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MC 3360 001

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Assignment #3: Survey Design & Data Analysis

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I. Research Problem/Definition

With video on demand services in high use, the problem to focus on is how these services are being used and changing television ratings. A focus will be put on how these services are changing the viewing habits of everyday people. How advertisers and TV broadcasters are responding to this growing trend.

II. Research Problem Objectives

Several objectives are considered in this research. Survey questions will be asked to see how people are forming habits around VOD services. How people are responding to TV shows being released to video on demand services before premiering on traditional live viewing TV. What public relation and marketing plans are advertisers and TV executives planning in response to the decline in live TV ratings? What are TV networks are doing to keep up with the popularity of video on demand?

Due to the rise in use of video on demand services and how they affect TV and film ratings/viewership, these questions remain:

RQ1: How much video on demand content do people view per day?

RQ2: What correlations and recurring habits do consumers who use video on demand have?

RQ3: Is second-screening a common practice while watching TV? What devices/programs does the consumer use?

III. Research Design

- a. The method of research used was qualitative research. Qualitative research was a good fit for the topic of video on demand and ratings. It allowed a lot of probing when analyzing the administered surveys. This was good because the goal was to look for trends, rather than numbers, in video on demand services in relation to TV ratings.
- b. The research technique used to carry out the research was self-administered surveys. 100 surveys were passed out and then assessed to see how real consumers are using video on demand services. The surveys were conducted with respondents from different demographics. The surveys were able to yield insights into how respondents thought of video on demand services. The surveys allowed for answers into the effect of video on demand services on consumers and how their use patterns may affect TV ratings.
- c. The type of data collected was primary data. The administered survey was constructed using original questions. The questions were composed using theories explained in previous literature sources.
- d. The survey administered was exploratory. The purpose of the survey was to gain insight into the consumer habits revolving around video on demand services. An exploratory survey provided for a better understanding of consumer habits.

IV. Sampling Method

- a. The sample size in the research consisted of 100 respondents. The respondents ranged from undergraduates to working professionals.

- b. The sampling frame consisted of individuals attending or working at Texas State University or Austin Community College. The surveys were passed out in the afternoon so the respondents included only those working or attending class in the afternoon.
- c. The sampling interval consisted of three sets of 34 surveys passed out within one hour periods of time.
- d. Samples were only passed out to students and professionals within an academic setting. A sampling error occurred. Respondents outside academic settings, like working professionals and individuals who stay at home, were not given surveys.
- e. Non-probability sampling was used in this research. Since a population with a high use of media platforms was readily available, a convenience sample was taken. The sample consisted mostly of students within media/communications courses at college.

V. Questionnaire Design

- a. The questionnaire administered consisted of 19 questions.
- b. At the top of the questionnaire, a few sentences of instruction were included. The instructions stated that the respondent should take their time completing the survey and select only one answer for most of the questions. It was explained that the survey would be used to better understand consumer habits with video on demand services.
- c. Questions

1. Two screening questions started the survey. They asked if the respondent had internet access and how often they used the internet per day. The questions were used to see if the respondent had readily available access to internet required video on demand services.
 2. What streaming service they liked the most and how often they used VOD services were used as warm-up questions.
 3. The respondent was asked why they used video on demand services as a transition question that would lead further into their habits with media.
 4. Questions 10 and 11 were used to see if the respondent really does pay any attention to TV advertisements.
 5. Age, gender, race, and education/work status questions were asked to see who the consumer was that was using video on demand services.
- d. All the questioned used in the survey were close-ended. Some of the questions allowed for the respondent to write in something on a category labeled *other*.
- e. Many of the questions in the beginning of the survey were collectively exhaustive. They depended on answering one to answer the next. 13 of the questions in the survey were force-choice with the remaining 6 having a write in option available.

VI. Levels of Measurement

All four levels of measurement including nominal, ordinal, interval, and ratio were used in the questions. The demographic questions were nominal. Questions asking the respondent about his/her video on demand usage mixed between interval/ratio and ordinal.

VII. Measurement Scales

- a. The survey was done with a Guttman rating scale. Most of the questions on the survey were in ranking order. What the respondent answered to one question, they would select a similar answer for the next problem.
- b. Survey questions were internally consistent. They related to one another while also being able to provide new information about the respondent's habits.

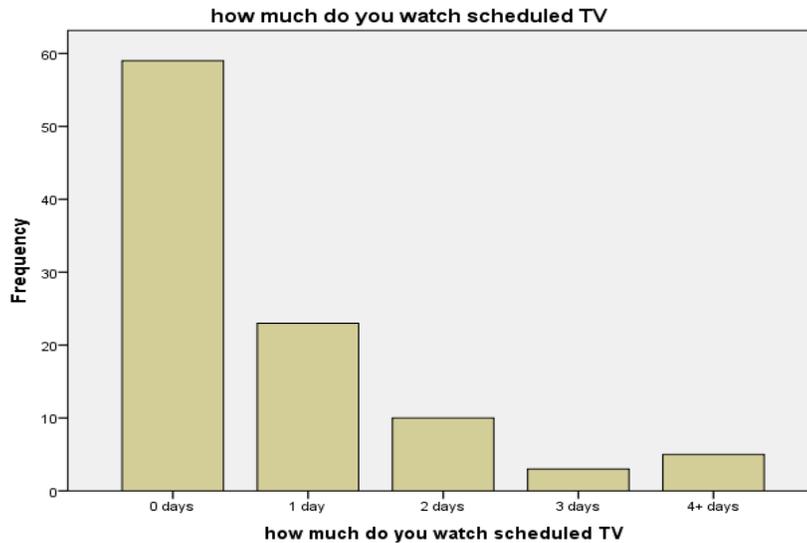
VIII. Analysis

With the responses gathered research question three wondering if second-screening during TV viewing was a common was confirmed. 100% of the respondents admitted to second-screening, with the majority of them saying they used their cellphone while watching TV.

Many of the respondents viewed more than three hours of video on demand content within 24 hours. This finding answered research question one asking how much content consumers viewed per day. Research question two wondering if there were any correlations between consumers that used video on demand services had some findings. Many of the people that "binge-watched" on programming were female. The common practice of commercial-

skipping was given an explanation: nearly half the respondents cited irrelevant ads as the reason for skipping.

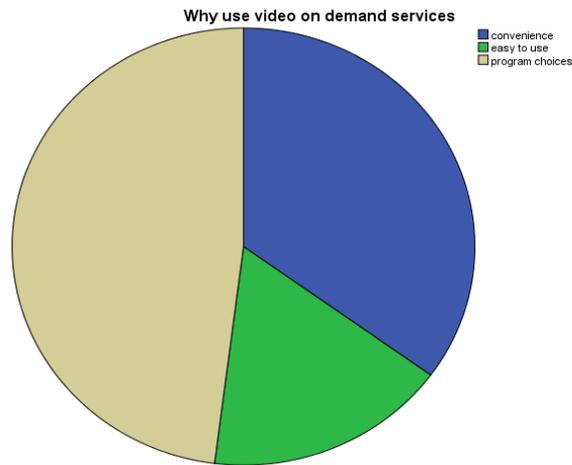
IX. Data Analysis



One of the first things noticed from the data gathered was that very few of the respondents watch TV at its scheduled time. This has a drastic effect on TV ratings. Nielsen, the industry standard company for measuring TV ratings, does not currently have an adequate ratings system in place for consumers not viewing at the program's scheduled time. Since most of the respondents do not watch TV at its scheduled time a chunk of viewership for TV programs is not being reported.

Why use video on demand services

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
convenience	35	35.0	35.0	35.0
easy to use	17	17.0	17.0	52.0
program choices	48	48.0	48.0	100.0
Total	100	100.0	100.0	



Many of the respondents chose program choices as their reason for using video on demand services. Consumers do not want to be limited to the programs shown on traditional TV. They want their choice of programs. This consumer preference causes a rift in TV ratings. They want to be in charge of the programming that goes on instead of the traditional way.



Many of the respondents cited irrelevant advertisements as the reason they skipped commercials or didn't pay attention to them. This finding shows that advertisers may want to consider not being so broad in their ads. Advertisers should create visually enhancing ads they give a very simple and brief message in order to keep the attention of the viewer.

After analyzing the data gathered, there are a few recommendations that can be given to TV networks and advertisers. The first is that TV networks need to make their programming more readily available online. TV networks are doing a disservice to themselves by waiting several days to post programming on their sites. The research shows that consumers will find a way to watch the programs they want to watch whether it means going through the TV network's site or not.

Advertisers need to make shorter and briefer messages. The ads show during commercial breaks should not just inform but hit a personal level with the consumer. The consumer needs to be able to identify with the ad or they will skip it. Advertisers need to also target social networks for advertisements and marketing. Many of the respondents admitted to second-screening with their phones during program viewing. Advertisers should consider creating mobile ads and doing marketing campaigns within social networks. Twitter hashtags and live tweeting of the program with endorsements could be done to gain a consumers interest in an ad.

X. Appendix

Have internet access at home

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	100	100.0	100.0	100.0

How much per day use internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-1 hr	18	18.0	18.0	18.0
Valid 1-2 hr	38	38.0	38.0	56.0
Valid 2+ hr	44	44.0	44.0	100.0
Valid Total	100	100.0	100.0	

Do you use streaming services

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	96	96.0	96.0	96.0
No	3	3.0	3.0	99.0
3.00	1	1.0	1.0	100.0
Total	100	100.0	100.0	

How much do you use VOD per week

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0 days	5	5.0	5.0	5.0
1 day	25	25.0	25.0	30.0
2 days	34	34.0	34.0	64.0
3 days	15	15.0	15.0	79.0
4+ days	21	21.0	21.0	100.0
Total	100	100.0	100.0	

What streaming service do you use most

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netflix	51	51.0	51.0	51.0
Hulu	21	21.0	21.0	72.0
Amazon	6	6.0	6.0	78.0
iTunes	21	21.0	21.0	99.0
Other: _____	1	1.0	1.0	100.0
Total	100	100.0	100.0	

VOD better than scheduled TV

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	93	93.0	93.0	93.0
No	6	6.0	6.0	99.0

4.00	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Why use video on demand services

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid convenience	35	35.0	35.0	35.0
Valid easy to use	17	17.0	17.0	52.0
Valid program choices	48	48.0	48.0	100.0
Total	100	100.0	100.0	

What kinds of TV programming

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sitcoms	44	44.0	44.0	44.0
Valid Dramas	32	32.0	32.0	76.0
Valid Reality TV	12	12.0	12.0	88.0
Valid Documentaries	11	11.0	11.0	99.0
Valid Other:_____	1	1.0	1.0	100.0
Total	100	100.0	100.0	

how much do you watch scheduled TV

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0 days	59	59.0	59.0	59.0
Valid 1 day	23	23.0	23.0	82.0
Valid 2 days	10	10.0	10.0	92.0
Valid 3 days	3	3.0	3.0	95.0
Valid 4+ days	5	5.0	5.0	100.0
Total	100	100.0	100.0	

practice commercial-skipping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	83	83.0	83.0	83.0
Valid No	17	17.0	17.0	100.0
Total	100	100.0	100.0	

why do commercial-skipping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ads too long	19	19.0	22.6	22.6
	irrelevant ads	40	40.0	47.6	70.2
	distracting ads	25	25.0	29.8	100.0
	Total	84	84.0	100.0	
Missing	99.00	16	16.0		
Total		100	100.0		

Practice second-screening

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	97	97.0	97.0	97.0
	No	2	2.0	2.0	99.0
	3.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

What devices do you use when second-screening

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	iPod/MP3 Player	4	4.0	4.0	4.0
	Tablet	6	6.0	6.1	10.1
	Computer	25	25.0	25.3	35.4
	Phone	64	64.0	64.6	100.0
	Total	99	99.0	100.0	
Missing	100.00	1	1.0		
Total		100	100.0		

Binge-Watched on TV program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	93.0	93.0	93.0
	No	4	4.0	4.0	97.0

3.00	2	2.0	2.0	99.0
4.00	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Binge-Watch in 24 hours

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-1 hr	4	4.0	4.0	4.0
1-2 hr	14	14.0	14.1	18.2
3-4 hr	35	35.0	35.4	53.5
4+ hr	45	45.0	45.5	99.0
201.00	1	1.0	1.0	100.0
Total	99	99.0	100.0	
Missing 10.00	1	1.0		
Total	100	100.0		

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	53	53.0	53.0	53.0
Female	46	46.0	46.0	99.0
4.00	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-24	77	77.0	77.0	77.0
25-29	13	13.0	13.0	90.0
30+	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Race/Ethnicity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid a. Caucasian	44	44.0	44.0	44.0

b. Hispanic or Latino	23	23.0	23.0	67.0
African American	15	15.0	15.0	82.0
d. Native American	2	2.0	2.0	84.0
e. Asian/Pacific Islander	6	6.0	6.0	90.0
f. Multiracial	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Education Status

	Frequency	Percent	Valid Percent	Cumulative Percent
a. full-time student	84	84.0	90.3	90.3
Valid b. part-time student	9	9.0	9.7	100.0
Total	93	93.0	100.0	
Missing 101.00	7	7.0		
Total	100	100.0		

Work Status 2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
2.00	1	1.0	1.0	2.0
Valid work full-time	10	10.0	10.1	12.1
work part-time	57	57.0	57.6	69.7
not working	30	30.0	30.3	100.0
Total	99	99.0	100.0	
Missing 999.00	1	1.0		
Total	100	100.0		

