

THE CAPI DOUBLE SCREEN QUESTIONNAIRE IN THE FRENCH NRS : FROM CLAY MODEL TO PRACTICE

Elisabeth De Langhe and Olivier Le Van Truoc, Ipsos Médias

Introduction :

The AEPM survey is conducted face to face, in interviewee's home. Each year, 20.000 individuals are selected on a quota method to answer the French Magazine Readership questionnaire.

Since January 99, this survey applies several amendment which were tested during the last two years.

In the previous World-wide Readership Symposium at Vancouver, Ipsos presented details of the Capi Double Screen methodology, in terms of hardware equipment, but also software developments .

Many of those developments allowed to enhance security, homogeneity and equability between titles in such a complex questionnaire. After one more year of test, we can now show you in real condition, how this new survey is carried out. The most powerful explanations are figured in a 10 minute film broadcast during the Florence Symposium. This paper is made of images from this film, showing both interviewer and respondent computer screen, but also picture of an interview.

Scene 1 : Contact



Conjointly to the introduction of the new interviewing method called the CAPI Double Screen, Ipsos initialised a new sampling method. Its aim was to increase and homogeneous response rate, in a quota framework.

The interviewer you can see ringing at the door, is now working on an unwedged timetable, beginning at noon. Quotas are applied on the respondent occupation, instead of the occupation of the head of household.

At last, the interviewer uses a brochure to present the survey, to give credibility to her proceeding, to confer the survey an official stamp, and so help to convince further people to participate.

Scene 2 : The material



The CAPI Double Screen combined two materials.

A miniaturised laptop on which the interviewer read questions, briefing informations or instructions, and register the respondent answers. The computer drives a tablet settled on a stand in front of the interviewee, showing visual stimuli as magazine mastheads, response grids...All this is managed under the Converso Capi Software.

The whole material, with an average weight of 6 kg (included the bag for its storage), is valuable for both interviewer and interviewee.

A two year long period of qualitative and quantitative methodological tests was dedicated to insure technical safety, and to measure effects of interviewee's perception or influence over readership measurement.

The three research companies conducting the AEPM fieldwork are using the same material. In years to come, this material should benefit to technical improvement, mostly in weightiness reduction: miniaturising computer, suppression of connexion...

Scene 3 : Installation

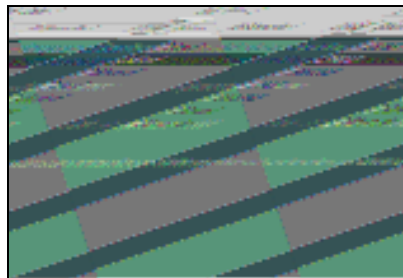


Installation at the interviewee's, takes an average of 5 minutes. This period of time is well accepted, because it allows a good period of contact. It's often used by the interviewee to better know about the AEPM survey, using the presentation brochure.

Moreover, it has been proved that taking some more time to settle, causes after all, quite less cessions during interviews than in a paper method, as the interviewee is more aware in advance of the length of time it will take.

An other instruction of the tests was to determine that the best arrangement "interviewer-respondent" is 3/4.

Scene 4 : Beginning of the interview



Interviewer's laptop



Respondent's screen

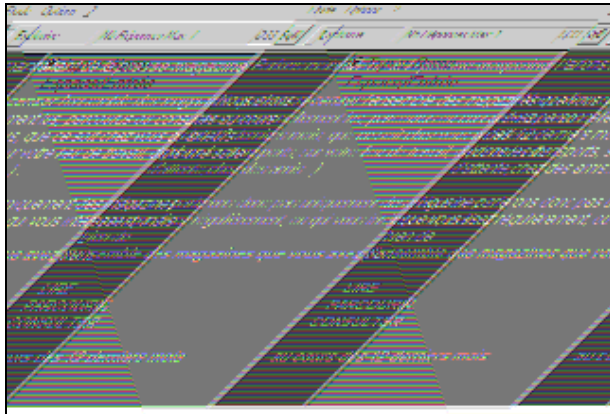
Important developments were necessary to adapt a pen and paper methodology to a double screen Capi system, and to take advantage of all opportunities allowed by a computerised administration of questionnaire and presentation of visual stimuli.

That's why numerous coherence tests and validation questions were programmed in the software, to have a total control of data entry, and avoid any mistake. The Capi programming takes into account a great number of data entered during the interview, as the day of interview which will be used further in respondent's screen, geographical area which determines regional list of titles

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Scene 5 : The 12 month filter : general principles

The readership questionnaire begins with the 12 month filter . The main purpose of the AEPM methodology is based on the individual display of each of the 150 magazine’s masthead .



Interviewer's laptop



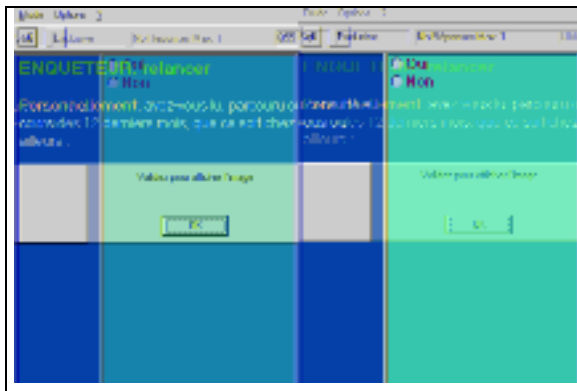
Respondent's screen : example of individual mastheads

Scene 6 : The command box

A specific program has been developed in order to get a perfect synchronisation between the wording of title name, and the display of its colour masthead on the interviewee’s laptop . The principle is as after : A “command box” is hiding the name of the title. The interviewer have to press a key to get, at this exact time, the “command box” disappear and show the title name to fulfil the question.

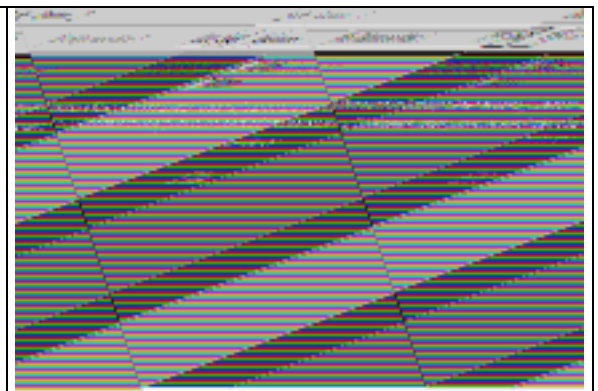
At the same time, the title masthead comes to light for the interviewee. The only condition was this perfect synchronisation to get easy flow in such a repetitive readership questionnaire, and for the interviewer to fill secure about display of all stimuli and mastheads.

Interviewer laptop



Interviewer voice

Have you read or glanced through...

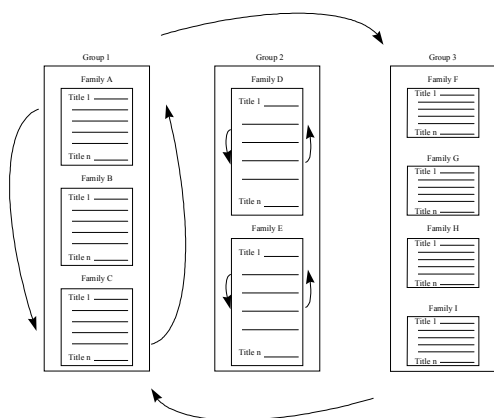


Elle ?

Respondent screen



Scene 7: Random system in the twelve month filter



Capi technology enable us to set up a highly complex system which insures for each title an equal treatment concerning ranks and presentation order, and thus avoids list effects.

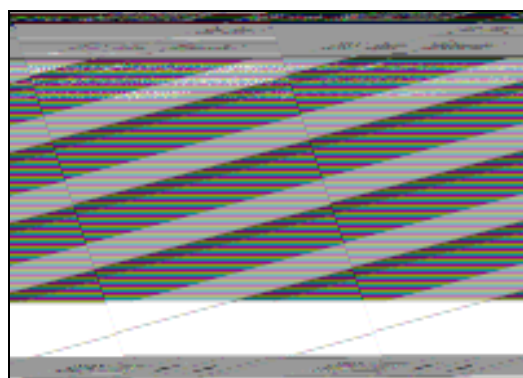
Previously, the logotypes were tied and regrouped in two booklets. Mixing different publication groups (such on monthlies and weeklies) at a filter level was impossible. The fact was that two titles looking alike in a same family were artificially separated. Even more, depending on their periodicity, titles didn't have the equal probability to be ranked at the first or the last place of the title list.

Now, magazines are sorted into 6 groups of the same number of titles (an average of 20), containing each of them different thematic families (women's, car, TV...) and different periodicities.

The random selection system is a three level one. First, it selects randomly the order of the 6 main groups of titles, then the order of the families inside each of those groups, then the order of the titles inside those families. At every level of selection, the probability to be sorted is calculated according to the weight of the group or the family.

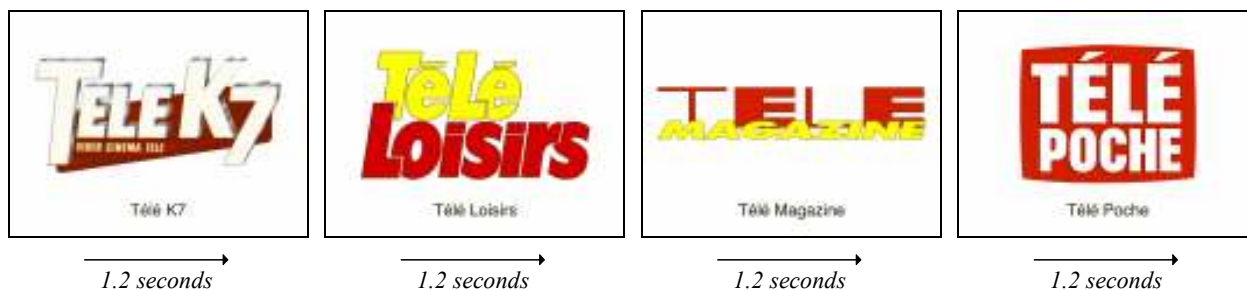
With this way of selection, we can assure to keep logical series of titles in the questionnaire when necessary (similar title, confusion families...), but also give to each title, the same ranking probability.

Scene 8 : The 12 month filter : the title confusion



Interviewer's laptop : text read to the interviewer before the display of the mastheads

When the questionnaire come to a group of titles with a high risk of confusion, a first display of each title masthead is launching on the interviewee's tablet, before asking any questions on those titles.

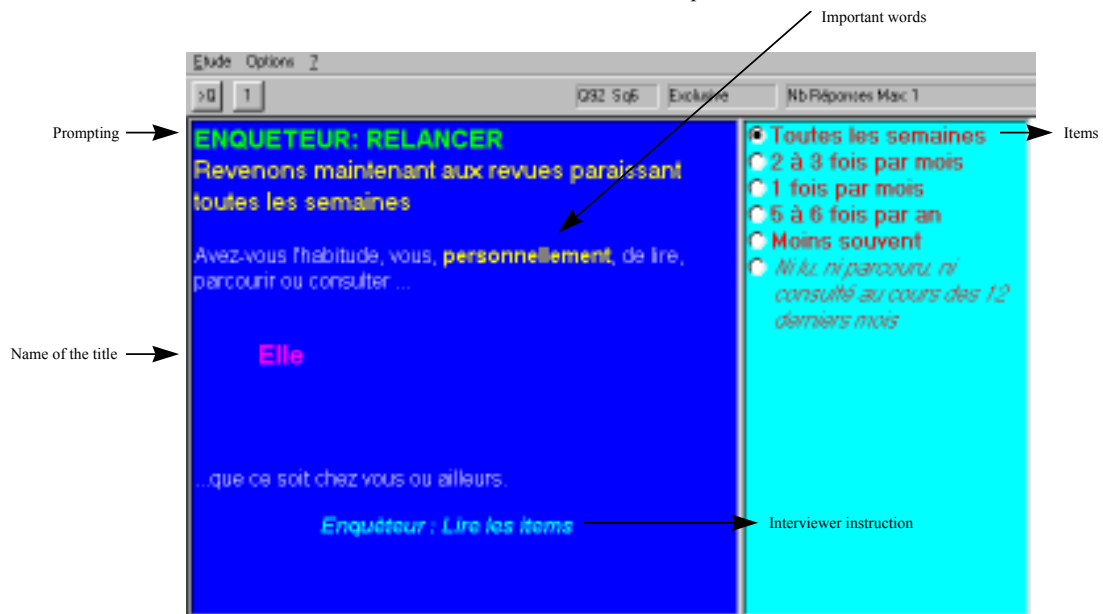


Respondent's screen : first sequential display of the title family mastheads

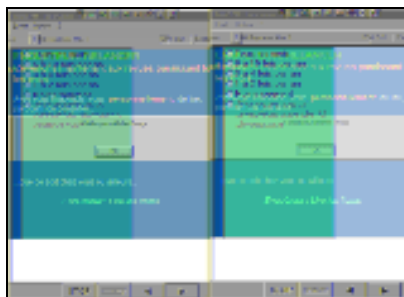
This is an automatic display with a standardised time of exposure for each masthead. The interviewer cannot follow the questionnaire session until this display has been completed.

Scene 9 : A complete assistance to the interviewer

Everything has been made to make this system as much as possible assisting the interviewer and managing such a complex questionnaire. Following this aim, everything to do or to say by the interviewer is indicated with coherent graphic codes. Each screen is divided in two parts, one for the questions and one for the answers. Some colours are dedicated to prompts, some others to parts of text to be supported, some typographical codes are used for prompting, others for question text or instructions.... On the other hand, some developments allow to enhance homogeneity on questionnaire conduct, among interviewers and among fieldwork companies. In this way, prompting system has been totally formalised : For example, the 12 month filter question must be fully quote for the 1st, 2^d, 5th, 15th, 25th title, etc... From now on, the software can manage and indicate the exact time where the interviewer must read again the full question text. Likewise, instructions and transition sentences appear under specific conditions. Their formulation is adapted to their questionnaire place, to avoid repetitions. In this way, you can guarantee an homogeneous way of work and increase the easiness of the management for such a complex questionnaire. Interviewer can be more concentrated on his diction, and on respondent's reactions and answers.



Scene 10 : The frequency question



Interviewer's laptop



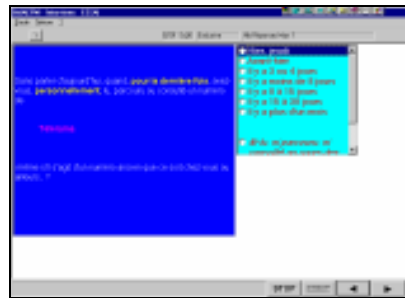
Respondent's screen

The twelve months filter question is asked first for each title of the media list. It is followed by the frequency question. The order of the different publication groups (such as monthlies, bi-monthlies, weeklies, ...) and the order of the title families and the titles themselves inside these publication groups that has been observed randomly in the twelve months question, is strictly maintained for all those titles that have passed the filter question.

Another improvement is also due to the Capi Double Screen technology : for each magazine, the masthead is displayed above the response scales. This display helps identifying the magazine, animates the interview and improves the respondents concentration.

The titles order and the changes in the response scales due to change of the publication group are managed automatically by the computer. This is very simple for the interviewer and there isn't any risk of error.

Scene 11 : Recency question



Interviewer's laptop



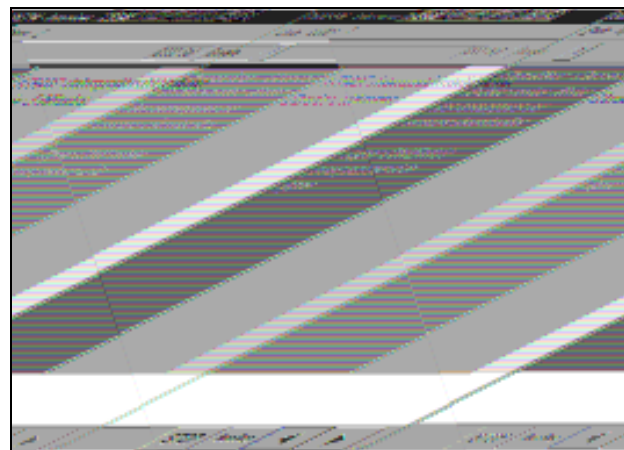
Respondent's screen

The interview continues with the recency question. In the old questionnaire, recency was cut in two distinct readership questions : The first one concerned the yesterday reading, with only two answer modalities : YES or NO. If the answer was NO, the interview continued with a "When last read" question giving an answer scale. In 1999, the AEPM decided to operate an important methodological changement by integrating the Yesterday question in the corpus of the "When last read" question at the same time of adoption of the Capi Double Screen System.

Another improvement is the automatic display of the day on the interviewer and respondent screens : " Yesterday, **Thursday**" ...)

For all the questions, the respondent can come back to a response given before : it is therefore possible to correct the twelve month filter when the respondent declares finally that he or she did not read the title in the past twelve months when questioned on frequency or recency. This possibility which aims to introduce a maximum of flexibility into the questionnaire, needed complicated program writing, as it is much more complicated to take into account these type of corrections in a computer questionnaire.

Scene 12 : The note pad

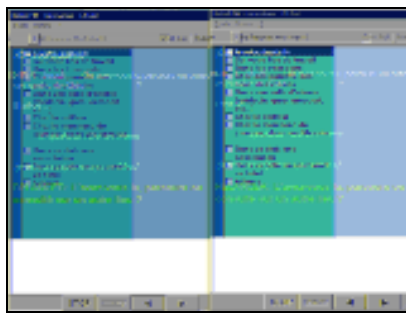


Interviewer's laptop

The tests showed that there is a real necessity to write down all types of remarks or problems that occurred during the interviewing. In the old pen and paper version of the questionnaire, the interviewers were used to write them down directly on the paper questionnaire.

We therefore have developed an electronic note pad, which can be activated at each stage of the questionnaire. In this film, the respondent has been interrupted by a telephone call, which can in some cases heavily affect the interview length. The interviewer therefore notes the incident in the note pad.

Scene 13 : Yesterday reading behaviour



Interviewer's laptop



Respondent's screen

After a source of copy question, which is asked after the frequency and recency questions, the questionnaire concentrates on the yesterday reading behaviour. The wording of each of the questions adapts perfectly to the day of reading (Yesterday, Thursday ...) and the number of different issues read (First issue, second issue, ...)

In the film, you have seen a respondent who declared a Yesterday reading by error and who indicates this error to the interviewer : The Capi questionnaire gives the possibility to ask again the recency question with the corresponding answer scale thus avoiding any loss of information.

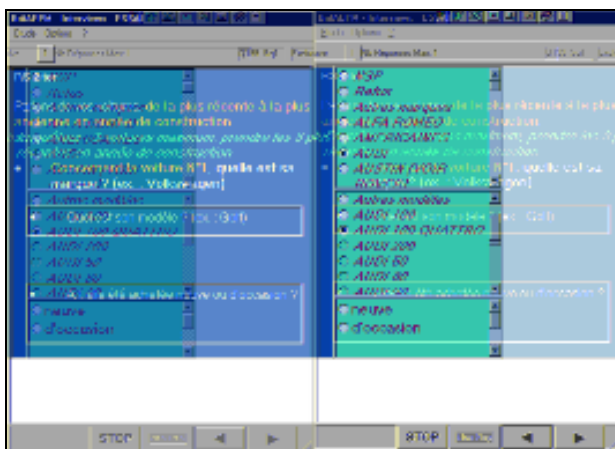
Scene 14 : Demographics

The questionnaire finished with a list of questions on household equipment and demographics. During this specific part of the questionnaire, it is important that the respondent's screen continues to display different kind of visual stimuli, in order to maintain the respondent attention at the same level as during the rest of the questionnaire.



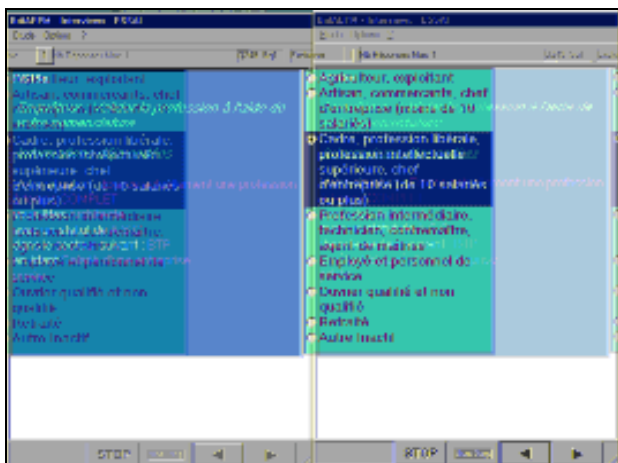
Examples of visual stimuli to maintain the attention

Scene 15 : Automatic coding list



The Capi software can also be used to improved the data entry. The example bellow shows lists of car brands and models allowing validation of answers and avoiding post-codification.

Scene 16 : Individual characteristics



The questionnaire, not to be too stiff, must keep intelligent. Demographics of all household members is a complex part of the interview, and often time for omission and incoherence. With this dedicated programming, question links, formulations, are totally adapted to the number of persons in the household, to the respondent status (head of household, spouse...). While the individuals name or previous questions are still shown, the interviewer can go quickly, validate and insure coherence of the answers.

Scene 17 : End of the interview



The interview is ended with a self completed questionnaire of 4 pages long. The total length of the interview had been an average of 40 minutes. The last minutes necessary to package all the material can be used to fulfil the paper questionnaire, which can help to maintain the high return rate of this survey (70%) or also, for the respondent to ask some more questions about this survey.

Conclusions :

Since its introduction on the field in January 1999, more than 15000 interviews have been completed using the Capi Double screen technology. The first complete report will be published by the AEPM in a few months time. One of the important tasks then will be for the AEPM to analyse the influence of the changes introduced in the french Magazine NRS both on the level of the Capi Double Screen technology and the changements concerning sampling. Jean Louis Marx's paper will give you a first insight in Avant Première to this subject.