Qualitative Research of Chinese & Hispanic Households for Code Reader Panel: Key Findings & Recommendations (Chicago, New York City & San Francisco)

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January 6, 2014
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TOPLINE SUMMARY

In an effort to better understand the issues and opportunities to ensure proper representation of the non-English speaking Chinese & Hispanic households, a qualitative research study was conducted to better understand this population for television audience measurement. A total of 25 in-language qualitative interviews were conducted in December 2013 in Chicago, New York City and San Francisco Bay area with 17 Chinese and 8 Hispanic households (all of Mexican descent) recruited through convenience sampling approach.

The key findings of these Chinese & Hispanic households are highlighted below:

<table>
<thead>
<tr>
<th>Household Profile</th>
<th>Chinese</th>
<th>Hispanic (Mexican)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Multi-generational families especially for HHs with children (2-generation adults of parents &amp; grandparents)</td>
<td>HOHs living in US from 10 to 40 years and more likely with 1 or more renters (multiple unrelated families)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Awareness of Nielsen</th>
<th>Chinese</th>
<th>Hispanic (Mexican)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Some awareness thru personal network abroad &amp; media reports in U.S.</td>
<td>Very little awareness in U.S. and in the home country</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TV Viewing Habit</th>
<th>Chinese</th>
<th>Hispanic (Mexican)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Prevalent individual &amp; multi-screen viewing on computer &amp; tablet for in-language programming online</td>
<td>Most viewing on TV set in both English &amp; Spanish and more co-viewing among multi-generational families</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Preferred Recruitment Method</th>
<th>Chinese</th>
<th>Hispanic (Mexican)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Telephone with advance mail communication (resistant for in-person approach)</td>
<td>Telephone but not overly resistant with in-person approach</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Preferred Ongoing Communication Method</th>
<th>Chinese</th>
<th>Hispanic (Mexican)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>e-mail and postal mail</td>
<td>Telephone and postal mail</td>
</tr>
</tbody>
</table>

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<tr>
<th>Decision-making Process</th>
<th>Chinese</th>
<th>Hispanic (Mexican)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Either male HOH or both male/female HOHs together</td>
<td>Mostly male HOHs with input from rest of HH</td>
</tr>
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</table>

<table>
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<tr>
<th>Motivation for Participation</th>
<th>Chinese</th>
<th>Hispanic (Mexican)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Influence of Chinese language programming on TV and adequate monetary incentive</td>
<td>Influence of educational programming on TV for HHs with children; and lower expectation for monetary incentive</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Receptiveness of Code Reader</th>
<th>Chinese</th>
<th>Hispanic (Mexican)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strong privacy concerns over “audio code” or “sound” capture aspect of meter and specific inquiries on its technicality</td>
<td>Some privacy concerns of meter but less technical questions raised and more on cost to participate</td>
</tr>
</tbody>
</table>
Based on the key findings above, the following opportunities are recommended to address the issues cited by Chinese & Hispanic (Mexican) households during the interviews:

**Raise awareness of Nielsen & concept of survey research**
- Leverage Nielsen’s market research reputation in native country for recruitment communication (especially for Chinese households)
- Strengthen Nielsen’s social media presence online (both English and in-language outlets) as well as grassroots presence in the local community

**Tailor recruitment & panel maintenance communication for Chinese & Spanish-dominant Hispanic households respectively**
- Send in-language advance mailing prior to initial recruitment (collect home language use from prepacks)
- Develop in-language microsite customized for Code Reader panel (online presence about Nielsen’s research conveys a sense of legitimacy)
- Make initial recruitment attempt via telephone then follow up in-person as necessary (Chinese households tend to be very protective of their privacy and are more resistant to in-person recruitment)
- Adapt to respondent preference for panel maintenance communication from electronic-based (e-mail, text messages) to traditional mode (postal mail, telephone)

**Evaluate current research materials & its translation through cognitive interviews and develop new materials for interviewers & respondents as appropriate**
- Explanation of Nielsen and its research process
- Benefits and concerns for household to participate
  - Possible opportunity to influence in-language programming and benefit of monetary incentive
  - Strong privacy concerns of “audio” data capture using Code Reader
- Wording used to explain technical aspects of data capture process using Code Reader (especially the term “audio codes”)
- Expectation of participating in the panel for up to 5 years

**Test differential incentive for Chinese & Spanish-dominant Hispanic households**
- Tailor non-contingent incentive amount with mailing of the meter package and contingent incentive amount by month and “bonus”
amount for year 2 or beyond (Chinese households placed greater emphasis on monetary incentive)

Customize in-language interviewer training for recruitment & panel maintenance

- Adapt the current Asian Cultural Sensitivity Training to Chinese households from Mainland China, Taiwan & Hong Kong
- Focus on the common concerns raised by Chinese & Spanish-dominant Hispanic households for Code Reader and be familiar with the persuaders
- Equip field interviewers with talking points or show sheet to answer technical questions related to data capture of Code Reader
INTRODUCTION

According to 2010 Census\(^1\), there are now over 50 million Hispanics or Latinos, and they account for 16% of the 309 million people living in the U.S. In fact, more than half of the growth in the total population between 2000 and 2010 was due to increase of the Hispanic population. Within this population, the Mexican origin accounts for 59% of the Hispanic population followed by Puerto Rican (10%) and Cuban (4%).

The Asian population is also growing faster than the total U.S. population. There are now over 14 million Asian alone\(^2\) population with over 4 million Chinese within this population living in the U.S. The Chinese group accounts for 23% of the Asian alone population followed by the next two largest groups, Asian Indian (19%) and Filipino (17%). The latest figures from the American Community Survey (ACS)\(^3\) also suggested that nearly 3 million and more than 37 million people in the U.S. speak Chinese and Spanish at home respectively.

Considering the growth of these groups, the Council for Research Excellence initiated a 2-phase research study to help address the industry concern of proper representation of the non-English speaking population in television audience measurement. Part of phase 1 research effort is to understand the problem by conducting qualitative research with the Chinese & Hispanic households to develop a detailed understanding of the following:

- Extent of the representation issues
- Dynamics involved in the decision by non-English speakers to participate in measurement studies and Nielsen panels in particular
- Potential opportunities to improve the recruitment and ongoing task compliance process.

Field interviews were conducted with 25 Chinese and Hispanic (Mexican) households in Chicago, New York City and/or San Francisco Bay area to gather in-depth insights on the following:

- General attitude about research and knowledge of Nielsen
- TV viewing behavior across in-language programming, co-viewership, multi-screen viewing
- Perception of Nielsen’s Code Reader panel and their decision making process

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\(^1\) http://www.census.gov/prod/cen2010/briefs/c2010br-11.pdf
\(^2\) People who responded to the question on race by indicating only one race are referred to as the “race alone” population, or the group who reported only one race. For example, if respondents reported a single detailed Asian group, such as “Chinese,”
\(^3\) http://www.census.gov/prod/2013pubs/acs-22.pdf
These households vary across household size, multi-generational family, home language use, years in the U.S. and head of household (HOH) characteristics. Additional interviews were also conducted with Nielsen’s Membership Representatives (MRs) for their insights and experience of recruiting the non-English speaking population for meter measurement.

**RESEARCH METHODS**

*Overview*

The field data collection took place between December 16 and December 30, 2013 in the Chicago, New York City and San Francisco Bay area. These cities were selected based on targeted demographics of non-English speaking households and location of interviewers with emphasis on San Francisco as one of the Designated Market Areas (DMAs) for Code Reader in 2014.

The qualitative interviews include: 1) household interviews with as many members present as possible in Chicago, New York City and San Francisco Bay area; and 2) Nielsen MR interviews in Chicago and San Francisco. The research team consisted of Jennie Lai (Independent Consultant), Mandy Sha (RTI International) and Shu Duan (Nielsen) in consultation with Leah Christian and Ana Petras from Nielsen. The household interviews were administered in Cantonese-Chinese, Mandarin-Chinese and Spanish by Shu Duan (native in both Chinese dialects) and Mandy Sha (native in Mandarin-Chinese & proficient in Spanish). The Nielsen MR interviews were administered in English.

The following research materials were developed and translated into Traditional Chinese & Spanish for recruitment and interview process (see Appendix A for English version of the Interview Guide and all others are available upon request):

- Pre-screener Survey
- Recruitment Talking Points
- Household Interview Guide
- Membership Representative Debriefing Guide

The pre-screener survey and recruitment talking points qualify households by ownership of one or more television sets, media employment, household size and specific characteristics of Head of Household (HOH) such as Hispanic ethnicity, race, place of birth (Mainland China, Hong Kong or Taiwan) and home language use. For home language use criteria, the HOH must speak only Chinese/Spanish or Mostly Chinese/Spanish when in the home as approved by Nielsen.

The household interview guide covers four main sections: general attitude toward survey research & past knowledge about Nielsen, household TV viewing
behavior, dynamic of decision-making process of household participating in Code Reader panel and roster of household characteristics. The interviewers were also provided with a show sheet of the “Meter Installation Guide” for Code Reader panel in Traditional Chinese and Spanish for illustration during the household interview. The MR debriefing guide covers three main sections: MR background with Nielsen, People Meter household recruitment experience and suggestions for Code Reader recruitment approach.

**Household Recruitment**

The households were recruited by three approaches: community network, in-language social media sources and National Household Enumeration Survey (NHES). The community network was based on connections with the local community by the research team and recommendations by recruited households during field data collection in all three DMAs. Two Chinese social media Websites ([www.mitbbs.com](http://www.mitbbs.com) and [www.cn.dealmoon.com](http://www.cn.dealmoon.com)) were used for recruitment of Chinese households in New York City and San Francisco. The sample from the most recent 2012 NHES was used for recruitment of Spanish-dominant households in Chicago and 2011-2012 NHES was used for San Francisco. To encourage the entire household to participate, each member was offered $75 incentive in either cash or cash card to participate for up to 90 minutes.

Given the limited time frame for recruitment in early December and completion of interviews by end of December, it was acknowledged by Nielsen and the research team there might be potential bias of households more prone to participating in research studies and/or awareness of Nielsen from past participation of the NHES and recruitment through social media outlets. Upon evaluating the insights gathered from the interviews, it does not appear the “snowball sampling” approach of the recruitment method yielded greater inclination to participate in Nielsen’s panel rather specific themes were emerged by the types of households as detailed in the Key Findings section.

**Table 1: Chinese & Hispanic Household Characteristics**

<table>
<thead>
<tr>
<th>HH ID</th>
<th>Location</th>
<th>HOH Ethnicity or Birthplace</th>
<th>HOH Age</th>
<th>HOH Home Language Use</th>
<th>Generation</th>
<th>Years in US</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHI-01</td>
<td>Chicago</td>
<td>China</td>
<td>42</td>
<td>Cantonese</td>
<td>3-generation</td>
<td>6</td>
</tr>
<tr>
<td>CHI-02</td>
<td>Chicago</td>
<td>China</td>
<td>42</td>
<td>Cantonese</td>
<td>3-generation</td>
<td>6</td>
</tr>
<tr>
<td>CHI-03</td>
<td>San Fran</td>
<td>China</td>
<td>44</td>
<td>Mandarin</td>
<td>2-generation</td>
<td>15</td>
</tr>
<tr>
<td>CHI-04</td>
<td>San Fran</td>
<td>Taiwan</td>
<td>57</td>
<td>Mandarin</td>
<td>2-generation</td>
<td>30</td>
</tr>
<tr>
<td>CHI-05</td>
<td>San Fran</td>
<td>China</td>
<td>26</td>
<td>Mandarin</td>
<td>1-generation</td>
<td>3</td>
</tr>
<tr>
<td>CHI-06</td>
<td>San Fran</td>
<td>China</td>
<td>50</td>
<td>Mandarin</td>
<td>3-generation</td>
<td>10</td>
</tr>
<tr>
<td>CHI-07</td>
<td>San Fran</td>
<td>Taiwan</td>
<td>36</td>
<td>Mandarin</td>
<td>2-generation</td>
<td>24</td>
</tr>
</tbody>
</table>
The research team conducted a total of 25 interviews with 17 from Chinese households and 8 from Hispanic (Mexican) households. A majority of the Chinese households were recruited in San Francisco followed by New York City and Chicago; and likewise for Hispanic households excluding New York City. Despite the sample prioritization across the four major Hispanic groups (Mexican, Puerto Rican, Cuban and Salvadoran) and origins of Chinese households (Mainland Chinese, Hong Kong-Chinese and Taiwanese), nonetheless, all of the Spanish-dominant households recruited were from Mexico and most of Chinese households from Mainland China with some from Taiwan. However, there is fair distribution across household size as well as age and years in U.S. for the HOH. Both Mandarin and Cantonese-speaking Chinese households are also represented in the sample.

In addition to the aforementioned household interviews, two other interviews were conducted with Nielsen’s MRs who work with Spanish-dominant households in Chicago and San Francisco to debrief on their past People Meter recruitment experience and suggestions for future Code Reader recruitment. No Chinese-speaking MRs were available during the field period. Due to the time frame of the interview schedule and availability of targeted households for People Meter recruitment, no ride-along observations were possible for the three DMAs.

**Fieldwork Challenges**

During the early stages of household recruitment, it became apparent the strict definition of non-English speaking households (i.e., the HOH can only speak Chinese or Spanish) proved more than difficult to recruit especially the Cantonese and Mandarin-Chinese speaking households. This challenge is also

<table>
<thead>
<tr>
<th>Code</th>
<th>Location</th>
<th>Origin</th>
<th>Age</th>
<th>Language</th>
<th>Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHI-08</td>
<td>San Fran</td>
<td>Taiwan</td>
<td>46</td>
<td>Mandarin</td>
<td>2-generation</td>
</tr>
<tr>
<td>CHI-09</td>
<td>San Fran</td>
<td>Taiwan</td>
<td>40</td>
<td>Mandarin</td>
<td>2-generation</td>
</tr>
<tr>
<td>CHI-10</td>
<td>San Fran</td>
<td>China</td>
<td>26</td>
<td>Mandarin</td>
<td>2-generation</td>
</tr>
<tr>
<td>CHI-11</td>
<td>San Fran</td>
<td>China</td>
<td>50</td>
<td>Cantonese</td>
<td>2-generation</td>
</tr>
<tr>
<td>CHI-12</td>
<td>NYC</td>
<td>China</td>
<td>27</td>
<td>Mandarin</td>
<td>1-generation</td>
</tr>
<tr>
<td>CHI-13</td>
<td>NYC</td>
<td>China</td>
<td>32</td>
<td>Mandarin</td>
<td>3-generation</td>
</tr>
<tr>
<td>CHI-14</td>
<td>NYC</td>
<td>China</td>
<td>35</td>
<td>Mandarin</td>
<td>2-generation</td>
</tr>
<tr>
<td>CHI-15</td>
<td>NYC</td>
<td>China</td>
<td>29</td>
<td>Mandarin</td>
<td>1-generation</td>
</tr>
<tr>
<td>CHI-16</td>
<td>NYC</td>
<td>China</td>
<td>38</td>
<td>Mandarin</td>
<td>3-generation</td>
</tr>
<tr>
<td>CHI-17</td>
<td>NYC</td>
<td>China</td>
<td>37</td>
<td>Mandarin</td>
<td>2-generation</td>
</tr>
<tr>
<td>HISP-01</td>
<td>Chicago</td>
<td>Mexico</td>
<td>52</td>
<td>Spanish</td>
<td>1-generation</td>
</tr>
<tr>
<td>HISP-02</td>
<td>San Fran</td>
<td>Mexico</td>
<td>65</td>
<td>Spanish</td>
<td>2-generation</td>
</tr>
<tr>
<td>HISP-03</td>
<td>San Fran</td>
<td>Mexico</td>
<td>34</td>
<td>Spanish</td>
<td>2-generation</td>
</tr>
<tr>
<td>HISP-04</td>
<td>San Fran</td>
<td>Mexico</td>
<td>38</td>
<td>Spanish</td>
<td>2-generation</td>
</tr>
<tr>
<td>HISP-05</td>
<td>San Fran</td>
<td>Mexico</td>
<td>29</td>
<td>Spanish</td>
<td>2-generation</td>
</tr>
<tr>
<td>HISP-06</td>
<td>San Fran</td>
<td>Mexico</td>
<td>35</td>
<td>Spanish</td>
<td>2-generation</td>
</tr>
<tr>
<td>HISP-07</td>
<td>San Fran</td>
<td>Mexico</td>
<td>45</td>
<td>Spanish</td>
<td>2-generation</td>
</tr>
<tr>
<td>HISP-08</td>
<td>Chicago</td>
<td>Mexico</td>
<td>79</td>
<td>Spanish</td>
<td>2-generation</td>
</tr>
</tbody>
</table>
documented by the U.S. Census Bureau\textsuperscript{4} on their research of the non-English speaking households for Census Enumeration (2012). However, there are non-English speaking household members represented in the sample (in particular with the elderly parents/grandparents living at home with their adult children). With Nielsen’s agreement, the language criteria of the HOH was expanded to “only Chinese/Spanish” or “mostly Chinese/Spanish but some English” when in the home.

While it is most ideal to conduct the interviews at the homes of the participants, however, some were reluctant to meet at their home due to concerns for their privacy (most apparent for Chinese households). To minimize the risk of refusal, some interviews were conducted with one or more HOH(s) at a local coffee shop or eatery at their neighborhood. As a result, fewer household members can participate together in the interview when it was conducted outside the home.

There was also co-residency complication that emerged during field data collection. It is not uncommon for the households recruited to have multiple families renting from the owner(s) and living at the same address. For these scenarios, the research team prioritized the recruitment effort with the owner(s) and all the renters of the household whenever possible. At times, these scenarios may not be apparent until the actual field data collection so multiple interviews were necessary to ensure all the members of the household (possibly of multiple families) were included. For instance, it was not clear during recruitment that HISP-06 was one of the renting families of HISP-07 until the time of the interview so two sets of interviews were conducted to gather input from all the household members at the same address. Similarly, two or more related families may live in separate apartment units under two different addresses but spend most of the time in one of those units. HISP-02 is an example of such scenario, which the adult children live in one unit with their own children (minors) and the elderly parents live in another unit next door, so the interview was conducted with both families at the same time.

Finally, an unintended consequence of conducting interviews to gather household feedback on participating in a research panel (i.e., Code Reader), when in fact these households were not actually being recruited to participate in the Code Reader panel, caused some confusion at the start of the interview period. The interviewers then prefaced for the subsequent interviews that the purpose was to gather their feedback about the hypothetical scenario if they were being recruited for the Code Reader panel. In spite of the initial confusion, a few households did mention the interview did help them learn more about Nielsen and the purpose of the Code Reader panel so they would be more inclined to participate after the interview (a possible refusal conversion technique to consider for hard-core refusers in the future).

\textsuperscript{4} http://www.census.gov/srd/papers/pdf/rsm2012-08.pdf
KEY FINDINGS

(In reviewing the key findings presented in this section, please be advised the diversity of the research sample was achieved based on the recruitment criteria & approach noted under Research Methods thus not a statistically representative sample. Special notes about methodological considerations are included with specific findings. These key findings are reflective of the research team’s rigorous examination of qualitative data and consistent emerging themes across the sample.)

Chinese Household Interviews

Most households have participated in some type of research in the past
• Respondents initially cited they had not participated in research before until further probed by interviewer about completing online surveys (e.g., customer satisfaction or product feedback) or over the telephone as examples of “research”

Greater awareness of the Nielsen name from their native country or personal network but did not know specifically what Nielsen does
• Younger respondents have heard about Nielsen during their studies in China or friends who work for Nielsen in China
• Some heard about ratings through print reports or market research for consumer products in China
• No awareness of Nielsen through the local community at all

Multi-screen viewing for Chinese & English-language programming from online sources is very common
• Majority of households watch both Chinese & English-language programming across multiple screens from the traditional TV set to most notably PCs or tablets especially for Chinese programming only available online
• Older household members over age 50 watch mostly on television set and members under age 50 watch across different screens (adult children stream Chinese online programming through the TV set for their elderly parents or in-laws)
• Male household members under age 35 typically watch English-language programming and female household members watch both Chinese & English-language programming
• Online sources of Chinese programming cited by respondents include:
  - Iqiyi.com (爱奇艺)
  - MapleStage.com (枫林网)
  - PPTV.com
  - PPS.tv
  - Qiredy.com (奇热)
Individual viewing is most common due to each member's personal preferences and viewing of Chinese-language programming on mobile devices (mostly tablets)

- Co-viewership is rare due to fragmented viewing behavior within the household
- Individual viewing is most notable for multi-generational households with personal preferences over language and type of programming
- Co-viewing is more likely for married couple with no children or parents living in the household; or parents watching with their young children

Dynamic of decision-making process to participate in research varies across single and multi-generational families

- For multi-generational families, either the male HOH would be the key decision maker with input from the rest of the household; or both male and female HOHs would make the decision together
- For households without elderly parents then male HOH would more likely make the decision (since the meter is more technical in nature or perception that it is related to electronics)

Strong privacy concerns cited with 16 of 17 households over the meter capturing their conversation in the home (and stronger objection if it needs to be placed in the bedroom)

- This is most notable with male HH members who do not feel "safe" with the presence of the meter ("我們感覺不安全") and would not participate though several female HOHs mentioned adequate monetary incentive can influence their decision along with the assurance of their privacy
- Younger male members under age 35 tend to be more technically savvy and have very specific inquiries on the technical aspects of the data capture process
- Other concerns include “legal implications” of whether this device has been “approved” by the U.S. government or cable company; possible liability or cost implication if the device is damaged (e.g., frequently asked by households with children) and general lack of knowledge about Nielsen to trust whether meter is “safe” or not

Most common technical inquiries of the meter device for data capture include:

- Does it record the conversation in the room?
- How will the meter differentiate the audio from conversation in the room and audio code from TV programming?
- How big is the meter and how close does it have to be placed by the TV set to capture the code?
• How much electricity will be used (and will it increase incrementally)?
• How will data be transmitted back to Nielsen (and will wifi or online access be necessary)?
• Other inquiries include whether it will detect online programming from computer, emit radiation, intercept TV signal, security of the data transmission process and possibility of data hacking, etc.

Key considerations in deciding to participate in Code Reader panel (ordered by how frequently it was mentioned)
• How much trouble or burden on the household members in terms of their time/effort required or any “legal” implications with the US government or cable service provider (“最重要的是这个麻不麻烦，我们最怕的就是麻烦”)
• Clarity of who Nielsen is, their research on TV viewing, how ratings are produced and how does the meter work (to address privacy concerns)
• Benefit of influencing more Chinese-language programming and/or adding Chinese-language TV stations (i.e., contributing to the Chinese community by helping to influence more/better Chinese-language programming)
• Monetary incentive either in cash or discount/subsidy of their cable or Internet services
  – Respondents expected fair financial compensation to participate since Nielsen would profit from their participation by reporting their data in addition to usage of electricity with the meter
  – Monetary incentive in cash ranging from $100 to $2,000 per year was suggested; and discount to cable subscription, Netflix subscription or Internet service were also frequently mentioned
  – Special note: Due to the higher person-level incentive offered for these qualitative interviews (i.e., $75 for each household member), respondents may be biased when asked about the amount should be offered if they are recruited for the Code Reader panel
• Any cost associated with their participation (usage of electricity, repair cost if damaged, bandwidth used for data transmission, etc.)
• General consensus that 5 years are too long for participation (concerns for moving logistics and perception of burden)
• Access to their HH viewing info and general viewing of other Chinese or non-Chinese HHs in their community or US

Knowledge about Nielsen in advance is crucial for first recruitment contact and communication in Chinese is necessary for household participation
• In-person recruitment approach is not preferred as the mode of initial contact (and resistant of stranger approaching the home especially for recent immigrants or older HOHs “不認識的人來不太放心”) in addition to the “cost” of their time because they would need to be home
• Advance postal mail in Chinese about Nielsen will help them learn about the company then prefer to be contacted by telephone (for recruitment) with Chinese-speaking interviewers or via e-mail
• Internet research on Nielsen’s Website about the legitimacy of company, its research for television viewing and how the meter works
• Presence in the local community (such as a booth), offering free gifts such as hanging calendars (挂曆) or advertising Nielsen in the local newspaper will help establish legitimacy prior to recruitment
• Word-of-mouth from either personal network or other Nielsen homes like theirs
• E-mail is by far the most preferred communication for maintaining contact with Chinese household (upon recruitment) followed by postal mail in Chinese
• Special note: Most of the Chinese interviews were conducted outside of their home (e.g., local coffee shops, apartment lobby, etc.) which reinforced their high regard for privacy

Hispanic (Mexican) Household Interviews

Little awareness (or recall) of Nielsen and its research for TV audience measurement in U.S.
• All but one household has heard of Nielsen prior to the interview (the one household has participate in several Nielsen studies in the past)
• Special note: most of these households interviewed were recruited through past participation of NHES sample therefore someone from the household should have been aware of Nielsen

Most households watch either Spanish only or English & Spanish-language programming on TV set mostly
• Very few households own tablets or watch online programming through smartphone (households with tablets are mostly used by children for English-language program viewing via Netflix)
• Co-viewership is more common for multi-generational homes with parents and young children or among young siblings

Decision-making process to participate in Code Reader panel varies across different types of households
• For multi-generational families, more households cited Male Head of Household (MHOH) will more likely make the decision (if MHOH is indifferent than the female HOH will make the decision)
• For households with renters, HOH will consult with the renter(s) to make individual decision to participate

Motivation to participate more indifferent and less emphasis on monetary incentive
• Parents with young children want to have more educational or bi-cultural programming on TV in both English & Spanish language
• Monetary incentive is desired but lower expectation on incentive amount (ranging from $20 per month to $75 for 5-year participation)

General concerns cited for participating in Code Reader panel
• Majority of households inquired whether there will be cost to participate (or pay if meter is damaged) and logistical questions if the household relocates during the 5 years
• Some of the households raised concerns of whether the meter has a camera and a couple inquired whether it would record conversation in the home
• Households with younger members under age 35 raised more technical concerns but did not feel strong enough to inquire about the specific mechanics of the meter

Preferred recruitment via telephone and varied on preferred method of communication for panel maintenance though Spanish-language communication was consistently recommended for all contacts
• Most households preferred telephone contact for initial recruitment with advance mailing about Nielsen and purpose of contact (one household previously participated in Nielsen’s research is open to in-person recruitment)
• Some households cited lack of availability at home or wary of telemarketers for their preference of telephone over in-person approach (though they were not as resistant to in-person recruitment as Chinese households)
• All households preferred Spanish-language interviewers for recruitment; and Spanish or bilingual materials for mail communication
• Older HH members preferred postal mail or telephone and younger HH preferred telephone, text messages or e-mail for ongoing communication upon recruitment
• Special note: Despite reservations for in-person recruitment, all 8 interviews with Hispanic households for this research study were conducted in their own home

 Nielsen Membership Representatives (MR) Interviews

(The points of view shared henceforth are based on MRs’ recruitment experience of Spanish-dominant Hispanic households for People Meter panel)

Educate Hispanic households based on their level of understanding on Nielsen, concept of research, TV Ratings and Code Reader
• MRs preferred to share bilingual written materials and Nielsen’s Website for those with Internet access (online resources convey a sense of legitimacy to the respondents)
Possible challenges with Spanish-dominant Hispanic households during recruitment or panel participation for Code Reader

- Cost implication for installation, to participate or “feels there is a catch”
- Unwillingness to reveal too much about themselves because of personal or legal reasons (e.g., undocumented renters)
- Educational background may limit the decision-makers’ understanding of research and their willingness to participate (difficulty to understand does not appear to be related to language)
- Telephone recruitment may work but will likely take multiple recruitment calls to gain trust with households to install meter especially for large HH size with multiple families or renters living together
- Can be difficult to explain it over the phone (i.e., who Nielsen is, the concept of research, how the meter can collect the viewing, etc.)
- Attempt to recruit over the phone first then follow up in person if unsuccessful after multiple attempts (though it’s more difficult to refuse in person)
- Possibility remains for “backing out” or changing their mind even after agreeing to participate (or disconnect the CR meter after plugging it in)
- High monetary incentive can raise suspicions of legitimacy of the research study (i.e., feeling it is “too good to be true”)

Effective tools or techniques from past meter recruitment experience

- Use illustration of media reports of TV ratings (in Spanish if possible)
- Emphasize their representation of their community, specifically the viewing of the Hispanic population in the US
- Describe the equipment is very “low tech” or “technología es básica” to assure them it does not have camera or record conversations
- Be careful with the language of explaining the Code Reader and avoid the word “audio” and just use terms like “code” to minimize concerns about recording conversations
- Offer contingent incentive once it’s installed then monthly incentive thereafter (recommended $20 per month); Explain the purpose of the incentive so respondents understand why they are given the incentive
- Special note: MR’s recommendation of $20 contingent incentive per month is current Local People Meter incentive structure. For current Set Meter panel (households have no interaction with meter), the incentive is $1 per TV per month and is paid every 6 months.

Other general comments or observations

- Once trust and commitment are established with the household, the length of participation period should not be a concern (even for five years or more)
- Tailor recruitment approach by what and how much information to share based on education level, language, length of time in US, number of television sets, etc.
• More difficult to convert soft refusals such as avoiding the MRs by not responding to telephone calls or in-person visits
• Be persistent with recruiting Hispanic homes and necessary to make multiple attempts for recruitment

RECOMMENDATIONS

Raise awareness of Nielsen prior to recruitment and make connections with respondents through their personal, community-based or online network
• For Chinese households, leverage Nielsen’s market research reputation abroad (especially in China)
• Promote awareness of Nielsen through grassroots outlets such as information table at community events with local Membership Reps knowledgeable of the Nielsen recruitment & importance of their participation
• Establish presence in local in-language newspapers and social media outlets (both in-language and US based sites especially for Chinese respondents)
• Special note: the online recruitment method using Chinese social media sites for this research study may bias respondents’ suggestions of using social media to help establish legitimacy of Nielsen

Tailor recruitment and panel maintenance communication for Chinese & Hispanic households
• Send bilingual advance mailings whenever possible (collect home language use through prepacks for Asian and Hispanic households then tailor for subsequent contacts)
  – Evaluate the content of current endorsement letters used during recruitment of Asian households and update the endorsed organizations as necessary
• Develop in-language microsite to explain Nielsen, TV ratings and data capture aspects of Code Reader (perception of online presence to be legitimate by both Chinese & Hispanic households)
  – Include Website address in all mail materials and mention during telephone/in-person contacts
• Prepare press clippings of Nielsen’s research in the US and abroad (for Chinese households in particular)
• Make initial attempt via or telephone then follow up with in-person visit as necessary
  – Chinese households are more resistant to in-person approach and the (5-year) duration to participate
  – Hispanic households also prefer telephone but less resistant to in-person approach (multiple in-person contacts may be necessary to gain trust and establish legitimacy especially for households with multiple families/renters living together)
Identification on caller ID should state either Nielsen or the name of the designated MR from Nielsen

- Tailor household communication during panel participation based on respondents’ preference (e-mail, postal mail, social media, text message, etc.)

Conduct cognitive interviews of adapted in-language research materials & persuaders (both recruitment & panel maintenance) to address key areas of concern/interest:

- Nielsen and its research areas globally (Chinese respondents tend to recognize Nielsen’s research in Mainland China)
- Concept of survey research and importance of representing their local community in the ratings
- Technical aspects of Code Reader for data capture
  - Test different wording to minimize respondent perception for “audio codes” relating to conversations recorded in the home
  - Leverage the updated language use in the current telephone recruitment script for Code Reader
- Rigorous examination of Chinese and Spanish translation for key concepts about participating in the Code Reader panel and description of the technology (the qualitative interviews showed respondents would describe things in a language more idiomatic than currently stated in the recruitment materials)
- Special note: conduct the cognitive interviews with the entire household if possible or decision-maker(s) of the household; and vary the sample by country of origin, language, education level, socio-economic status, etc.

Offer both non-contingent and contingent incentive differentially for Chinese & Hispanic Spanish-dominant households

- Offer non-continent incentive with mailing of the Code Reader(s) then consider higher contingent incentive amount for proper installation and ongoing participation (more incentive may be necessary if household has 2 or more TV sets especially in the bedroom)
- Possible consideration for annual “bonus” incentive for year 2 and beyond for those resistant to the length of participation
- Chinese households have higher expectation for monetary incentive in general and possibly resistant to 5-year participation (test effective persuaders in addressing this concern in mail and telephone/in-person recruitment)

Enhance Code Reader training for Chinese and Spanish-speaking recruiters by leveraging and customizing existing curriculum and best practices from Local People Meter panel

- Adapt the currently Asian Cultural Sensitivity Training to the Chinese households from Mainland China, Hong Kong and Taiwan (previously developed by Jennie Lai)
• Highlight the main benefits to the households for participating
  - Benefits to other Chinese & Hispanic families locally
  - Influence of in-language programming
  - Assurance of key concerns prior to or in conjunction of offering monetary incentive

• Emphasize the training for telephone and/or field recruiters to be very knowledgeable about the technical aspects of the meter
  - Data capture process of meter (Chinese households may expect very technical explanation)
  - Method of data transmission back to Nielsen
  - Usage of electricity over time
  - Potential harm to human body (i.e., no radiation)

• Adapt existing and develop new persuaders to address common concerns with the household with following examples cited by respondents
  - Strong privacy concerns with the meter (i.e., camera and voice-recording function)
  - Common perception of “trouble” for Chinese households (“麻煩”)
  - Cost to participate or liability if meter is damaged for Hispanic households
  - Panel duration of up to 5 years (and logistics for moving)
APPENDIX A: Interview Summaries

Interview Summary #1

<table>
<thead>
<tr>
<th>Interviewer: Mandy Sha</th>
<th>Interview Date: 12/16/2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written by: Mandy Sha</td>
<td>Interview Setting: Respondent’s home</td>
</tr>
</tbody>
</table>

HH ID: CHI-01  HH Size: 7

HOH Place of Birth: China (mainland)  HOH Age: 42

HOH # of Years in US: 6  HOH Language/Dialect: Cantonese

This is a 7-person household in a single family home in the north side of Chicago. A Chinese spiritual character known for bringing wealth to Earth adorned the front door. The interior of the home was cluttered and dated, but fully furnished and there was a TV in the living room (about 32 inches). According to the female homeowner, they took advantage of the housing downturn and purchased this home a few months ago. I was greeted warmly by the three interview participants: the HOHs (husband and wife) and their female renter, who was pregnant in her third trimester and clearly put on some makeup for the
interview. A TV in the back of the house was on and I later learned that the grandmother had it on.

**General Questions about Research & Nielsen**

**Past experience of participating in research and decision-making process**

The male HOH and the female renter had never participated in any kind of research study before. The female HOH indicated that in China she had participated in a focus group about tampons and has also filled out customer satisfaction surveys via mail.

When asked about decision-making, they said that each person would be consulted. But the male HOH is the ultimate decision-maker.

**Knowledge about Nielsen and source of information**

None of the three interview participants have heard of Nielsen or its Chinese name, 尼爾森. The female HOH commented that 尼爾森 sounded like a certain Japanese manufacturer of television sets.

**Household TV Viewing Habit**

The male HOH watched news in Chinese during dinner in the evening, for about 2 hours. This calculates to about 14 hours a week. He did not watch TV other times, unless there is the World Cup or some type of sporting events. He doesn’t use other devices to watch TV programs.

The female HOH reported watching about 10-15 hours of TV programs a week. She usually watched the news in Chinese during dinner in the evening. When she did household chores, she might have the TV on so she could listen to the TV but was not necessarily watching. Every night, she also used her computer to watch news in Chinese from the 鳳凰台 (Phoenix TV), for a minimum of 15 minutes. Sometimes, she would only listen while doing other things. She felt that she watched news more often on her computer than on TV, and she’d watch programs alone on the computer.

The female renter said she watched about 3 hours of TV a day, including about 2 hours of news during dinner and 1 hour of variety shows around noon. She said she probably watched 15-20 hours of TV a week. She only watched Chinese language programs. Dinner was a household activity and all seven of the household members would watch the news together.

No one really knew the grandmother’s TV viewing habits. They noted that she had her own TV and it was turned on all day and at the time of this group
The grandmother had English language programs on (but she didn’t speak English).

The HOHs have two daughters, one 12 and the other only 4. The female HOH said that the older daughter (12-year-old) watched soap operas and variety shows in Chinese. She would also watch TV the whole day on weekends and she preferred 湖南台 (Hunan). Sometimes, she would download shows onto her phone and watch them on the phone. The younger daughter (4-year-old) watched English language cartoons, and all other programs were in Chinese. When she was not in school, she’d be watching TV. They used the TV in the living room.

The female HOH talked about a “box” one can purchase for a one-time-only fee and it allowed them to watch TV programs from China.

**Nielsen’s Code Reader Research Panel**

**Purpose of Nielsen TV Ratings**

The female renter said Nielsen does market research. The male HOH said Nielsen finds out what people like to watch and whether a program was watched by many people. The female HOH provided elaborate thoughts – that Nielsen collected information so they could provide it to the TV stations and they would in turn use the TV ratings information to make programs that people liked. Nielsen would also give the information to their clients so they could decide whether to run commercials. And if the commercials are liked by many Chinese, then they’d put the commercial in the particular timeframe.

**Decision-making process for household participation in Code Reader research panel**

When asked about the decision-maker, all three interviewees chuckled and pointed to the male HOH who agreed with the assessment and noted “因爲我大” (Because I’m big). He further explained that being “big” meant being the oldest, because he was the oldest in the household right after his parents (in this household, it’d be the grandmother).

As the decision-maker, the male HOH said he’d consult everyone in the household about the participation and if someone said no, the entire household would not participate. The female HOH added that the degree of disagreement mattered. For example, if someone said “whatever” (隨你啦), then it would mean that person would be agreeable.
Household recruitment of Nielsen’s Code Reader research panel

They would have several questions about the code reader research panel (mostly came from the male HOH):

• Does the code reader know when the TV is not turned on?
• If the TV is not on and just us walking around, does the code reader know?
• Could the code reader know what’s on our computer from bedrooms upstairs? (收的到嗎？)
• Does the code reader need to be plugged into the TV?
• Does it emit radiation? (this came from the female HOH)

Compliance of participating in Nielsen’s Code Reader research panel

When asked about preference of being contacted, they did not like being contacted at all. They felt 对上門的有一點戒心 (wary about whoever comes to the door) because they did not know the visitor. They would only respond to visitors introduced through people they knew. Phone calls may be okay but the caller must speak Chinese and knew whom to ask and the right time to call. For example, they could have someone the family knows introduce him or her. The interviewer asked them what they thought of an advance letter explaining the purpose of the visit (since very likely the Nielsen MR may not know the household), and this was considered appropriate. The male HOH explained that they don’t answer phone calls during the day - 接了也沒用。不懂的不知道的電話也不接。(There’s no use answering the phone. We don’t answer phone calls for things we don’t understand or don’t expect). The female HOH explained that she was the only adult in the household who spoke some English, so the other 4 adults seldom answered the phone when she was not around.

For the household to participate, they said they would need a lot of information: about Nielsen, about the code reader, and how to operate the code reader (這麽操作). They must know the entire process. The interviewer asked whether they would read printed brochures, and this suggestion was met nodding heads.

The female HOH volunteered some suggestions. She said Nielsen should 賣一下廣告 (buy some ads) so Chinese people are more familiar with the company. It could be a TV commercial or a newspaper ad. Once people know more about the company, they would talk amongst themselves about it. Otherwise, 突然然然也不知道是幹什麼的 (being contacted cold turkey doesn’t help understanding what they are).

The interviewer asked what kind of newspapers was popular among Chinese people in Chicago. They were: 神州, 大紀元, 芝加哥時報, 僑報。They were all free and out on Fridays. There are paid newspapers but this household doesn’t buy them.
When asked about remuneration, all three respondents wouldn’t say what kind gifts they’d prefer. The female renter put it this way: 沒有想過這個問題。如果放台機在這裡，不會涉及我們的隱私，不會讓我們的東西釋入出去的，應該沒什麼。(I’ve never thought about this [remuneration]. If they put a device here and it doesn’t intrude on our privacy, it doesn’t release our information, it shouldn’t matter.) The female HOH said, “看他們出多少，我還滿意就行了” (the company [Nielsen] should decide, if I’m happy with it then that’s good). She stressed that if Nielsen would need to guarantee privacy, and she mentioned that it would be better if the code reader could be plugged into the TV and also has a power source (NOTE: at one point they were speculating that the code reader is “wireless” and this was thought of unsafe to them). At this point of the conversation, the male HOH interjected and said 最基本的條件是不會 (the bottom line is we wouldn’t do it. Then the female HOH continued and said she would consider if there was $50 a month ($600 a year). The interviewer asked if $10-$20 mattered, and she shook her head and chucked, “not with his [male HOH]’s resistance”. The male HOH interjected again, saying “我不會要的。這不是錢的問題。(wouldn’t do it, it has nothing to do with money). The female renter qualified, “我們感覺不安全” (if we don’t feel that we are safe…). The male HOH further explained “放台機器，感覺不好。給人監視。還要跟他們聯係。基本上工作回來沒時間。他要給多少其實無所謂。” (the device doesn’t make me feel good. Like being spied on. And we have to be contacted?! We have very little time to ourselves after work. In actuality the remuneration is not the point.) The female renter agreed “不喜歡接觸太多人” (does not like to be in contact with too many people), and would feel more comfortable with mail correspondences.

Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self (Co-homeowner)</td>
<td>6</td>
<td>Only Cantonese</td>
<td>42</td>
</tr>
<tr>
<td>2</td>
<td>Husband and co-homeowner</td>
<td>6</td>
<td>Only Cantonese</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>Female boarder &amp; relative</td>
<td>2</td>
<td>Only Cantonese</td>
<td>28</td>
</tr>
<tr>
<td>4</td>
<td>Male boarder &amp; relative</td>
<td>6</td>
<td>Only Cantonese</td>
<td>43</td>
</tr>
<tr>
<td>5</td>
<td>Mother-in-law</td>
<td>18</td>
<td>Only Cantonese</td>
<td>73</td>
</tr>
<tr>
<td>6</td>
<td>Daughter #1</td>
<td>6</td>
<td>Only Cantonese</td>
<td>12</td>
</tr>
<tr>
<td>7</td>
<td>Daughter #2</td>
<td>6</td>
<td>Only Cantonese</td>
<td>4</td>
</tr>
</tbody>
</table>
This is a 4-person household in a single family home in the north side of Chicago. The photo shown here comes from google because I couldn't get a good photo. The appointment was in the evening and the home did not have Christmas lights like the other houses. This block had a mix of old houses and new constructions. This home was one of the older homes and looked like it needed a paint job and roof. However, the interior was beautifully decorated with hardwood floors, a modern kitchen, and a 45-inch TV mounted to the wall in the living room that was left by the previous owner. As I entered, the HOH’s son was watching a movie on the computer by the entrance and the grandfather was watching a Chinese program on the TV in the living room. The husband had just gotten home from work. He was dressed in a collared shirt and khakis (and at one point during the interview talked about a 401k presentation at work). We sat at the kitchen table for the interview.

**General Questions about Research & Nielsen**

**Past experience of participating in research and decision-making process**

The female HOH had never participated in any kind of research study before. The male HOH participated in an in-person survey three years ago about the
economy. He agreed to participate at the time because he was interested about the topic. When asked about decision-making, they said they’d talk amongst themselves and didn’t think that there was one decision-maker. For today’s interview, the female HOH was the person that was contacted by the interviewer and she thought it was fine to participate, and she talked to her husband about participating.

Knowledge about Nielsen and source of information

Both HOHs have never heard of Nielsen or its Chinese name, 尼爾森. The male HOH assumed that Nielsen 是搞電視盒的 (a cable company).

Household TV Viewing Habit

The female HOH reported watching both English and Chinese language news in the morning and also the 9 o’clock news in the evening. She also started watching a half-an-hour English language learning program (that was taught in Chinese) and sometimes the 5 o’clock news. In total, she estimated 2 hours of TV viewing a day for a total of 14 hours a week. In the evening, she might watch TV with others at home, but she mostly watched TV by herself. She doesn’t use the computer for TV programs.

The male HOH didn’t watch much TV during the week. He usually downloaded HBO TV series and movies and watched them on his computer in the weekend for about 6 hours total. He said 80% were English language and 20% were non-English language. (This interviewer did not probe on this because she assumed the download might not have been an sanctioned activity, but a search on the Internet showed that this activity was an acceptable practice, see: http://hbowatch.com/watch-hbo-online-for-free-with-hbogo/). He said he used his computer quite a bit for Chinese language news but they were Web sites.

For Chinese language programs, they subscribe to 麒麟電視(KyLinTV), for $30 a month. The company mailed them a 數碼盒 (code box) and all programs come from China and are transmitted through the Internet. The female HOH explained that the service provides 3 days worth of recorded TV shows from China. For example, if you were to turn on the TV today, you can watch shows as far back as the day before yesterday. (NOTE: This seemed to be what the other household MAN_101_Chi has, but they said it was a one-time-only fee to purchase the box. There may be different levels of service. I found KyLinTV’s Web site online: http://www.kylintv.com/kylintv/home.)

The female HOH said her 9-year-old son watched TV all the time, but mostly English language DVDs. When he did watch TV, he only watched English language cartoons Saturday morning for 3 hours by himself. The grandfather is home all day and watches the TV all day.
Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

Neither of the HOHs has heard of Nielsen, but the male HOH said he knew what TV ratings meant. The male HOH said he thought Nielsen would compile statistics of how many clients watch TV programs. The interviewer clarified that by “client”, the male HOH was referring to the households. He said if more people liked a certain show, then the TV stations would make more of them.

The female HOH said she understood that the purpose of Nielsen’s information collection was for producing TV ratings and Nielsen 提供給傳播媒體做研究 (provides the information they collect to the mass media so they could do research).

Decision-making process for household participation in Code Reader research panel

When asked about the decision-maker, the female HOH said it’d be her husband and the male HOH did not voice agreement or disagreement of that assessment. The male HOH said he’d first do some research by himself before talking to the female HOH about the study. He also said that they don’t have cable right now so he didn’t watch a lot of TV, but if Nielsen would give him 免費電視 (complimentary TV programs) then he would watch more TV. The female HOH said once her husband decided that they should participate, she would not object.

Household recruitment of Nielsen’s Code Reader research panel

They would have several questions about the code reader research panel:
• Does the transmission go through the internet? （他是通過網路還是怎樣）
• Does Nielsen produce TV ratings from just Chinese homes?
• Do they require us to watch programs in a specific language?
• Do they turn on the code reader all day?
• Will the company pay for the electricity bill for the code reader if it has to be turned on all day?
• Do we turn on the code reader the same time we turn on the TV? It’s meaningless to have the code reader turned on when the TV is not turned on. (不開電視的時候開他沒意義)
• Does it emit radiation? (this came from the female HOH)
• Does it emit anything that is harmful to the human body? The male HOH said all wireless devices may be harmful to the human body and they usually unplug them when not in use.
• Does the code reader have sounds that will affect my son’s studying?
• Does the code reader have to be placed next to the TV?
• Does the wireless transmission back to Nielsen take up the bandwidth of my home Internet?
• Do they have information on the Web about the code reader itself? The female HOH indicated that they would want to search the Internet on their own for information.
• What do they use the code reader information for? Do they sell the information to the media, what families like what TV programs? The interviewer clarified that the male HOH was concerned that personal names and addresses will be released or sold by Nielsen.

They preferred being contacted by phone or by e-mail, and would not oppose to an in-person visit but said it had to be by appointment only and only when necessary. They are open to mail correspondences, too. The female HOH reminded me that all contacts should be in Chinese or it would be problematic for them (不方便). However, when thinking about phone or in person contacts made by someone they don’t know, they became hesitant. The male HOH said if the Nielsen person is 專業 (professional) then they’d be more open to listening to what that person has to say. At this point, the female HOH asked if Nielsen could just mail them the code reader and they can install it themselves. The male HOH said, 他們肯定會怎樣的 (for sure that’s what they’ll do). The interviewer asked why he was so sure and the male HOH said, Nielsen has to be teaching the households how to use and test (使用和測試) the code reader and probably do this by phone. Hearing this, the female HOH agreed that phone is best because she doesn’t like strangers at their home (不認識的人來不太放心).

Back to the phone, the male HOH said they get a lot of phone calls that ask for donations or selling something, so if they don’t know the person they hang up.

The male HOH suggested that Nielsen put some ads on Chinese language Web sites, it can be ads on Chinese language version of yahoo, cnn, or the sinanet. The female HOH also mentioned ads in newspapers 大紀元 or 僑報 [Chicago newspapers], but the male HOH said only “old people” read newspapers and young people are online. The female HOH said those newspapers are free and many people get them and Nielsen could put a flyer inside the paper. She also said 對華人來說一個介紹一個是很重要的 (to Chinese people in the United States, referrals among Chinese community is crucial); she said if they use the box and liked it and told others then other Chinese households would be more willing to participate. The female HOH also suggested placing ads in publications like the 芝加哥華人商業電話簿 (Chicago Chinese business yellow page) because this is an yearly publication and 搶著拿 (in high demand). She took out several printed copies to show the interviewer. Both HOHs also pointed to the 挂曆 (hanging calendars) in their kitchen and said Nielsen should give out free calendars or place ads on these calendars. I noted that they have 3 such calendars.
Compliance of participating in Nielsen’s Code Reader research panel

Thinking about contacts during the 5-year period, the female HOH became concerned and said if Nielsen would contact them weekly and also using English language then they would not be very willing to continue participating. The interviewer asked what would be an appropriate frequency for them and the male HOH said monthly phone calls would be acceptable and for maybe 15 minutes. The female HOH felt that in person visits, even monthly, would be too time consuming for them. The male HOH even suggested that Nielsen could send them online forms for them to update their household information (in general, the male HOH seemed very comfortable with the Web). They don’t like the idea of being contacted by text messages; the female HOH said for them to respond that way they have to type and that would be too much work (because they’d have to type in English). She also liked the idea of responding to online forms.

When asked about remuneration, the male HOH said 免費電視 (complimentary TV programs), such as Comcast or DirectTV. They chuckled when thinking about cash gifts and suggested

The female HOH suggested reimbursement for their electricity bill because she assumed that the code reader would be plugged in to the outlet. The male HOH shook his head and said he thought the code reader would not take up too much electricity, the female HOH reminded him that they didn’t know enough about the product (對產品不了解).

When we got back to the amount of cash gift, the male HOH said it was difficult to say because it would depend on the requirements, does the box have to be turned on at all times, how often they have to be contacted, and what they have to do, if they are busy. I noted that the HOHs used words like 回饋, 回報 (reciprocation) to describe remuneration, not 獎勵 as used in the translated interview guide. At one point the female HOH had to ask me what words I used (獎勵) to describe 回饋.

### Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self (Co-homeowner)</td>
<td>6</td>
<td>Only Cantonese</td>
<td>42</td>
</tr>
<tr>
<td>2</td>
<td>Husband and co-homeowner</td>
<td>6</td>
<td>Only Cantonese</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>Father</td>
<td>6</td>
<td>Only Cantonese</td>
<td>73</td>
</tr>
<tr>
<td>4</td>
<td>Son</td>
<td>6</td>
<td>Only Cantonese (but he speaks fluent English)</td>
<td>9</td>
</tr>
</tbody>
</table>
General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

The wife (female head of house) indicated she remembers receiving some type of customer satisfaction surveys from emails after shopping online or in stores but she only completed 1 or 2 of those. Her major considerations on whether or not to respond were the survey length and how much time it required. The surveys she received before usually offered sweepstake as incentive, none of them offered monetary incentive. She doesn’t usually complete survey the couple time she did was either because she really liked the shopping experience or really didn’t like it.

The husband (male head of house) indicated he once completed a mailed paper survey from a children hospital. He responded that survey because the survey was related to children heath care (he was interested in the topic).

Neither of them had participated studies required household level participation before. For this particular interview, the husband saw the information online, and told the wife, and then they decided together. The major reason for them to attend the interview together was because it’s indicated in the recruitment ad that participating members would receive individual thank you gift (“当然主要是因为你们说每个人都会有 gift card 嘛”). In addition to that, the way we provided incentive to individual members made them feel we are being serious (“你们很认真地在做这个事情”) and more trustful.

If they are approached for other household level participation studies in the future, it will likely be both of them making the decision together (“如果有任何一方反对的话我们就不会参加的”).

Knowledge about Nielsen and source of information

Before they saw the interview information online, they never heard of Nielsen. When saw the ad, the husband went to the official Nielsen website by using the attached link in the ad. After briefly browsing the website, he considered Nielsen is a company that does marketing and surveying, and doing business on TV industry. Other than that, he didn’t know any specific details on what or how we (Nielsen) do surveys/measurements.

Household TV Viewing Habit

Frequency of TV programming viewing in a typical week

There is one (1) TV set at home. No cable service but have arena to receive a couple stations. The household has Netflix subscription.

The husband usually watches Football on the TV set via one of those broadcast stations and it usually in the weekends. Once watched, he would watch the whole game, which is about 3 hours a week. And that’s only thing he would watch aired on the TV. More often, in about 5-8 hours a week, he watched shows from Netflix or YouTube on his PC (when at work) or Tablet (when at home), including documentaries, movies, drama and small video clips. Majority of the shows he watched is English.

The wife said she probably watched more TV than her husband, which is about 10 hours a week. She doesn’t really use (watch on) the TV set, she usually watch Chinese dramas online via some streaming websites/software (PPTV) on her Tablet.

The couple has two young children (9 years old and 6 years old). The kids usually watch 2 hours English cartoon a week via Netflix on the TV set.

Co-viewership of TV programming

In the home, everybody watches TV individually because what they like watching are very different from each other. Occasionally parents would watch with kids on the cartoons.

Source of TV programming

There is no cable service but the TV can receive a few broadcast stations via the arena. Among those programs aired on TV, the husband would watch football; the wife and kids barely watch anything aired on TV.

The husband watched more often via Netflix (on PC or Tablet), documentaries, movie and drama. The kids watched cartoon via Netflix (on TV set) too.
The husband also watched videos or shows via YouTube as well (on PC or Tablet).

The wife liked watching Chinese drama so she found the shows from various online streaming websites of software (PPTV).

**Nielsen’s Code Reader Research Panel**

**Purpose of Nielsen TV Ratings**

They think that that TV content producers and stations would use the viewing information to know what people like watching.

**Decision-making process for household participation in Code Reader research panel**

First of all, in such situation (install a meter at home), it will likely be them both make the decision together because it effects everybody at home (“是关系到全家的事情”).

To decide whether or not participate, they would consider the following things:
- Privacy: if the meter would capture people conversations? They don’t want their daily conversation being heard/captured. And how secured the data will be (will it be used for other purpose)?
- Cost: will there be cost on us?
- Maintain: what happen if the device is broken, especially there are kids at home? Do we need to pay for it if we break it?
- Moving: what happen if we move? Do we need to take it to our new home?
- Benefit: will there be monetary incentive, if not, will there be reports (viewing report) shared with us? What’s in it for us?
- Time and effort: how much time will take us? Is it burdensome (“会不会很麻烦”)?
- Broader impacts: will our opinions affect what’s on TV? For example, if I like watching particular shows and you find that via the data, will be there more shows I like air on the TV (“会不会有更多我喜欢看的节目”)?

The couple also indicated that they would like to receive some form of “report-back” from Nielsen. They would be very interested in knowing what “American people” (non-Chinese) are watching (“美国人爱看什么”), what’s popular right now. The wife said she would like to know what her “American colleagues” (non-Chinese) are watching so that she can have something to talk about with them (“跟我的美国同事聊天就有谈资了”). Additionally, the husband suggested if we are going to share rating/viewing reports with them, he would like to see it segmented by age and occupations – he wanted to know somebody like him, in
similar age and doing similar jobs, what they like watching on TV. He would find that information very useful. To them, this type of information has great value for them and can really motivate them to participate.

**Household recruitment of Nielsen’s Code Reader research panel**

When asked about preferred recruitment approach, they said they don’t like Phone or In-person visit. They don’t like answering calls or door for a stranger. They would prefer emails. The husband suggested Social Network Sites, he said that if somebody he knows posts/refers the information on a social networking site, he would more likely to look at the information and find it more trustful. When probed further (if have to choose between phone or mail), they said prefer telephone – they don’t like people just show up at their door. And it will be better if an appointment can be made in advanced – don’t just show up.

When asked what kind of Information they would like know in recruitment, they mentioned the following:
- If it’s on telephone, then first of all that person needs to introduce company, the study, and ask if it’s a good time to talk. If not, he should make an appointment and call back.
- And then the person should mention Incentive or tell us what’s in it for us.
- Explain how much efforts it will take us or how much trouble it will cause
- And provide more details on the technology – if it picks up other audio signals other than content codes, people would probably refuse.

For study information or materials Nielsen wants to share with the home, they would prefer sent via emails – more convenient for them.

**Compliance of participating in Nielsen’s Code Reader research panel**

When asked about if they prefer a Chinese-speaking representative to communicate with them, they said it would be better only when they know it’s from a non-Chinese company. The husband had bad experience dealing with a Chinese-speaking representative from a Chinese bank/credit agency asking him to open a credit card, which turned out to be a fraud. Therefore they are being more cautious with Chinese-speaking callers these days. So what really matters is the company credibility – they need to know the company is a trustworthy company before they sign up for anything, not so much the languages the representative speaks.

When asked bout what Nielsen can do to keep them motivated, they said that Nielsen needs to keep them feel they are beneficial from the participation – for example, providing rating information they are interested in, keeping them updated on what’s popular on TV/what other people like watching.
For communication during the study, they would also prefer emails. And they suggested that it will be helpful if there is a dedicated person they can reach to whenever they have questions (i.e., meter is broken). And if there is one (dedicated person), they wouldn’t mind receiving check-in calls from him/her periodically because they would know who that is and what he/she’s calling for.

When asked about Incentive, the wife suggested maybe $200 a year per household. If the home buys more TV sets, incentive should be increased accordingly (but just marginally).

The husband said it’s hard to give a specific number and it’s not necessary need to be cash. For example, it could be Amazon credit because they have kindles and they buy books at Amazon. Therefore Amazon credits will be very useful for them. When probe further and ask how much book credit he considers as reasonable, he said maybe $100 a year. He was thinking about Netflix subscription fee when came up with the number – Netflix costs them about $100 a year so he thought if what we offer can help them pay off the subscription fee, that’s good enough.

When asked about the Incentive Type, they indicated either cash or gift card is fine. However, if provide Gift Card, it must be from a brand that they would actually use/shop from. For example, Starbucks gift cards will be great for the husband because he buys drinks there a lot, but Macy’s gift card will be useless for him (“Macy’s 的卡对我来说就没有用了”). They also suggested Visa gift cards which can be used anywhere, that will be a good one for them as well.

**Household Characteristic Roster**

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male Head of House (Owner/Renter)</td>
<td>15</td>
<td>Mostly Chinese</td>
<td>44</td>
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<tr>
<td>2</td>
<td>Female Head of House (Owner/Renter)</td>
<td>13</td>
<td>Mostly Chinese</td>
<td>42</td>
</tr>
<tr>
<td>3</td>
<td>Son</td>
<td>9</td>
<td>Mostly Chinese</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>Son</td>
<td>6</td>
<td>Mostly Chinese</td>
<td>6</td>
</tr>
</tbody>
</table>
Interviewer Comments/Recommendations

General household observations

Interview was conducted in a Starbucks. Respondents were conversational and engaged in the interviews. Seem to be very open-minded with the metering technology and have a comparatively low expectation on the incentive amount.
Interview Summary #4

<table>
<thead>
<tr>
<th>Interviewer: Shu Duan</th>
<th>Interview Date: 12/21/2013, 3PM</th>
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</thead>
<tbody>
<tr>
<td>Written by: Shu Duan</td>
<td>Interview Setting: Respondent’s home</td>
</tr>
</tbody>
</table>

HH ID: CHI-04  
HH Size: 4  
HOH Place of Birth: Taiwan  
HOH Age: 57 & 53  
HOH # of Years in US: 30 & 26  
HOH Language/Dialect: Mandarin

General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

Respondent (the Female Head of House) indicated she received customer satisfaction surveys from groceries or shops via emails but only completed a few times, only for the brands that she liked or visited a lot. For those brands she wouldn’t expect to go back, she wouldn’t respond to their surveys.

Respondent also received telephone surveys from banks. For this type of phone surveys, she usually responded because they tend to be very short and also she wanted to help them improve services by providing her feedbacks.

There were also telephone surveys regarding tax increase or other community issues. The respondent responded to these surveys every time because she thinks the government didn’t spend the money right - education fund should be spent on students and teachers not administrations, so she wanted to express her opinions.

Our respondent also remembered receiving telephone consumer surveys called from companies that she never heard of and the agents were with strong foreign accents (Indian). She never responded to those because she doesn’t trust them (never heard of the company name and foreign accents made her feel the calls aren’t from US).

For studies that require household level participations, respondent indicated that her husband would probably be the one makes the decision for the home. Also, the study needs to be from a brand/company that they heard of or with a topic that they are interested in for example political polling.

For this interview, our respondent accepted because it was referred by someone she knows (community-based recruitment) and she heard of Nielsen before.
Respondent told us that Nielsen is mentioned very often in TV related news in Taiwan.

**Knowledge about Nielsen and source of information**

Our respondent said she usually heard of Nielsen ratings regarding Taiwan TV shows via Online, Newspaper, TV and Radio. Also, during presidential election (in Taiwan), news would cite Nielsen ratings telling how many people watched the debates. She is aware that Nielsen is also producing TV ratings in US and didn’t remember seeing anywhere specifically about US TV rating/ratings of US shows.

**Household TV Viewing Habit**

**Frequency of TV programming viewing in a typical week**

Our respondent told us that she watches about 30-40 hours TV weekly and usually watch in mornings and evenings. She mostly watched CNBC for business news; watched KQVD (Chinese station) for Chinese news and Chinese drama. Majority of TV were watched on the TV set. Sometimes she would watch on PC for Taiwan/Asian drama online and she never watched anything on Tablet or Smartphone because the screen sizes are too small.

**Co-viewership of TV programming**

For news on CNBC, the families tend to watch together. For Chinese shows (news and drama) on KQVD, our respondent usually watched herself because others aren’t very interested on those shows.

**Source of TV programming**

There is 1 TV set at home with cable, which is main source of TV content and the screen that our respondent spent most of viewing time on. The respondent sometimes would watch TV content online via some video/streaming website as well.

**Nielsen’s Code Reader Research Panel**

**Purpose of Nielsen TV Ratings**

The respondent thought that the collected data can be used to analyze what people watch, what shows are popular. TV stations can use it to decide whether to drop or continue a show. Ad agencies, TV directors and producers will use the information to tailor for audience’s preference – produce the shows that people would like.
Decision-making process for household participation in Code Reader research panel

The respondent indicated that her husband would be the one making the decision. For their household, the major considerations for deciding whether to participate would be:

- Privacy in terms of what people watch on TV – respondent thought that some people might not want people to know what they watch, although it doesn’t seem to be a problem for her (“我不介意但是有一些人可能会不想别人知道他们看什么节目”).
- Privacy concerns on the device – our respondent said there would be concerns because they don’t know the device very well, they don’t know what exactly it will be doing/capturing. And she thinks that people are getting more cautious about privacy nowadays because of the raising Government Surveillance. She also wondered if conversations will be captured and if so, she will be very concerned about the privacy.
- Will the meter intervene TV signals/quality?
- Incentive – respondent indicated that incentive doesn’t really matter. It’s not the main factor to decide whether or not participate, privacy is.
- Respondent indicated that if their privacy concerns can be addressed, her household would probably agree to participate because it doesn’t influence their daily life, it’s just sitting there, wouldn’t be a problem for them (“不会影响到我的生活，就放在那里，没什么”).
- The respondent also mentioned another reason she would want to participate is to contribute. She thinks some of the TV content is too violent and it will be great if her participation can change that.

Household recruitment of Nielsen’s Code Reader research panel

Respondent said she would prefer telephone. She felt that in-person visit would give me pressures. And for such a study, they will need some time to consider, so phone is better, she can have more time to think about it.

Respondent also said she would like to hear from a person that already participate, like referral, and that person can help ensure that there won’t be any problems after they participate and have the device at home. And for person, it doesn’t necessary to be someone she knows, she just wanted to hear from somebody that has the actual experience.

If we need to provide her home some materials or information, she would prefer mails because that way she would have more time to read through it and digest the information.
Compliance of participating in Nielsen’s Code Reader research panel

When asked about what Nielsen can do to keep them in the panel, the respondent pointed out that we (Nielsen) should demonstrate there are positive effects of study, it’s helping the society – for example, there turns to be less violent content on the TV. She felt that if people start seeing their actual contributions (change what’s TV), they would want to stay. On the other hand, if people don’t see anything happen, it will make them feel there is no difference in participating or not (“我参不参加都没区别”), then they would likely drop. In sum, somehow we (Nielsen) should make people feel their participation is important.

When asked about preferred communication mode during study, the respondent indicated she prefer mails over emails.

When asked about incentive amount. Respondent indicated again that for her and her household, incentive isn’t the most important. However, incentive always helps/it’s a plus (“有当然是好的，没有也没关系”). And other people, they might care more about it. She suggested maybe $100 a year and she thought Cash is better. Additionally, she didn’t think that the incentive needs to depend on how many TV sets at home because people only gonna watch on one TV set at a time – we (Nielsen) only receiving data from one television at a time.

Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male HOH</td>
<td>30</td>
<td>Mostly Chinese</td>
<td>57</td>
</tr>
<tr>
<td>2</td>
<td>Female HOH</td>
<td>26</td>
<td>Mostly Chinese</td>
<td>53</td>
</tr>
<tr>
<td>3</td>
<td>Son (in College)</td>
<td>23</td>
<td>Mostly English</td>
<td>23</td>
</tr>
<tr>
<td>4</td>
<td>Daughter (in College)</td>
<td>20</td>
<td>Mostly English</td>
<td>20</td>
</tr>
</tbody>
</table>

Interviewer Comments/Recommendations

General household observations

Interview was conducted in respondents’ house. Can tell the household has relatively high social-economic status. Care about community contributions, involve in political polling. Heard of Nielsen and knew about Nielsen. Very open-minded. Will want to make their viewing count. Privacy is the major concern but can be addressed. Don’t care much about the incentive.
Interview Summary #5

<table>
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<tr>
<th>Interviewer: Shu Duan</th>
<th>Interview Date: 12/21/2013, 5PM</th>
</tr>
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<tbody>
<tr>
<td>Written by: Shu Duan</td>
<td>Interview Setting: Starbucks</td>
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</table>

<table>
<thead>
<tr>
<th>HH ID: CHI-05</th>
<th>HH Size: 2</th>
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</thead>
<tbody>
<tr>
<td>HOH Place of Birth: Mainland China</td>
<td>HOH Age: 26 &amp; 25</td>
</tr>
<tr>
<td>HOH # of Years in US: 3 &amp; 3</td>
<td>HOH Language/Dialect: Mandarin</td>
</tr>
</tbody>
</table>

**General Questions about Research & Nielsen**

**Past experience of participating in research and decision-making process**

The husband (male head of house) has done product evaluation surveys for some software he used at work. Those surveys were sent to his email and offered sweepstakes for Amazon gift cards. He responded because the survey was short and quick, and he felt that his feedbacks might help them improve the product and eventually he would get to use better software. He also remembered besides sweepstakes, some surveys would offer coupon/store credits in salons for massages or health care, which is more attractive for him compared to sweepstakes.

The wife (female head of house) remembered completes a survey from Survey Monkey back to 2011, can’t remember the specific topics. She remembered doing some research-purpose surveys while she was in school in China, some of them were set up in a lab, asking you to complete on a computer screen, also cannot remember the details. The participants were paid couple dollars ($10). She responded to these surveys because they were for research purpose, conducted by students or faculties and often come with small gifts.

They never participated studies that required household level participations. And if they are being approached for such studies in the further, the wife will likely be the one make the decision (the husband pointed to the wife when asked this question).

For this interview, they decided to participated because is it’s holiday season and they have time. Also they thought it’s about Chinese TV shows which they were very interested in learning more about. So they signed up for the interview. The wife saw the ad online and asked husband to participate, he agreed because 1) he has time as well, and 2) he’s also interested in the topic. They said they wouldn’t have agreed if this interview is about religion or occupation. Incentive was part of the reasons too but not the major reason. They told us that they just
moved to US (3 years ago), they feel they are new to the country so they always want to learn more about US Chinese population living here in US.

**Knowledge about Nielsen and source of information**

Neither of them has heard of Nielsen before.

**Household TV Viewing Habit**

**Frequency of TV programming viewing in a typical week**

There is one TV set at home. It doesn’t have cable. It’s a Smart TV connected to a PC. Therefore all TV programs are from online sources.

The husband said he watches 10-15 hours TV per week, mostly football and basketball games. And he watched the game via some online streaming website (free) and he would watch on the TV screen.

The wife said she watches 20 hours a week and mostly the dramas on CBS.com. Most often, she would also watch the shows on the TV screen but sometimes while she was doing housecleaning or cooking, she would watch on the PC. And occasionally before going to bed, she would watch some small videos on her tablet.

The husband and wife would watch together on some Chinese entertainment shows/talk shows via YouTube or Sohu.com on the TV screen.

They also mentioned sometimes they would watch (English) news too but for free content/clips only via the CNN website. They explained it was because they haven’t been in US for a long time and therefore they are not familiar with the celebrities on TV. So most of the time they just watched the breaking news (“比较重大的新闻”) and the presidential election.

**Co-viewership of TV programming**

They usually watch together.

**Source of TV programming**

All TV content are from online sources, either the official station/network website such as CBS.com and CNN.com or some free streaming website (no particular ones for the streaming website)
**Nielsen’s Code Reader Research Panel**

**Purpose of Nielsen TV Ratings**

They think that after Nielsen collects the data, we will do data analysis for our clients. And the clients should be Stations and TV producers. With this data, the stations and TV producers will know how to design/develop the content, for example if families tend to watch the show together, they will need to be mindful about the languages in the show. Also Ad agencies will use it to determine to whom their commercials should target.

**Decision-making process for household participation in Code Reader research panel**

For this particular study, they said they would make the decision together.

And when making the decision, they would consider the following:

- **Privacy**: the husband believed that the matching process only can be done at the server’s end (given his electronic engineering background); it cannot be done on the device before transmitting to server. And that means their daily conversations will be captured and sent to the server, they don’t know what this data will be used for or whether or not the data can be well protected. What if data is being leaked and used for other purposes? How could Nielsen guarantee the security of it? For them, it’s like having a speakerphone in the home, there will always somebody at the other end listening to what they are taking at home ("就像在家开了一个免提电话，另外一头一直有人在听我们在说什么").

- **They indicted that privacy is the key and they don’t think they can be convinced their privacy can be protected.** The wife also said installing the device would make her feel less secure at home.

- **They will absolutely say No to this study if they are asked to participate.**

**Household recruitment of Nielsen’s Code Reader research panel**

They indicated for either recruitment method, they would prefer an appointment could be scheduled in advanced.

Because their community is gated and do not accept door-to-door promotions, telephone might be better than in-person visit but still prefer appointment can be made in advanced.

When asked about preferred way of sharing materials, they indicated they would prefer emails over mails.
When asked what kind of information they would like to know during recruitment, they told us that if for this particular study (code reader), they won’t agree no matter what information we can provide.

**Compliance of participating in Nielsen’s Code Reader research panel**

(Because they were very resistant to the study, we asked them to think of other Chinese households that they know of, instead of thinking of their own.)

The husband said that even for other homes, the important thing is still the privacy. He thinks our company has to address people’s privacy concerns first. And to make people more likely to participate, Nielsen should promote its name in local communities - increase the company awareness and credibility.

They also indicated that for many Chinese households, incentive is important too. When asked about the incentive amount, they emphasized that because the privacy concerns, they would not do it for any amount. If for other Chinese families, it’s hard to say. It varies by household incomes, sizes. (Probe: how about $200 a year) They think it’s too low in Bay area, not attractive at all. They said maybe $2,000. They considered for somebody who concerns privacy, $2,000 could be threshold that can make them change their opinions. On the other hand, for people that aren’t concerned about privacies, the amount could be a lot lower. It’s hard to define.

Other recommendations in increasing acceptance – they suggested Nielsen could make the meter a bundle with a TV set. They suggested work with TV manufactures, for people want to buy a TV, if they agree to install the meter, they can get the TV for free/discounted price.

**Household Characteristic Roster**

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male HOH</td>
<td>3</td>
<td>Only Chinese</td>
<td>26</td>
</tr>
<tr>
<td>2</td>
<td>Female HOH</td>
<td>3</td>
<td>Only Chinese</td>
<td>25</td>
</tr>
</tbody>
</table>

**Interviewer Comments/Recommendations**

**General household observations**

Interview was conducted in a Starbucks. Young couple; recently graduated from grad schools and just got married. Male HOH is Electronic Engineer and believed the matching/filtering cannot be done in the meter before transmitting to server.
Very concerned about the privacy and don't believe they can be convinced. Doesn't sounds there is a way to address their concerns.
Interview Summary #6

<table>
<thead>
<tr>
<th>Interviewer: Shu Duan</th>
<th>Interview Date: 12/22/13</th>
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<tbody>
<tr>
<td>Written by: Jennie Lai</td>
<td>Interview Setting: Respondent’s home</td>
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<table>
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General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

In the past, some household members have completed a short customer satisfaction surveys from the hospital for a doctor’s visit (though they did not cite that as “participating in research” until probing by the interviewer).

The daughter-in-law saw the social media posting about this qualitative interview study and shared with her husband who then asked his parents about participating in this research. The female HOH ultimately decided to participate in hopes of influencing more Chinese programs available through the local TV stations (which was available through their cable package previously).

Knowledge about Nielsen and source of information

The daughter-in-law knew a personal friend from China who worked for Nielsen’s consumer research and did more research about Nielsen after she saw the social media posting about the qualitative interviews. Other household members were not aware of Nielsen.

Household TV Viewing Habit

Frequency of TV programming viewing in a typical week

The male HOH watches mostly news program and soap operas from China on the TV set for about 35 hours a week while the female HOH watches mostly Chinese soap operas and entertainment shows on her smartphone/tablet for about 15-20 hours a week. The adult son watches mostly English-language movies online through the computer for about 10 hours a week and the daughter-in-law watches entertainment shows in both English & Chinese-language online through her tablet.
Co-viewership of TV programming

The household members very rarely watch TV programs together since everyone has their own preference. Co-viewership mostly occurs when the infant is watching cartoons on the TV set in the living room.

Source of TV programming

The male HOH and infant mostly watch programming through the TV set. The rest of the household watches online either through the computer or tablet (and less so on smartphone).

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

The adult son has a better grasp of the purpose of collecting viewing information so TV stations would know the audience of their programming. Other household members did not respond or add to this explanation.

Decision-making process for household participation in Code Reader research panel

Most household members have very strong concerns about the meter recording their conversation and would feel “very insecure” with the presence of this device (especially if they are asked to place it in the bedroom). There is also concern over whether this data collection process would potentially cause additional “trouble” with their cable service provider or the U.S. government (such as lawsuits over the viewing data provided to Nielsen).

As part of their decision-making process, the aforementioned concerns can be alleviated if there is evidence the U.S. government “approves” this research process. The following statement was noted several times by several household members when asked about participating in the Code Reader research.

“We are a working class family and do not want any trouble over participating in this research study.” (Female HOH)

The adult son and daughter-in-law alluded that the female HOH would ultimately make this decision though she emphasized it would be a collective decision among all the members. The female HOH once again reiterated their motivation to participate would hope to influence more Chinese programming available through their local TV stations.
Household recruitment of Nielsen’s Code Reader research panel

The household feels the in-person recruitment approach can be “frightening” and cited it would feel like a salesperson tactic. The telephone approach would also not be desirable since the household would not likely know who Nielsen is (prior to this interview).

Instead it was suggested to have a store or booth within the community so the residents can first be familiar with who Nielsen is before asking for participation. Also, advertising about Nielsen in the local grocery stores where Chinese families shop will help promote Nielsen’s brand name in the community.

If mail materials are sent in advance, it is important to have the Chinese language available otherwise they would most likely discard it as “junk mail.”

Compliance of participating in Nielsen’s Code Reader research panel

There were questions raised whether it is a requirement to participate for 5 years and logistical concerns if they decide to move. The usage of electricity was also inquired and whether it would increase incrementally as the years pass (the adult son worked in the electronic industry).

Telephone contact is perceived as a burden to the household and would prefer e-mail communication over other modes. Text messages can be acceptable if they will not incur any fees. The adult son suggested social media format such as QQ as a possible method of communication (a popular online communication tool in China).

Consequently, the monetary incentive would depend on the usage of electricity. Though it is very apparent the main motivation to participate among the entire household is to influence Chinese programming on TV. It would also be beneficial to share the popular Chinese or American programming in their community so they know what programs others are watching.

Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
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<tbody>
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<tr>
<td>5</td>
<td>Granddaughter</td>
<td>U.S. born</td>
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</table>
Interviewer Comments/Recommendations

General household observations

This family lives in a 2-level home in a middle-class neighborhood through observation. While the adult son was the “representative” of the household during the interview but it is apparent the female HOH is the decision-maker if asked to participate in any research study.

Interviewer recommendations

The household reacted quite strongly to the privacy concerns of the meter capturing their conversations. It is recommended the research materials and/or recruitment talking points should cover these specific concerns for Chinese households:

- Privacy concerns over recording of the household conversation through the meter (and persuading them to place the meter in the bedroom if there’s a TV set)
- Assurance is required that this research is legitimate and would not cause them trouble with their cable companies or the US government
- Electricity usage of the meter and whether it would increase incrementally over time

Possible persuader of influencing Chinese programming on TV if they participate (if that’s factual)
Interview Summary #7

<table>
<thead>
<tr>
<th>Interviewer: Shu Duan</th>
<th>Interview Date: 12/22/13</th>
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<tr>
<td>Written by: Shu Duan</td>
<td>Interview Setting: Friend’s home</td>
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<td>HOH # of Years in US: 24 (MHOH) &amp; 18 (FHOH)</td>
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General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

The husband remembered receiving a telephone survey from Nielsen regarding what they watched on TV, cannot remember whether it was asking about TV shows or commercials. He remembered it was short, only 10-20 questions. He answered those questions because the person on the phone was being very polite (“态度很好”). He also remembered receiving some polling calls during elections, whether to respond usually depended on if he had time at that moment. The wife didn’t remember receiving any kinds of surveys.

For this interview, they made the decision together. The reason they both participated was because they were both available at this time. The individual thank you gift we said we would provide for each household member was part of the reason too.

Knowledge about Nielsen and source of information

The husband heard of Nielsen before from TV and newspaper in US. For example he heard something like a new show was out and it received this many ratings. And for major television events or sport events, the ratings would be mentioned in the news as well. He was aware that Nielsen is measuring TV rating in US and he thought the measurements were done via telephone (surveys). He thought that whenever there was a major television event (like America Idol), Nielsen would then make a lot of phone calls to people and ask if they watched that event on TV. For some reasons he thought Nielsen does political polling/surveys too. The wife never heard of Nielsen before.
Household TV Viewing Habit

Frequency of TV programming viewing in a typical week

The household has 1 TV set at home with cable service (Direct TV), did not purchase the Chinese station packet.

They usually watch 2-3 hours a day in weekdays, 4-5 hours during weekend, total 15-20 a week. During weekdays, they usually watched in evenings from 7pm to 9pm. In the weekends, they usually watch football games.

The husband usually watched Discovery, History, talk shows, comedy shows, sports, news. The wife most of the time would watch with the husband but sometime she would watch Channel 26, the Chinese channel, for Chinese drama herself. They have a young child (8 year old) and he usually watched the Cartoon channel. They also said they don’t often watch (English) drama or reality shows on TV.

In this house, most TV content was watched on the TV screen. The wife sometime would watch shows on tablets for Chinese drama via YouTube or PPS. The husband would not use tablet for watching shows but occasionally he would use his PC to watch some Mainland China shows (documentaries) online. The kid only watched TV on the TV set and via the cartoon channel.

Also most of the TV content was watched is in English. Only the wife would sometimes watch Chinese drama online.

Co-viewership of TV programming

They usually watch together. For the Chinese drama, the wife would watch herself on the tablet.

Source of TV programming

Cable was the major source of TV contents. They sometime would watch online via YouTube or PPS for particular Chinese TV drama and documentaries.

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

Their understanding was TV producers would know from the ratings on what shows most people watch. Then they can produce more of those shows and eventually sell for commercials for more profits.
Decision-making process for household participation in Code Reader research panel

First of all, the husband and wife will make the decision together.

When asked what would they consider while making the decision:
• Their first reaction was they probably won't participate because “it feels like a big brother watching us (said in English)”
• They were concerned about the privacy, not that they worried their information will be disclosed ("也不是说担心有什么重要的 information 会被泄露"), just in general they felt uncomfortable of having a device like this at home. The husband mentioned about NSA and thought there were more and more surveillance in people’s life now and this meter is like another one added to all the other. He said that whatever NSA put on them they cannot escape but this study is something they can choose, so they would prefer not to have it.
• The husband also mentioned some news about X-Box data being hacked and personal information was disclosed. He would have similar concerns on our meter even knowing that relies on audio signals (not image like X-Box).
• They would also wonder if there would be rewards (incentive).

Household recruitment of Nielsen’s Code Reader research panel

When asked about preferred recruitment approach, the husband said he would prefer in-person visit because he felt the information could be better explained while in-person compared to on telephone.

If they are being approached, other than the information about privacy and general study background, they would also want to know the device liability – what do they need to do exactly and what happen if the device is not charging/broken etc.

When asked about how to share the information, they said either mail or email would be fine for them. If the materials are in Chinese, the likelihood of them opening it is bigger, they will be curious on what’s in it.

Compliance of participating in Nielsen’s Code Reader research panel

When asked how to keep them in the study, the wife mentioned probably the incentive – keep people rewarded and reward for staying.

When asked about household communications during study, they said they would prefer text message because it’s quick and convenient.

When asked about the incentive type and amount, they felt it’s difficult to come up with an amount. The wife suggested $50 per month. The husband suggested
$10 a month because that’s equivalence to 20-30% of their monthly TV bill, which sounds about right to him. They felt the incentive amount doesn’t need to depend on how many TV sets in the home, should be the same.

Other general recommendations on increasing acceptance – they said the most important factor probably would be incentive if targeting Chinese households. Secondly, they suggest doing some advertisements on newspaper because Chinese people especially the elders believe in printed media (newspaper) – we need to promote the company as well as the study in the Chinese population.

**Household Characteristic Roster**

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male HOH</td>
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<td>Mostly Chinese</td>
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<td>2</td>
<td>Female HOH</td>
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<tr>
<td>3</td>
<td>Son</td>
<td>8</td>
<td>Mostly English</td>
<td>8</td>
</tr>
</tbody>
</table>

**Interviewer Comments/Recommendations**

**General household observations**

The interview was conducted in somebody’s else house (their friend’s). The husband is running his own business and the wife is a stay-at-home mom. Incentive will not be their major consideration. They don’t seem to have very strong concerns on the privacy of our meter in particular, but they are relatively sensitive to privacy issues in general. They said “they want keep their life simple” and they don’t see any values on having the meter, so they would rather not to have it/no reason for them to have it.
General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

The wife told us she participated a new cellphone feature interview 3 or 4 years ago. It was a “one-to-one” (in-person) interview. She went to a facility and was provided with a phone. She was asked to play around with the phone for about 10 minutes and then started answering some questions from the interviewer regarding the features – if she liked it, how she felt about it etc. The interview lasted about 1 hour and provided $150 as incentive. She found this interview opportunity on a special website that offers variety of interview opportunities or other small task like mystery shopper. She signed up on the website, completed her profile and was able to opt in for studies she was eligible for.

The wife also indicated that they very often received telephone survey calls but they usually wouldn’t answer it because they don’t know if those are frauds (“不知道是不是骗人的”). Some surveys asked what they use in home (i.e. Internet service) so she thought they are telecoms (sales calls) and she would say she’s busy and end the call. Other surveys asked them to verify or provide their home address which sounded very suspicious. Sometimes the calling time was not good - the call came in while they were busy with other things or in early morning so they wouldn’t answer. They indicated that if they were asked to answer or respond a survey, they would prefer an appointment can be made first and it needs to be from a big company that they heard of.

In terms of mail surveys, the wife once filled in a survey related to child, asking what formula the kids are drinking. In return, they were provided with coupons for purchasing formula.

The wife also received a lot of customer satisfaction surveys via email but she never completed those because there were too many of them. Among the few times she actually completed, that was because she had really bad experience.
The husband didn’t remember receiving or completing a lot surveys. The only one he remembered was a phone survey from a Magazine that he subscribed to. The survey was to collect the information (profiles) of their audience.

For this interview, the wife made the decision of participation. The main reason is that it’s paid. The husband came as well because he happened to have time and also because there are additional incentive. Usually the husband doesn’t like doing these (surveys or interviews) because he feels it’s burdensome (“很麻烦”).

**Knowledge about Nielsen and source of information**

The husband and wife said they knew that Nielsen is doing TV surveys but they did not know how the surveys are actually being conducted. The husband thought Nielsen does marketing too. The wife also remembered seeing some Nielsen ads online finding study participants – she might even have participated before. They heard of the name of Nielsen via TV and online – remembered hearing/seeing news saying a particular program receives a particular rating, how popular a program is etc.

**Household TV Viewing Habit**

**Frequency of TV programming viewing in a typical week**

Three TV sets at home. Two of them have Cable and one uses arena.

They said they probably watched 5 hours a day, watch more in the weekends, in total about 40 hours a week. The husband usually would watch in the morning before going to work. The wife would also watch in the morning after sending kids to school and before lunch. And then after people come home in dinnertime, they would turn on the TV again.

The husband liked watching news and talk shows. The wife liked watching Food Network and drama. And the kids like watching Baby First for cartoons. In terms of languages of the contents, they would say half and half (for English and Chinese) because the talks shows that husband watched are Chinese, the wife watched Chinese entertainment shows and Chinese drama. The kids watched a Chinese Channel “YouYou” as well. For news, they watched both English and Chinese.

Beside cable, they watched online too. They used to have Netflix but now changed to Hulu Plus. They also used PPS (a online streaming software). While watching online content, they usually would watch on PC, sometimes on the TV (connected via cable). Occasionally they would use tablet or smartphone especially while they watch individually.
Co-viewership of TV programming

The family usually watched TV together. For some drama shows like Two Broke Girls that aren’t appropriate for kids, the husband and wife would watch separately.

Source of TV programming

Cable is the major programming source in the home. In the meanwhile, they watched content online via Hulu Plus and PPS as well.

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

They thought that Ad agency/company would use the data to determine what commercial to play during prime time. For example if families tend to watch shows together during dinner then the commercials played at that time should be family-oriented. Also the TV producers can know from the data if their shows are popular.

Decision-making process for household participation in Code Reader research panel

The male head of house will likely to be the one making the decision for the household. For him, the first question was is it troublesome (“麻不麻烦”). For example, if that requires in-person installation and would need him to leave his work and wait at home for the appointment (“请假在家里”), he wouldn’t do it.

He also wondered if the meter would pick up other audios for example if he’s playing something on his PC next to the TV, would that be captured? When probed about privacy concerns regarding capturing other audio signals, the husband said he wasn’t really concerned about privacy, it’s okay (“还好”). He said there wouldn’t be any weird sounds at home, probably just kids. They also were fine with installing meters on all three TV sets at home as long as we can find a place to fit it – one of the TV is hanging on the wall.

Another thing would be they used to turn off the power of the whole house whenever they left home for more than one day, therefore the meter would lose power too. The wife mentioned maintenance issues too, wondering if the kids would be able to press any buttons on the meter and break it.

When probed about incentive, they said it would definitely be better if there is but it doesn’t have to be (“有是最好的，没有也可以啦”), they may do it without incentive too.
The husband also wondered how the data get transmitted - was it via Internet? He asked because he wouldn’t want additional wirings around the TVs.

Considering all the factors mentioned, the most important thing for them is how much effort required for participation (“最重要的是这个麻不麻烦，我们最怕的就是麻烦”). If the effort is minimal and doesn’t cause any trouble at all, it won’t affect anything on their life, they don’t see why they can’t have it. Also, if there are going to be incentive, then they can get some benefits out of it, why not (participate).

**Household recruitment of Nielsen’s Code Reader research panel**

They would want to have an advanced notice for either phone or in-person visit. They said they wouldn’t know who the person is if there is no notice, and that would cause concerns. They felt it’s not safe (crimes) nowadays in general (“坏人很多”). They don’t have a strong preference between phone or in-person visit as long as they can be reached at a good timing and with a pre-notice.

They indicated they would prefer a Chinese-speaking representative to talk to them because that way the information could be explained more clearly/avoid confusions. In terms the information to be provided, they felt it’s important that their concerns mentioned earlier (time and efforts, maintenance, out of home etc.) can be addressed. When asked about preferred communication mode, they would prefer to have the materials mailed because that way they are less likely to get spammed – if via emails, usually will be spammed.

**Compliance of participating in Nielsen’s Code Reader research panel**

The husband thought that the most important thing would be the maintenance of the device - it’s better be a very simple process, they can just leave it there, don’t need to check on that very often and it will just work.

When asked about the communication during study, they would prefer emails or phone calls, text messages would be fine too.

When asked about the amount and type, they said they don’t know and it’s hard to come up with an amount. They suggested it doesn’t necessary be to cash, could be discount on TV subscription. When probed further and asked about how they feel about $200 a year, they still didn’t have any preference, said “no idea”.

Other recommendations in general – the wife suggested there could be a referral program - people who participated can refer other people for the study.
Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
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<td>Son</td>
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Interviewer Comments/Recommendations

General household observations

Interview was conducted in the respondent’s friend’s house. The husband is working and the wife is a stay-at-home mom taking care of two young children. The household watches relatively more TV than other households interviewed. They heard of Nielsen before and the wife has a lot of survey participation experience in the past. They seem to be comfortable about the meter and the technology; don’t have particular privacy concerns. What’s important for them is the participation efforts. Incentive is a plus but not that important.
General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

The wife said she just completed a health care survey on phone two days ago. The survey was 45 minutes but the interviewer made it clear in the beginning the survey would be 45 minutes to 1 hour, and she could choose to skip any questions she didn’t feel like answering. She responded the survey because it was about health care and related to the living environment so she wanted to participate. No incentive was provided for the survey.

The wife and the husband both indicated they received customer satisfaction surveys from Amazon but didn’t remember actually answering any of those.

For this interview, the decision was made together. The main reason for participation was it is paid. Secondly their friend referred it (community-based recruitment). Lastly they happened to have time in that weekend.

Knowledge about Nielsen and source of information

The husband said he heard from TV and Internet that Nielsen is a survey company and produces TV ratings. He might have seen the company’s name in newspaper or magazine but couldn’t remember exactly. He has impression of the Nielsen name; it’s not new or strange to him (“对我来说不会陌生”). He also thought Nielsen does political polling during presidential elections in Taiwan. The ratings he heard before were mostly for Taiwan TV shows but he is aware that Nielsen produces rating in US too. He also remembered hearing the Nielsen name from one of his friends who worked in an Ad agency but couldn’t remember the exact discussion. The wife has never heard of Nielsen before.
Household TV Viewing Habit

Frequency of TV programming viewing in a typical week

If via broadcast, they usually watched news or comedy shows, about 1 hour a day and therefore 5-6 hours a week. Usually watched after dinner.

If via other resources like Internet, they usually watched one or two movies a week which would be 3 hours, plus the other short videos (i.e. documentaries) at Amazon or YouTube, totally they watched about 5 hours a week. Usually watched in the evenings as well.

If watched online content, they usually would watch on the TV set (via game console), sometimes on PC, occasionally on Tablet, and very rarely watched on Smartphones.

When asked about the languages, the husband said he watch more English content than Chinese content. The wife said she watched more Chinese content - Chinese news via cable, Channel 26, on TV; and Chinese drama via MapleStage.com (online video website) on the tablet.

Co-viewership of TV programming

The family usually would watch together and they would start with the programs the kid could watch. Sometime after the kids went to bed, the parents would watch some other movies or shows themselves.

Source of TV programming

The major source is Cable. In addition to that, they watched movies and video on Amazon, YouTube and MapleStage.com (for Chinese drama shows).

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

The husband said the ratings could be used to find out how many people were watching a particular show, what shows people watched on different time. He thought that cable networks and ad networks would use the data.

Decision-making process for household participation in Code Reader research panel

The household will discuss and make the decision together. When asked what considerations they would have when decide whether to participate, the wife first
mentioned Privacy. She most concerned about the data quality. If the data is stolen, other people could use it to find out the pattern of their household, knowing when there will be people at home and when there won’t be, which may cause security issues. She was thinking about the Target data stolen in the past weekend. She also said that such thing (data stolen) doesn’t usually happen but she’s just being considering (“想得比较多”) because there are young children at home (there are crime aiming at kids “把小孩抱走”).

The husband said he would be less concerned about the privacy because he thought the set-top-box might have something similar built in already and they wouldn’t have known.

The husband said the meter would become an additional thing to manager and he didn’t see what this could bring to them. Incentive would be part of the considerations, but not the major one.

The husband also wondered how the incentive would be measured. If household only gets paid when Nielsen receives their data, they might watch more TV in order to get the incentive.

The household doesn’t consider incentive or paying money to be a big motivation. However, if by participating they can eventually see more contents that related to the local community on TV, they would think that is a bigger motivation or benefit.

Additionally, the husband would like to receive the viewing behavior information in their home and in their community (can use zip code) from Nielsen. He wouldn’t want general information like what shows are popular, instead he wanted the information can be tailored based on the pattern in their household. For example, if Nielsen found out they only watched shows in a particular day-part, he would want to see what’s available and popular on that day-part only.

**Household recruitment of Nielsen’s Code Reader research panel**

They would prefer phone over in-person because it’s more convenient and less security concerns – they would not let strangers in.

In terms of information they would like to know, the husband indicated he would want to know how the reward system works or “what’s in it for us?”. And Nielsen needs to address all the concerns mentioned earlier.

When asked about preferred communication methods, they said there would be no differences but mailing pieces should have bigger chance to be opened because emails usually get spammed.
Compliance of participating in Nielsen’s Code Reader research panel

When asked about how to keep them in the panel, the husband said that if Nielsen can continue reimbursing the households and after a year, the amount of money is enough to get a new TV set - that would sound very attractive. Eventually they would think the incentive is the key to retain people.

When asked about preferred communication modes during the study, they indicated there would be no differences.

The husband suggested the payment/incentive could be some type of credits for purchasing media content on Cable or online. And Nielsen can use the information collected from the household to custom the options, for example, if Nielsen found out the household like watching comedy shows, then they can offer to provide free comedy shows for this household as incentive.

When asked about amount, the husband said he would be happy if there is $5 a month. He was thinking about the cost for renting DVDs, $2 per DVD so $5 can give them 2 free DVD a month. The wife felt $5 is a little too low but she couldn’t come up with a specific amount. When further probed and asking how they feel about $200 a year, they both indicated that would be a reasonable amount. Additionally, they considered that incentive should be higher if there are more TV sets at home.

Household Characteristic Roster

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<tr>
<th>HH Member</th>
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<th>Home Language Use</th>
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<td>4</td>
<td>Daughter</td>
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<td>Mostly Chinese</td>
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</tbody>
</table>

Interviewer Comments/Recommendations

General household observations

The interview was conducted in respondent’s home. The household lives in a nice (well maintained, quite, scenic) neighborhood. The husband wasn’t very concerned about privacy issues of the meter because he thought the meter is somewhat similar to the set-top-box on the TV. The wife was more concerned about privacy but mainly regarding data security especially it was right after the
data stolen in Target. They would want their viewing count and they consider that as contributions to the community. They also would like to receive data reports back from Nielsen to understand their own viewing behaviors and the viewing preferences in their local areas.
Interview Summary #10

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<tr>
<th>Interviewer: Shu Duan</th>
<th>Interview Date: 12/23/2013</th>
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</thead>
<tbody>
<tr>
<td>Written by: Shu Duan</td>
<td>Interview Setting: Respondent’s home</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HH ID: CHI-10</th>
<th>HH Size: 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOH Place of Birth: Mainland China</td>
<td>HOH Age: 26</td>
</tr>
<tr>
<td>HOH # of Years in US: 6</td>
<td>HOH Language/Dialect: Mandarin</td>
</tr>
</tbody>
</table>

**General Questions about Research & Nielsen**

**Past experience of participating in research and decision-making process**

Respondent remembered filling some satisfaction surveys while doing online shopping – pop-up windows after submitting the order. She usually would complete when she saw it because it used to be short and quick. She didn’t remember receiving any surveys via email or telephone. There were some high school students visited their door for community or government related surveys but she tended to refuse because of safety concerns – there are all female and kids living in the house so they don’t want to let strangers in.

For this interview, she saw the ad online and she thinks the ad was written in detailed ("很仔细"), which seems to be trustful, and it’s in Chinese. Also her roommate participated other reach interviews before so she knew there were such interviews. Lastly, she happened to have time and there would be incentive. She wanted her roommates to participate in this interview too but they can’t speak Chinese.

If they are invited in the future for other studies required household level participation, they will make the decision together.

**Knowledge about Nielsen and source of information**

The respondent has never heard of Nielsen before. After she saw the ad, she went to the Nielsen website and browsed a little bit. In her impression, Nielsen is a company that does surveys but she didn’t know any further details other than that.
Household TV Viewing Habit

Frequency of TV programming viewing in a typical week

There are three TV sets at home. One in living room, one in respondent’s bedroom and the other one is in the basement. They all have cable and the living room one connects to an Apple TV too. They also subscribe to Hulu Plus.

The respondent told us that she usually watches 2-3 hours daily and in total about 15 hours a week. She likes watching movies, Chinese entertainment shows, Discovery, news and drama. She usually watches in the evenings and weekends. For Chinese entertainment shows, she watches via YouTube. And for English drama, she watches on Hulu Plus. All others she watches via TV/cable.

The respondent mostly watches TV on the TV set because it has Apple TV and can stream online content. Sometime when she watches Chinese TV content by herself in her bedroom, she would use her laptop.

Co-viewership of TV programming

There are 2 adults and 3 kids in the house. They like watching English drama together. Sometime the adults would watch with kids on cartoons. For all other contents, they tend to watch individually.

Source of TV programming

Cable is main source. Additionally, there is Hulu Plus and our respondent watches YouTube for Chinese TV content.

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

Our respondent thinks that Ad networks will use the rating to decide what’s the prime time and what audience to target. The TV actors will also want to know how popular their shows are.

Decision-making process for household participation in Code Reader research panel

In the house, it will be both the adults making the decision together. When asked about what considerations they would have, she mentioned first of all, privacy. She would want to know how Nielsen uses their data. Secondly, how the data gets transmitted? Will it via wifi? If so, will there be additional cost on them? The last thing she would consider is if there will be incentive.
When asked about what would be the major reason for the decision, she said probably the privacy. If Nielsen can explain how the data will be used and guarantee its safety, she would likely agree to participate because she considers this is doing us (Nielsen) a favor and there doesn’t seem to have any impacts on her life. The last thing she said she would wonder is what happens if she moves out. In general, she seems to be relatively comfortable of participating to the study.

Household recruitment of Nielsen’s Code Reader research panel

Our respondent said she would prefer phone calls because of safety considerations. She won’t answer the door if it’s stranger.

When asked what information she would like to know, she mentioned firstly Nielsen should explain how the technology/meter works; provide some FAQ type of information. Then Nielsen needs to address the privacy concerns she has. And she would like to know some general information about the company as well.

When asked preferred communication mode, she indicated that either mail or email would be fine.

Compliance of participating in Nielsen’s Code Reader research panel

Our respondent mentioned couple things she thinks Nielsen can do to retain the participants. She suggested Nielsen needs to address participants’ problem and concerns with timely manner (“及时解决质疑”). She thinks there is always a reason that people want to drop, so if Nielsen can address whatever problems these people have, they shall stay. Also, she thinks that it’s important to minimize burdens or trouble that may occur in the participation. If there weren’t any problems at all, why people would drop.

When asked about incentive type and amount, our respondent said she thinks cash is the best. Gift cards and check are fine too. She would think $100 a month is about right. The things she was considering include 1) if the device is big, that will be an extra for the housekeeper, so that’s additional cost on house cleaning; 2) if Nielsen needs to make in-person visits for installation or maintenance, that will cost her time. That’s how she came up with the number.

Other general recommendations: the respondent thinks the device itself will be a key factor – the technology and the design. The device should be light and small; should not intervene other devices for example the TV. Better if it can be hidden somewhere (i.e. behind the TV) so it won’t be an extra thing stood out by the TV. And the last thing is incentive – higher the incentive, more attractive it would be to people.
Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Renter 1 (interviewed)</td>
<td>6</td>
<td>Mostly English</td>
<td>26</td>
</tr>
<tr>
<td>2</td>
<td>Renter 2</td>
<td>30+</td>
<td>Only English</td>
<td>40</td>
</tr>
<tr>
<td>3</td>
<td>Son of renter 2</td>
<td>12</td>
<td>Mostly English</td>
<td>12</td>
</tr>
<tr>
<td>4</td>
<td>Son of renter 2</td>
<td>8</td>
<td>Only English</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>Daughter of renter 2</td>
<td>8</td>
<td>Only English</td>
<td>8</td>
</tr>
</tbody>
</table>

Interviewer Comments/Recommendations

General household observations

For this household, the biggest consideration is safety because they have 3 kids at home and both the adults are female. They would not like in-person visits and probably they wouldn’t even answer the door for strangers. The neighborhood seems to be a safe neighborhood but it’s not gated. The house is relatively spacious and has two floors. As of the meter itself, the respondent doesn’t seem to very concerned about it. If Nielsen can be clear about the technology and guarantee the data is used for rating purpose only, they would likely agree to participate. The respondent seems to be the type of persons likes helping out others/doing people favors whenever she is able to. As long as there are no safety issues, she would help us (Nielsen) out and participate.
Interview Summary #11

<table>
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<tr>
<th>Interviewer: Shu Duan</th>
<th>Interview Date: 12/23/2013, 1PM</th>
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<tbody>
<tr>
<td>Written by: Shu Duan</td>
<td>Interview Setting: Public library</td>
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<tr>
<td>HH ID: CHI-11</td>
<td>HH Size: 4</td>
</tr>
<tr>
<td>HOH Place of Birth: Mainland China</td>
<td>HOH Age: 50</td>
</tr>
<tr>
<td>HOH # of Years in US: 5</td>
<td>HOH Language/Dialect: Cantonese</td>
</tr>
</tbody>
</table>

General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

The respondent once completed a customer service surveys for online banking (received via emails). She wanted to complete the survey because she liked the experience a lot for that particular visit. She also remembered filling out a mailed survey from a hospital. She responded it because it’s from the hospital that the families go to. She didn’t remember receiving any survey phone calls.

For this interview, she saw the ad online and she decided to come mainly because it’s paid. Also since we let them pick the location, she felt it should be safe. And she’s in school break now so she has time. Her parents couldn’t participate because they are very busy. Her brother wanted to come as well but had some last-minute changes and couldn’t make it.

Knowledge about Nielsen and source of information

The respondent heard of Nielsen in one of her Marketing classes. Nielsen was being mentioned as one of the biggest marketing research companies but what exactly the company does wasn’t mentioned in the class. In her impression, she thinks Nielsen does TV research for clients. She’s also aware Nielsen produces TV ratings in US but she didn’t know how. She knew Nielsen has offices in China too.

Household TV Viewing Habit

Frequency of TV programming viewing in a typical week

There is one TV set at home. No cable but with arena to receive a few local stations.
Our respondent said she watches more TV recently because it’s (school) winter break. She now watches 5 hours TV every day and mostly in the evenings. She only watches Chinese TV content (in Cantonese). There are some websites can streaming contents from local TV channels in China and those are the major sources of the content watched by the family together. They would watch news from those local channels in China before dinner together on the TV set screen. And then she would watch Chinese drama herself after dinner and until she goes to bed via some online video website (AZDrama.sx). She barely watches anything on the local English channels. When she watches drama, she usually watches on her laptop. Sometime she watches on Tablet too but not very often.

Co-viewership of TV programming

The family likes watching news in China together via the streaming websites (streaming to local TV channels in China). And they would watch on the TV set screen. The respondent watches drama herself.

Source of TV programming

They have arena that receives some local English channels but they barely watch those. They tend to watch Cantonese-Chinese content only and they like streaming to the local channels in China (via some websites) for news and shows. There is also a online video website the respondent uses to watch Chinese drama – AZDrama.sx

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

The respondent thinks the stations and ad networks will use the rating to know what shows are popular so that they will know where to put commercials.

Decision-making process for household participation in Code Reader research panel

The respondent indicated that the family would make the decision together.

And she mentioned the below considerations when making the decision:

- Will there be cost on them?
- Privacy concerns – what kind of personal information it will collect? Will the device listen to people conversations too?
- Burden – is it burdensome/troublesome (“麻不麻烦”)? What do they need to do to participate?
- Commitment – what happens if they move to another place before the 5 years end?
• Incentive – will consider if it’s paid, but not a very important factor. Consider it as added value.

When asked which factor is the most important, respondent said it would be the privacy and burden.

**Household recruitment of Nielsen’s Code Reader research panel**

Respondent said she would prefer be approached by phone because they don’t like stranger show up at the door.

If approached, she would like to know the company information, the legitimacy of the company and the program/study. It will be helpful if we can provide some handouts and maybe a website they can visit online – make her feel it’s more legitimate and can be trusted.

When asked preferred communication mode, she said she would prefer post mail because emails would probably go to junk mail.

**Compliance of participating in Nielsen’s Code Reader research panel**

When asked about how to keep them staying in the study, she mentioned that it should avoid causing inconveniences or troubles to the home (“不麻烦”). Then people will continue receiving their benefits through participation – Nielsen continues to provide incentive over time.

When asked about preferred incentive method and amount, she said she would like checks or amazon gift cards. And she considers maybe $200 a year is a good amount.

Other general recommendations: the respondent said if this targets Chinese population in particular, the ages of the people and the years they have stayed in US will be a big factor (for their willingness to participate). She feels like older people and people have stayed longer in US are more cautious (“有戒心”) and probably more difficult to recruit. The language will be an issue too, so better use people that speaks Chinese. Also, she thinks it’s important to really explain the purposes of the study and being clear on what we want to do – to get people’s trust.
### Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MHOH</td>
<td>5</td>
<td>Only Chinese (Cantonese)</td>
<td>50</td>
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<tr>
<td>2</td>
<td>FHOH</td>
<td>5</td>
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<td>50</td>
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<tr>
<td>3</td>
<td>Son</td>
<td>5</td>
<td>Only Chinese (Cantonese)</td>
<td>26</td>
</tr>
<tr>
<td>4</td>
<td>Daughter (interviewed)</td>
<td>5</td>
<td>Only Chinese (Cantonese)</td>
<td>25</td>
</tr>
</tbody>
</table>

### Interviewer Comments/Recommendations

**General household observations**

This is a typical Cantonese-speaking household – they tend to watch Cantonese shows only, not English or even Mandarin (they can speak Mandarin though). They would watch the local stations in China via streaming websites. To the study, the daughter is somewhat open-minded and she thinks the age is a factor. She feels older people will be less likely to accept because they are more cautious and less likely to trust strangers.
Interview Summary #12

<table>
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<tr>
<th>Interview by: Shu Duan</th>
<th>Interview Date: 12/28/13</th>
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</thead>
<tbody>
<tr>
<td>Write-up by: Jennie Lai</td>
<td>Interview Setting: Diner</td>
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</tbody>
</table>

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</thead>
<tbody>
<tr>
<td>HOH Place of Birth: Mainland China</td>
<td>HOH Age: 27</td>
</tr>
<tr>
<td>HOH # of Years in US: 5</td>
<td>HOH Language/Dialect: Mandarin</td>
</tr>
</tbody>
</table>

**General Questions about Research & Nielsen**

**Past experience of participating in research and decision-making process**

Female HOH has completed online questionnaires for school projects and customer service surveys especially if she has had a poor experience. She typically would not complete any surveys that would take over 10 minutes.

She majored in Journalism so she was interested in this research study about Nielsen. She lives with a roommate and decided to participate in this research by herself because it would be a lot of trouble to coordinate schedule with her roommate (she doesn’t watch TV either).

**Knowledge about Nielsen and source of information**

She has heard of Nielsen when she was in school in China but cannot recall or does not know what Nielsen exactly does. She can only vaguely that it has to do with television.

**Household TV Viewing Habit**

**Frequency of TV programming viewing in a typical week**

She typically watches TV at her boyfriend’s house and rarely watches at her own home. She always has the TV set on either at her own home or at her boyfriend’s and probably watches about 20+ hours a week during the morning and evening after she gets home. She watches English-language programming on TV set since there’s no Chinese-language programming available. She estimates another 10+ hours of watching Chinese-language programming online.

**Co-viewership of TV programming**
She watches English-language programming with her boyfriend at his place but mostly watches by herself when she watches Chinese-language programming online.

**Source of TV programming**

She watches TVB shows online (Cantonese-language programming) such as PP Live or YouTube on tablet because she wants to learn Cantonese. She does not watch on her smartphone device.

**Nielsen’s Code Reader Research Panel**

**Purpose of Nielsen TV Ratings**

Respondent understands the purpose of measuring TV viewing is for commercials, i.e., how many people are watching the TV programs to determine how much to sell the commercials. Advertisers, cable service providers and TV stations likely use these ratings.

**Decision-making process for household participation in Code Reader research panel**

She would likely be the decision-maker for both households (either at home with her roommate or at her boyfriend’s). She feels she can make the decision at her home because she owns the TV set and her boyfriend always “listens” to her (meaning he'll abide by whatever she decides).

She immediately inquires about the following when asked about her decision-making process

- Will the meter record her conversation in the home?
- Will she access to her data to know her own viewing habit or general TV ratings of programming?
- If she needs to relocate, then would she still keep meter or does it relate to the specific location?

When asked about monetary incentive by either month or per year, she suggested $500 per year. She feels since this is for-profit research (and Nielsen is not non-profit) so she feels she should be compensated adequately. When probed about why $500, she feels $1,000 would be too much and $100 would be too little.

She would participate because she is curious about Nielsen’s research (given her major in Journalism) and doesn’t feel this would be too much “trouble.” She would want to know how complicated the installation process would be and how much time it would take up to install. If someone needs to install for her then she would prefer to coordinate the visit during the weekends.
She prefers to be contacted initially by e-mail or postal mail for recruitment since she can’t always answer her phone at work and feel resistant about having someone visit the house (especially for recruitment and would consider for installation after agreeing to participate).

“I think having someone visit the home is quite scary and don’t let strangers come into the house.”

For those who may not be aware of Nielsen, she suggests sending mailing in advance to introduce Nielsen and its research then describe the benefits of participating (e.g., monetary incentive), assurance for privacy and have a Website and customer service stand by for any inquiries. She again emphasizes in-person visit without adequate information about the purpose of the company and visit would be preferable. She also suggests for Nielsen to advertise on TV about the company and the Code Reader research.

**Compliance of participating in Nielsen’s Code Reader research panel**

She feels 5 years is too long for participation especially she has plans to move next year. If Nielsen can offer a bonus every year for participating or partner with the cable service provider to offer more channels or discount to their cable package to the household then she would be more motivated to participate. The longer the household is compliant then should be offered more incentive to participate.

She also objects to install the meter for the TV in the bedroom mostly because it’s hung on the wall. The meter would not “look good” if it’s placed nearby the TV that is hung on the wall. She speculates other households may have privacy concerns over having the meter in the bedroom but her concern mostly revolves around aesthetics.

For ongoing communication after agreeing to participate, then she would prefer to have a designated representative who can speak Chinese for follow up with updates. Again, she prefers to be contacted via e-mail (in Chinese) and cannot guarantee she can be reached via telephone. She also suggested a holiday party to meet the rest of the panel participants would be a good incentive as well.

**Household Characteristic Roster**

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Female HOH</td>
<td>5</td>
<td>Only Chinese</td>
<td>27</td>
</tr>
<tr>
<td>2</td>
<td>Roommate</td>
<td>3</td>
<td>Only Chinese</td>
<td>24</td>
</tr>
</tbody>
</table>
Interviewer Comments/Recommendations

General household observations

This respondent spends most of her time at her boyfriend’s house (who is English-speaking only) but when she is at her own home then she speaks only Chinese with her roommate. She appears to be educated (perhaps college graduates) and aware of Nielsen while she was going to school at Mainland China. She reiterated several times about Nielsen’s for-profit research therefore the amount of incentive she suggested though she would likely to participate out of curiosity of the Nielsen data collection process given her background in Journalism.
Interview Summary #13

<table>
<thead>
<tr>
<th>Interview by: Shu Duan</th>
<th>Interview Date: 12/29/13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Write-up by: Jennie Lai</td>
<td>Interview Setting: MacDonald’s</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HH ID: CHI-13</th>
<th>HH Size: 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOH Place of Birth: Mainland China</td>
<td>HOH Age: 32</td>
</tr>
<tr>
<td>HOH # of Years in US: 7</td>
<td>HOH Language/Dialect: Mandarin</td>
</tr>
</tbody>
</table>

**General Questions about Research & Nielsen**

**Past experience of participating in research and decision-making process**

Female HOH and husband have completed online surveys from Amazon.com or other retail stores (Victoria Secret, Bloomingdales) about their customer service. Husband sometimes would complete surveys about credit card usage and experience via e-mail. Some telephone surveys about insurance. They will complete if they have time or offer incentive.

She agreed to participate in this research study because of the incentive and got everyone in the HH to participate (i.e., husband, mother and infant). She would also be the decision maker for other research studies (or decisions related to the household in general).

**Knowledge about Nielsen and source of information**

Husband has heard of Nielsen TV ratings from the English-language news on TV (Fox News, CNBC) especially about ratings of new programming. He has also heard of Nielsen mentioned online from news sources as well. They have not heard of Nielsen from any other sources otherwise.

He also articulated well about Nielsen’s methodology about sampling and research purpose of collecting viewing information to produce ratings.

**Household TV Viewing Habit**

**Frequency of TV programming viewing in a typical week**

Each household member watches about 20+ hours a week mostly in the evening and more seldom on weekends. FHOH watches mostly Chinese-language programming with some English on TV/computer and her mother only watches Chinese-language programming on TV set through online streaming. Her
husband watches mostly English-language programming on TV/computer and sometimes watches Chinese-language programming with wife or mother-in-law.

Three quarters of viewing are from online sources using computer, TV set and tablet. Both husband and wife would watch videos on smartphone during their commute.

Co-viewership of TV programming

Most of the household members typically watch on their own (since the birth of their child). The husband and wife used to watch together more frequently when they first got married.

Source of TV programming

Their viewing of Chinese-language programming are all from online sources either streamed through the TV set or watch on their mobile devices.

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

They believe the purpose of TV ratings is for commercial and tailoring these commercials to the viewers.

FHOH advertisers, broadcast or financial companies would benefit from the ratings info (financial companies uses it for sharing stock information). Husband has a better grasp of the research concept by describing how advertisers can sell their products on TV based on the audience of each programming.

FHOH’s older mother understands the research purpose differently by explaining that it reports the psychology of the viewer “心理” to better understand who likes to watch what.

Decision-making process for household participation in Code Reader research panel

The FHOH immediately asked whether the meter is “safe” from the privacy standpoint and worried it would capture the conversations in the home. That is the biggest concern for her and the household especially if it needs to be placed in the bedroom. Additionally, she would consider the monetary incentive and could influence her decision to participate (to help overcome her privacy concern).
The mother asked how big the meter is and how can it be installed if it’s hung on the wall. She is concerned whether the meter can capture the code if it’s not placed at a specific distance from the TV set. The FHOH reiterated the monetary incentive would be a very important factor for decision making and would consider if they are offered $1,000 per year (while her mother mentioned a little incentive would be adequate “一點點就可以”) She believed it can help alleviate the privacy concern of the meter (only if she can also be assured that it’s “safe”). On the other hand, her mother conveyed that no amount of money can “buy” her privacy concern (if she cannot be assured that it does not capture conversation in the home). Male HOH remained quiet on this topic.

FHOH would prefer to be contacted by telephone for recruitment then expect Nielsen to explain the company, the research and assure her the privacy of the meter. For ongoing communication, she prefers to receive e-mail over postal mail so it doesn’t get lost in the shuffle.

Compliance of participating in Nielsen’s Code Reader research panel

The most important aspect is to not burden the household with the participation. If they have to move then they want the meter to be picked up by Nielsen (to alleviate burden on the household to return it themselves). The FHOH again mentioned adequate monetary incentive can compensate for the “trouble” involved especially if they need to participate for five years.

Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Female HOH</td>
<td>7</td>
<td>Mostly Chinese</td>
<td>32</td>
</tr>
<tr>
<td>2</td>
<td>Husband</td>
<td>35</td>
<td>Mostly English</td>
<td>35</td>
</tr>
<tr>
<td>3</td>
<td>Mother</td>
<td>1</td>
<td>Only Chinese</td>
<td>62</td>
</tr>
<tr>
<td>4</td>
<td>Son</td>
<td>9 mo</td>
<td>N/A</td>
<td>9 mo</td>
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</tbody>
</table>

Interviewer Comments/Recommendations

General household observations

The FHOH is the one who answered most of the questions for the household especially about participating in Code Reader. The husband and mother would likely agree if the FHOH agrees to participate. She is very much motivated by the monetary incentive if she can be assured of her privacy concerns.
Interview Summary #14

<table>
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<tr>
<th>Interview by: Shu Duan</th>
<th>Interview Date: 12/29/13</th>
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<tbody>
<tr>
<td>Write-up by: Jennie Lai</td>
<td>Interview Setting: Local bakery</td>
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<tr>
<td>HH ID: CHI-14</td>
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<tr>
<td>HOH Place of Birth: Mainland China</td>
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<tr>
<td>HOH # of Years in US: 10</td>
<td>HOH Language/Dialect: Mandarin</td>
</tr>
</tbody>
</table>

General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

MHOH has completed customer service surveys about his experience with the purchase of his vehicle because the dealer asked him. FHOH has also completed online surveys about product experience with discount incentive on the product. She feels the incentive is not always applicable to her since she may not plan to purchase that specific product again. They both do not typically participate in surveys because of lack of time or interest on survey topic.

MHOH decided to participate in this research study because he was interested in the research topic about TV viewing of Chinese population in the US and has heard of Nielsen TV ratings before. Both HOHs have studied statistics when they were studying in Mainland China and knew about Nielsen. They also decided to participate because they have time off during the holidays and the incentive was appealing (but not the deciding factor). Mostly, they were interested in the research topic.

The decision maker of the household depends on the purpose. If it is related to household items or child care then FHOH would likely make the decision. Otherwise it may be the MHOH or both.

Knowledge about Nielsen and source of information

Both HOHs knew Nielsen as a top market research company from Mainland China (Shanghai) through their personal network. They have alumni who worked for Nielsen in China so they are mostly aware of Nielsen’s reputation but not familiar with the specific areas of research. They have not heard of Nielsen through their local community or media reports in the US.
Household TV Viewing Habit

Frequency of TV programming viewing in a typical week

FHOH typically watches cartoon with her young child and in the evening but doesn’t watch TV very often. She emphasized she didn’t have a set time in watching TV (just whenever it is convenient). MHOH watches about 5 hours per week and mostly sports during the weekend.

They mentioned their viewing habit depends on their “lifestyle.” When they were heavily involved with home projects, then they would watch HGTV more often for home improvement ideas.

Co-viewership of TV programming

FHOH would watch with her young child but rarely watches with her husband (they both have different preference on shows to watch). She would also watch some Chinese-language programming on her tablet when she is in bed at night. MHOH rarely uses mobile device for viewing.

Source of TV programming

They stream Chinese cartoon programming for their child through Roku. There are also popular Chinese dramas they would watch through Roku especially when their parents are staying with them. The Roku is connected to the TV set in the living room.

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

MHOH associates Nielsen as an advertising company that measures what programs people watch and how many people watch these programs so they can sell commercials accordingly. FHOH seem unsure whether Nielsen would sell the demographic characteristics of the households sampled so the commercials can target particular demographics.

Their impression is the marketers of the brands and TV stations would likely be the users of the ratings reports.

Decision-making process for household participation in Code Reader research panel

MHOH would be most concerned about the reputation of the company conducting the research and needs background information about this “program” to decide whether to participate. He specifically cited an example if his cable
service provider asked to capture his viewing through the set top box then he wouldn’t mind participating since he already knows the company and its reputation. He did not seem to be concerned about the data capture process of the meter.

FHOH would be interested on how to “maintain” the meter and whether it is a requirement to commit for 5 years. She would not have as much concern if the participation period is 6 months rather than 5 years.

Both HOHs agreed incentive is a “plus” but would not be the deciding factor. MHOH suggested $100-200 for the duration of the 5-year would be adequate for his household and any higher amount would seem “suspicious” to him. FHOH felt the incentive amount would compensate for the inconvenience if they need to spare the time for a Nielsen representative to visit their home.

They both agreed participating in the Code Reader panel would be a decision they would make together. They both feel the meter would not be too invasive to their everyday life and would not have any other concerns than the ones cited above.

MHOH seem indifferent about whether to be contacted by telephone or in-person but preferred to receive information about Nielsen via postal mail in advance before being contacted by phone. FHOH preferred to have a designated representative from Nielsen for in-person contact. She typically does not have patience to speak on the phone for very long but her husband emphasized the person approaching the door would be very important (i.e., how trustworthy they are perceived).

**Compliance of participating in Nielsen’s Code Reader research panel**

For ongoing communication, either postal mail or e-mail would be fine for them. They are also indifferent about the language – either Chinese or English. Once they have established a relationship with Nielsen or the designated representative, then they would more likely read any inbound mail whether via postal service or electronically.

They have no preference whether the incentive is cash, check or gift card (not store credit). They emphasized incentive is appreciated but not the most important reason for their participation. For other households, they suggested an annual “bonus” would help to retain household participation for the 5-year period. For non-monetary incentive, they would be interested to know about their own viewing or viewers of similar background.

They both felt as long as the meter is not a “burden” or “trouble” and no “surprises” during their participation (i.e., full disclosure up front about their
participation) then they would comply for the duration once they agree to participate.

**Household Characteristic Roster**

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male HOH</td>
<td>10</td>
<td>Mostly Chinese</td>
<td>35</td>
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<tr>
<td>2</td>
<td>Female HOH</td>
<td>10</td>
<td>Mostly Chinese</td>
<td>35</td>
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<tr>
<td>3</td>
<td>Daughter</td>
<td>2</td>
<td>Mostly Chinese</td>
<td>2</td>
</tr>
</tbody>
</table>

**Interviewer Comments/Recommendations**

**General household observations**

This couple appeared to be educated professional and would participate in Code Reader because of their awareness of Nielsen and their interest in their research topic. They shared very thoughtful responses to all the questions and spent over an hour with us for the interview. They are more open about the concept of participating in research and seem to be acculturated given the number of years they have been in the US.
Interview Summary #15

<table>
<thead>
<tr>
<th>Interviewer: Shu Duan</th>
<th>Interview Date: 12/30/2013, 10AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written by: Shu Duan</td>
<td>Interview Setting: Starbucks</td>
</tr>
</tbody>
</table>

HH ID: CHI-15  
HH Size: 2  
HOH Place of Birth: Mainland China  
HOH Age: 29  
HOH # of Years in US: 1  
HOH Language/Dialect: Mandarin

General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

Both the husband and wife remembered receiving customer satisfaction surveys via emails after they made purchases in store or online. They also noticed the survey invite printed at the bottom of the receipts. They used to complete those surveys because of the promised sweepstakes or the coupons but now they are filling out less and less because they never won anything and the questions seem to be repeating.

They didn’t remember receiving any mailed surveys. For telephone surveys, the husband only received once regarding the satisfaction of their Internet installation at home.

They also encountered some street interaction surveys from a cable service provider and a local theater. They responded to those surveys because they felt bad refusing in people’s face (“不好意思拒绝”) and one of the topics (the theater one) was something they are interested.

For this interview, they discussed and made the decision together. The reason they wanted to attend was first they have time and second the incentive.

Knowledge about Nielsen and source of information

One of the couple’s friends used to work in Nielsen’s Shanghai office and they heard about Nielsen from him. They knew that Nielsen does surveys in general but didn’t know what’s the specific areas/industries Nielsen targets. They thought Nielsen does political surveys as well. Other than hearing from their friends, the husband also remembered seeing Nielsen’s data results (from consumer surveys) being cited at Weibo. They also think they just saw Nielsen’s name in one of the newspaper articles regarding New York metro system enhancement couple days ago.
When asked about if they knew Nielsen collects TV viewing in US, they said they had the impression that Nielsen does some TV rating related business but they didn’t know any further details. When they were in China, they heard of the term “TV rating” a lot but they never thought of how it is produced and who produces it.

**Household TV Viewing Habit**

**Frequency of TV programming viewing in a typical week**

In the home, there is 1 TV set at the bedroom and it connects to Cable.

For contents available on cable, the wife watches 30 hours a week and she is not working right now so she would leave the TV whole day whenever she’s home. On those cable channels, she watches news, drama, talk shows and occasionally movies. In additional to that, she watches 10-15 hours TV content online for Chinese entertainment shows, Chinese drama shows and Korean drama shows online via YouTube and iQiyi (iQiyi.com).

The husband watches less TV because he goes to work during the day and only watches in the evening and weekends. He said he probably watches 15 hours TV a week and he would watch whatever his wife is watching when he has time.

In terms of screens, majority of the shows are watched on the TV set in their bedroom, for online content, they would connect the PC to TV set via the AUX cable. Sometime they watch on PC and tablet while they having lunch/dinner in the living room.

**Co-viewership of TV programming**

They watch together whenever they’re both at home.

**Source of TV programming**

The main source is cable and they watch online via YouTube and iQiyi.com as well.

**Nielsen’s Code Reader Research Panel**

**Purpose of Nielsen TV Ratings**

The wife thinks that companies can use the ratings to decide which shows they should put their commercials; the stations can use it to decide how to adjust the programs and they can also the previous rating to predict the ratings for next season and price the commercials. The husband added that he thinks TV
audiences will use the rating information to explore news shows because higher ratings usually mean better shows, like "bestsellers" in merchandises.

**Decision-making process for household participation in Code Reader research panel**

When asked who would be the decision maker, they said they would discuss and decide together. The wife also said because the husband has Electronic Engineering background, so he will have a bigger say on this particular study.

When asked what they would consider while making the decision, they mentioned the following:

- **Privacy**: will the meter listen to the conversations at home? Will it invade their privacy at home?
- **Size and placement**: how big is the device and does it need to be placed at a specific place?
- **How much electricity does it take to keep it running?**
- **How much wiring will it add to the many ones already there?**
- **Any radiation?**
- **Will there be cost on them?**
- **Is it paid (will there be incentive)?**

When asked which is the main reason out of all, they said it would be the privacy concerns. They have been convinced their privacy will not be invaded only then they would think of the other like the incentive.

**Household recruitment of Nielsen’s Code Reader research panel**

They would prefer phone contacts because they consider home address is very private information because it tights to the credit cards and bills and etc. Therefore they are not comfortable about people somehow knowing their home address. They tend to be very cautious of giving out their home address as well. They also indicated that an advance notice (mailing or email) would help.

When asked what information needs to be provided, they said they would want to learn about the technology first, knowing that their privacy can be protected. They suggested if Nielsen can leave the device on/off control to the household, they would be much more comfortable about it – they want to only turn it on when the TV’s on. Or Nielsen can add a signal light on the device, the light's on only when it successfully captures the embedded code, otherwise it’s off. So that the home will know what it actually listens to things and can also ensure them it’s not listening something other the codes. Beside technology and privacy, they said they would want to know the benefits of participation.

If Nielsen needs to share study information with them, they would prefer it to be sent via email because they don’t want to give out home address information.
Compliance of participating in Nielsen’s Code Reader research panel

When asked how to keep them stay in the panel, they suggested that Nielsen needs to keep people rewarded for their participation. There always will be some level of concerns on the privacy so there must be some benefits to offset the concerns/unwillingness. Also, the device should be in good quality, doesn’t need much maintenance and will not cause inconvenience to the home.

When asked if there would be difference installing the meter in their bedroom versus living room, they said they would prefer to have it installed in the living room only, still because of the privacy concerns.

When asked about incentive type and amount, they said it doesn’t necessary to be monetary. It could be free channels or free Internet service. They are paying $50 for the Internet and $60 for the Cable, so if Nielsen can pay them 20%-30% of their Internet or Cable bill, which is $15-$20 a month, they would consider that’s a good amount.

Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>HOH</td>
<td>1</td>
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<td>2</td>
<td>Wife</td>
<td>1</td>
<td>Only Chinese</td>
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</table>

Interviewer Comments/Recommendations

General household observations

The husband studied Electronic Engineering in college so for them, fully understanding the technology is important. They want to make sure it doesn’t invade their privacy. The fact that they heard of Nielsen and knowing Nielsen is a big company make them less concerned about the privacy and data security. As long as the technology can be fully explained, they would be comfortable of participating.
Interview Summary #16

<table>
<thead>
<tr>
<th>Interviewer: Shu Duan</th>
<th>Interview Date: 12/30/2013</th>
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<tbody>
<tr>
<td>Written by: Shu Duan</td>
<td>Interview Setting: Respondent’s workplace</td>
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<table>
<thead>
<tr>
<th>HH ID: CHI-16</th>
<th>HH Size: 4</th>
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<tr>
<td>HOH Place of Birth: Mainland China</td>
<td>HOH Age: 38</td>
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<tr>
<td>HOH # of Years in US: 16</td>
<td>HOH Language/Dialect: Mandarin</td>
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</table>

**General Questions about Research & Nielsen**

**Past experience of participating in research and decision-making process**

The respondent didn’t remember filling any form of surveys before. He thinks filling surveys takes time and he doesn't see a value on that.

For this interview, he accepted because there would be incentive. Also he trusted the information posted on MITBBS.com (the website we posted the recruitment ad) so he thought this isn't a fraud.

**Knowledge about Nielsen and source of information**

The respondent never heard of Nielsen before.

**Household TV Viewing Habit**

**Frequency of TV programming viewing in a typical week**

There is 1 TV set at home in the living room. It has cable. And there is a “pilot box” (the name might be wrong) via which it connects to Internet and can stream some Chinese channels.

The respondent usually watches 15-30 minutes TV everyday after he returns from work, so about 3-4 hours a week. He also watches online short videos via YouTube and PPS on his desktop or laptop. When asked about the content language, he said he watches about 50% & 50% for English & Chinese. He barely watches anything on the tablet because the tablet is usually taken by his kids to play games. He never watches anything on smartphone.

Respondent’s wife doesn’t watch a lot of TV as well. Usually she watches news on TV and sometime watches contents on PPS. Probably 2-3 hours a week as
well but since they watch separately, respondent couldn’t tell us what shows his
wife like watching online.

Respondent have two young children at home. They usually watch cartoon online
via YouTube or YouKu on the tablet. They are allowed to watch 1-2 hours a day
when they need to go to school and 4-5 hours during school breaks.

Respondent’s mother in law lives very close to them and spends a lot of time in
respondent’s house. She is one watches most TV – “she watches TV whenever
she has time”. She usually watches the Chinese channel streaming via the box
and she only watches Chinese contents. The respondent told us that his mother
in law probably watches 30 hours TV a week at their place.

Co-viewership of TV programming

They usually watch TV separately.

Source of TV programming

Cable, YouTube, YouKu, PPS and they have a Box (don’t remember the name)
connect to the TV than can stream some Chinese channels.

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

The respondent thinks the TV station will use the rating to tell how many people
watch the show and who are these people so that they can decide their
commercial strategies. Politian will use the rating to tell the effectiveness of their
campaigns and make adjustments. He also thinks maybe people in financial
industry will find that data valuable too - will it have something to do with stock
price? Not sure though.

Decision-making process for household participation in Code Reader
research panel

He will be the one making the decision for the home.

When asked what considerations he would have to make the decision, he
mentioned the following:
• Is it paid?
• Broader benefits – will the stations adjust the programs after knowing what
  they like?
• Is it able to capture pre-recorded content? They watch a lot of pre-recorded
  content. Is it able to capture the programs they stream from Chinese channels
  via the box?
• Maintenance – is it low-maintenance?
• When probed about privacy, the respondent said he isn’t really concerned about the privacy. It doesn’t seem to raise any particular concerns on him.

When asked what the main factors are, he said it would be 1) the participation efforts – it shouldn’t be burdensome ("很麻烦") and 2) there will be no cost on them to participate – the liability of the device, electricity etc. He thinks if Nielsen can make sure the participation is easy and won’t cost them anything, and plus small incentive, he wouldn’t mind doing it at all. The incentive is a plus, there should be incentive but doesn’t need to be a lot.

**Household recruitment of Nielsen’s Code Reader research panel**

The respondent prefers phone contacts because it’s more convenient. When asked what information needs to be provided, he mentioned 1) what’s the purpose of the study/device; 2) will there be cost on participants and 3) incentive.

The respondent also mentioned he would prefer self-installation. He’s sure pretty sure he can read the manual and install it if it’s not too complicated. He thinks it takes more time to have a person go to their home and do the installation.

When asked about preferred way for sharing information, the respondent said he prefers emails because there are a lot of junk mails and he won’t even open the packages. He will read emails as long as it’s not spammed.

**Compliance of participating in Nielsen’s Code Reader research panel**

To keep staying in the study, our respondent thinks what’s important is to keep incenting participants, monthly or annually. He also said letting people know that their participation is beneficial to the Chinese community will be a good motivation too – maybe there will be more Chinese programs on the TV. Besides, he thinks some people might be concerned about the privacy although it doesn’t bother him. So Nielsen needs to guarantee people’s privacy. The last thing he mentioned was to minimize participants' burden, the simpler the device the better.

The respondent prefers emails for communication during the study and he would like to have a Chinese-speaking representative and receive Chinese version materials.

When asked about incentive type and amount, he said he prefers Cash. He doesn’t have a strong preference on the amount, he said whatever Nielsen is giving people right now will be fine to him. When probed further and asked about $100 a year, he said it’s fine if it’s the amount all other participants receive.
Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>HOH</td>
<td>16</td>
<td>Mostly Chinese</td>
<td>38</td>
</tr>
<tr>
<td>2</td>
<td>Wife</td>
<td>18</td>
<td>Mostly Chinese</td>
<td>35</td>
</tr>
<tr>
<td>3</td>
<td>Son</td>
<td>6</td>
<td>NA</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>Daughter</td>
<td>4</td>
<td>Mostly English</td>
<td>4</td>
</tr>
</tbody>
</table>

Interviewer Comments/Recommendations

General household observations

This household doesn’t watch a lot of TV. The respondent is very open-mind with the technology and he doesn’t seem to have concerns regarding privacy. To him, making their viewing count or contributing to Chinese community will be a motivation too.
Interview Summary #17

<table>
<thead>
<tr>
<th>Interviewer: Shu Duan</th>
<th>Interview Date: 12/30/2013, 2PM</th>
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</thead>
<tbody>
<tr>
<td>Written by: Shu Duan</td>
<td>Interview Setting: Respondent’s apartment lobby</td>
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</table>

<table>
<thead>
<tr>
<th>HH ID: CHI-17</th>
<th>HH Size: 2</th>
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</thead>
<tbody>
<tr>
<td>HOH Place of Birth: Mainland China</td>
<td>HOH Age: 37</td>
</tr>
<tr>
<td>HOH # of Years in US: 12</td>
<td>HOH Language/Dialect: Mandarin</td>
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</tbody>
</table>

General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

The respondent didn’t remember completing any surveys online or received via emails. She quit her job very recently and before that, she was very busy and didn’t pay much attention to surveys. Also, she’s very cautious about her personal information so she doesn’t usually give out her email address, phone number or home address.

She did remember filling two mailed paper surveys before, one from their insurance company and one from the children hospital they went to. She responded to these two surveys because these are the companies provided services to her family and therefore she felt should provide feedbacks.

For this interview, she wanted to participate because she has extra time now (after quitting the job) and it’s a paid interview. Also she’s interested in the topic (TV viewing); it’s not too personal (so she’s comfortable talking about it).

Knowledge about Nielsen and source of information

The respondent never heard of Nielsen before.

Household TV Viewing Habit

Frequency of TV programming viewing in a typical week

There is 1 TV set at home in the living room. It has basic cable plan. The respondent watches 10 hours TV a week and she likes watching talk shows, life shows or documentaries. Her son likes watching cartoons via the cable channels. There is a local Chinese channel they receive from the cable package and they watch that too. They usually watch in the evenings and weekends.
Besides watching cable contents, the respondent watches another 10-13 hours TV online via YouTube or PPS for Chinese drama and entertainment shows. And she usually watches on her PC or tablet. Sometime she would watch on her smartphone but not very often.

**Co-viewership of TV programming**

They usually watch together. The mother (our respondent) watches drama herself after her son goes to bed.

**Source of TV programming**

Cable, online via YouTube and PPS

**Nielsen’s Code Reader Research Panel**

**Purpose of Nielsen TV Ratings**

Our respondent thinks companies would use the rating to find out the popular shows to place their commercials. They will look at the characteristics of the audience and perform segmentations. TV content producers would like at the ratings and understand better about their audience.

**Decision-making process for household participation in Code Reader research panel**

Our respondent is only adult at the home and she will be the decision maker.

She would consider the following things when deciding whether to participate:

- **Privacy** – she feels at some level, it’s like a spy recorder listening to their conversations at home. She will want to confirm the legitimacy of it. And she needs to be very trust the company that conducts the study to agree installing such device at home.
- **Liability & Maintenance** – what if it is broken?
- **Incentive** – and the amount should depend on how much effort it takes to participate.
- **Moving** – what if they move?
- **Commitment** – 5 year seems to be a big commitment, she wondered if there is a contract participant needs to sign and be accountable for early drop-off.

When asked which would be the most important factors, the respondent indicated it would be the privacy. She needs to be very sure about the privacy protection before agreeing to participate.
Household recruitment of Nielsen’s Code Reader research panel

The respondent said she would prefer telephone is the conversation is within 10 minutes, otherwise (more than 10 minutes) she would prefer talking in-person because that would be easier.

When asked what information she would like know during recruitment, she mentioned 1) how the device works, 2) their privacy should be guaranteed, 3) details about the 5 year commitment and 4) incentive.

If Nielsen needs to share information with her household, she would prefer emails. And it doesn’t matter to her if the materials are in English or Chinese.

Compliance of participating in Nielsen’s Code Reader research panel

When asked how to keep them in the study, the respondent said it is important that people trust the company. And Nielsen should stay connected with the households, provide feedbacks or checking in with the household once a while. Also, the incentive – continually provide incentive.

When asked about incentive type and amount, the respondent said she prefers cash or check, not gift cards because she might not shop in those particular stores. Depending on the effort, the amount will vary. If just letting the device sits there and doesn’t need the participant does anything in particular, she thinks $30-$50 a month will be reasonable.

Other general recommendations to recruit Chinese households – the respondent thinks in general, Chinese think less about volunteering (“volunteering 的意识比较弱”) so incentive will be a bigger motivation for them. It’s also important for Chinese people to know the company and trust the company (before they will agree anything). Once the relationship is built, it shouldn’t be difficult to keep them in the study because they will feel they have the responsibilities (“有责任”) to do what they promise especially now you are connected/know each other (“有人情”).

Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>HOH</td>
<td>12</td>
<td>Mostly Chinese</td>
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</tr>
<tr>
<td>2</td>
<td>Son</td>
<td>6</td>
<td>Mostly English</td>
<td>6</td>
</tr>
</tbody>
</table>
Interviewer Comments/Recommendations

General household observations

The respondent provided reasons/rationales for every suggestion she made. She also shared some insights on perceptions and behaviors of Chinese people in general. She has some level of privacy concerns but she will not refuse to listen/be convinced.
This is a 2-person household recruited by Frontline. They live in the top unit of the building (see photo) in the Brighton neighborhood of Chicago. Parking on their block required zone parking permit, and the respondent was kind enough to give me a permit he had purchased (I was prepared to get a ticket). The respondent just got home from work and was still in his uniform that has a patch with his name sewn. His roommate (an unrelated renter) was dressed but unkempt. We sat at a small living room where they have a TV (about 35 inches). This was the only TV at home. The renter spoke some English and sometimes went on a tangent, and the HOH tended to agree with whatever the renter said even though they both agreed that the HOH would be the decision-maker.
General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

Both respondents have never participated in research studies before. The HOH couldn’t articulate the reason he decided to participate in today’s interview, saying “está bien, no tengo ningun problema” (that’s fine, I don’t have a problem). The second man said the HOH invited him to participate because the HOH felt that the renter had more years in the United States so he could contribute more to the interview. I asked them about future participation and it was at this time I found out that the second man was a renter. They said since they are not related, just friends, each person would have to make his own decision in future studies.

Knowledge about Nielsen and source of information

They have never heard of Nielsen before in any setting.

Household TV Viewing Habit

Each of the respondents watches 1-2 hours of TV every day, and similar programs: movies, novelas (soap operas), sports, Discovery. They have Xfinity from Comcast. They have Spanish language channels Unimax, Univision, Telemundo, etc. The HOH watches mostly in Spanish, but Discovery is in English. He usually watches from 2-4pm and usually alone.

The renter says he knows more English so he doesn’t mind the language he watches, and he usually watches alone. He volunteered that sometimes his friends show him TV programs on their smartphone, but he doesn’t have a smartphone himself. This doesn’t happen very often. It’s not clear if this person was retired; at one point he talked about having adult children who grew up in the United States and that he didn’t need money.

They don’t use computers to watch TV programs. The HOH doesn’t have or use computers. The renter says he uses emails.

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

The HOH said, “Para ver cuales programas son más interesantes para gente, para el pueblo. (to see which programs are more interesting for people, for the masses). Para evaluar los programas que están presentando, para ver si vale la pena. (to evaluate the programs that are being put on, to see if they are worth it).” Both the HOH and the renter believe that Nielsen does such evaluation.
Decision-making process for household participation in Code Reader research panel

The renter pointed to the HOH saying he is “el dueño de la casa” (the homeowner). But the HOH said he would consult the renter. They both prefer to be contacted by phone, and the renter suggested text messages. The renter pointed out that the HOH doesn’t speak much English and would need to be contacted in Spanish. They felt that a text message about research study would appear legitimate. The HOH would also be open to receiving mail correspondences about the panel, if it is in Spanish.

When I administered the probe about what information Nielsen could share, the renter started talking about the need for immigration reform and his feelings toward the Republicans. He also talked about social inequalities, that the higher class doesn’t want the lower class to know many things. He said the code reader panel helps to learn more about the participation of everyone, programs, to evaluate the life of the world. How much people know about what’s going on in the world. What type of people, like Canadians, Asians, all watch the same type of programs. Nielsen could recommend that they watch certain programs. “Because we are the people” (uttered in English). Later in the interview, when asked about preference for being contacted, the renter said he prefers phone because Nielsen could call and say, “from 6-8pm we have this program, you want to see?” (uttered in English) He also went into a long monologue about TV programs can be presented in multiple languages by Nielsen, that they first find out what’s successful in Spanish and then replicate it in different languages. I don’t think he understood what the TV ratings or Nielsen do.

Household recruitment of Nielsen’s Code Reader research panel

The only question they have is whether the box has to be connected to the TV. Would the box be connected to Comcast’s box or to the TV? The HOH kept saying “está bien” (it’s fine). The renter said as long as there are no problemas legals, problemas economicos (legal & economic problems), he can participate. The HOH also wondered what happens when they move.

Compliance of participating in Nielsen’s Code Reader research panel

They’d like to be contacted by telephone or text messages. Printed materials are fine, too, but the HOH stressed again everything had to be in Spanish.

When asked about remuneration, the renter said “provide good information” and the HOH agreed. I was not sure what they were agreeing so I decided to leave it alone for a little bit. When I came back to this topic, they suggested Nielsen send a thank you note. I think the interview guide’s use of “thank you gift” may be too vague and was causing them to think thank you in general terms rather than
tangible remuneration. I decided to provide some examples. Cash? The renter said, “puede ser” (could be), and then he said he didn’t need the money so “está bien” (it’s fine). I tried to provide specific dollar amounts, $20? The renter said $20 a month would be fine, $20 a year would be fine, too. Because in other interviews the suggested amount was higher and in case they were embarrassed to discuss a specific amount, I decided to ask them what they thought other Hispanic households may like to receive. Then the renter started talking about the diversity in the Hispanic communities, and said the thank you note could say “Nielsen thanks you, here is a gift, you can buy anything you want”.

I probed more about the amount and the renter said “lo que decida” (whatever [Nielsen] decide). I then suggested that they think about their Hispanic neighbors, and finally the renter said $25 a year, “it’s not bad! Money is money.” The HOH agreed. The renter said there was an economic crisis in the country so any money would help. Because the amount was still lower than what I heard I pointed out the $75 incentive for today’s interview and tried probing again about the 5-year participation. The renter concluded that it’s Nielsen’s decision. Thinking about the $75 incentive, the HOH asked how many times they’d be doing this interview during the 5-year period (thus getting paid $75 each time) and again said “está bien”.

### Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self</td>
<td>15</td>
<td>Only Spanish</td>
<td>52</td>
</tr>
<tr>
<td>2</td>
<td>Renter</td>
<td>35</td>
<td>Only Spanish</td>
<td>53</td>
</tr>
</tbody>
</table>
The household was recruited by Frontline. They live in an apartment complex with a user-controlled gate. We had first parked on the street outside the apartment complex and she suggested that we park inside the complex for safety reasons. The interior of the home was furnished but cluttered and the space looked compact, and the TV (about 40 inches) in the living area was on throughout the interview. There are 3 adults, including the female HOH and her parents who are both in their 90’s. The HOH’s father was hard of hearing but was able to contribute in the interview. The HOH’s mother referred to themselves as “poor” (pobre) several times during the interview and thanked me repeatedly, referring to the incentive as a gift from Jesus. The incentive was the main motivator for participation, but their declining cognitive ability and possibly lower educational background likely affected their understanding of the information provided to them and it was unclear if they fully understand that the code reader is not a cable box.
General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

The female HOH participated five years ago in a phone survey about her choice of radio station and music preference, and she was paid $15. She decided to participate because of the $15. The female HOH’s parents had never participated in any research studies before.

For today’s interview, the female HOH decided to participate because of the $75 gift and it’s convenient that the interviewer would come in person. She said she was asked if they were other people in the household and there were her parents so she had them participate, too.

Knowledge about Nielsen and source of information

None of the 3 respondents have heard of or read about Nielsen.

Household TV Viewing Habit

The TV is on all day, every day. The female HOH’s father is 92 cannot walk so he is home all day and watching TV every day. They are up by 10am and in bed by 11pm, so the TV is on 11 hours a day. They all watch TV together in the living room, but sometimes they are doing things and the TV is still on. The female HOH goes to her room and watch the TV in the room from 7-10pm every night by herself. They go to church on Sunday and the female HOH’s brother would come to bring the parents to the mass so they watch less TV on Sundays.

They watch “canal de las estrellas (channel 14, from Los Angeles)” and Telefutura. They watch novelas (soap operas), movies, and news in Spanish. They said they never watch English language TV because they don’t speak English, and they only use their TV for viewing because they don’t own computers, smartphones, or tablets.

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

When I was talking about the code reader, they said they are familiar with the box because it was like the cable box. And then when we were discussing what Nielsen collects the information for, the female HOH’s mother said the code reader was a VCR. The female HOH explained to her mother that the box was like a cable box, which was not correct, either. The interviewer described the code reader to them again and specifically saying it doesn’t give them any TV programs. The female HOH said she understood but then she said the code reader gets information on lo que está pasando en el mundo (what happens in
the word), like the news, the hurricanes. And female HOH’s mother said the code reader could make TV programs in non-English languages. When the interviewer tried to probe on their understanding again, the female HOH kept repeating that the code reader would know “what’s happening” (lo que está pasando). I think there was some confusion on what the box does, possibly because the interviewer used the word “caja” [box] rather than the technical term “medidor” [meter]).

Decision-making process for household participation in Code Reader research panel

Telephone or in person contacts don’t matter to them, but it must be in Spanish. Printed materials are good, but must be in Spanish. When asked about how to encourage households to participate, the female HOH offered, “Tener la caja da información uno no sabe” (having the box gives information that one doesn’t know) “Según lo que saquen la caja” (based on what the box brings out), and “Puede saber más cosas que uno no sabe” (one can know more than he doesn’t already know). The interviewer tried to get the female HOH to elaborate, but these were all she was able to say. It seemed that she was still thinking of the code reader as a cable box. She said she’d consult her parents before participating. They never officially named the female HOH as the decision maker, but it was clear that she would have to be the person because of her mobility and cognitive ability.

If a Nielsen representative visits them, they say they’d expect that person “que se distinguen su ropa”, “modo de hablar” (wears decent and way of speaking). They’ve had people who came to the door asking for money or selling things and those people pretended to be mute. They agreed that the Nielsen representative should make it clear that they are not selling anything.

Household recruitment of Nielsen’s Code Reader research panel

The female HOH’s father was the first among the three to question if there is cost associated with the code reader. The female HOH said as long as they don’t have to pay for it, she’d be okay with the code reader. Si no paga uno, está bien. Si va a cobrar, no puede uno. (If one doesn’t pay, it’s okay. If they’re going to charge us, we can’t pay.) They asked:

- How much would we have to pay? We have only basic cable. We don’t have the money to pay. The office pays basic cable. (The interviewer had to explain again the box has nothing to do with cable).
- Do we have to pay for the [TV] stations (estaciones)?

Compliance of participating in Nielsen’s Code Reader research panel

When asked about regalo de agradecimiento (thank you gift), the female HOH’s mother thought I was asking them about at what stores gifts would be less
expensive. The female HOH’s father thought I wanted to sell something, and it was quickly dismissed by the female HOH ella no está vendiendo nada (she’s not selling anything!) Then he said since he has many grandchildren, he hopes they can learn more through the box.

When I clarified that this would be gifts for them for the activity of placing the medidor next to their TV (I deliberated used the word “actividad” (activity) at this point, thinking that it’d be a simpler concept), they said the gift is por la voluntad de las personas (by the will of the people [at Nielsen]). I then asked them plainly should they get gifts? The female HOH’s mother immediately said yes, somos pobres! (we are poor!), but did not say what kind of gifts. I then explained that these gifts are to thank them, and the female HOH said just say “thank you!” and that it depends on the voluntad (their will). Seeing that I wasn’t getting the response I was hoping for, I pointed out that they are getting paid $75 today, would $75 be a good gift for 5 years? They all said immediately it would be good (está bien).

**Household Characteristic Roster**

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self (female HOH)</td>
<td>30</td>
<td>Only Spanish</td>
<td>65</td>
</tr>
<tr>
<td>2</td>
<td>Father</td>
<td>25</td>
<td>Only Spanish</td>
<td>92</td>
</tr>
<tr>
<td>3</td>
<td>Mother</td>
<td>25</td>
<td>Only Spanish</td>
<td>91</td>
</tr>
</tbody>
</table>
The household was recruited onsite in San Francisco. They were neighbors of SPA_202_SF. I interviewed a mother-daughter pair but it turned out that they did not live in the same household. The photo showed the daughter’s apartment on the upper floor. The mother lived in a few apartments down the complex. The home where the interview was conducted had the same size as SPA_202_SF but appeared more spacious and neat, possibly because it had little furniture. Throughout the interview, the TV in the living room (about 40 inches) was on and there were four children in the living room, ranging possibly from 4 to 8.

**General Questions about Research & Nielsen**

**Past experience of participating in research and decision-making process**

Both mother and daughter have not participated in any research studies before. They decided to participate because of the $75 incentive and because another person I had interviewed told them about this opportunity.
Knowledge about Nielsen and source of information

They have never heard of Nielsen before in any setting.

Household TV Viewing Habit

HOH 55+ said she watched TV in the evening 7-11pm (4 hours), and another 3-4 hours in the morning for about 7-8 hours a day. That comes out to 50 hours a week. She watches novelas (soap operas) & news in the evening in Spanish and by herself. Her husband watches TV all day, and he likes Mexican movies (in Spanish). Sometimes they watch the movies together. She has two teenage grandchildren aged 17 and 15, and she doesn’t think they watch much TV because they go to school and also because they play games on Playstation. When the teenagers do watch TV, it would be English language movies on Netflix. She has a son and a daughter living in the household but they work all the time and she doesn’t think they watch a lot of TV. She doesn’t know about their computer or smartphone use.

HOH 18-34 said she watches maybe 2 hours a day and in English; it’s usually with her children or her husband. Hearing this, I verified that she spoke only Spanish at home. She explained that although she spoke English, her husband didn’t, so they spoke Spanish at home. The husband watches novelas (soap operas) after work, from 4-7pm for 4 days a week. He works nights the other days so doesn’t watch TV those nights. They have 4 children, and they watch 8 hours of TV every day and in English. Her brother lives in the household, but is rarely around. She thinks he watches very little TV, probably 2-3 hours a week. They have 3 TVs, but rarely use the one in the bedroom because they use iPad to watch movies on Netflix. They don’t watch TV programs on the iPad or on the computer. They don’t have a smartphone.

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

HOH 18-34 said, the people that will come to install them, they want to know what programs we are watching, what’s on our TV. She thought the information will help with putting on better programs, see if there are educative programs so they can make similar programs.

HOH 55+ said, the TV stations will use the information that Nielsen collects.
Decision-making process for household participation in Code Reader research panel

HOH 18-34 said her husband would be the decision-maker. “But if the box is free, they don’t charge us anything nor does it affect our channels, I can tell you it’s fine.” She would ask the following questions:

• Are we the ones to have to get the box? Is it free?
• Do they [Nielsen] charge anything, like monthly or daily?
• No afecta nada los canales (it doesn’t affect the channels)?
• Is there a camera?

For the HOH 55+, When I first asked what questions she might ask about the code reader, she said she wasn’t sure and then she said:

• Me va a cobrar? (she asked this twice and said it one more time after being asked about remuneration)
• How often do you contact us?
• Is there a camera?

HOH 55+ said her husband would scold her for wanting to participate because he’d think that there will be bills. I asked if he knew participation is free, would he still participate? She says he will definitely have doubts. He will say to her, why do you do this? And then he will just leave the room. Since she has adult children, I asked if she needed to check with them and she said no. But then she realized that the meter is meant to be placed at each TV, and she then asked if they say no, could she still participate? She said if her husband said no, she would not participate.

Household recruitment of Nielsen’s Code Reader research panel

HOH 18-34 would prefer telephone because she was afraid that when they visited, she was not home. HOH 55+ said Nielsen rep need to be able to answer their questions over the phone. A letter would be fine, explaining everything about the box. Both mother and daughter did not like in person visits. I asked HOH 55+ how to maintain her husband’s interest by phone but she kept chuckling and saying he’d just hang up. After the interview was over, we asked the daughter if she had any influence in front of her father and she said unlikely.

Compliance of participating in Nielsen’s Code Reader research panel

The HOH 55+ murmured $200 and they both bursted in laughers (as if it was too good to be true). Since we’ve had some trouble probing about incentive amount, I turned to the HOH 18-34 and asked her in English what incentive would be preferred. She said “I don’t know”… and said Nielsen would have to decide. They both would prefer cash.
## Household Characteristic Roster

### HH of HOH 18-34

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self</td>
<td>28</td>
<td>Only Spanish</td>
<td>34</td>
</tr>
<tr>
<td>2</td>
<td>Husband</td>
<td>11</td>
<td>Only Spanish</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>Daughter #1</td>
<td>All her life</td>
<td>Mostly Spanish (I heard the siblings speak English among themselves and they also talked to the mother in English)</td>
<td>Under 12</td>
</tr>
<tr>
<td>4</td>
<td>Daughter #2</td>
<td>All her life</td>
<td>Mostly Spanish (see note above)</td>
<td>Under 12</td>
</tr>
<tr>
<td>5</td>
<td>Daughter #3</td>
<td>All her life</td>
<td>Mostly Spanish (see note above)</td>
<td>Under 12</td>
</tr>
<tr>
<td>6</td>
<td>Daughter #4</td>
<td>All her life</td>
<td>Mostly Spanish (see note above)</td>
<td>Under 12</td>
</tr>
<tr>
<td>7</td>
<td>Brother</td>
<td>All his life</td>
<td>Mostly English</td>
<td>27</td>
</tr>
</tbody>
</table>

### HH of HOH 55+

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
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<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self</td>
<td>28</td>
<td>Only Spanish</td>
<td>72</td>
</tr>
<tr>
<td>2</td>
<td>Husband</td>
<td>30</td>
<td>Only Spanish</td>
<td>78</td>
</tr>
<tr>
<td>3</td>
<td>Son</td>
<td>All his life</td>
<td>Mostly English</td>
<td>22</td>
</tr>
<tr>
<td>4</td>
<td>Daughter</td>
<td>All her life</td>
<td>Mostly English</td>
<td>22</td>
</tr>
<tr>
<td>5</td>
<td>Grandchild #1</td>
<td>All her life</td>
<td>Mostly English</td>
<td>17</td>
</tr>
<tr>
<td>6</td>
<td>Grandchild #2</td>
<td>All her life</td>
<td>Mostly English</td>
<td>15</td>
</tr>
</tbody>
</table>
This household was recruited by Frontline. When we arrived, their garage was open and two men were sitting inside. One man wore uniform and the other wore regular street clothes and said that none of the people living at the address were home. He seemed to know the family well and called (assumedly) the husband for me (on hindsight, this person might have been the renter that I enumerated in the household roster, but I did not get to confirm this detail at that time). The family arrived in a big pickup truck about 20 minutes later. The interior of the home was modern and a 35-inch TV was mounted on the wall above the mantel, and an old TV show was on. They were familiar with Nielsen, saying that they have responded to five Nielsen studies before.
General Questions about Research & Nielsen

Past experience of participating in research and decision-making process

They have both participated in research studies before and were with Nielsen, and decided to participate out of curiosity. They participated five times and they were all in Spanish (the male HOH said they speak very little English).

The male HOH said he was the decision-maker at home because “he makes the money”. But for today’s interview, the female HOH made the decision because she was home when Frontline called. She decided to participate today because she had heard of Nielsen before and knew this would be okay to do.

Knowledge about Nielsen and source of information

Both HOHs knew about Nielsen because of their past participation in Nielsen studies. Other than that they have not read or heard about Nielsen in the media, stores, or through friends.

Household TV Viewing Habit

The male HOH said Nielsen would interview people to find out what they are watching, like today’s interview. Or they’d call to do a survey. The female HOH concurred.

The TV is on all day, from when they wake up (8 or 9am) to 11pm at night. They are not always watching though, could be working around the home. They usually watch things that the kids watch, such as the Discovery channel, cartoons, and they also watch reality shows, news, shows about healthy living (cooking). The Discovery channel and most cartoons are in English. They watch the news, sports and some other shows in Spanish, in the evening for about 3 hours from 7-10pm. There is another TV in their bedroom and it’s only on around bedtime, maybe for an hour. They usually watched that TV with the children. The renter has his own TV in the room, but they don’t know what he watches.

The male HOH has a smartphone but he doesn’t watch TV programs on it. They don’t have a tablet. The female HOH uses the computer but doesn’t watch TV programs on it.

Nielsen’s Code Reader Research Panel

Purpose of Nielsen TV Ratings

Find out what the world’s families are watching. The information will be used to take shows away, to decide if a show vale la pena (is worth keeping). The HOHs then pointed to the show that was showing at that time, it was a rerun of an old
show, and said this show was okay but there were many shows that had inappropriate language.

**Decision-making process for household participation in Code Reader research panel**

The HOHs reconfirmed that the male HOH is the decision maker. He said, “Si es una compañía que hace ratings, no resistamos. Si no nos grabe, no hay problema.” (if it’s a company that produces ratings, we won’t object. If they don’t record us, there’s no problem).

**Household recruitment of Nielsen’s Code Reader research panel**

The male HOH had the following questions (the female HOH stayed quiet):

- It doesn’t record us, right? No camera?
- It only compiles information from the TV, doesn’t record us?
- Is the box expensive?
- Does it affect the TV programs?
- (pointing to the code reader installation guide that shows four types of TV and the placement of the code readers) Why are they [the code readers] all different?

They suggest in person visits from Nielsen representatives, and explain that this is a good company, and that this is for TV programs. But if the installation takes all day, call instead. A letter may be nice, and should explain how this works (como funciona), why we are doing it (que proposito). They prefer emails over letters, either one must be in Spanish.

The renter also has a TV in his room. They would have to ask him about placing the meter next to his TV, and if he says no, it’s no, they can’t force him. “Es su cuarto, su tele” (it’s his room, his TV).

**Compliance of participating in Nielsen’s Code Reader research panel**

When asked about preference for remuneration, the male HOH said “No sé, que lo que den” (not sure, whatever they give). He would prefer cash, but wouldn’t say how much, “Ustedes tienen que decidir” (you all have to decide). He said he wouldn’t want to ask for a lot and have Nielsen think he is crazy. I decided to ask about dollar amounts - $20 okay? That is too little, the male HOH said, you are giving me $75 today. What about $75 for all 5 years? No, for one year.

The female HOH wanted to have their TV programs changed because right now their package only has a few channels and some are not good.

When asked what way they prefer Nielsen to keep in touch with them, the male HOH asked, doesn’t it have to be in person so they can get the information from
the meter? The interviewer reminded him that the information gets transmitted back to Nielsen. Hearing that, the male HOH said by telephone is best or email.

**Household Characteristic Roster**

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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self (female HOH)</td>
<td>20</td>
<td>Only Spanish</td>
<td>38</td>
</tr>
<tr>
<td>2</td>
<td>Husband (male HOH)</td>
<td>25</td>
<td>Only Spanish</td>
<td>41</td>
</tr>
<tr>
<td>3</td>
<td>Daughter</td>
<td>All her life</td>
<td>Only Spanish (speaks fluent English)</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Son</td>
<td>All his life</td>
<td>Only Spanish</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Renter (male)</td>
<td>20</td>
<td>Only Spanish</td>
<td>40</td>
</tr>
</tbody>
</table>
The household was recruited by Frontline and was about 45 minutes from San Francisco. I only managed to talk to the HOH once on the phone since they were recruited, and she never returned any of my messages. When we arrived, the husband had just sat down by the front door with his toolbox and seemed to be unaware that this was the time we were supposed to talk. When the wife came to the door, she was disheveled and I soon learned why. This must have been their laundry day because she had several loads of dirty laundry in the main bathroom floor. The interior of the home did not have a lot of furniture nor was it neatly kept, but this was the only home that we visited in the Bay Area where the TV was turned off and the children were playing outside rather than watching TV. They have two TVs at all.

**General Questions about Research & Nielsen**

**Past experience of participating in research and decision-making process**

Neither HOH has participated in any research studies before. The female HOH said she decided to participate in today’s interview and it was because of the $75
incentive. She also decided to participate so they can have better TV programs
to watch because she prefers more cultural or bi-cultural programs for her
children.

**Knowledge about Nielsen and source of information**

Neither HOH has heard of Nielsen before. She said her husband was dubious
about today’s interview because they had not heard of Nielsen before. But since
she had heard of this type of interview before, she decided to participate.

**Household TV Viewing Habit**

The HOHs usually watch TV together for 2 hours in the evening from 7-9pm.
They like to watch novelas (soap operas) and concursos (game shows), all in
Spanish. When there are movies, they watch movies. They don’t usually watch
TV on weekends because they are always doing something with the kids (note:
this was the only HH we visited where the TV was not on during the interview).

The children watch TV in the morning. The little one watches 5-6 hours of
cartoon in Spanish. The older one watches 2 hours in the evening of cartoons in
English. The two boys don’t watch TV together because of the language of the
programs; the little one doesn’t speak English yet and complains that he doesn’t
understand. The female HOH is always with the kids when they watch TV but
she is just around, not watching the TV herself. On weekends, the kids may
watch 1.5 hours of cartoons.

They have a second TV in the bedroom, but they mostly use the TV in the living
room. The little one watches about 1 hour of cartoon on the TV in the bedroom in
the morning.

The female HOH uses the computer but doesn’t watch TV programs on it; she
doesn’t know how. They don’t have a tablet or a smartphone.

**Nielsen’s Code Reader Research Panel**

**Purpose of Nielsen TV Ratings**

The male HOH said he understood that the information collected will be used by
Nielsen to produce TV ratings. I forgot to ask the female HOH.

**Decision-making process for household participation in Code Reader
research panel**

Both said they would have to make the decision together. But it was clear that
the female HOH was the decision-maker (or the thinker) at home. She dominated
the whole conversation, and as much as I tried to engage the male HOH, he
usually said he didn’t know or stayed mum. When the recording turned off, he became more talkative, saying that he had told his wife it would be impossible for us to pay them $75 and this must be a scam.

The female HOH said she’d prefer to be contacted by telephone because they may not be home when they come in person and even though she doesn’t go to work her life is complicated. People also tell her not to open doors to strangers. She would want to be contacted in Spanish. The male HOH preferred to receive a letter instead because he is afraid that there would be “too many questions”.

**Household recruitment of Nielsen’s Code Reader research panel**

The female HOH asked all the questions. The male HOH kept saying “no… no…” and appeared to not to know what to think.

- No graba o algo así? (doesn’t record or something like that?)
- No interfiere nuestra vida privada? Por ejemplo graba conversaciones o imágenes de nosotros? (doesn’t interfere with our private life? For example records conversations or our images)
- Does someone come to check on it [code reader] or van automáticamente la señal a ustedes (the signals go automatically to you) (note: this R used the word “señal” to describe the information the code reader gets).
- Va a ser un tipo de ventaja para nosotros? (Will there be a type of benefit for us?) (note: this R used “ventaja” to describe the incentives; the interview guide used “gift” and may be too vague).
- What happens if we move?
- A donde va los datos? (where will the data go?)
- Where is Nielsen’s office? Where are you from? Nielsen’s Website, as she would like to search on the Web.

**Compliance of participating in Nielsen’s Code Reader research panel**

When asked about the remuneration, the female HOH first said “No sé cuáles hayan (I don’t know what [gifts] there are). When I probed, she said they’d prefer cash but since this was her first time participating, she doesn’t know how much to ask. “No quiero proponer algo porque tal vez sea mucho o tal vez sea poco” (I don’t want to propose something because maybe it’s too much or too little).

When I probed again about the amount, she said $50 a month for $600 a year. She would also be happy with electronics or educational toys and things for the children, but cash would be best. She believes that other Hispanic households in the area would be motivated by motivación económica (economic motivation).

When asked about being contacted for the followup, the male HOH said a letter would be fine instead of in person or telephone contacts, but then kept saying “no sé” (I don’t know). The female HOH affirmed that getting a letter is fine but said a telephone followup would be nice. Even though she uses emails, she would prefer letters to emails. The male HOH doesn’t use emails at all.
<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self</td>
<td>9</td>
<td>Only Spanish</td>
<td>29</td>
</tr>
<tr>
<td>2</td>
<td>Husband</td>
<td>9</td>
<td>Only Spanish</td>
<td>29</td>
</tr>
<tr>
<td>3</td>
<td>Son #1</td>
<td>Toda su vida</td>
<td>Only Spanish</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Son #2</td>
<td>Toda su vida</td>
<td>Only Spanish</td>
<td>5</td>
</tr>
</tbody>
</table>
Interview Summary #23-24

<table>
<thead>
<tr>
<th>Interviewer: Mandy Sha</th>
<th>Interview Date: 12/22/2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written by: Mandy Sha</td>
<td>Interview Setting: Respondent’s home</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HH ID: HISP-06 / HISP-07</th>
<th>HH Size: 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOH Place of Birth: Mexico</td>
<td>HOH Age: 35-54</td>
</tr>
<tr>
<td>HOH # of Years in US: 30</td>
<td>HOH Language/Dialect: Spanish</td>
</tr>
</tbody>
</table>

The respondent was recruited by Frontline after we had already arrived in the Bay area. Because I was unable to reach her by phone to confirm an appointment, we decided to send a text message instead. She replied right away saying that she was available. When we arrived, there were three young children playing in the driveway and two men were watching them. I introduced myself and asked if we could see the respondent who had said she lived “atrás” (in the back, not pictured). One of the men said it was okay for us to go to the back, but a middle-aged woman with a ponytail gestured for us to wait. A few minutes later, she came back with a younger woman with long wavy curls. This woman was our respondent. She took us to “the back” and it was a garage converted to a living area with a bed, a TV, and what appeared to be a separate bathroom and a kitchenette. We later learned that she was a renter and the ponytail woman we saw was her landlord who lived in the house in the front (pictured). It turned out that this was a 10-person household with 3 unrelated families: the single mom (and son) that I had just interviewed, the landlord’s family and her brother who is renting from them, and a young couple and baby who live in the main house with the landlord. I was also able to interview the female and male HOHs (landlord) and the young renter couple. They sat at a sectional in the living room and were too spread out so I decided to sit on the carpet so I can be in the middle of the
group. The living room was quite spacious and there was a large TV on the floor and it was on.

**General Questions about Research & Nielsen**

**Past experience of participating in research and decision-making process**

The 35-54 HOHs and the young renter couple have never participated in research studies before. The female HOH decided to participate today because of the $75 incentive and also because she would like more TV programs for children. The others decided to participate because of the $75 incentive. The female HOH made the decision for the household to participate in today's interview, but said normally it would be she and her husband making decisions together.

The female renter in the back has participated in a face to face health survey about sugar intake. It was a short survey and she participated because she was in a support group and they asked her to respond to the survey. She decided to participate because of the $75 incentive so she could buy her son Christmas presents.

**Knowledge about Nielsen and source of information**

No one we talked to, including the HOHs, the young renter couple, and the female renter in the back, have heard of Nielsen before in any setting.

**Household TV Viewing Habit**

There are 3 TVs in the 35-54 HOHs's home, one in the living room, one in the young renter couple’s room, and one in the female HOH's brother’s room.

The male HOH doesn’t have a smartphone or a tablet. He watches 3 hours of TV a day, movies & sports, all in the evening. The female HOH may join him. On weekends they watch TV all day - movies on Telemundo, novelas, and about 50% of what they watch are in Spanish. During the week, they put on cartoons for the kids all day, from 9am-7pm. They are usually in English. She let her children watch cartoons in English one hour a day on the smartphone, but she herself doesn’t watch anything on the phone. They don’t have a tablet.

Using the TV in his room, the male renter watch TV about 4 hours in the evening every day, mostly in Spanish. He sometimes watches TV with his child. They have a computer and a smartphone but don’t use them to watch TV programs. The female renter watches what the kids watch.

The female renter in the back has one TV. She watches courtroom shows (like Judge Judy) in Spanish and alone, and sometimes news. She watches 2 hours a
day during the week, and very little TV on weekends. Her 11-year-old son watches 2-3 hours of English language cartoon during the week and when she is present. The son doesn’t watch any Spanish language TV at home. He stays with his dad on weekends so he is not at home on weekends. She doesn’t have a computer, a tablet, or a smartphone so there is no TV viewing on those devices.

**Nielsen’s Code Reader Research Panel**

**Purpose of Nielsen TV Ratings**

The male renter talked quite a bit about effect of bad TV, for example, if children watch violent TV, they will grow up to be violent. He wasn’t quite able to say how this belief relates to purpose of Nielsen TV ratings, but agreed that if “they” know people don’t watch a program, they offer other programs. (note: is the issue of better programming an important issue for parents?)

The female renter in the back says to see what people watch, to improve their programs. La Nielsen medir la frecuencia y sacar números que lo que ve en la tele. (Nielsen measures the frequency and takes down numbers of what they watch on TV) [note: instead of “ratings”, this R used the word números (numbers).]

**Decision-making process for household participation in Code Reader research panel**

When asked who would be the decision-maker for the household, the female HOH volunteered herself. But she felt that she still had to consult everyone, “you never know, you know?” (uttered in English) The female HOH asks three questions:

- Lo mandan para aca? (do they send [the box] here?)
- Cobran? (do they charge)
- Va a controlar las programas? (will they control the programs [we watch]?)

After hearing these questions, the male renter interjected and explained that the code reader will only capture what programs are being watched. He asks, “No va a grabar otras cosas, lo que diciendo?” (it won’t record other things, like what we are saying?). He also listened carefully to the information about the code reader panel and verified that participation in the panel would last 5 years and the meter is placed next to each TV in the home.

After hearing the description, the renter in the back only has one question: Es seguro? Solo grabaria la señal, no hay videocámara? (Is it safe? It only records signals, there is no videocamera?) Later in the interview, she realized that the meter would be placed in her home for up to 5 years and she groaned. She also wondered what happens if she moves.
When asked why she wouldn’t participate, she said if there is not enough information, she wouldn’t participate (how much time to participate, recording) I asked if she would need to ask her landlord about placing the meter next to her TV and she said no.

**Household recruitment of Nielsen’s Code Reader research panel**

The female HOH says many times she’d be watching a program and the next day it disappeared and she would like this to change. So participating in the panel would be an advantage to help show that these programs are being watched. She mentioned that there is a newspaper called Avisador and is Spanish only. It’s 50 cents. They’d suggest that Nielsen place an ad in this paper to promote itself, but a TV ad would be more “formal”.

The renter in the back would prefer to be contacted by phone because she could ask directly about her questions. When I asked her about in person visits, she appeared surprised that this was an option and said it would be better because that person could teach her how to use the meter, etc. An informative brochure, in Spanish, would also be very helpful so she could go back and read it. She also would like to see something that could verify that Nielsen does exist, is a serious company, it is what it says it is. A printed brochure or a letter on Nielsen letterhead, something more formal, would be good. She would want to know how they got her phone number. She is single in this country.

**Compliance of participating in Nielsen’s Code Reader research panel**

They would prefer printed materials that have written information on the code reader and its process, something more specific. They would also prefer in-person visits. I asked if emails would be okay, but no one uses emails except for the female HOH.

The female HOH said any gifts would be fine. The male renter of the young couple added that a year of free cable would be nice, or for 3 months, or half a month. Hearing this suggestion, the female HOH said half a year of cable bills paid would be what she’d like. The renter in the back likes the idea of using text messages. But the first time it is dubious because she only sees a phone number. If she knew it was from Nielsen, text messages are good because she could see it even when she is working.

In terms of gifts, she thinks any help is good, for her anything would be fine. (Cualquiera ayuda es buena, para mí lo que sea está bien.) She would prefer cash though so she could buy what she needs. She referred to $75 for today’s interview and said it would be very good. If every month, it would be very good, too. Because it is higher than what I’ve heard, I asked her about $50 and she
immediately said it was good. How about $25? She paused for a second and chuckled and said sure.

**Household Characteristic Roster**

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self</td>
<td>30</td>
<td>Mostly Spanish</td>
<td>45</td>
</tr>
<tr>
<td>2</td>
<td>Husband</td>
<td>28</td>
<td>Mostly Spanish</td>
<td>52</td>
</tr>
<tr>
<td>3</td>
<td>Child</td>
<td>All his life</td>
<td>Mostly Spanish</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Child</td>
<td>All her life</td>
<td>NA</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Brother</td>
<td>30</td>
<td>Mostly Spanish</td>
<td>42</td>
</tr>
<tr>
<td>6</td>
<td>Renter (husband)</td>
<td>14</td>
<td>Only Spanish</td>
<td>27</td>
</tr>
<tr>
<td>7</td>
<td>Renter (wife)</td>
<td>1</td>
<td>Only Spanish</td>
<td>24</td>
</tr>
<tr>
<td>8</td>
<td>Renter’s child</td>
<td>All his life</td>
<td>NA</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>Female renter in the back</td>
<td>13</td>
<td>Mostly Spanish</td>
<td>35</td>
</tr>
<tr>
<td>10</td>
<td>Son of female renter in the back</td>
<td>All his life</td>
<td>Mostly in Spanish</td>
<td>11</td>
</tr>
</tbody>
</table>
This is a 3-person household in the southeast, industrial part of the Chicagoland area. The adjacent blocks had a mix of lowrise housing projects, new townhomes, boarded up homes, and single family homes. The interior of the home was neat and fully furnished. They have 3 TVs, one in the living room, one in the kitchen and a third in the guest bedroom. I was greeted warmly and we sat in the kitchen area where I could see a structure in the back of the house where the renter lived (he had his own entrance).
**General Questions about Research & Nielsen**

**Past experience of participating in research and decision-making process**

The female HOH has received phone calls that asked her “questions” but she never agreed because “por teléfono pide uno la confianza...no tengo ninguna garantía saber quién me está llamando” (phone calls require trust, ...I have no guarantee who’s calling). She also said she doesn’t like to participate because they ask “tantas preguntas” (many questions). If someone she doesn’t know come to the door, she wouldn’t respond; wouldn’t open the door for someone unknown.

The male HOH has also received phone calls and he has participated once or twice because they said it wouldn’t take a long time and “me pedío participar y me daría vergüenza decir no” (they asked that I participate and I’d be embarrassed to say no). The male HOH was the one who decided that they could participate today because they knew the interviewer through personal contacts.

**Knowledge about Nielsen and source of information**

The female HOH has never heard of Nielsen. The male HOH has heard of Nielsen in TV news and in the newspapers, but not from friends or stores. He didn’t how Nielsen collected information but said he thought they must interview households like what they are doing today.

**Household TV Viewing Habit**

Female HOH watched soap operas (novelas), concursos (game shows), and old movies by herself, for about 5 hours a day during the weekday. Sometimes she was busy in the kitchen and she’d put on an old movie and not really watching. These were all in Spanish. She usually watched TV with the male HOH at night until they fell asleep, for example, programas musicales (music programs), programs from Spain (made available from DISH) & sports. About 2 hours nightly. This totaled to about 49 hours for the female HOH.

Male HOH usually watched news, sports and music programs, about 2 hours at night with the female HOH. He also watched sports in the afternoon and news in the morning. He noted that news was always in English, and he estimated that everything else, which was about 90% of TV he watched, was in Spanish. He estimated watching about 35 hours of TV a week.

The male HOH has a computer but doesn’t watch any TV programs on it. They don’t own a tablet or a smartphone.
**Nielsen’s Code Reader Research Panel**

**Purpose of Nielsen TV Ratings**

The female HOH said she understood that Nielsen wants to know what people watch and how many people are watching these programs.

The male HOH said he understood that the research is done for TV companies to see if people are watching novelas, if some programs are watched by many or few people and then they’d take those programs away. The female HOH added that they’ve taken many programs they liked away and it was a shame.

**Decision-making process for household participation in Code Reader research panel**

The female HOH called the male HOH “jefe” (boss) and said he’d be the decision-maker about whether to participate in the research panel. The male HOH didn’t object to this label, but did say he’d consult his wife first before making a decision to participate. He asked if what the box does is to registrar (register) what they watch on TV and the interviewer said yes. He then said it doesn’t matter to him that what he watches is being “registered” because they don’t watch adult movies or anything like that, and that they have nothing to hide.

When asked about their preference for being contacted, the male HOH stressed “antes de todo, hay que ser en español.” (first thing first, it has to be in Spanish). He’d prefer an in person visit than telephone. The female HOH said if the visits were in person, she would want to know ahead of time that they were coming. She doesn’t want men coming to her door. She thought a letter might be nice because it could provide more details than a conversation. They both have cell phones but don’t know how to send texts so this wouldn’t be a good way to reach them. They also screen their calls based on what shows up on the Caller ID, so if Nielsen were to contact them by phone, they’d accept the call if the Caller ID says Nielsen.

**Household recruitment of Nielsen’s Code Reader research panel**

They would have several questions about the code reader research panel. They have different questions.

From the female HOH:
- Are they going to charge us anything?
- Are they going to sell the box to us?
- What are they selling?

From the male HOH:
- Are they just going to “registrar” (register) what we watch on TV?
- If the box doesn’t work, will the company fix it, or would we have to fix it?
• Do we need to always be here to participate? (The male HOH explained that sometimes they are away a month at a time on vacation).

Compliance of participating in Nielsen’s Code Reader research panel

They would both prefer cash than gifts, but don’t feel they want to “exigir a la compania” (make demands upon Nielsen). They chuckled and said whatever the company wants to give is fine. The male HOH suggested that this didn’t seem to be a hard task, “No veo que puedan afectar a nosotros. No me quite tiempo, no me obligue gasto o interfere lo que estoy viendo. No no…” (I don’t see how this affects us. Doesn’t take up my time, no cost obligations nor does it interfere with what I’m watching. No... no [need for gifts]). I decided to just state a dollar amount and see what kind of response I’d get, what about $20 a month? The female HOH said, $20 a month for 5 years, that’s great! The male HOH said nothing.

Upon hearing being contacted (for panel maintenance), the female HOH was resistant. She said she doesn’t want to be asked “questions after questions after questions” and would prefer getting a letter or something.

We talked about the renter a bit. At first, they said he probably had a TV but when we asked about getting his buyin about participating in the code reader panel, they said he probably doesn’t have a TV so they wouldn’t have to talk to him. The female HOH said the renter comes home really late, very busy. Then the male HOH said, “realmente en mi parte yo aceptaria como algo que no me molesta no me interfiere pero hasta que estoy interesado… tampoco.” (in actuality on my part I’d participate because the [code reader] doesn’t bother me or interferes with what we are watching but am I really interested? Not really.)

Household Characteristic Roster

<table>
<thead>
<tr>
<th>HH Member</th>
<th>Relationship to Owner/Renter</th>
<th># Years in U.S.</th>
<th>Home Language Use</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self (Co-homeowner)</td>
<td>More than 40</td>
<td>Only Spanish</td>
<td>79</td>
</tr>
<tr>
<td>2</td>
<td>wife and co-homeowner</td>
<td>More than 40</td>
<td>Only Spanish</td>
<td>72</td>
</tr>
<tr>
<td>3</td>
<td>Male renter</td>
<td>All his life</td>
<td>Only Spanish (but he speaks fluent English)</td>
<td>60</td>
</tr>
</tbody>
</table>
APPENDIX B: Interview Guide

Interviewer Instructions

For the purpose of these in-depth interviews with the participants (targeting the entire household), the main objectives are to assess each the following areas to determine these households reason(s) to participate (or not) in Nielsen’s new research panel of using Code Readers as electronic measurement of television viewing in local DMAs:

(1) General attitude toward survey research & knowledge about Nielsen
   a. Past experience with research studies
   b. Knowledge about Nielsen

(2) TV viewing behavior (by household member)
   a. Type of TV programs
   b. Co-viewership
   c. Multi-screen viewing

(3) Nielsen’s new research panel & decision making process
   a. Understanding Nielsen’s research purpose
   b. Decision making process
   c. Preferred mode of communication for recruitment & study period

(4) Roster of household characteristics
   a. Relationship with owner/renter
   b. Years in US
   c. Home language use
   d. Age

The in-depth interviews with these household members are intended to be a discovery process to explore from their point of view on why they agree or disagree to participate in Nielsen’s new research panel (for Code Reader). The insights gathered from these interviews will guide the development of the recruitment method for these non-English speaking households.

The interviewer should seek permission to record the interview and record their responses using the designated Excel spreadsheet. The length of each interview may last up to 90 minutes depending on number of household members present.

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5 The interview guide was available in Chinese (adapted for both Cantonese and Mandarin-speaking respondents) & Spanish for the interviewers.
1. Opening Statements

a. Thank the household member(s) for their participation in the interview

b. Introduce yourself to the household member(s) by explaining your role with Nielsen and involvement with this research study

c. Explain purpose of the interview to understand the reasons why household member(s) agree or disagree to participate in research studies in general, knowledge about Nielsen and why households like theirs may or may not participate in Nielsen’s new research panel using electronic meters to measure their television viewing.

d. Encourage open and honest feedback during the interview

e. Emphasize confidentiality by noting the information collected and the responses will not be associated with the identity of the household or household member(s) in any way

f. Review interview logistics with household member(s) by conveying the length of interview is up to 90 minutes (depending on the number of HH members present). The cash thank you gift will be provided at the end of the interview.

2. General Questions about Research & Nielsen (warm-up questions)

a. Ask each household member to think about research studies they may have participated in the past year (either surveys through the mail, telephone, online or other methods).

   - **Have you been asked to participate in a survey, interview or other types of research study before?**
     - Required Probe (if yes): Did you agree to participate? If so, Why did you decide to participate? If not, why not?

   - **“If a research study requires the entire household to participate, such as this research interview, who in your household typically makes the decision to participate or not in these types of interviews?”**
     - Required Probe: “Who made the decision for this research interview?”
     - Required Probe (to decision maker): “Why did you decide to have the household to participate?”
b. Ask each household member to think about their impression of “Nielsen” brand name prior to being contacted for this research interview.

- “What did you know about “Nielsen”, if anything, before being contacted for this interview?”

  o Required probe: “Have you read or heard about Nielsen in Chinese language outlets such as newspaper, magazines, on radio, television, Internet or other outlets?”
  o Required probe: “Have you heard about Nielsen from your friends, family or professional network?”
  o Required probe: “Have you heard about Nielsen at places such as the community centers, stores, etc.?”
  o Required probe: “Do you know how Nielsen collects TV viewing information from households across the U.S.? (If so, please explain.)”

3. TV Viewing Behavior

a. Let the household member(s) know the next sets of questions are related to their viewing habit to help us better understand how they typically watch TV (such as the types of programming, co-viewership, out of home viewing and viewing on other media devices).

- “How often do you watch TV (programming) in a typical week?”

  o Required probe: “How many hours do you watch TV in a typical week?”
  o Required probe: “What types of programming do you typically watch?”
    (Probe about the language)

- “Do you typically watch TV programs by yourself or with someone (including guests)?”

  o Required probe: “When do you typically watch TV [by yourself/with someone]?”
  o Required probe: “What language of the programming do you typically watch (by yourself/with someone)?”

- “Do you typically watch TV programs (on TV set, computer, tablet, smartphone, etc.)?”
o **Required probe:** “How often do you watch TV program on (probe on each device) during the week?”

o **Required probe:** “When do you typically watch TV on (probe on each device)?”

o **Required probe:** “What language of programming do you typically watch TV on (probe on each device)?”

4. Nielsen’s new research panel (Code Reader)

a. Thank the household member(s) about sharing their TV viewing habits. Let them know the next set of questions is related to media research with Nielsen and Nielsen’s new research panel that measures television viewing across the U.S. in a new way. Their input is important to understand why households like theirs would agree or not agree to participate in this new panel.

- “Nielsen is the world’s leading provider of marketing and media information, including the TV ratings. Nielsen has produced the TV ratings for over 50 years and measures more than 40% of the world’s TV viewing behavior.

Nielsen selects thousands of homes from communities across the U.S. and asks them to participate by placing meters near the TVs in their homes. These meters collect what is being watched on each TV and send the viewing information to Nielsen.

Homes participate up to 5 years and Nielsen provides thank you gifts for their participation. Participating does not require much time or effort and does not interfere with how people normally watch TV. Nielsen just asks that the meters stay in place and we periodically call or visit to update information about participating households.

- **Required probe:** “What do you think the TV viewing information that Nielsen collects will be used for?”

- **Required probe:** “Who do you think will use this information and for what purpose?”

b. Ask the household member(s) about the decision making process for participating in this new research panel:

- “If you are asked by Nielsen to participate in a research study where meters are placed near the TVs in your home,
who in the household will likely decide whether to participate?”

- **Required probe (ask decision maker):** “What questions would you have about this study based on the description provided earlier?”
- **Required probe (ask decision maker):** “How would you decide whether to participate in this research study or not?” [Probe about their process of reaching a decision]
- **Required probe (ask decision maker):** “What would be the main reason(s) why you & the rest of the household would agree or not agree to participate?”

c. Ask the household member(s) about recruitment process (on the phone/in person):

  - “Next I’m going to ask what information Nielsen can share or provide to encourage a household like yours to participate in this research study.”

  - **Required probe:** “How would you prefer to be contacted about this research study – telephone or in-person?”
  - **Required probe:** “What information can Nielsen share (on the phone/in person) to help you better understand Nielsen and the purpose of the research study?”
  - **Required probe:** “How would you prefer Nielsen to share additional information with your household about the research study? (Probe about language and mode of communication such as print, online, e-mail, etc.)”

d. Ask the household member(s) about maintaining the cooperation of everyone in the household for the duration of the study period if they agree to participate:

  - “Some households participated in Nielsen’s research study for awhile then they may stopped or not continue with the task. **If you agree to participate in this research study for up to 5 years, what could Nielsen do to keep you and your household interested to continue participating all 5 years?**”

  - **Required probe:** “How would you prefer Nielsen to keep in touch with you during the study period? (Probe about language and mode of communication such as print, online, e-mail, etc.)”
Required probe: “What thank you gift would keep you motivated to continue participating?” (Probe about the type of incentives and amounts)

5. Household Roster

a. Let the household member(s) know the last set of questions is related to basic information about all the household members (collect the demo information even if not all the household members are present). Please record all the answers in a separate sheet of paper provided.

- “I need to ask some questions about all the members of the household. This is part of our commitment to quality research and helps us understand households like yours.”

  o Required (only if household member not present): “How (is/are) the household member(s) related to the owner/renter not present for this interview?” (Ask the rest of the questions about the absent household members as well)
  o Required: “How (is/are) (you/he/she) related to (name of owner/renter)?”
  o Required: “How long have you been in the United States?”
  o Required: “Now thinking about the language (you/he/she) (use/uses) in the home, would you say (you/he/she) (speak/speaks)…”
  o Required: “What is (your/his/her) age?”

6. Closing Remarks

a. Ask for any other comments the household may have in general

  - Thank each household member for their time

  - Provide the cash thank you gift in the envelope for each member
APPENDIX C: Show Sheet

FAQs

How does the meter work?
The small meter uses an audio sensor to identify the channel being viewed from sound coming from the TV.

How is my TV viewing sent back to Nielsen?
Inside each meter, a cellular modem transmits the viewing information back to Nielsen each day, at no cost to you.

Is the meter able to record sounds via the audio sensor?
No. The audio sensor captures a fraction of a second of audio. Nielsen processing software extracts codes within the audio and any remaining audio is discarded.

How much power does the meter take?
The meter consumes less energy than a small clock radio.

Can I mute my TV or fast-forward my DVR while using the meter?
Yes. Watch TV as you normally would. The meter should not change how you normally watch TV.

Make your viewing count!

If you have any additional questions, please call us toll-free at 1-800-237-6493

The Nielsen Company, 510 North Clearbrook Road, El Segundo, CA 90245

Any Questions?
Call us toll-free at 1-800-237-6493

6 The show sheet was available in Chinese & Spanish for illustration during the interview.
Setup Instructions

Step 1: Refer to the label on the Nielsen meter(s) to identify the room where it belongs.
Step 2: Turn TV on to a normal listening level.
Step 3: Attach power cord to meter.
Step 4: Plug the meter into an outlet where the power stays on all the time, not controlled by a wall switch.
Step 5: Place the meter as close as possible to the TV sound source, no more than 6 feet away. The meter should not be obstructed.
Step 6: As soon as the meter is plugged in, the three lights will turn on.
As the meter boots up, the lights will flash.
When the meter is set up all lights will turn off.

The meter is now installed!

Nielsen will contact you if the meter is not working properly.
If you received more than one meter, repeat Step 1–Step 6.

Examples

Table Top
Place the meter next to the TV speaker.

Wall Mount
Place the meter as close as possible to the sound source.

Surround Sound
When the TV sound comes from external speakers or surround sound, place meter as close as possible to the external left hand speaker.

Entertainment Center
Do not obstruct the meter by placing it behind wood or glass.