Testing Remote Recruitment in a TV Measurement Panel

MPSM Webinar

February 10, 2021
Methods in the Video

“Your Voice Matters” ➔ Social Exchange

“Your household is invited” ➔ Area Probability Sampling

“A Representative will provide everything you need.” ➔ Mixed Mode including In-person

“You’ll receive thank you gifts” ➔ Ongoing Incentives
The PreRecruitment Survey (PrePack)
Basic survey demos to facilitate a more fruitful in-person recruitment

The Membership Representative (MR)
The MR recruits the home in-person & collects survey data on household and media consumption devices

The Field Representative (FR)
The FR installs and maintains equipment and coaches the home in-person.
Research Questions

Q1  Can we remotely recruit and install meters for the TV panel?

Q2  Do digital advertisements hurt traditional mail recruitment?

Q3  Does push to web help recruit younger demos?

Q4  Can we use paradata to monitor web survey performance in real time?

Q5  Do we have any areas for improvement post live test and qualitative testing?
Our Journey

Transformation from in-person

PreTest, re-pretest, ask your friends to do it, and pretest again

We have Web Recruitment Survey Test Results!
TRANSFORMATION FROM IN-PERSON
To start.....

Membership Reps
From knocking on doors to making phone calls

Field Reps
From in the home to in the driveway or video call

New telephone scripts
New self installation materials
Mixed Mode Web Test
New Challenges

• Training
• Morale of Field Staff
• User Experience of Meter Install
• Keeping Nielsen Staff and Panelists Safe
• Designing a mixed mode recruitment methodology

Dear Nielsen Family,

I wanted to say thank you for continuing to participate in the Nielsen ratings. Due to the pandemic, we’ve taken precautions to keep our representatives and homes safe, so we’ve had to work together in new ways. Through it all, you’ve been incredibly flexible and we appreciate it—you’re essential to what we do. That’s why we’re donating $10,000 on behalf of all Nielsen homes to Americares, which is delivering critical supplies and providing mental health resources during this time. We’re looking forward to working with you more in the future.

David Kenny
Chief Executive Officer & Chief Diversity Officer
Nielsen
BRINGING IN NEW PANEL HOMES - CURRENT AND FUTURE

Transforming from an in-person centric approach to a multi-mode approach that leads with remote methods

**Current Approach**
- Select Sample
- Pre-Recruitment Mailings
- In-Person Recruit
- In-Person Install

**Future Multi-Mode Approach**
- Select Sample
- Mailings / Screening & Demo Prioritization
- Multi-Mode Recruitment Web, Phone Proximity/In-Person
- Remote or In-Person Install
Web Test Methodology

Test Approach

- Selected 5,000 addresses across 5 test markets
- Matched to email addresses for R&D purposes
- Sent mail invites and email follow ups for panel web recruitment
- For web agrees, collect additional info and send meters for remote installation
Web Test Approach
Selected 5,000 addresses across 5 test markets

- Matched to email addresses for R&D purposes
- Digital Ad Campaign in 2 of the 5 markets
- Sent mail invites and email follow ups for panel web recruitment
- Offered differential incentives up front and for survey completion
- For web agrees, collect additional info and send meters for remote installation

<table>
<thead>
<tr>
<th>Brand Awareness</th>
<th>Reminder Letter</th>
<th>Web Survey Closed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness Postcard mailed to 5,000 addresses across 5 markets</td>
<td>Reminder to complete survey mailed to all NRs (n=4,607)</td>
<td>Survey access codes expired to end test</td>
</tr>
<tr>
<td>Push to Web Invite</td>
<td>Final Reminder Letter</td>
<td>Final reminder letter to hard to reach NRs (n=905)</td>
</tr>
<tr>
<td>Push to web invite letter with differential cash incentive (n=5,000)</td>
<td></td>
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</tr>
</tbody>
</table>

- Oct 29, 2020
- Nov 4, 2020
- Nov 30, 2020
- Dec 14, 2020
- Jan 11, 2021

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Why Mail push to Web?

➔ TV Audience Measurement Panel is probability-based

➔ No centralized frame of email addresses to send web survey

➔ Address lists have best coverage

➔ Potential cost savings of an online survey

➔ Possibility to include non contingent cash incentive

➔ Web has been shown to bring in younger demographics
Mailing 1: Brand Awareness Postcard

You might have heard about the Nielsen TV Ratings. For over 50 years, people like you have participated in our research by sharing what they watch on TV, including broadcast and streaming content. The media industry relies on the ratings to understand what's important to people like you—to give you more of the programs you enjoy. No matter how much or how little you watch TV, this is your opportunity to make your preferences known.

Nielsen
501 Brookside Blvd.
Oldsmar, FL 34677

We need your help!

Your household has been specially selected for the Nielsen Media Community. This unique group has their voice heard through the TV Ratings. Be on the lookout for a big blue envelope from Nielsen. Don’t throw it away!
A cash gift is inside to thank you in advance for participation.
Mailing 2: Mail Push to Web Invite
Mailing 3: Reminder
Mailing 4: Second Reminder for Hard to Reach
(From sample file auxiliary data)
Recruitment Website
nielsen.com/join
Recruitment Survey
nielsen.com/join
The Survey Design

- SurveyJS open source software
- Mobile-friendly
- Responsive to device type
- Secure login
- English and Spanish toggle
- Focus on key information to recruit a household, weighting, and reporting characteristics

Eligibility
- Address
- Marketing
- Moving
- Working TV
- Media Affiliation

Contact Info
- Resp name
- Phone #
- Email

Pitch
- Core messages
- Incentives $$
- More survey!

TV & Internet
- Internet access/type
- Number of TVs
- Internet enabled

Household
- HoH
- Relationship
- Sex
- Ethnicity
- Race
- Birth place
- Language
- Education

Agreements
- Membership
- Privacy
- Children's Privacy
PreTest, re-pretest, ask your friends to do it, and pretest again
Beginning with the end...

Our Goal:

- RECEIVE SELF INSTALL KIT, DO PREP WORK
- VIRTUAL INSTALL CALL
- REMOTE INSTALL COMPLETE

Do it yourself:

“As is, I don’t think this is something my grandma, or even my non-tech dad could set up.”

Unstructured comments from participants:

- Unexpected lights on the meter made participants “very frustrated”
- Instructions look “menacing”
Clearly labeled technology
Web Test Qualitative Testing

Remote Recruitment
Initial Invite
Examined the draft mail materials for appeal and clarity

Bilingual MR
Feedback
Working session on the pitch and how to design Hispanic tailored materials

Recruitment Website 1.0
Tested recruitment website with real humans

Ops Team Feedback
Collected additional feedback on materials from Ops stakeholders

Recruitment Website 2.0
Real humans testing of the updates to recruitment website.

Recruitment Website 2.0 (Spanish)
Real humans testing of the updates to recruitment website.

Full UX & CI Test
Real humans testing of the updates to recruitment website and cognitive testing of survey.

Phone Experience Test
Behavior call coding of remote phone calls to understand the experience of participants who have completed the web survey at the next point in the enrollment journey.

July 2020

Aug. 2020

Sept. 2020

Nov. 2020

Dec. 2020
Interactive Pre Testing of Web Test Materials

Mailed Materials

“There’s nothing that screams ‘urgent’ (it’s very calming)”

Website

Multiple participants thought the video should be placed earlier on the webpage, typically requesting to move it to the top.

Survey

Participants experienced usability issues when viewing and signing more than one agreement, which led to confusion and perceived survey errors. After reading the agreements, three participants said that they would consider dropping out of the survey.

All builds up to Live Field Test
Preliminary Web Recruitment Test Results!
WEB RECRUIT AND INSTALL TEST

Sample Design and Approach
- Multi-stage area probability design.
- 5,000 addresses selected across 5 markets.
- Third party data appended to the sample file and used to differentially incentivize.

Recruitment and Installation
- Mail multiple communications introducing Nielsen and inviting household to sign up online to participate in the Nielsen Media Community panel.
- For those who are eligible and agree, use remote meter installation process to install home in the panel.

Analysis
- Evaluate effectiveness of web recruitment approach (initial acceptance rate, demos)
- Analyze impact of recruitment communications on overall success and performance of web recruitment site (breakoffs, completion times, etc.)
Fully Remote: From Recruitment to Install

- Mailed invites out across 5 markets on 11/04/20: 5,000
- Unique recruitment landing page visitors: 663
- Web survey initiated: 560
- Web survey completed*: 471
- Web survey accept/sign: 353
- Fully recruited: 162
- Installed**: 112

7% of households mailed an invite were eligible and accepted

*Includes Accept, Ineligible and Refused.
**Note: Number of installed homes in the test was impacted by inventory/equipment issues.
Effect of Digital Ads on Cooperation Rates

- Low brand recognition among younger demos
- Digital Ad Campaign in 2 of the 5 test markets
- Ads ran two weeks in advance of mail invite through end of test
- Geotargeted by zip codes in sample file

Bar chart showing cooperation rates:

- Chicago: 9.2%
- Jacksonville: 7.4%
- Atlanta: 6.9%
- Oklahoma City: 6.6%
- New York: 5.2%
Web Survey and Under 35 Households

Note: Atlanta (n=69), New York (n=52), Jacksonville (n=74), Chicago (n=92), Oklahoma City (n=66) for Web Accepts.
How did the mailing strategy play out?

Number of surveys initiated by date (n=560)
Contribution of Each Mailing to Overall Coop. Rate

- Final Mail Reminder: 0.6% (Initiated), 0.4% (Completed), 0.2% (Accept)
- Mail Reminder Only: 2.9% (Initiated), 2.3% (Completed), 1.5% (Accept)
- Invite Only: 8.3% (Initiated), 7.2% (Completed), 5.3% (Accept)

Overall: 11.8%
What we learned from the break offs

1. Agreements proved to be biggest stumbling block

2. Learning more about post-survey process also sent some away

3. As did having to provide contact information

Note: n = 89 started, but not completed surveys; last completed survey page shown
Paradata

How it started:  How it’s going:

Survey level  ✓
Page level  ✓
Question level  ✓
Device level  ✓
Person level

91.5% of survey accepts completed the survey on the same day

Median time to complete the survey: 9 min 46 seconds

58% of survey takers who completed at least one agreement used a desktop
42% used a mobile device
Conclusions

Q1 Can we remotely recruit and install meters for the TV panel?
Yes! We moved faster on methods changes that we ever have before due to covid.

Q2 Do digital advertisements hurt traditional mail recruitment?
Nope. Do we think they help? Maybe, maybe not.

Q3 Does push to web help recruit younger demos?
Possibly. And it did not harm younger demos in any of the test markets.

Q4 Can we use paradata to monitor web survey performance in real time?
Kind of...but this is a lot harder to implement in our technology stack.

Q5 Do we have any areas for improvement post live test and qualitative testing?
Boost response, reduce panelist burden, address concerns around privacy.
Challenges and Limitations

**Stakeholder buy-in**
- Mail viewed as out-of-date
- Desire to modernize by using digital contact methods
- Probability-based panel

**Timeline**
- Development team faced unexpected set backs
- Assumptions about how/when the survey could be pre-tested
- Fielding around holidays, in the midst of postal service uncertainty

**Analysis**
- Reduction in sample size from test plan to live test
- Equipment inventory issues across Nielsen led to
- Prioritization of demographics for installation