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Representations *vs* actions in online behavior: first results from an academic online panel of Internet users

Filipe Montargil
Branco Di Fátima
Cristian Ruiz

LLMCP – Living Lab on Media Content and Platforms
ESCS – School of Communication and Media Studies

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How do we use the Internet?



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nielsen
.....

KANTAR MEDIA



Pew Research Center



Grupo
Marktest



OberCom

IBOPE
CONECTA 



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Self-report techniques

Representations

What we claim to do

Behavior

What we do



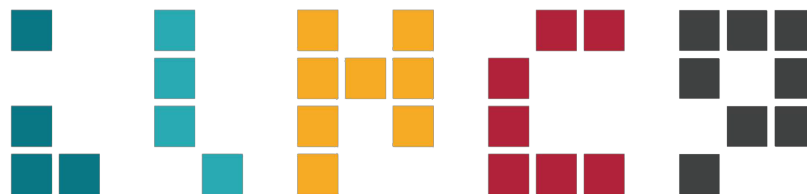
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Do self-report techniques allow to
adequately characterize our online behavior?



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According to our hypothesis, no.



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<http://prd.llmcp.pt>



Quer participar num painel de excelência?

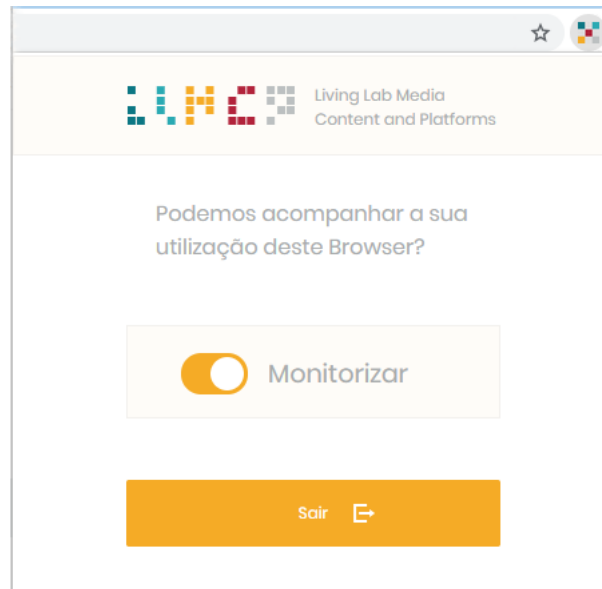
Bem-vindo!



O 'Living Lab para Conteúdos e Plataformas de Media' é um projeto de investigação liderado pela Escola Superior de Comunicação Social e financiado pela Fundação para a Ciência e a Tecnologia (FCT). Pretende-se conhecer melhor os hábitos de utilização da Internet na região de Lisboa, e a sua ajuda é muito importante para nós.

Obrigado pela participação!

[QUERO CANDIDATAR-ME](#)



Estado ▾Ordem ▾

Aplicar



Nome	Email	Estado	
#feeltheinfluencers	@hotmail.com	● Aprovado	>
1FoY^okC	@gmail.com	● Aprovado	>
282000	@gmail.com	● Aprovado	>
4589910	@gmail.com	● Aprovado	>
88	@gmail.com	● Aprovado	>
93	@gmail.com	● Aprovado	>
ARG	@hotmail.com	● Aprovado	>
ARPandinha	@hotmail.com	● Aprovado	>
A_Mafiosa	@gmail.com	● Aprovado	>
Ana Cardoso	@gmail.com	● Aprovado	>

Two information sources:

- 1) Online panel of Internet users (web tracking);
- 2) Online survey.

1) Online panel

- January 20 to July 20, 2019 (26 weeks, 182 days);
- A total of around 130 registered users, from which around 70 regularly monitored;
- A total of more than 650.000 Web Navigation Actions (WNA) gathered.

2) Online survey

- Directed to all Internet users registered in the panel;
- Between July 7 and July 15, 2019;
- A total of 40 respondents (not all being regularly monitored).

Representations vs actions

Users who...

- Participate in the panel...
- With high intensity (Web Navigation Actions in a minimum of 24 weeks, in a total of 26)...

And...

- Participate in the survey...

And...

- Are students in the same institution....

And...

- Use exclusively, or almost exclusively, Google Chrome as their web browser.

n=12

Representations vs actions

- All these 12 users report to use the Internet on a daily basis, including the weekend, in their laptop or desktop computer (covered by the panel methodology):
- Question: How often do you usually access the Internet?
(Section on Internet use through laptop or desktop computers, not including tablets or smartphones).

	Cases	%
Daily (includes weekend)	12	100%
5 or 6 days a week	0	0%
3 or 4 days a week	0	0%
Less than 3 or 4 days a week	0	0%

Representations vs actions

- How frequently do these users effectively access the Internet?

5,7 times a week

Representations vs actions

	Survey	Weeks	Days per week
User 1	Daily (includes weekend)	26	4,9
User 2	Daily (includes weekend)	24	5,1
User 3	Daily (includes weekend)	26	5,8
User 4	Daily (includes weekend)	26	5,3
User 5	Daily (includes weekend)	26	6,5
User 6	Daily (includes weekend)	26	5,7
User 7	Daily (includes weekend)	26	6,5
User 8	Daily (includes weekend)	26	6,9
User 9	Daily (includes weekend)	26	6,2
User 10	Daily (includes weekend)	25	4,8
User 11	Daily (includes weekend)	26	6,1
User 12	Daily (includes weekend)	25	5,1
Total			5,7

Representations vs actions

	Survey	Weeks	Days per week
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User 8	Daily (includes weekend)	26	6,9
User 9	Daily (includes weekend)	26	6,2
User 10	Daily (includes weekend)	25	4,8
User 11	Daily (includes weekend)	26	6,1
User 12	Daily (includes weekend)	25	5,1
Total			5,7

Conclusions

- Three-quarters of the participants (9 in 12) over-report the frequency of Internet access;
- Although all the participants report that they access the Internet every day, including the weekend, only 25% effectively accesses the Internet every day, on average;
- This sample seems to consider that their Internet access is more frequent than it effectively is;
- In reality, 75% of the participants access the Internet 5 or 6 days a week, on average;
- One hypothesis can be related to representations on Internet access and use, by this generation (PO/PC);
- These are preliminary results, and further research will be developed.



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Thank you!

Filipe Montargil
Branco Di Fátima
Cristian Ruiz

fmontargil@escs.ipl.pt
geral@lmcpt.pt