



MARKET RESEARCH

The Harris Poll® PEOPLE

**INTERNET SOLUTIONS FOR KIDS, INC.
GROWING UP WITH MEDIA
WAVE 1 ONLINE METHODOLOGY REPORT**

Conducted for:

Internet Solutions for Kids, Inc.
Johns Hopkins University
Centers for Disease Control and Prevention

Field Period for Wave 1 Survey:

August 24 to September 14, 2006

Prepared by:

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**MARCH, 2007
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INTRODUCTION

Survey Description and Objectives

Harris Interactive Inc. is conducting the *Growing Up with Media* study on behalf of Internet Solutions for Kids and Johns Hopkins University and the Centers for Disease Control and Prevention. This study examines the opinions of children ages 10 to 15 and their parents about their experiences with and opinion about the media. This longitudinal study seeks to understand the mental health effects of Internet-mediated violence exposure on adolescents.

The primary objective of this study is to assess prospectively the role of violent media in involvement in violent behavior. More specifically, the objectives are:

- **Objective 1.** To examine the association between exposure to violent media and serious violent behavior, including victimization and perpetration resulting in injury.
- **Objective 2.** To assess specific aspects of media (i.e., type and content) that are likely to contribute to risk for violence.
- **Objective 3.** To identify individual and contextual factors that mediate or moderate the association between exposure to violent media and serious violent behavior, with particular attention to the potential moderating effects of gender and prior exposure to real-life violence.

The *Growing Up with Media* study is a longitudinal study of U.S. children ages 10 to 15 and their parents. A national sample of 1,600 households are to be recruited to complete a survey at three different points of time (T1, T2, T3) over a two year period. Each data collection point is to be separated by a period of approximately 12 months.

Wave 1 of the longitudinal study was conducted August 24 to September 14, 2006. This report documents the methodology for the first of three surveys in this longitudinal study.

Wave 1 Survey Method

Wave 1 of the longitudinal study was conducted August 24 to September 14, 2006. A U.S. representative sample of 1,591 pairs of parents and their children ages 10 to 15 were surveyed online. Sample was obtained from the Harris Poll Online (HPOL) opt-in panel. On average, interviews were estimated at 5 minutes in length for the parents and 21 minutes in length for the child.

After determining respondents' eligibility for the survey, they were given a short description of the research, which also referenced the two additional surveys to be conducted in Wave 2 and Wave 3, as well as the incentive amount for completing each survey. Before continuing on with the main survey, parents and their children were individually asked to read this assent form and indicate their willingness to participate in the survey.

In order to increase participation rates, qualified parents who completed a survey were offered a \$10 cash incentive and their children a \$15 Target gift card.

Project Responsibility and Acknowledgments

The Harris team responsible for the survey was led by Dana Markow, Ph.D., Vice-President, Youth & Education Research. Internet Solutions for Kids had the primary responsibility of the questionnaire design. Dr. Michele Ybarra (Internet Solutions for Kids), Dr. Philip Leaf (Johns Hopkins Bloomberg School of Public Health), Dr. Marie Diener-West (Johns Hopkins School of Public Health, Department of Biostatistics) and Dr. Merle Hamburger (The Centers for Disease Control and Prevention) worked with Harris Interactive Inc. to provide support and guidance in crafting the final questionnaire. The Harris team ensured that the survey met Harris Interactive's quality standards.

Public Release of Survey Findings

All Harris Interactive Inc. surveys are designed to comply with the code and standards of the Council of American Survey Research Organizations (CASRO) and the code of the National Council of Public Polls (NCPP). Because data from the survey may be released to the public, release must stipulate that the complete report is also available.

METHODOLOGY

This methodology describes the sampling and interviewing procedures used by Harris Interactive Inc., for **Wave 1 of the *Growing Up with Media* study.**

The survey questionnaire was self-administered online by means of the Internet. A stratified random sample of Harris Interactive's online panel was invited through password protected email invitations to participate in a survey about their experiences with various types of media. Qualified respondents were defined as:

- U.S. adults (ages 18 or older)
- Parents/guardians of a 10 to 15 year old child who lives in the household at least 50% of the time
- Youth has Internet access somewhere (i.e., at home, another person's house, school, library, or elsewhere)
- Youth has accessed the Internet within the past 6 months
- Respondent is familiar / most familiar with child's daily activities
- Parent/guardian and child give their informed consent to participate in the survey

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Sample Disposition

Panelists were emailed survey invitations beginning on August 24, 2006. Reminders were sent on the following dates: August 27, August 30, September 5, September 7, September 9, September 10, and September 13, 2006. Details of the sample disposition for Wave 1 are listed below:

Wave 1 Invitations

32,524	Total number of panelists sent invitations
2,986	Number of panelists whose invitations and/or reminders bounced back
29,538	Number of panelists sent invitations, excluding those with at least one bounceback

Wave 1 Interviews

9,035	Total number of respondents
2,037	Total number of qualified respondents (GUWM panelist and over-quota respondents)
1,591	<i>Total number of qualified respondents (GUWM panelists)</i>
446	Total number of over-quota respondents
560	Total number of suspended interviews (unknown qualification)
6,438	Total number of non-qualified respondents

The 6,438 respondents who were not qualified were screened out for the following reasons:

Not qualified due to parent qualifications: age, gender, and presence of child, and familiarity with child

19	Under age 18
7	Not from the U.S.
2,129	No child in the household
3,294	No child ages 10-15 in the household
117	Has child ages 10-15 in the household, but age not specified
28	Has child ages 10-15 in the household, but gender not specified
241	Adult/parent is not most familiar with the child

Not qualified due to lack of willingness to participate / consent

424	Parent does not want to participate
57	Parent does not consent
8	Child does not consent

Not qualified due to child qualifications: access to Internet and consistency with child parent pre-qualified

58	Child does not have Internet access
54	Child has not had Internet access in past 6 months
2	Child inconsistent with child that parent identified/pre-qualified earlier

Response rate for this study was 31% based on the following calculation:

$$\frac{(\# \text{ qualified respondents} + \# \text{ non-qualified respondents} + \# \text{ suspended respondents})}{\text{Total number of invitations sent} - \# \text{ invitations that bounced back as undeliverable}}$$

Sample Selection

Sample was obtained from the Harris Poll Online (HPOL) opt-in panel of millions of respondents. Invitations for this study were emailed to a stratified random sample drawn from the Harris Poll Online database initially identified as a U.S. adult with a child in the household under the age of 18. As quotas began to fill, the sample was then targeted to parents who have a child between the ages of 10 and 15.

The HPOL panel has been recruited through hundreds of sources using diverse recruitment methods in order to minimize selection bias, including:

- Co-Registration Offers on Partner Websites
- Targeted Emails Sent by Online Partners to Their Audience
- Graphical and Text Banner Placements on Partner Websites
- Refer-a-Friend Program
- Client Supplied Sample Opt-Ins
- Trade Show Presentations
- Targeted Postal Mail Invitations
- TV Advertisements
- Telephone Recruitment of Targeted Populations

Control of the Sample

To maintain the reliability and integrity in the sample, the following procedures were used for the Wave 1 survey:

- Password protection. Each invitation contained a password-protected link to the survey that was uniquely assigned to that email address. Password protection ensures that a respondent completes the survey only one time.
- Reminder invitations. To increase the number of respondents in the survey and to improve overall response rates, one reminder invitation was mailed 2 days after the initial invitation to those respondents who had not yet participated in the survey.
- “Instant Results” of selected survey findings. To increase the number of respondents in the survey and to improve overall response rates, respondents were able to access results to pre-determined, selected questions after completing the survey.
- HipointsSM. To increase the number of respondents in the survey and to improve overall response rates, adults were awarded Hipoints.
- HistakesSM. To increase the number of respondents in the survey and to improve overall response rates, adults were entered in the monthly Histakes sweepstakes drawing.
- Cash incentives. To increase the number of respondents in the survey and to improve overall response rates, parents were offered a \$10 cash incentive and children a \$15 Target gift card for completing the survey.
- Mailings. To increase the number of respondents in the survey and to improve overall response rates, two mailings will be sent to participants.

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- Mailing #1 took place in January 2007 (approximately 4 months after the completion of the Wave 1 survey) and consisted of a thank you letter, 5"x7" participation certificate (color), and prepaid postcard to update any address/email/phone changes.
 - Mailing #2 will occur in June 2007 (approximately 10 months after the completion of the Wave 1 survey). This second mailing will include a letter reminding participants of the upcoming Wave 2 survey and a prepaid postcard to update any address/email/phone changes.
 - Opportunities to update contact information. In addition to the prepaid postcard, respondents were also given the opportunity to update their contact information via a toll-free 800# and an email address.

Online Interviewing Procedures

Interviews were conducted using a self-administered online questionnaire via Harris' proprietary, web-assisted interviewing software. The Harris Online interviewing system permits online data entry by the respondents. Online questionnaires are programmed into the system with the following checks:

1. Question and response series
2. Skip patterns
3. Question rotation
4. Range checks
5. Mathematical checks
6. Consistency checks
7. Special edit procedures

For questions with pre-coded responses, the system only permits answers within a specified range; for example, if a question has three possible answer choices ("Agree," "Disagree," "Not Sure"), the system will only accept coded responses to these choices.

Weighting the Data

Demographic Weighting

Data were weighted to reflect the population of adults with children ages 10 to 15 years old in the continental United States according to key demographic variables (age, gender, race/ethnicity, region, education, household income, and age/gender of 10 to 15 year old child who took the survey). These variables were weighted to known parameters in the United States.

Propensity Weighting

In conjunction with demographic weighting, the data were weighted to correct for the potential selection bias in our sample of respondents. A propensity score was calculated for each adult respondent in order to adjust for adults' propensity to be online. This variable was included along with the demographic variables in the weighting algorithm. As the children were recruited from the adults who initially agreed to take the study, the sample selection bias is found primarily in the characteristics of adults who chose to take this survey. Hence, only adults were propensity weighted and the propensity weights that were generated for the adults were applied to the child. The propensity score was derived from key questions in the survey that examined the attitudes and behaviors of the respondents as well as the demographic questions.

Editing and Cleaning the Data

The data processing staff performs machine edits and additional cleaning for the entire data set. Harris edit programs act as a verification of the skip instructions and other data checks that are written into the program. The edit programs list any errors by case and type. These are then resolved by senior EDP personnel who inspect the original file and make appropriate corrections. Complete records are kept of all such procedures.