



Living Lab on Media
Content and Platforms

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



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- 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.



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The concept

The concept

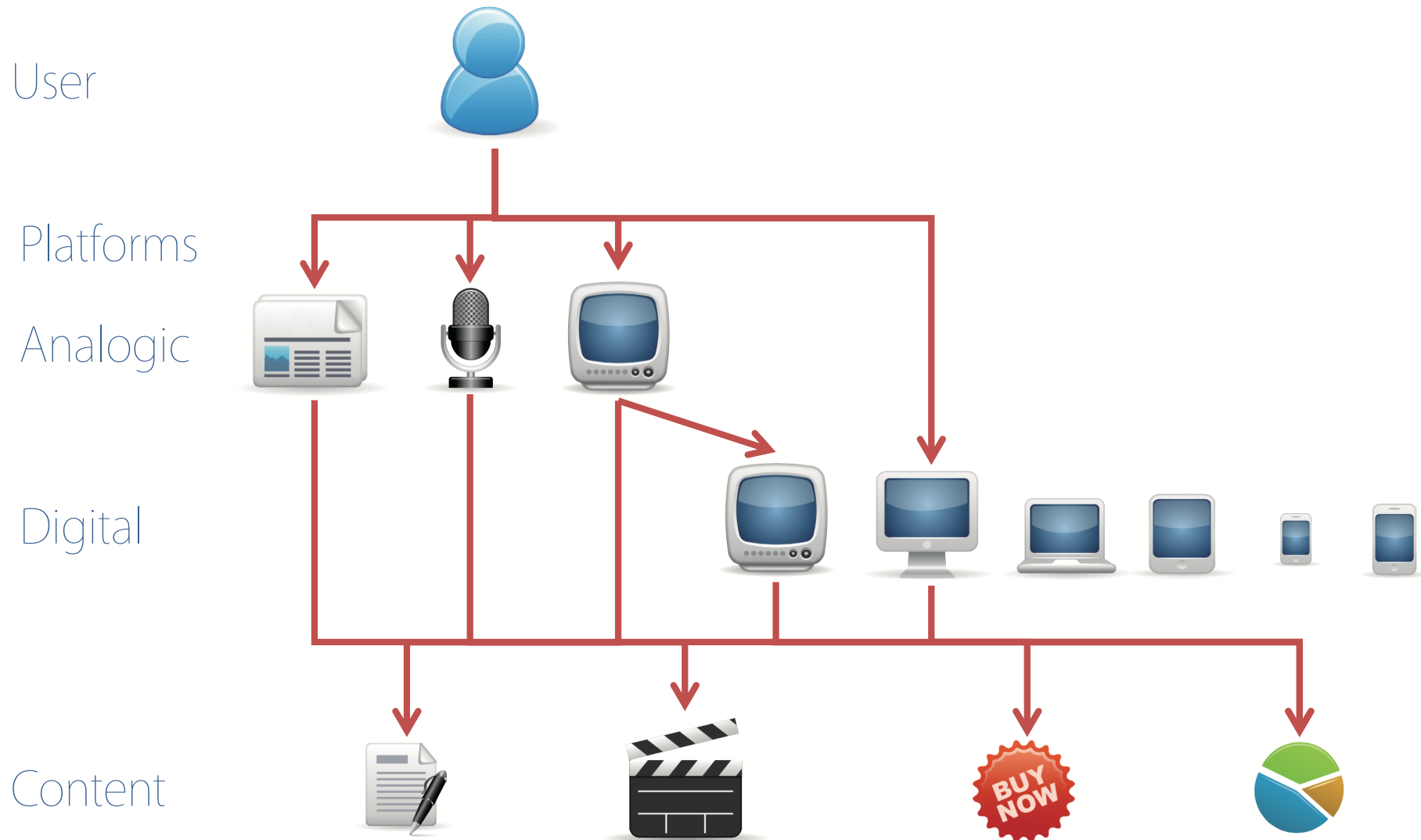
- First debates around concept: November 2014;
- Institution: ESCS // School of Communication and Media Studies
 - Advertising and Marketing;
 - Public Relations;
 - Journalism;
 - Audiovisual and Multimedia.

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



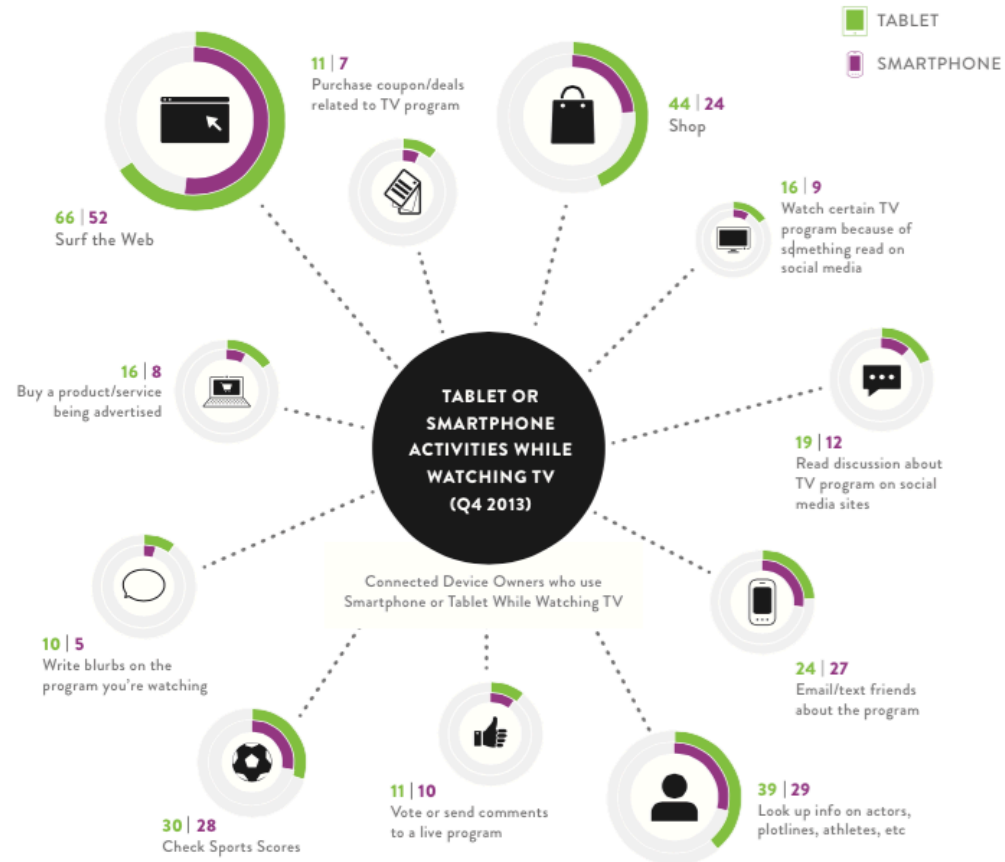
The concept



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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)



U.S. CONSUMERS ARE USING SECOND-SCREENS IN WAYS THAT ARE NATURAL EXTENSIONS OF THE PROGRAMMING THEY WATCH



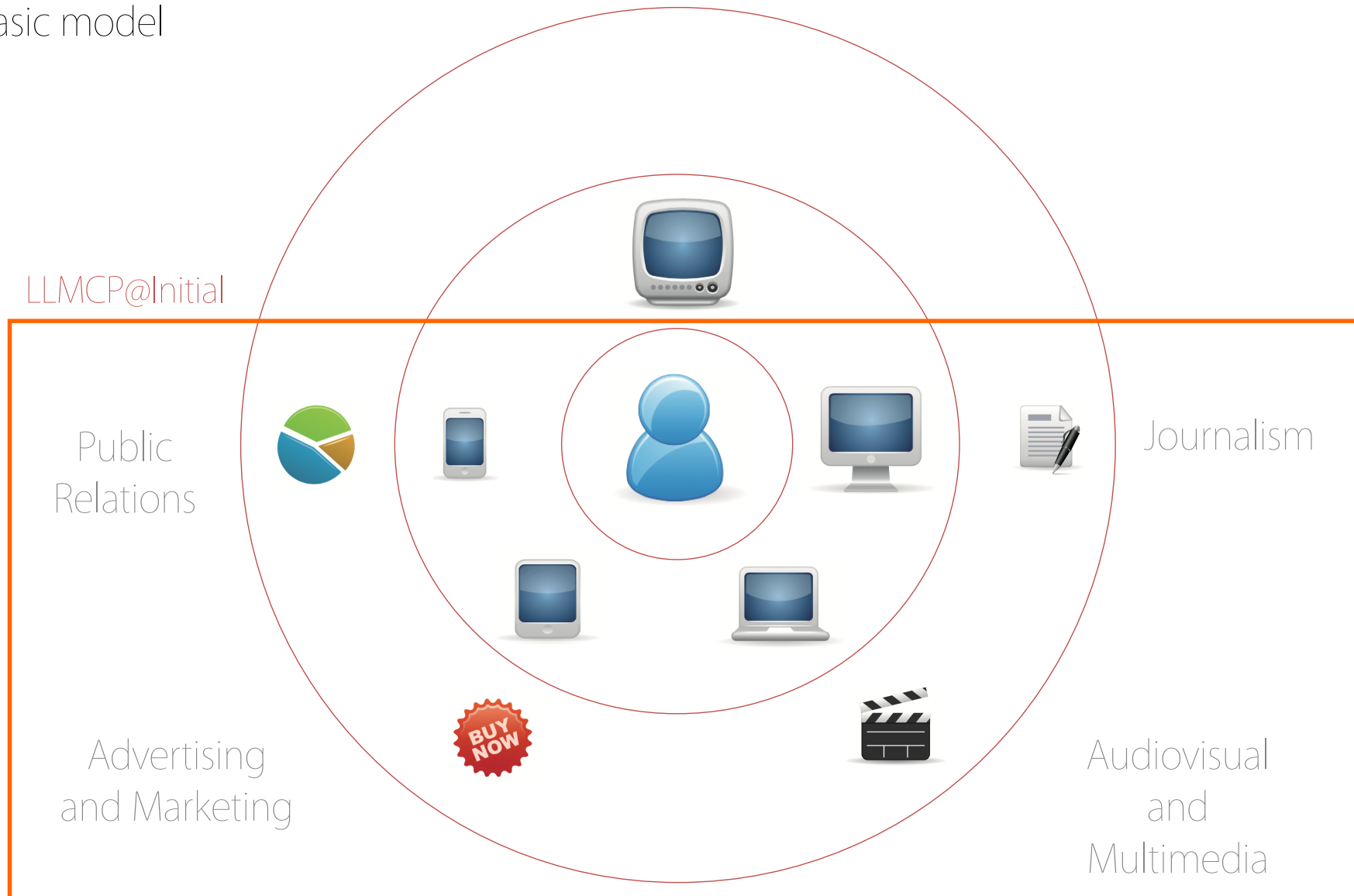
Source: Nielsen (2014). *Advertising & Audiences – State of the media.*

The concept



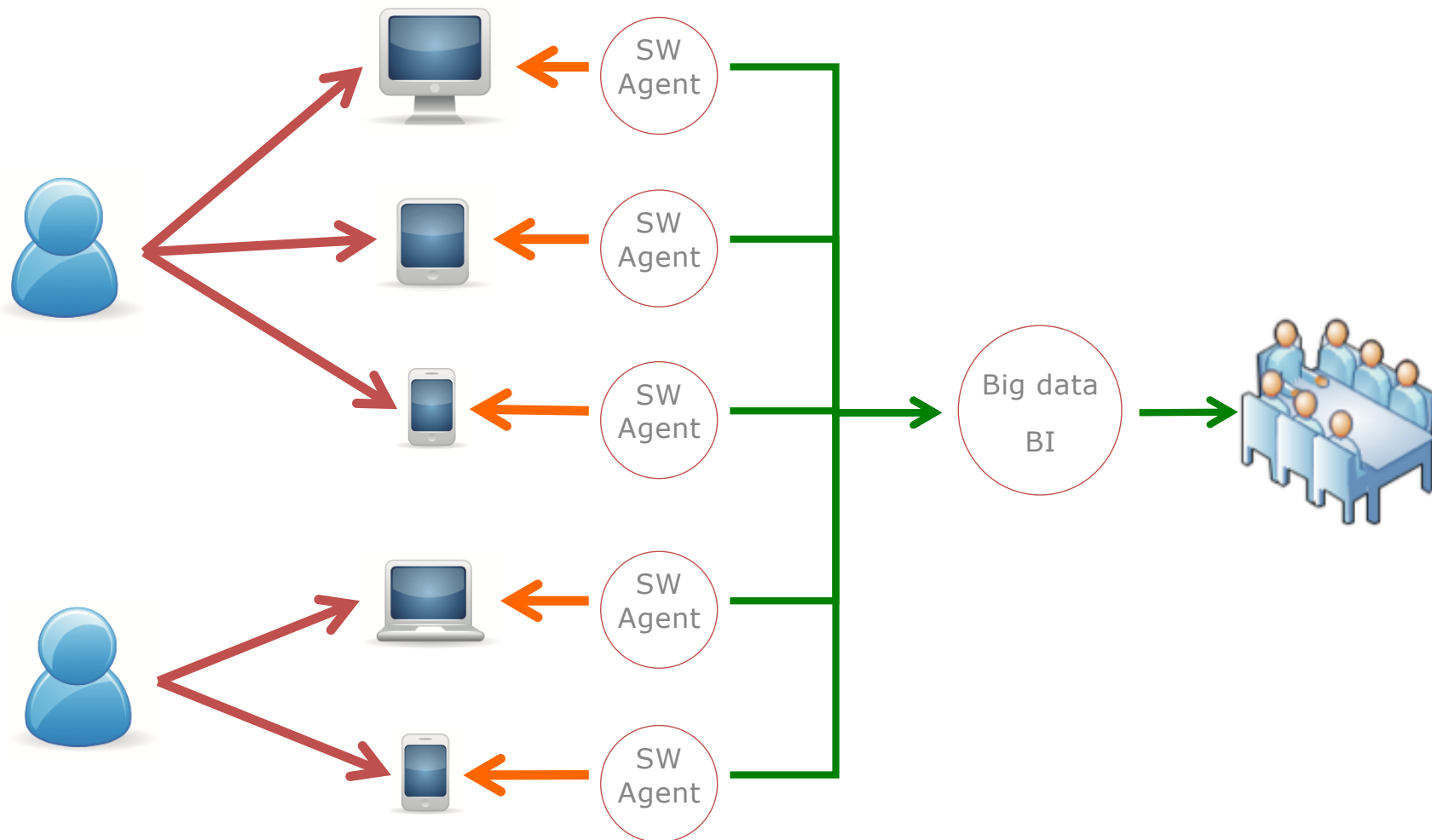
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Basic model



The concept

Basic model





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Technical options

Technical options

- App development
Google Chrome extension



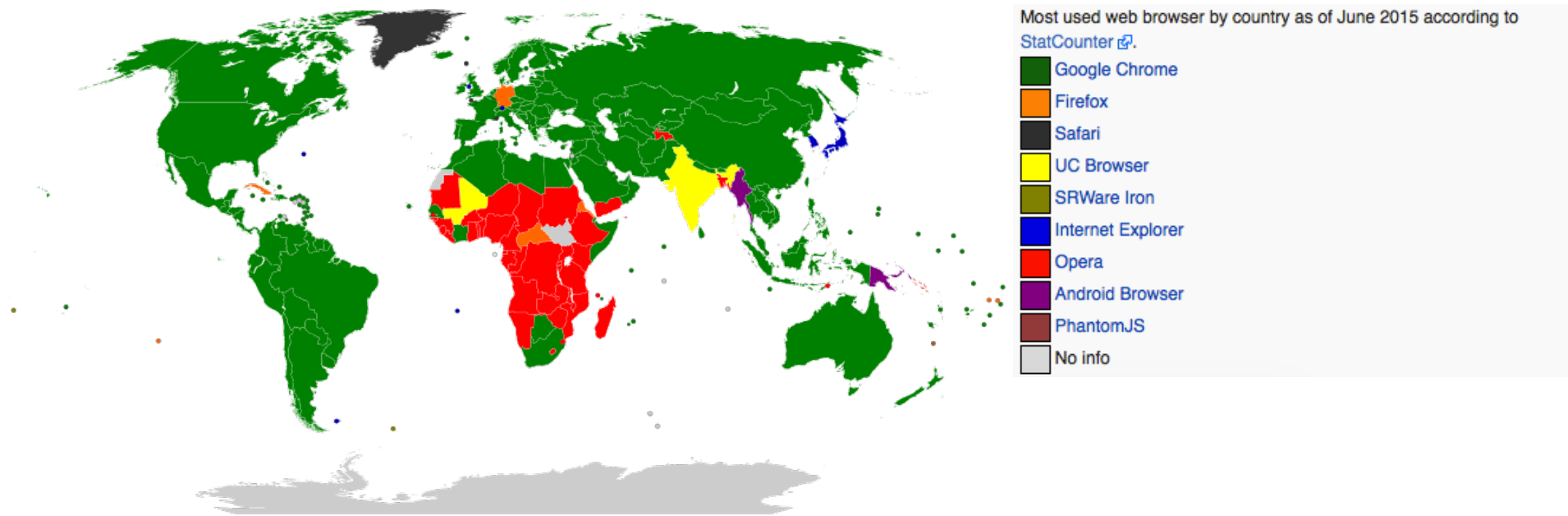
Technical options

- 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.



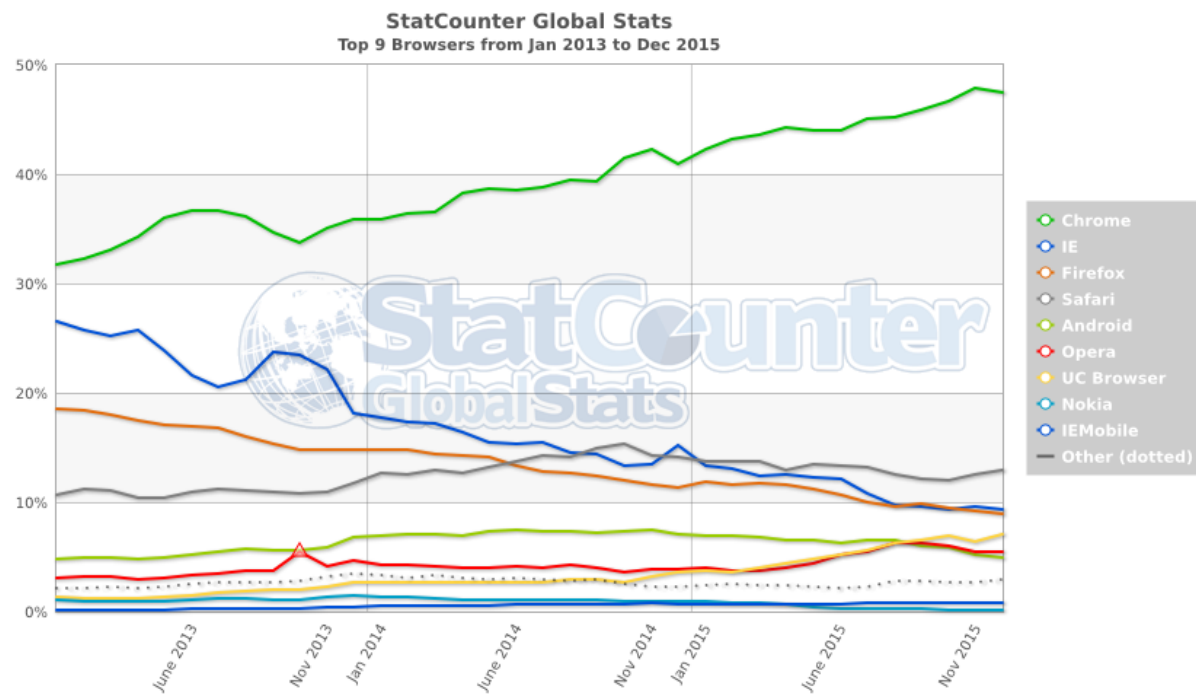
Fonte: StatCounter, GlobalStats,

<http://gs.statcounter.com/#all-browser-ww-monthly-201506-201506-map>

Technical options

- Advantages

Largest global growth.

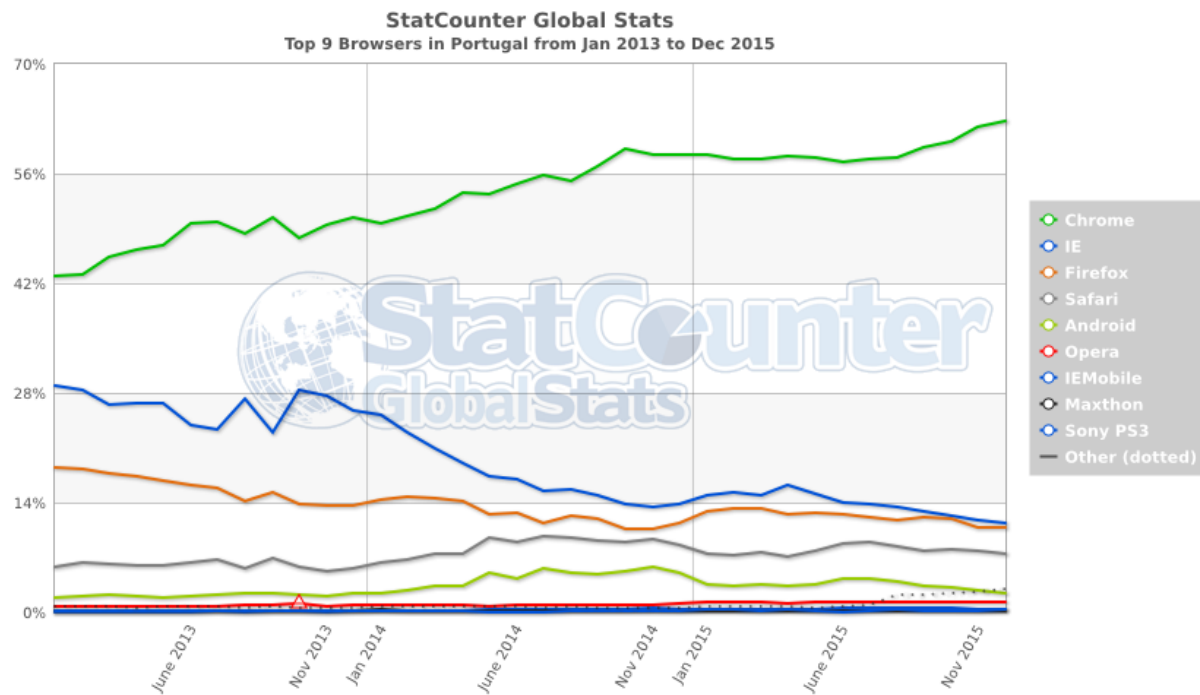


Source: StatCounter, GlobalStats

Technical options

- Advantages

Most used web browser, in Portugal.



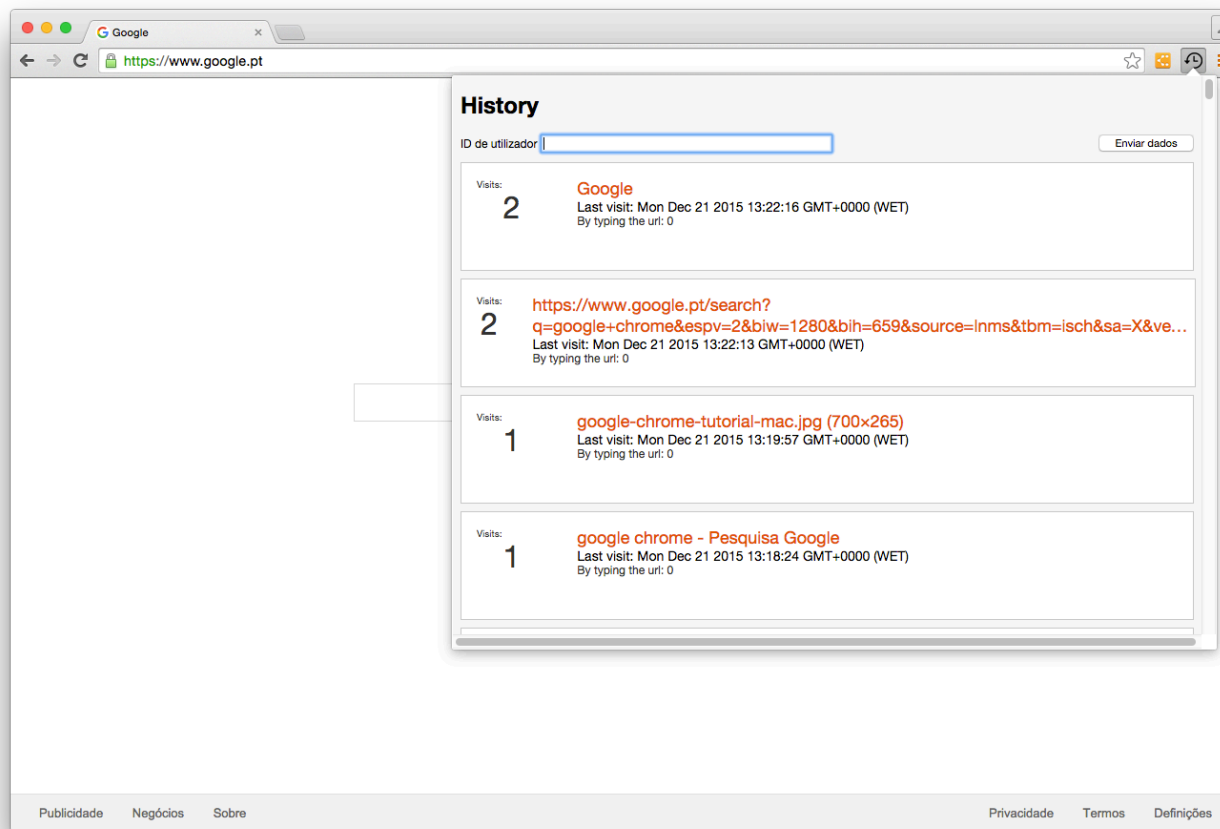
Source: StatCounter, GlobalStats

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.



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Specific context

Specific context



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How do we use the Internet?

Specific context



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Pew Research Center



*Grupo
Marktest*



OberCom



Specific context



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Self-report techniques

Representations

What we claim to do

Behavior

What we do

Specific context



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

Specific context



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According to our hypothesis, no.



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Application

Application



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LIVING LAB ON MEDIA CONTENT AND PLATFORMS

<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.

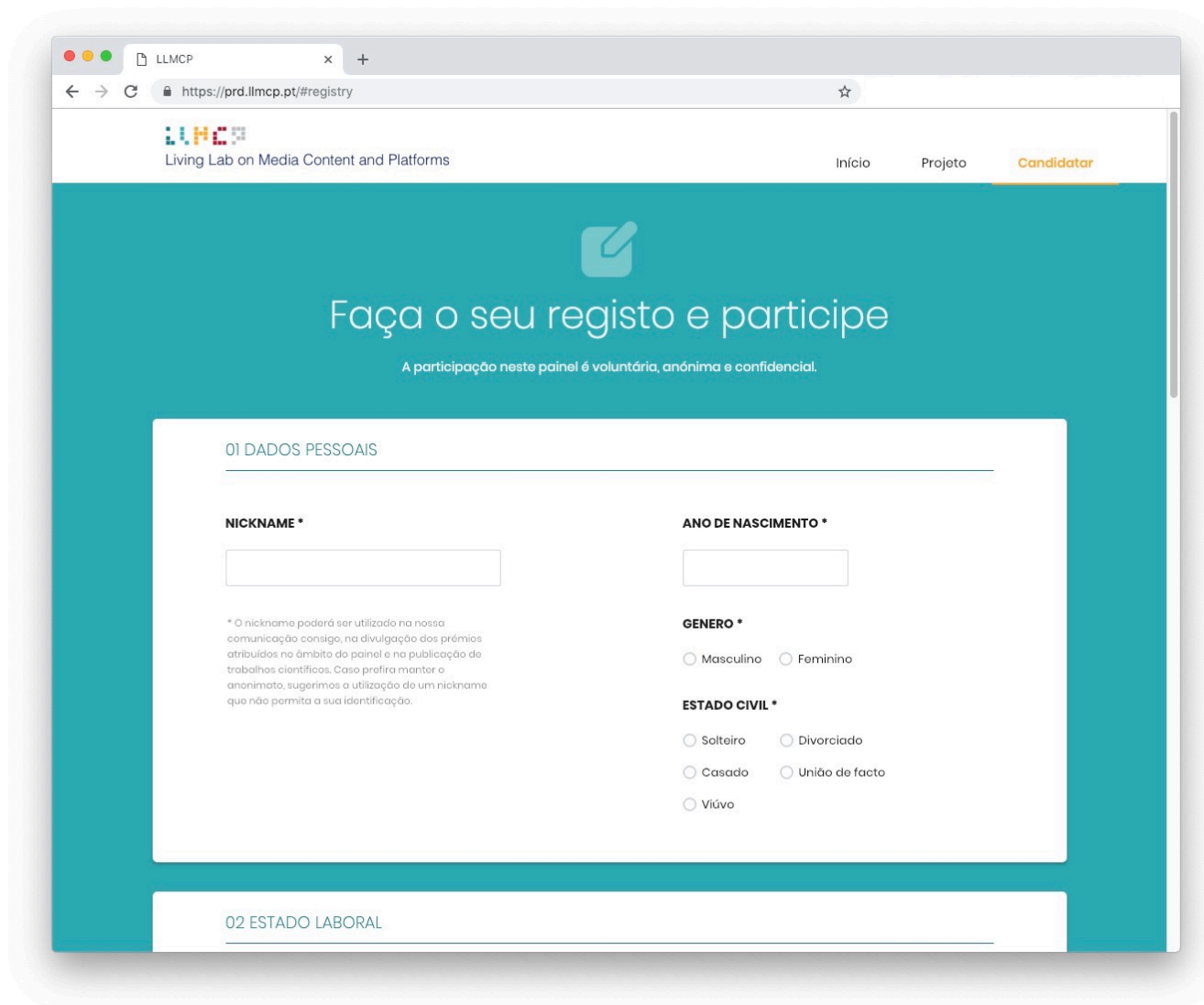
Obrigado pela participação!

[QUERO CANDIDATAR-ME](#)

Application



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A screenshot of a web browser displaying the registration page for LLMCP. The browser's address bar shows the URL https://prd.llmcp.pt/#registry. The page features a teal header with the LLMCP logo and navigation links for 'Inicio', 'Projeto', and 'Candidatar'. The main content area has a teal background with a white box containing the registration form. The form is titled '01 DADOS PESSOAIS' and includes fields for 'NICKNAME *' and 'ANO DE NASCIMENTO *'. Below these fields is a disclaimer: '* O nickname poderá ser utilizado na nossa comunicação consigo, na divulgação dos prémios atribuídos no âmbito do painel e na publicação de trabalhos científicos. Caso prefira manter o anónimo, sugerimos a utilização de um nickname que não permita a sua identificação.' There are also radio button options for 'GENERO *' (Masculino, Feminino) and 'ESTADO CIVIL *' (Solteiro, Divorciado, Casado, União de facto, Viúvo). The bottom of the form shows the start of the next section, '02 ESTADO LABORAL'.

Application



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The screenshot shows a web browser window with the URL <https://prd.llmcp.pt/#registry>. The page is titled "02 ESTADO LABORAL" and contains two columns of radio button options. The first column is titled "CONDIÇÃO PERANTE O TRABALHO *" and includes options for "Estudante", "Trabalhador-estudante", "Trabalhador por conta de outrem", "Trabalhador por conta própria", "Desempregado", "Doméstico", "Reformado", and "Outra, Qual?". The second column is titled "INSTITUIÇÃO" and includes "Escola Superior de Comunicação Social" and "Outra, Qual?". Below these options are two empty text input fields. The "CURSO" section also has an empty text input field.

02 ESTADO LABORAL

CONDIÇÃO PERANTE O TRABALHO *

- Estudante
- Trabalhador-estudante
- Trabalhador por conta de outrem
- Trabalhador por conta própria
- Desempregado
- Doméstico
- Reformado
- Outra, Qual?

INSTITUIÇÃO

- Escola Superior de Comunicação Social
- Outra, Qual?

CURSO

03 DISPOSITIVOS

ATRAVÉS DE QUE DISPOSITIVOS ACEDE HABITUALMENTE À INTERNET? * (ESCOLHA MÚLTIPLA)

- Computador portátil (laptop)
- Telemóvel (smartphone)
- Tablet
- Computador fixo (desktop)
- Outra plataforma (consola, televisão...) Qual?

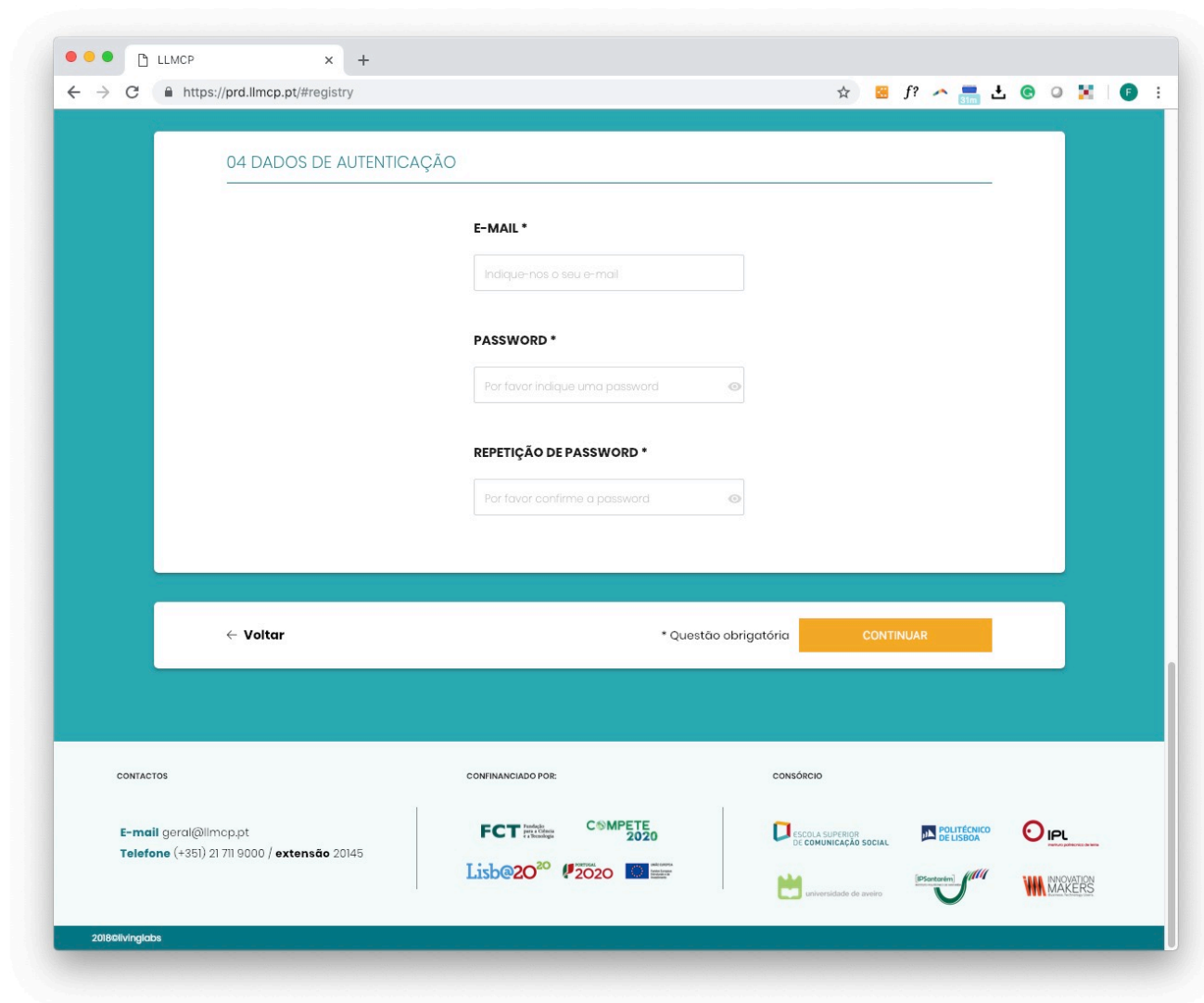
OS DISPOSITIVOS SÃO UTILIZADOS APENAS POR SI OU SÃO PARTILHADOS? *

- Apenas por mim
- Com colegas do trabalho
- Com membros da família
- Com colegas da escola ou universidade

Application



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A screenshot of a web browser displaying a registration form. The browser's address bar shows the URL 'https://prd.llmcp.pt/#registry'. The form is titled '04 DADOS DE AUTENTICAÇÃO' and contains three required fields: 'E-MAIL *', 'PASSWORD *', and 'REPETIÇÃO DE PASSWORD *'. Each field has a placeholder text and a toggle icon for visibility. At the bottom of the form, there is a navigation bar with a 'Voltar' button, a note '* Questão obrigatória', and a 'CONTINUAR' button. The footer of the page includes contact information, funding sources (FCT, COMPETE 2020, Lisb@2020), and a consortium of partners (ESCOLA SUPERIOR DE COMUNICAÇÃO SOCIAL, POLITÉCNICO DE LISBOA, IPL, universidade de aveiro, i3Santarem, INNOVATION MAKERS).

LLMCP

https://prd.llmcp.pt/#registry

04 DADOS DE AUTENTICAÇÃO

E-MAIL *

Indique-nos o seu e-mail

PASSWORD *

Por favor indique uma password

REPETIÇÃO DE PASSWORD *

Por favor confirme a password

[← Voltar](#) * Questão obrigatória [CONTINUAR](#)

CONTACTOS

E-mail geral@llmcp.pt
Telefone (+351) 21 711 9000 / extensão 20145

CONFINANCIADO POR:

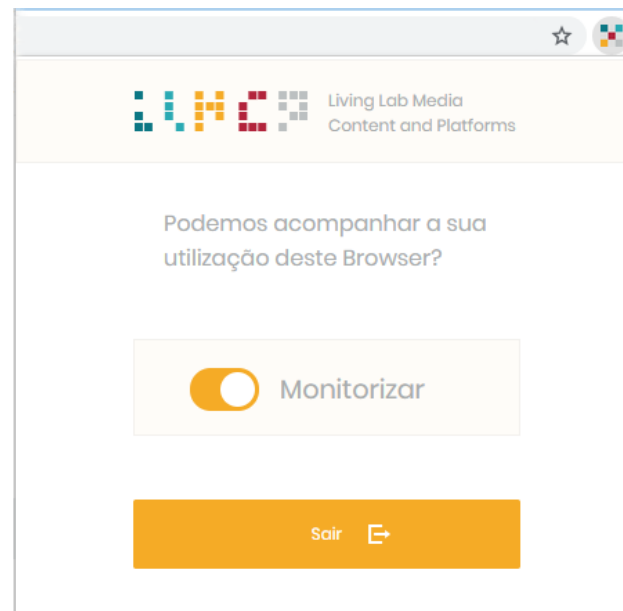
FCT Faculdade de Engenharia e Tecnologia
COMPETE 2020
Lisb@2020 2020

CONSÓRCIO

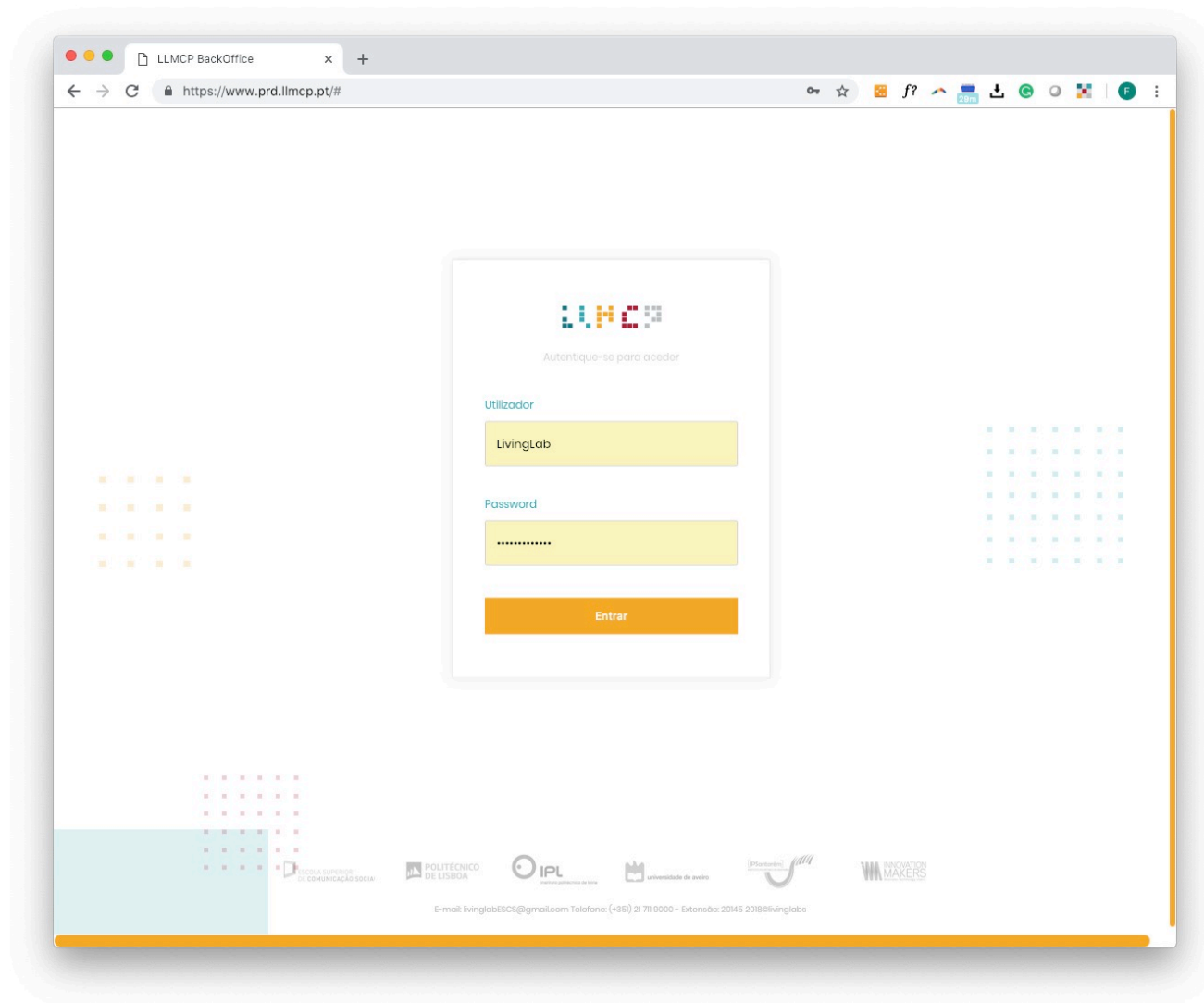
ESCOLA SUPERIOR DE COMUNICAÇÃO SOCIAL
POLITÉCNICO DE LISBOA
IPL
universidade de aveiro
i3Santarem
INNOVATION MAKERS

2018@livinglabs

Application



Application



Application



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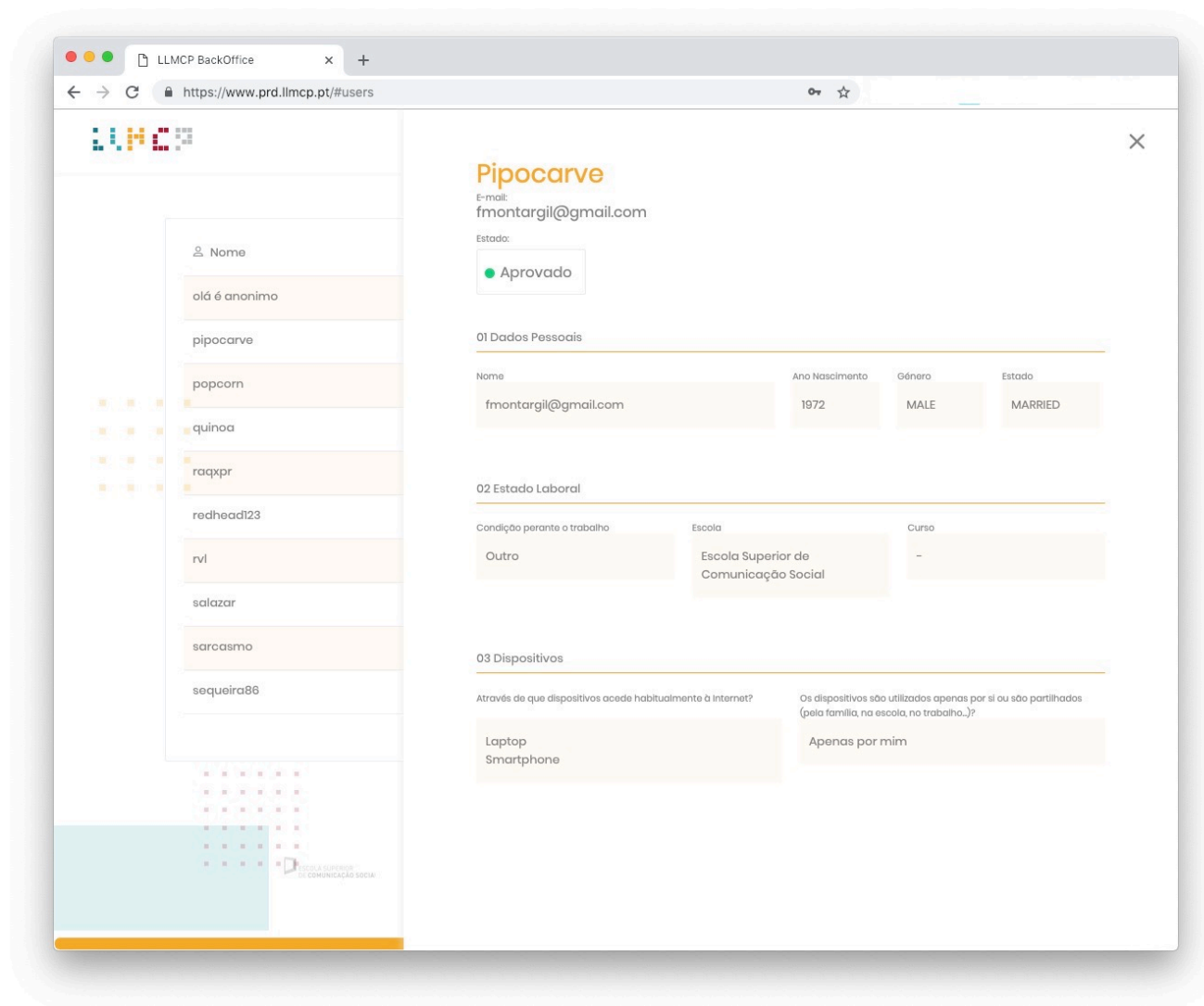
The screenshot displays the 'Utilizadores' (Users) page in the LLMCP BackOffice. The browser address bar shows the URL <https://www.prd.llmcp.pt/#users>. The page features a navigation bar with 'Base de Dados' and 'Utilizadores' tabs, and a 'LivingLab' logo. Below the navigation, there is a search bar labeled 'Procurar por nome' and filters for 'Estado' and 'Ordem'. An 'Aplicar' button and a download icon are also present. The main content area contains a table of users with columns for 'Nome', 'Email', and 'Estado'. All users listed are in an 'Aprovado' (Approved) state. A pagination bar at the bottom indicates the current page is 1 of 12.

Nome	Email	Estado
#feeltheinfluencers	danieltomaz4@hotmail.com	Aprovado
1FoY^okC	lidiaecsoares@gmail.com	Aprovado
282000	eva.b.ferreira.2000@gmail.com	Aprovado
4589910	danielagomescosta99@gmail.com	Aprovado
88	catarinacoelho98@gmail.com	Aprovado
93	nathalia.leal.silva@gmail.com	Aprovado
ARG	rita_gois@hotmail.com	Aprovado
ARPandinha	anarita_curtinha@hotmail.com	Aprovado
A_Mafiosa	catia.antunes1999@gmail.com	Aprovado
Ana Cardoso	cardosoana5800@gmail.com	Aprovado

Application



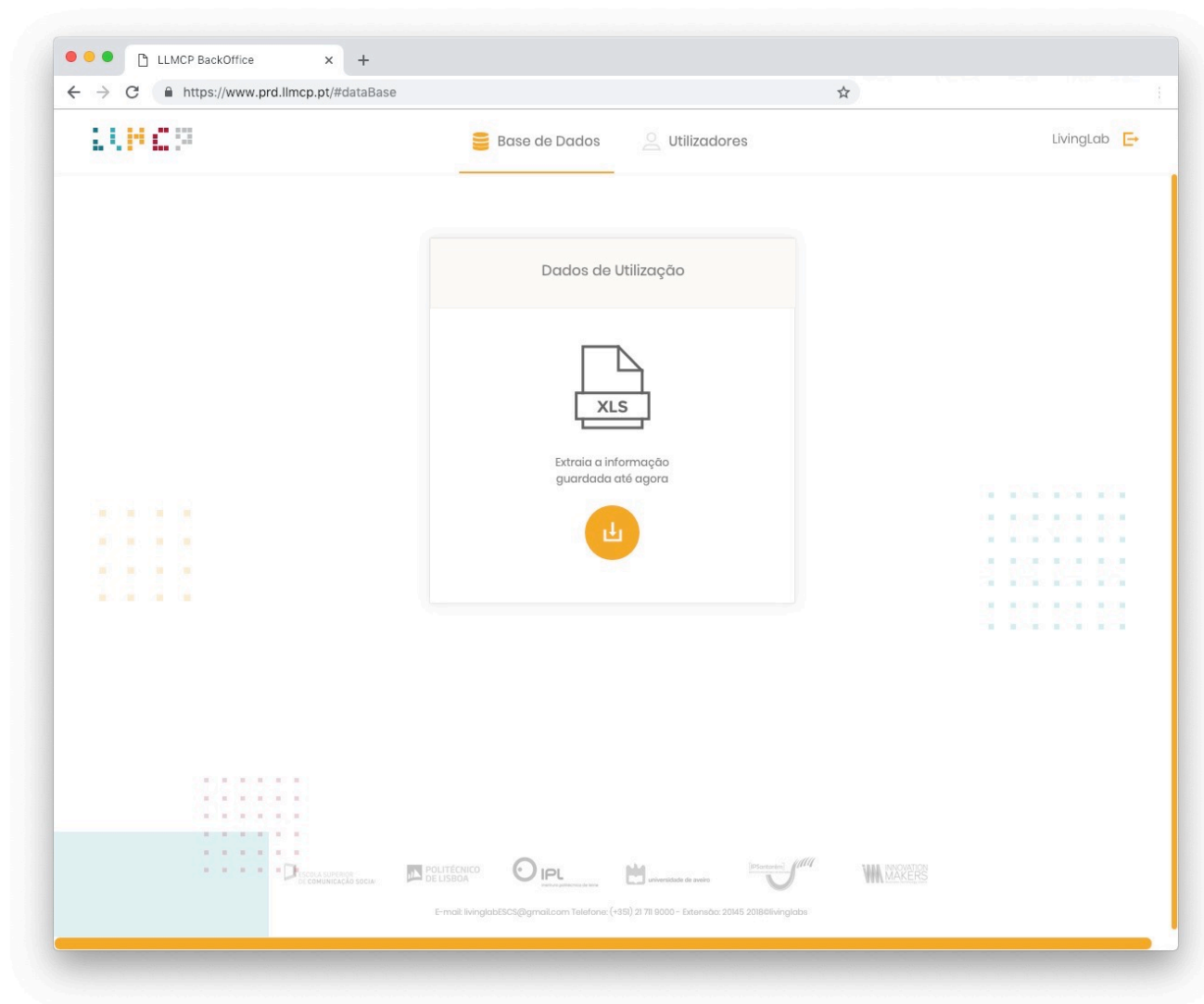
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Application

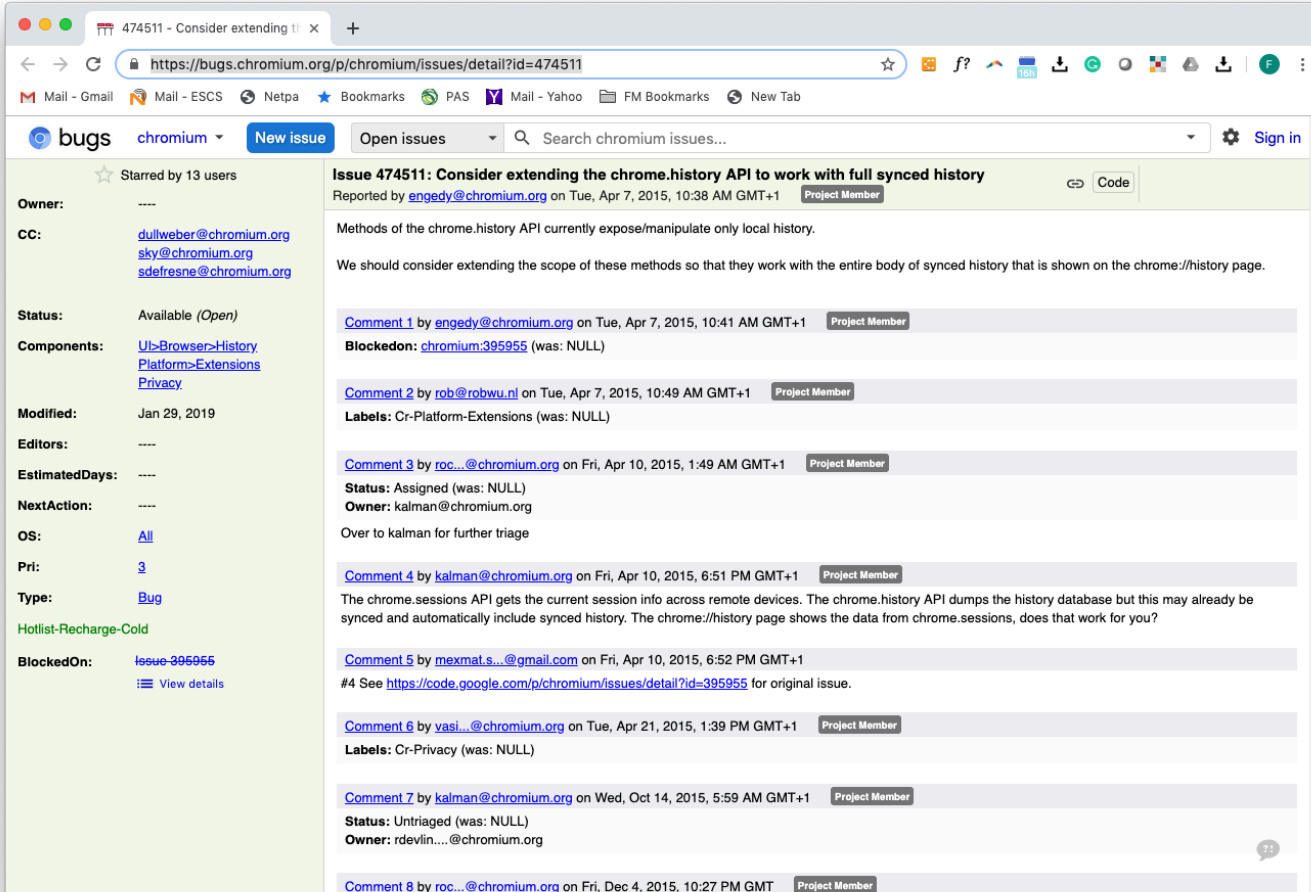


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Application

- Tests...
- And then...



The screenshot shows a web browser displaying a Chromium bug report. The browser's address bar shows the URL <https://bugs.chromium.org/p/chromium/issues/detail?id=474511>. The page title is "474511 - Consider extending...". The bug report details are as follows:

- Issue 474511: Consider extending the chrome.history API to work with full synced history**
- Reported by engedy@chromium.org on Tue, Apr 7, 2015, 10:38 AM GMT+1
- Methods of the chrome.history API currently expose/manipulate only local history.
- We should consider extending the scope of these methods so that they work with the entire body of synced history that is shown on the chrome://history page.
- Status:** Available (Open)
- Components:** UI->Browser->History, Platform->Extensions, Privacy
- Modified:** Jan 29, 2019
- OS:** All
- Pri:** 3
- Type:** Bug
- BlockedOn:** [Issue 395955](#)

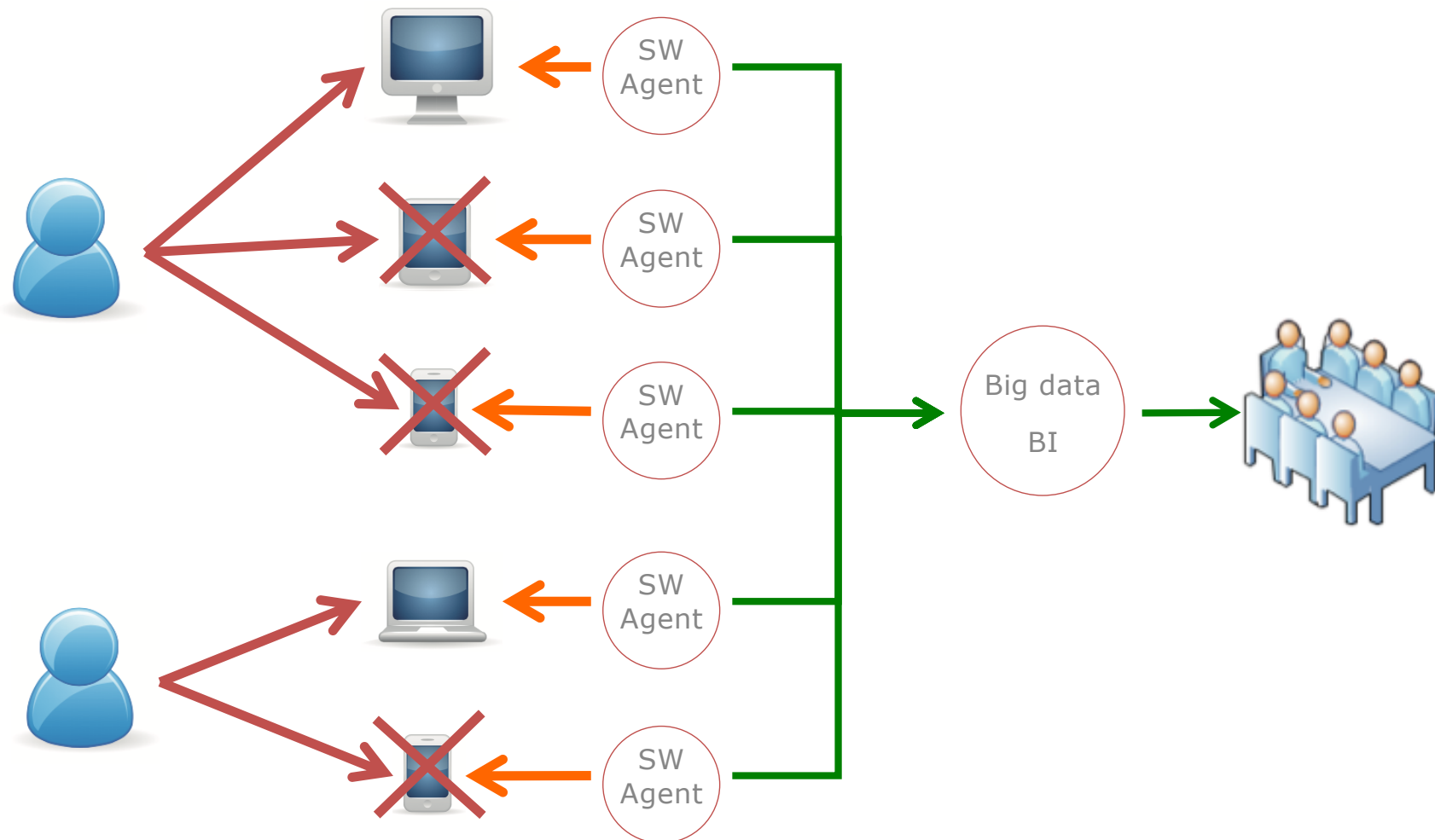
The issue description and comments are as follows:

- Comment 1** by engedy@chromium.org on Tue, Apr 7, 2015, 10:41 AM GMT+1: **BlockedOn:** [chromium:395955](#) (was: NULL)
- Comment 2** by rob@robwu.nl on Tue, Apr 7, 2015, 10:49 AM GMT+1: **Labels:** Cr-Platform-Extensions (was: NULL)
- Comment 3** by roc...@chromium.org on Fri, Apr 10, 2015, 1:49 AM GMT+1: **Status:** Assigned (was: NULL), **Owner:** kalman@chromium.org. Over to kalman for further triage.
- Comment 4** by kalman@chromium.org on Fri, Apr 10, 2015, 6:51 PM GMT+1: The chrome.sessions API gets the current session info across remote devices. The chrome.history API dumps the history database but this may already be synced and automatically include synced history. The chrome://history page shows the data from chrome.sessions, does that work for you?
- Comment 5** by mexmat.s...@gmail.com on Fri, Apr 10, 2015, 6:52 PM GMT+1: #4 See <https://code.google.com/p/chromium/issues/detail?id=395955> for original issue.
- Comment 6** by vasi...@chromium.org on Tue, Apr 21, 2015, 1:39 PM GMT+1: **Labels:** Cr-Privacy (was: NULL)
- Comment 7** by kalman@chromium.org on Wed, Oct 14, 2015, 5:59 AM GMT+1: **Status:** Untriaged (was: NULL), **Owner:** rdevlin...@chromium.org
- Comment 8** by roc...@chromium.org on Fri, Dec 4, 2015, 10:27 PM GMT

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

Application

Basic model





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Sample

Technological
Dilemmas

Participatory
Challenges

Sample

- Technological Dilemmas, previously tackled:
 - Provider, App or Extension;
 - Browsing history;
 - Form and application;
 - Controlling the sample;
 - Mobile = Multitasking..

Sample

- Participatory challenges, still to tackle:
 - Project presentation;
 - Online communication;
 - Individual approach;
 - Incentives...;
 - Panel: 108 members..

Sample

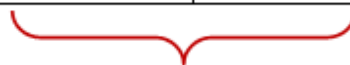


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Apresentações				
Arranque	Turmas	Registos	Painel	Média registo/turma
21/11/2018	40	85	33	2,1



Saídas de campo				
Arranque	Saídas	Registos	Painel	Média registo/saída
08/01/2019	14	80	60	5,7



Total	Abordagens	Registos	Painel	Média registo/geral
	54	165	93	3,0

Sample



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26,7%



73,3%

Sample



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19 - 21



51,5%

22 - 24



25,5%

25 - 29



11,5%

30 - 39



6,0%

+ 40



5,5%

Sample



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74,5%

Student



22,4%

Worker



3,1%

Other

Sample



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92,7%

Single



5,5%

Married



1,8%

Other

Motivations

Limitations

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

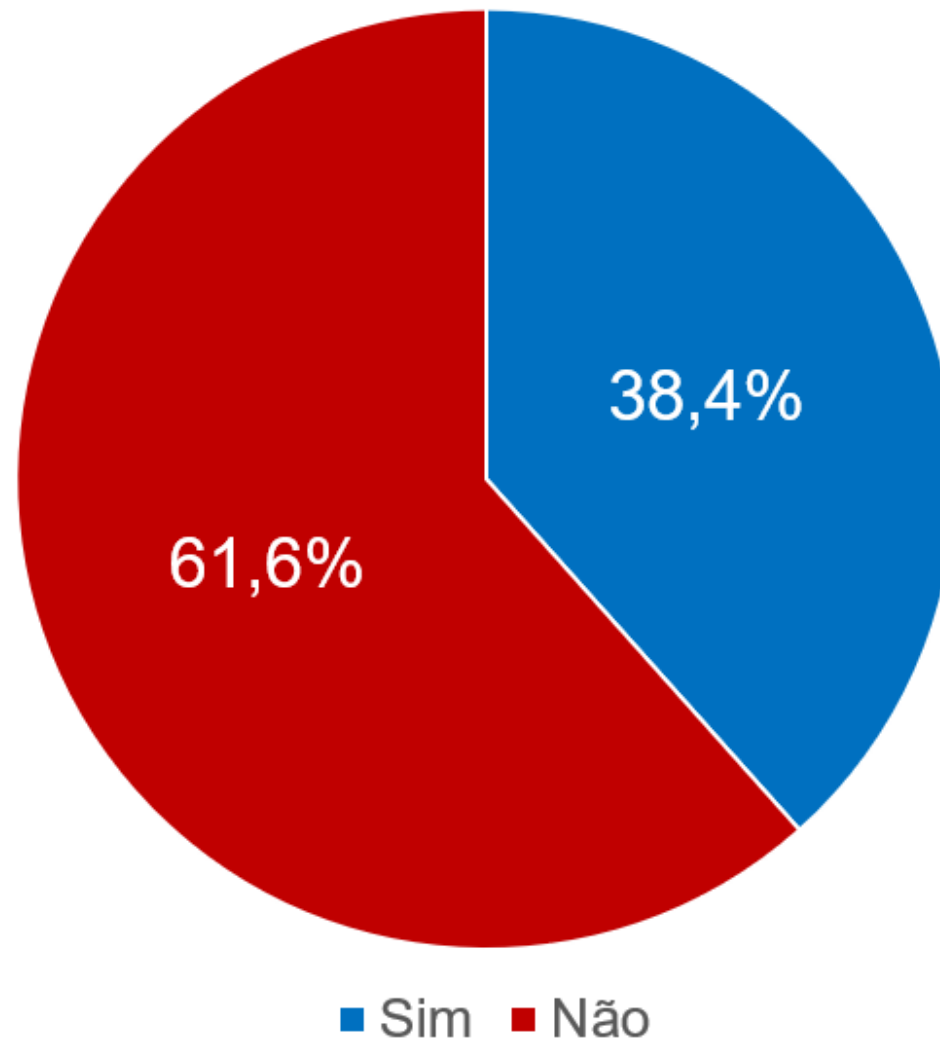


Gráfico 2.0 – Por que aceita participar? (n = 48)

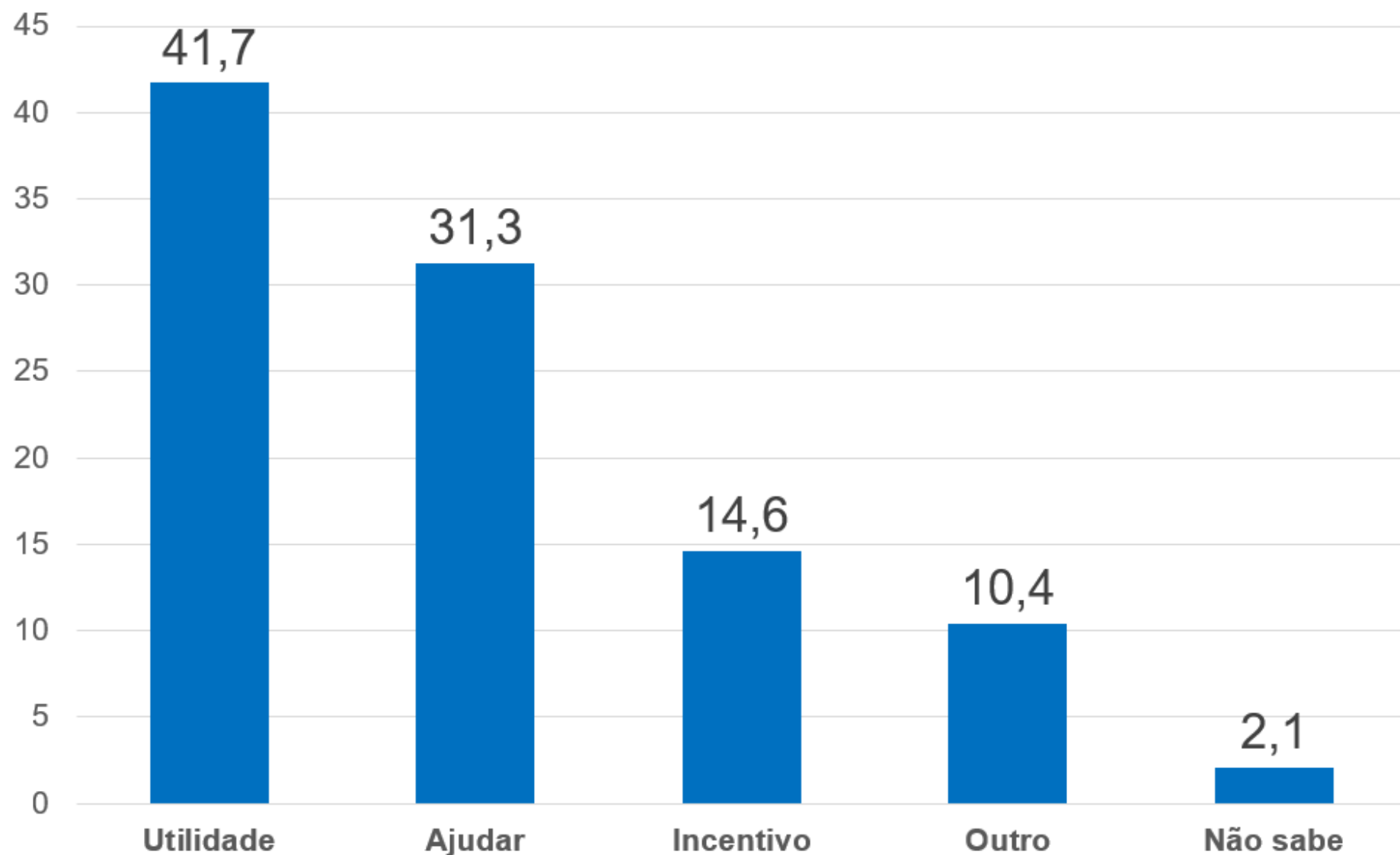
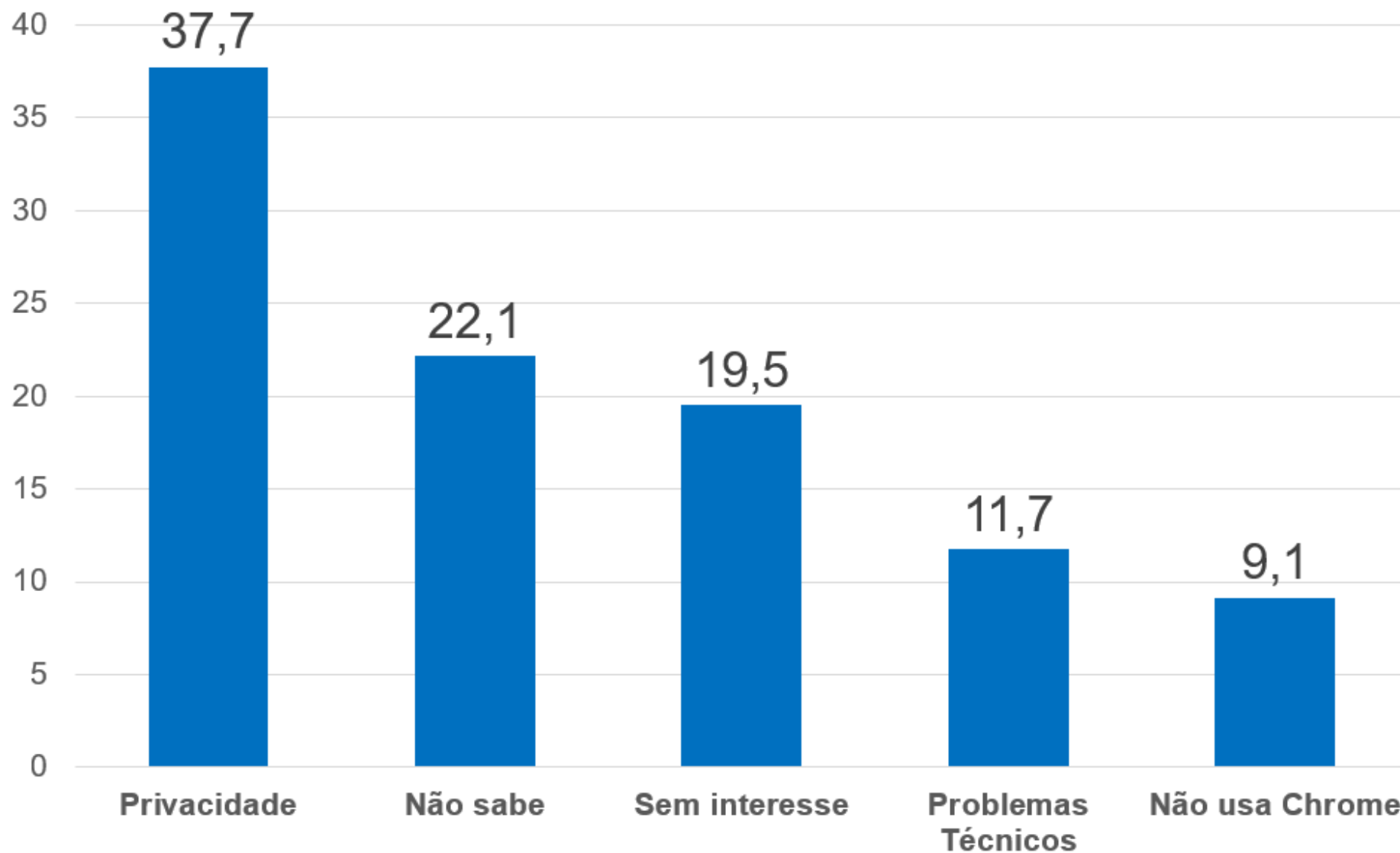


Gráfico 3.0 – Por que não aceita participar? (n = 77)



Socially useful data

Privacy



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Thank you!

Filipe Montargil
Sandra Miranda
Vitor Rodrigues
Branco Di Fátima

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