

Genauer Titel der Studie

Global Consumer Behavior of Multiscreening

Jahr der Veröffentlichung bzw. des Studien-Starts

2018

Gattung

Online/Digital, TV

Kontaktperson für Rückfragen

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Urheber / Vermarkter

Facebook

1. Zielsetzung der Studie (inkl. Forschungsfragen)

- To what extent do people use their digital devices during commercial breaks in TV?
- How do viewrates differ on the different devices, how much attention do different devices get from consumers while they are on and how does that differ between content and ads?

2. Untersuchte / gemessene KPIs (bitte mit kurzer Erläuterung)

- Distribution of attention on devices during TV shows and ad breaks
- Differences between co-viewing and single-viewing situations
- Differences between age bands
- Distribution of app usage while watching TV
- Share of time people look at an ad (on TV compared to Facebook/Instagram)
- Claimed attitudes towards ads on TV and Smartphones
- Claimed reasons to use Smartphones while watching TV

3. In der Studie untersuchte Medien (intramedial / intermedial)

TV
Smartphone/Digital

4. Studien-Konzept (Beschreibung in wenigen Sätzen)

763 people in 6 countries (127 in the US, 133 in Germany, 119 in the UK, 122 in France, 135 in Indonesia, 127 in Brazil) were equipped with Eyetracking glasses and asked to wear these glasses for about 60 minutes during their prime media usage time at home. The goal was to observe their natural media usage via eye-tracking to get a realistic impression of their media usage in a familiar environment. It was measured which devices were fixated for how long in different situations, e.g. when the TV was on, how long were users fixating the TV and how long were they looking at other devices during that time. How long did users fixate each device continuously and how does this differ between ads and content? What is the impact of other persons in the room.

5. Auftraggeber

Facebook Inc

6. Institut(e) / Subinstitute

Eyesquare

7. Eingesetzte Methoden (Multi-Methoden-Ansatz oder Single-Ansatz)

Single method (In-home Eyetracking)

8. Art der Veröffentlichung (Broschüre, Tabellen-Band, zählbarer Datensatz)

Presentation deck

9. Grundgesamtheit

Daily smartphone users, TV watchers, and Facebook users aged 18+

10. Erhebungsmethode (inkl. Technische Messung)

Eyetracking in an ad hoc recruited sample.

The eye tracker used was the Pupil Labs binocular eye tracker. To get the best quality eye tracking, markers were attached to the corners of the TV screen and the smartphone screen – these marker set the boundaries of each screen as ‘regions of interest’. The eye tracker is recorded on an android phone.

The TV contents (video and audio) were captured using a simple webcam.

The smartphone screen content was captured using software called “Reflector” installed on the recording laptop.

11. Feldzeiten / Untersuchungszeitraum

January 2018

12. Fallzahlen (ungewichtet) / Wellen

763 people in 6 countries (127 in the US, 133 in Germany, 119 in the UK, 122 in France, 135 in Indonesia, 127 in Brazil)

13. Stichproben-Auswahl (z.B. Quote, Random, Einsatz von Access-Panels)

Ad hoc recruited sample

Exemplary demographics in Germany:

Female N=66

Male N=67

18-24y N=29

25-34 N=63

35-44 N=26

45+ N=15

14. Ggf. Rekrutierung / Incentivierung der Probanden / Interview-Dauer

Ad hoc recruitment from a panel via callcenter for about 60 minutes in-home eyetracking usage. Participants received an incentive.

15. Verwendete Datenquellen (z.B. Werbeaufwendungen von Nielsen Media Research)

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16. Messung / Berechnung der Kontakte bzw. Kontaktwahrscheinlichkeiten

Eyetracking

17. Eingesetzte Analysetechniken

Descriptive statistical analyses

18. Gewichtung (vor oder nach Analyse, Quelle der Gewichtungsvorgaben)

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19. Ggf. eingesetzte Fusionstechniken

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20. Verwendung von Benchmarks (bitte Erläuterung dazu, z. B. inter- oder intramedial, nach Branchen, nach Werbeformen etc.; Quelle von externen Benchmarks, Art der Berechnung)

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