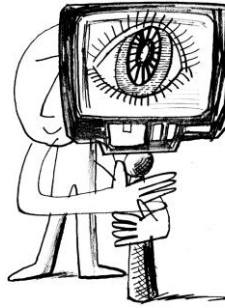
Changes in Methods of Quantitative Research 2006 to 2013



A Decade of Innovation: The Confront 2013 Market Research Technology Report accessed online at <http://0cn.de/ma7c>. Similar data can be found in the annual ESOMAR Global Market Research report. We accessed the 2014 report which showed that in 2014 more than 60% of global quantitative research was done online.

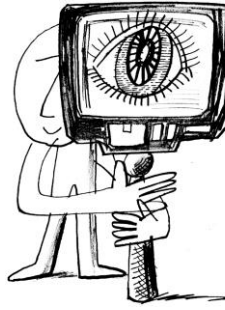
Measured by

Changes in Quantitative Methods

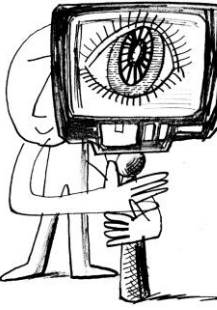


- Global Trend over past decade – more and more quant is done online
- But it is unequal growth
- Online research is the #1 method in all developed parts of the world and is growing everywhere.
- Further growth now is happening through increased use of smartphones and mCAPI – Computer Assisted Personal Interviewing through a mobile phone.
- This is almost certainly the method that will come to predominate also in less developed areas over the next decade.
- However

The old methods are still essential and always will be!
Or at least for a long time. Perhaps a
very long time.

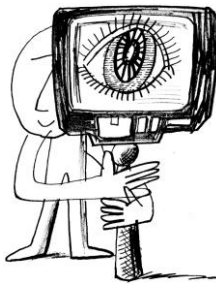


- Why?
- Because all quantitative research depends on knowing the universe
- And you cannot know the universe using online methods
- But to do online research successfully, especially quantitative research, you need to know a lot about the universe
- And this will continue to mean we need face to face probability sample surveys
- And of course regular, accurate and reliable censuses



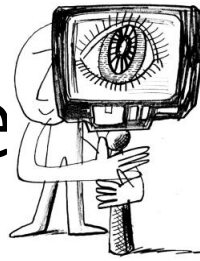
- Online research is the main quantitative method now being used globally
- But it is still a long way away from being universal
- And it won't be universal until everyone is online and you have a reliable, unbiased, genuinely random means of giving everyone a chance of being selected to be a respondent
- And that's a long way off even in the speeded up world we live in

The Big Trade off in all quantitative research



- Maximising randomness and statistical robustness
- Against the very high cost of pure random sampling
- We end up doing the second or third best option
- Often it is a good compromise and one that can be afforded and provide what we need
- My worry is that the low costs of online make us forget the need to get back to the basics in order to recalibrate and correct the errors and bias that is inherent in all non probability sampling!

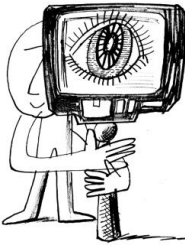
A brief word about online qualitative research



Also being used increasingly online

- Online groups
- Chat rooms
- Bulletin boards
- Blogs

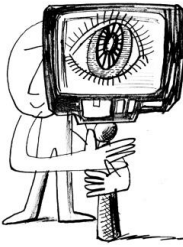
These and other new and even exciting and different techniques are all being used for qualitative research online, not to mention what is happening on social media!



But

- Online qualitative research will not replace the added unique benefits of social interaction in face to face contact among people in groups or in one to one engagement
- This is not to argue against online qualitative research – far from it
- But remember online does not replace the traditional qualitative methods
- Online brings some great (a word I really mean here!) new techniques and methods
- But does not replace the old ways because certain unique kinds of interaction are not possible online

Training must always be a part of our industry



- In 1992 I wrote my original training book on radio and TV audience research
- It was sponsored by UNESCO and UNICEF and was designed to address the challenges of all kinds of research in less developed countries
- It was updated, expanded and widened in scope in 1999
- It has been widely used in training – in planned training courses at colleges and universities as well as in custom made seminars and workshops
- The third edition covers all media including the internet, mobile phones and social media, both as media to be researched and also as methods to do research

- One final word about Peter's contribution.
- He produced lots of illustrations that could not be reproduced in the printed book because of costs and technical problems
- What we did instead is to give the reader a lot of guidance about where to find good examples of online research facilities including software, that are available on the web.

Poster test part 1
(scale 0-10, nine standardized properties)



How do you like this poster? Please use the scale 0 to 10, in which 0 = "don't like it at all" and 10 = "like it very much".
Enter number of points between 0 and 10.

Here you can see a list of properties that may describe the above poster. Please check all that fit.

- informative
- youthful
- fits with the enterprise
- strikes the eye
- clear message
- something special
- brand well visible
- modern design
- sexy
- none of these

Stop

<<<

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Poster test part 2
(likes and dislikes)



What do you like about this poster? Please express in detail

And what don't you like about it? Please express in detail

Cisco
webex



Asante na kwa heri!

- Graham Mytton, Mwanafunzi wa Chuo Kikuu cha Dar es Salaam, katika kipindi cha miaka 1967 hadi 1968.
- Yeye sasa ni mtu ambaye kuwafundisha wengine jinsi ya kufanya watazamaji utafiti

