Living Lab on Media Content and Platforms: Methodology and implementation of an online panel of Internet users

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Challenges in Digital Research
LLMCP LisPan Final Conference
ESCS, September 13, 2019
Agenda

• Acknowledgements
• The concept
• Technical questions
• Specific context
• Application
• Sample
Acknowledgements

• PMVEP // Portuguese Government;
• FCT (National Science Foundation);
• CCDR-LVT;
• ESCS (Dean, Admin Services, Gabcom, SGM...);
• IPL (President, GPEI, Admin Services, Procurement...);
• Research team and partners;
• Users in the panel.
The concept
The concept

• First debates around concept: November 2014;

• Institution: ESCS // School of Communication and Media Studies
  – Advertising and Marketing;
  – Public Relations;
  – Journalism;
  – Audiovisual and Multimedia.
The concept

- **Mission**
  - Research and development on the relations between content users (covering content types such as information, entertainment, institutional or advertising)...
  - … and platforms used to access this information (laptop, tablet, smartphone, tv)...
  - … to produce academic knowledge and useful insights for several stakeholders (users, content producers, equipment producers, media and advertising agencies, advertisers...).
The concept

Changing context

User

Platforms

Analogic

Digital

Content
The concept

Changing context

- Multitasking, or two-screen minimum
- Most smartphone and tablet users are using it, while watching tv (Nielsen 2011: 84%)
- Where is the media consumer? (“ubiquitous” user)

The concept

Basic model

LLMCP@Initial

Public Relations

Advertising and Marketing

Journalism

Audiovisual and Multimedia
The concept

Basic model
Technical options
Technical options

• App development
  Google Chrome extension
Advantages

- Free access to the browser’s engine;
- Independent of the operating system used, allowing access to users with multiple operating systems (albeit with limited use in the case of IOS);
- Easy access to several user devices through the Google account.
Technical options

- Advantages

Most used web browser, globally.

Fonte: StatCounter, GlobalStats,
http://gs.statcounter.com/#all-browser-ww-monthly-201506-201506-map
Technical options

• Advantages

Largest global growth.

Source: StatCounter, GlobalStats
Technical options

• Advantages

Most used web browser, in Portugal.

Source: StatCounter, GlobalStats
Technical options

• Limitations

  – The panel relies entirely on information from a single browser (at least in the early stages);
  – Risk of change in engine access policy by Google;
  – Risk of less positive evolution of Chrome usage on the market (globally and on each operating system).
Technical options

- Proof of concept (2015)
Technical options

- PMVEP (Programa de Modernização e Valorização do Ensino Politécnico)
  - Application: submitted September 2016;
  - Funded project: March 22, 2018, to September 23, 2019.
Specific context
How do we use the Internet?
Specific context

nielsen

KANTAR MEDIA

Pew Research Center

Grupo Marktest

OberCom

IBOPE CONECTA
Specific context

Self-report techniques
Representations

What we claim to do

Behavior

What we do
Do self-report techniques allow to adequately characterize our online behavior?
According to our hypothesis, no.
Application
Application

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
Faça o seu registo e participe
A participação neste painel é voluntária, anônima e confidencial.

01 DADOS PESSOAIS

**NICKNAME** *

**ANO DE NASCIMENTO** *

**GÉNERO** *
- Masculino
- Feminino

**ESTADO CIVIL** *
- Solteiro
- Divergente
- Casado
- União de facto
- Viúvo

02 ESTADO LABORAL
Application

Living Lab on Media
Content and Platforms

Podemos acompanhar a sua utilização deste Browser?

Monitorizar

Sair
Application

Login to the ILMC Living Lab on Media Content and Platforms.

User Name: livinglab
Password: [masked]

Enter
Application
Application
• Tests...
• And then...

https://bugs.chromium.org/p/chromium/issues/detail?id=474511
Application

Basic model

- SW Agent
- SW Agent
- SW Agent
- Big data
- BI
Sample
Sample

• Technological Dilemmas, previously tackled:
  
  – Provider, App or Extension;
  – Browsing history;
  – Form and application;
  – Controlling the sample;
  – Mobile = Multitasking..
• Participatory challenges, still to tackle:

  – Project presentation;
  – Online communication;
  – Individual approach;
  – Incentives…;
  – Panel: 108 members..
### Apresentações

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<th>Arranque</th>
<th>Turmas</th>
<th>Registos</th>
<th>Painel</th>
<th>Média registro/turma</th>
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### Saídas de campo

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<td>14</td>
<td>80</td>
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### Total

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<td>165</td>
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Sample

26,7%  73,3%

Living Lab on Media Content and Platforms
Sample

- 19 - 21: 51.5%
- 22 - 24: 25.5%
- 25 - 29: 11.5%
- 30 - 39: 6.0%
- + 40: 5.5%
Sample

Living Lab on Media Content and Platforms

74,5% Student
22,4% Worker
3,1% Other
Sample

92.7% Single

5.5% Married

1.8% Other
Motivations

Limitations
Gráfico 1.0 – Aceita participar do LLMCP? (n = 125)

- Sim: 61,6%
- Não: 38,4%
Gráfico 2.0 – Por que aceita participar? (n = 48)

- Utilidade: 41,7%
- Ajudar: 31,3%
- Incentivo: 14,6%
- Outro: 10,4%
- Não sabe: 2,1%
Gráfico 3.0 – Por que não aceita participar? (n = 77)

- Privacidade: 37,7%
- Não sabe: 22,1%
- Sem interesse: 19,5%
- Problemas Técnicos: 11,7%
- Não usa Chrome: 9,1%
Socially useful data

Privacy
Thank you!

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