

The “MediaLiveTracker”

A New Online Tool for Real-Time-Response- Measurement

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GOR 2012, Mannheim

7. März 2012

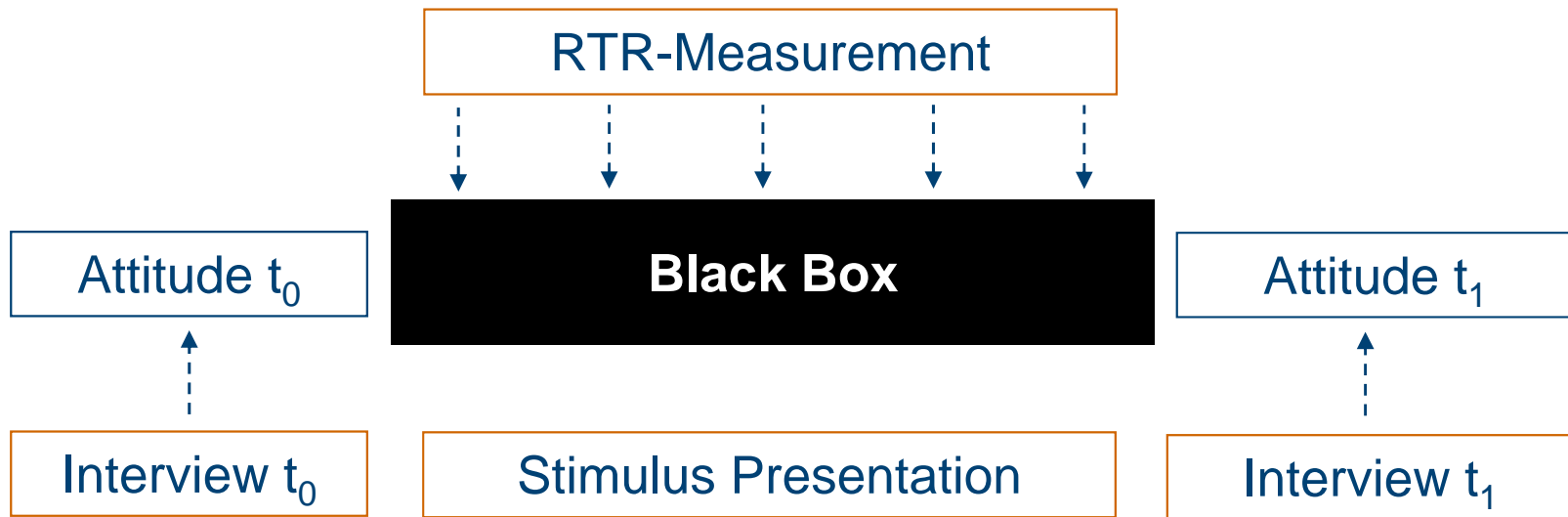


Real-Time-Response- Measurement: Purpose & Devices



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Why Real-Time-Response-Measurement?



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Dials

Push-Button-Device



Slider

Source: Millard 1992

Introducing the
„MediaLiveTracker“



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Why did we develop the „MediaLiveTracker“?

- Problems with Offline-RTR
 - High acquisition costs
 - Extensive planning and coordinating efforts for laboratory study designs
 - High hurdles for participation: test persons have to show up at a specific time and place
 - Measurement devices can not be modified

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What are the main features of the „MediaLiveTracker“?

- Three different and modifiable measurement devices



Push-Button



Slider



Dial

- Scale width and range of values can easily be modified
- Possibility to choose between stepwise and stepless ratings
- Devices can be handled via mouse and keyboard
- Measuring accuracy: up to the millisecond
- Integration into online survey tools via iframe

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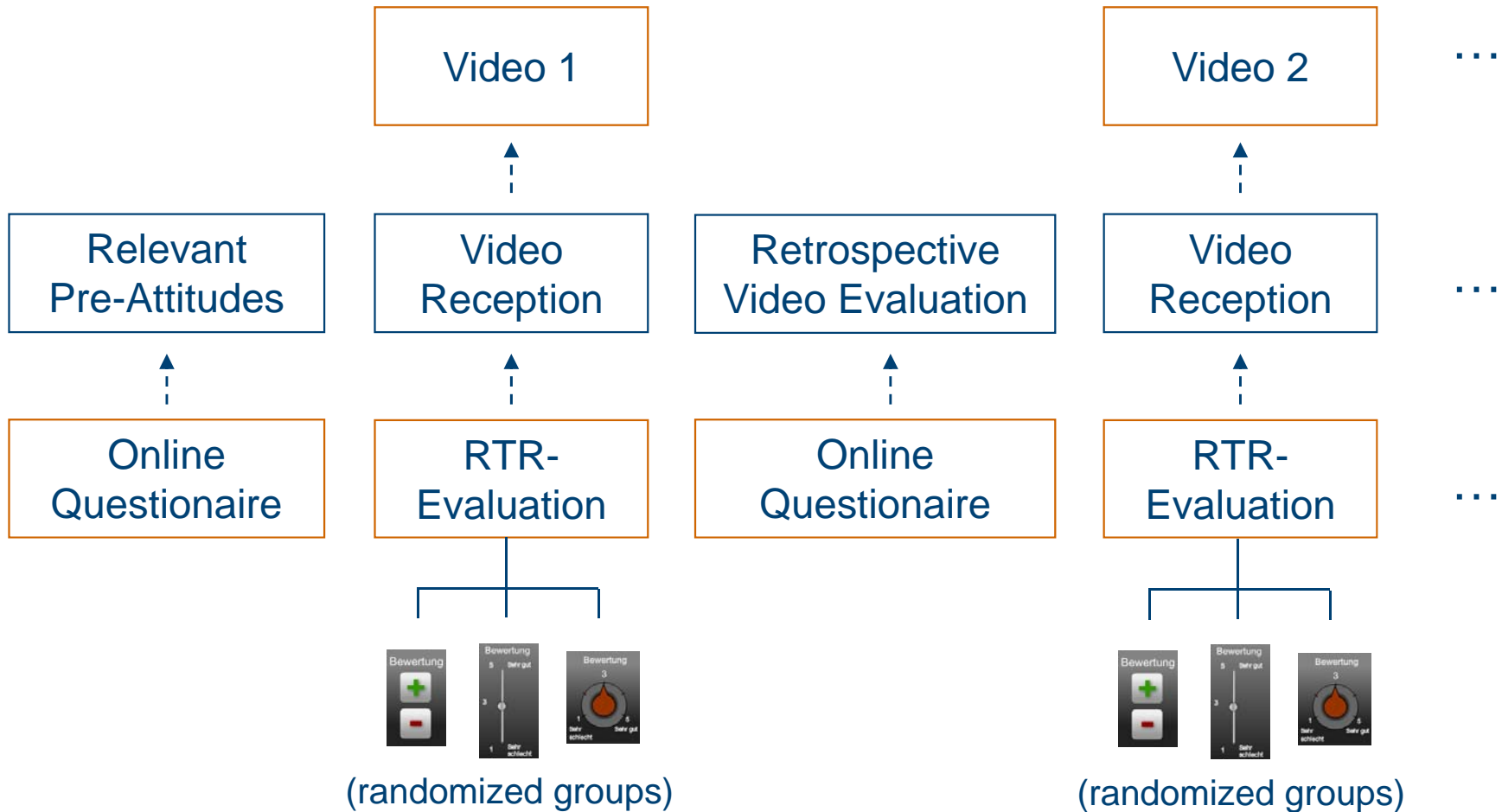
What are the features of the „MediaLiveTracker“?

- Push-Button-Device can also be used for multi-object evaluation



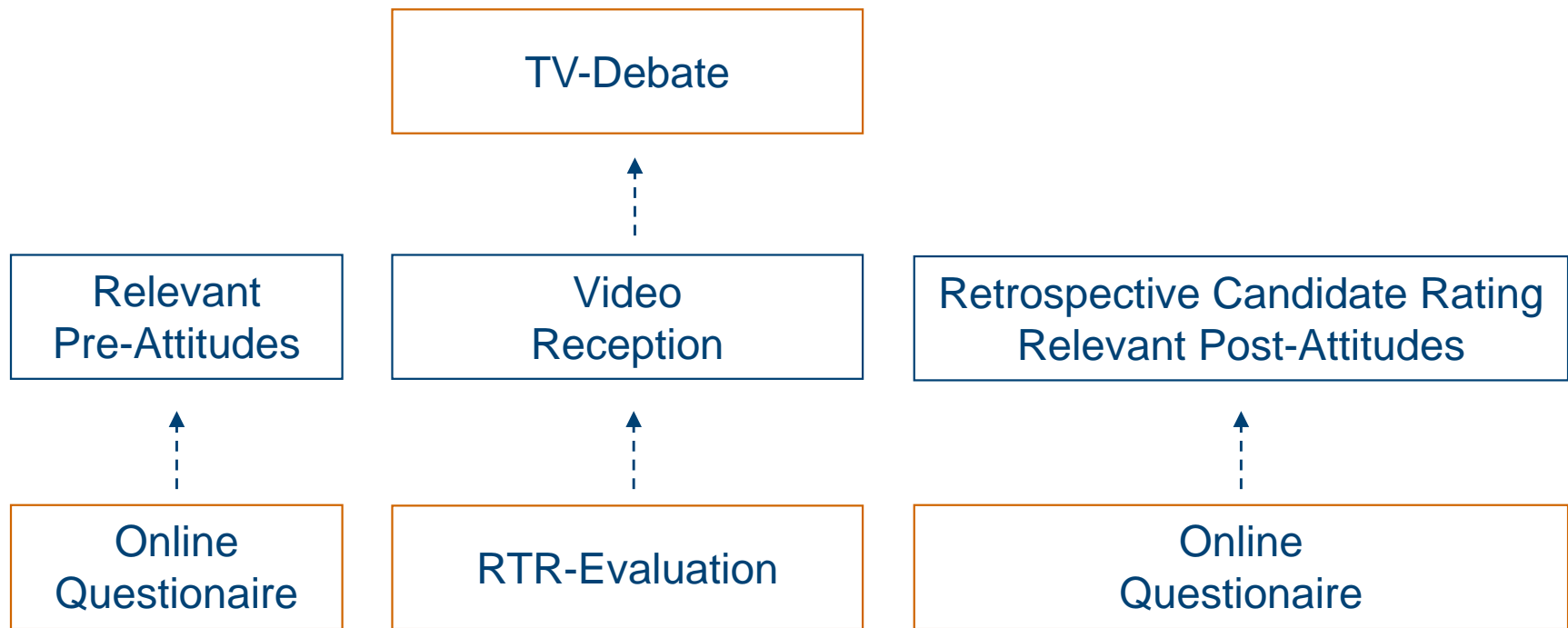
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Survey A – Comparing Measurement Devices



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Survey B – Multiple Objects and Live Stimulus

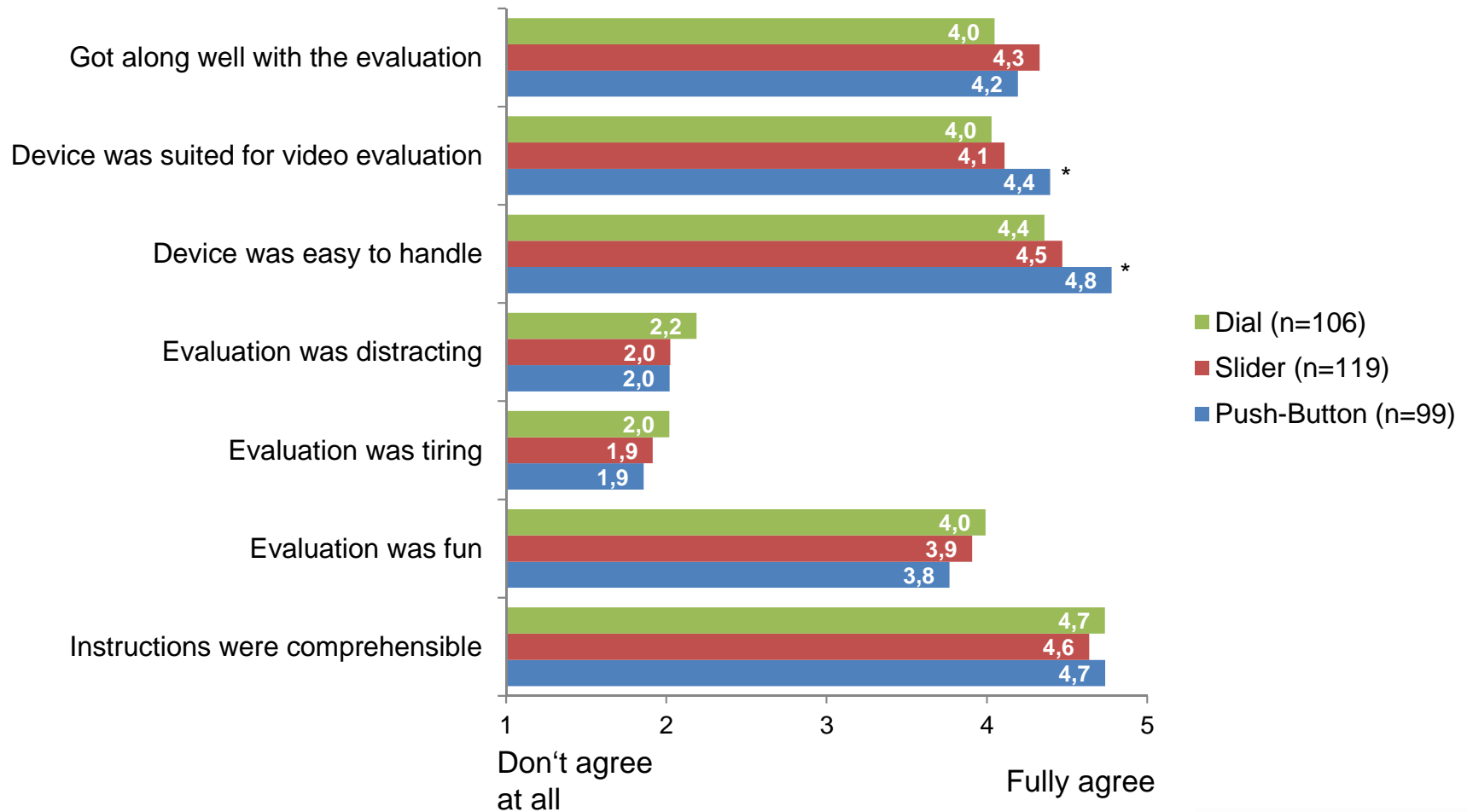


Results A: Usability and Measurement Effects



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Usability: Comparing Devices (Survey A)



* sig. mean differences (p < .05)

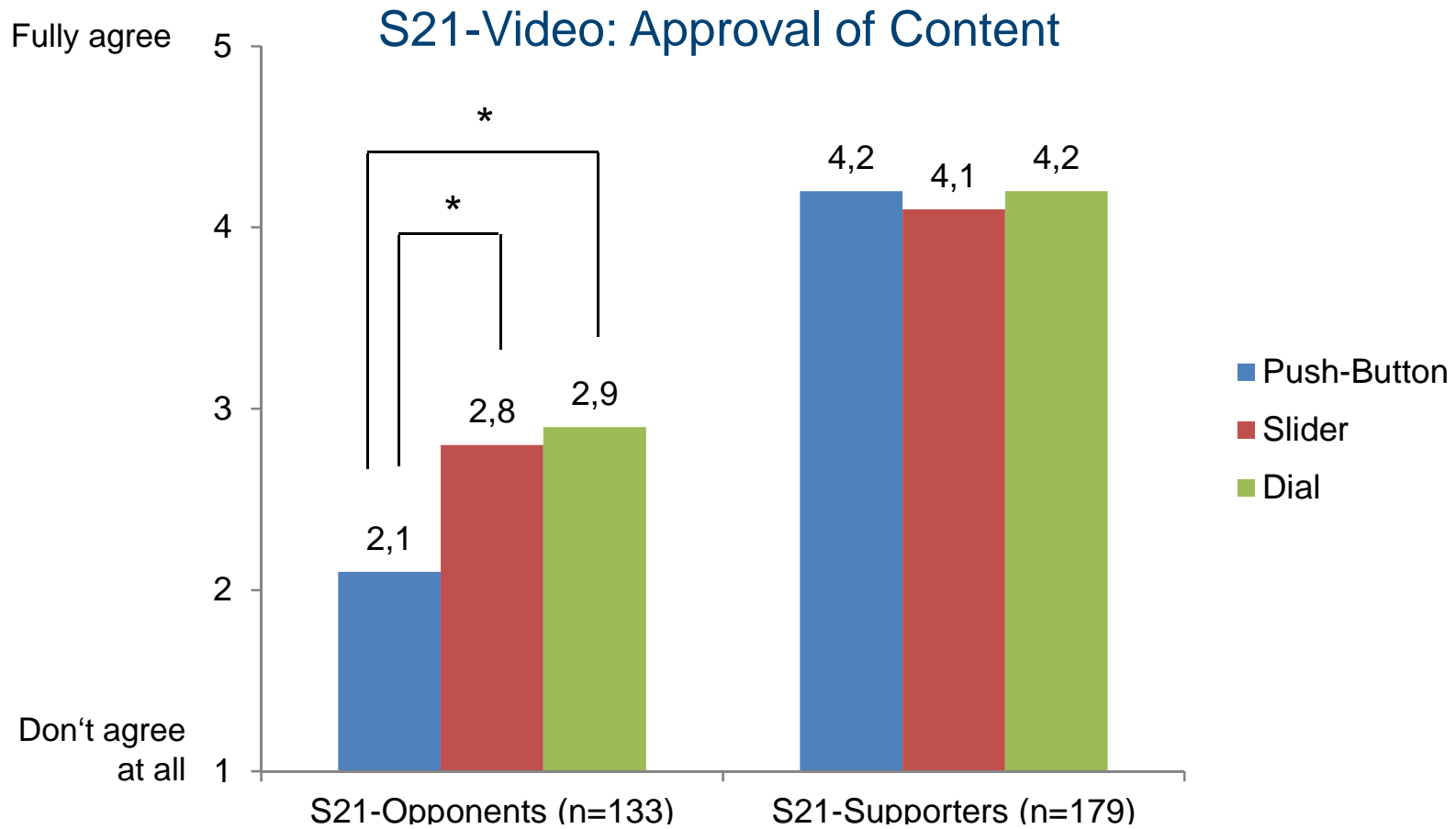
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Comparing Devices: Retrospective Video Ratings

3 out of 4 videos: No effects of measurement devices on retrospective video rating (general evaluation, approval of content, approval of style).

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Comparing Devices: Retrospective Video Ratings



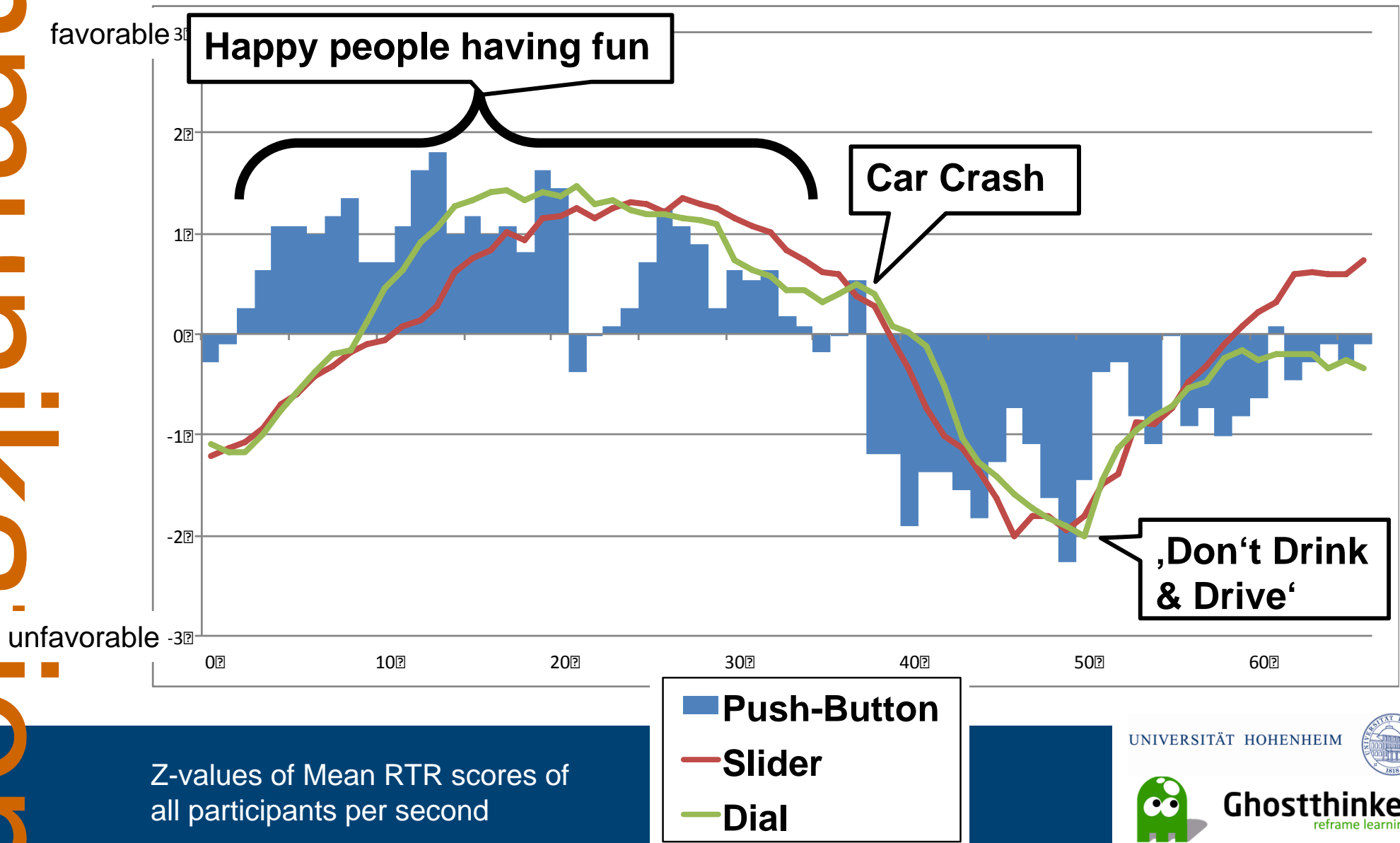
* sig. mean differences ($p < .05$)

Results B: Validity
and Reliability



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Face Validity – Plausibility: Video ,Don't Drink & Drive'

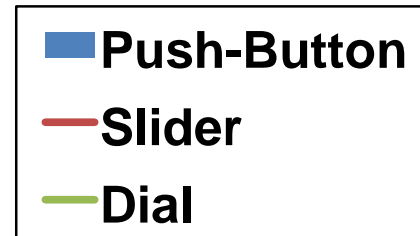
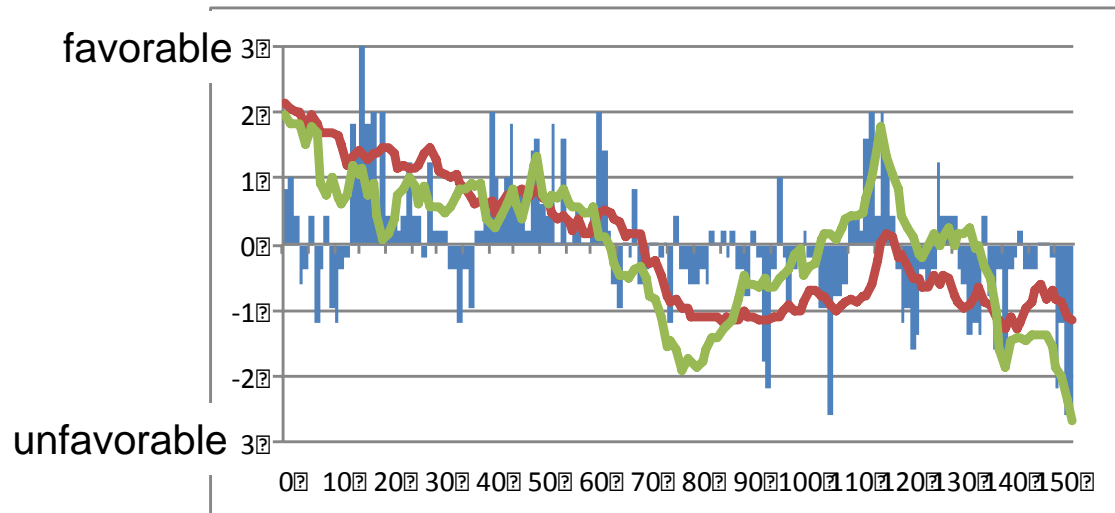


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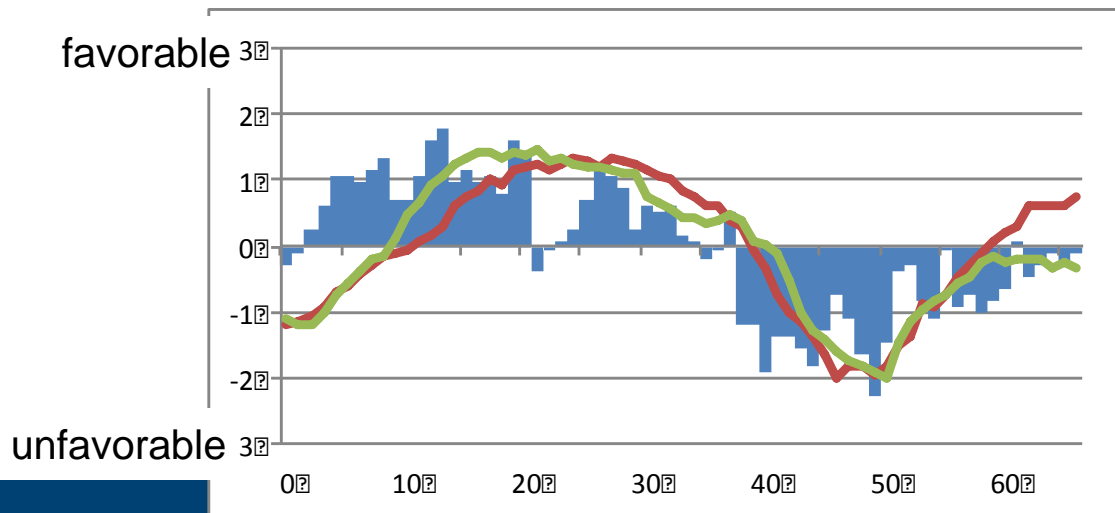
- **Construct Validity** (measured by correlations between pre-attitudes and RTR scores): **acceptable** (videos) to **high** (TV debate)
- **Concurrent Validity** (measured by correlations of RTR scores of candidates within and between political camps): **high** (TV debate)
- **Predictive Validity** (measured by predictive power of RTR score on post-exposure evaluations): **mostly acceptable to high** (videos), **high** (TV debate)

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Parallel Test Reliability (Study A)



Video: ,Don't Eat Meat'
 Push-Button X Dial: $r = .42$
 Push-Button X Slider: $r = .45$
 Dial X Slider: $r = .76$

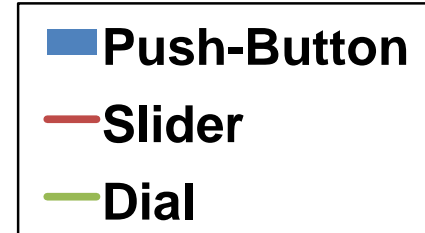
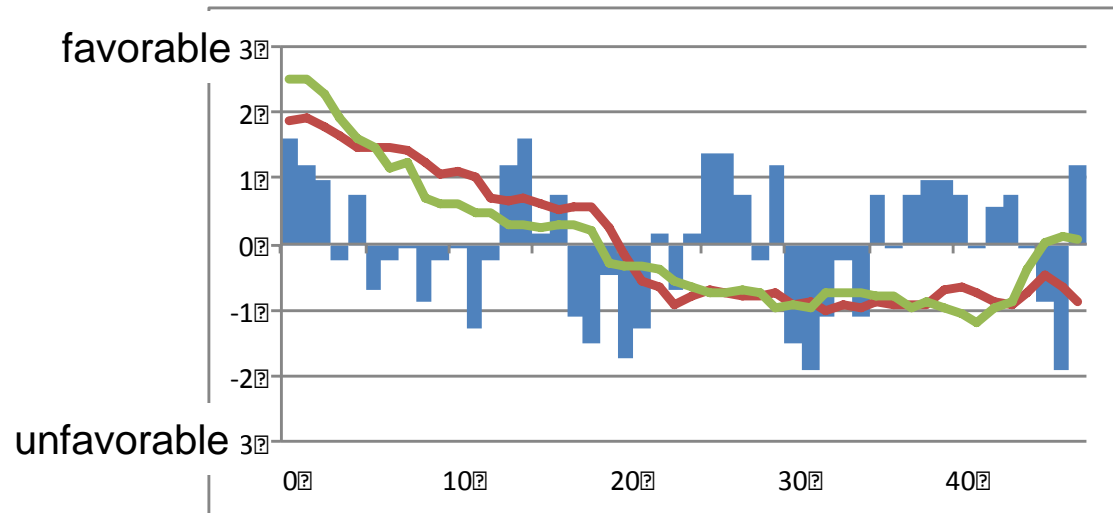


Video: ,Don't Drink & Drive'
 Push-Button X Dial: $r = .58$
 Push-Button X Slider: $r = .65$
 Dial X Slider: $r = .92$

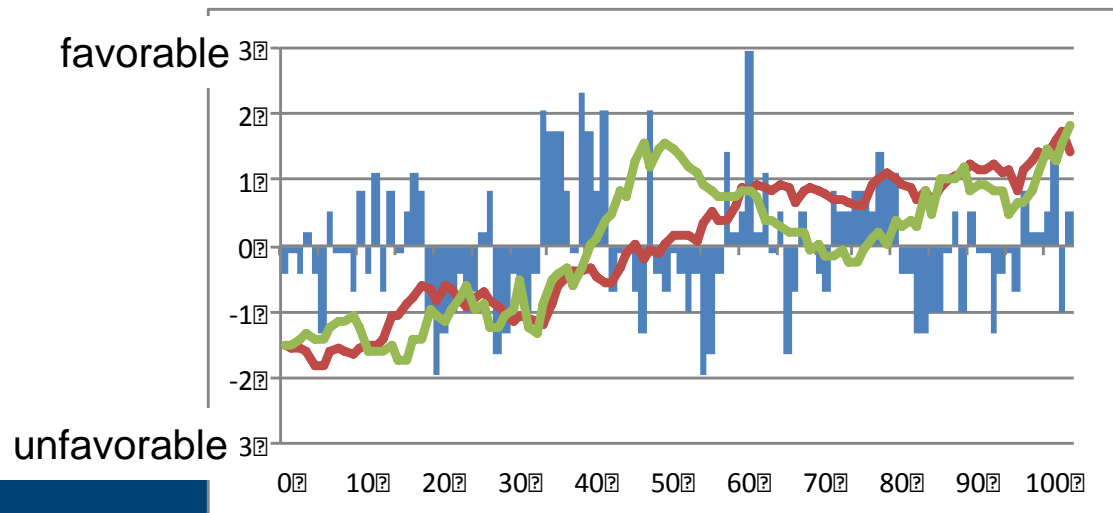
Z-values of Mean RTR scores of all participants per second

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Parallel Test Reliability (Study A)



Video: 'CDU vs. Die Linke'
 Push-Button X Dial: $r = .08$
 Push-Button X Slider: $r = .11$
 Dial X Slider: $r = .93$



Video: 'Stuttgart 21'
 Push-Button X Dial: $r = .07$
 Push-Button X Slider: $r = .00$
 Dial X Slider: $r = .80$

Z-values of Mean RTR scores
 of all participants per second

Lessons learned &
Outlook



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- Online-RTR works pretty well
 - High usability ratings
 - Satisfactory reliability and validity
- Online-RTR shares some disadvantages with Offline-RTR
 - Devices can affect video perception and evaluation*
- A lot of (mostly) technical issues still need to be addressed – Software engineering and guidance of participants
- More surveys needed and planned
 - Online-Offline-Comparison
 - Online-RTR vs. Control group without RTR
 - Differences Push Button vs. Dial & Slider

* See also: Reinemann/Maurer 2009: „Is RTR Biased Towards Verbal Message Components?“, Fahr/Fahr 2009: „Reactivity of Real-Time-Response Measurement“.

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