



MARKET RESEARCH

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**INTERNET SOLUTIONS FOR KIDS, INC.
GROWING UP WITH MEDIA
WAVE 2 ONLINE METHODOLOGY REPORT**

Conducted for:

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

Field Period for Wave 2 Survey:

November 2, 2007 to January 10, 2008

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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 1,588 households were recruited in Year 1 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.

This report documents the methodology for the Wave 2 survey in this longitudinal study.

Wave 2 Survey Method

Wave 2 of the longitudinal study was conducted November 2, 2007 to January 10, 2008. The online survey was completed by 1,206 pairs of parents and their children who had completed the Wave 1 study. Wave 1 sample was obtained from the Harris Poll Online (HPOL) opt-in panel. On average, interviews for the Wave 2 survey were estimated at 35 minutes in length for the parent and child combined.

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 panel retention and interviewing procedures used by Harris Interactive Inc., for Wave 2 of the *Growing Up with Media* study.

The survey questionnaire for Wave 2 was self-administered online by means of the Internet from November 2, 2007 to January 10, 2008. Wave 2 sample consisted of parent-child pairs who completed the survey in Wave 1.

Sample

In Wave 1, 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 for Wave 1 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

Panel Maintenance

In order to ensure the highest possible retention rate of Wave 1 participants, Harris Interactive engaged in several efforts during the intervening period between the Wave 1 and Wave 2 surveys (September 2006 – October 2007). Wave 1 parent participants were contacted several times throughout the year to remind them of the study and allow them to update their contact information

- **Mailings.** To increase the number of respondents in the survey and to improve overall response rates, three mailings were sent to parents who participated.
 - 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 occurred in June 2007 (approximately 10 months after the completion of the Wave 1 survey). This second mailing included a letter reminding participants of the upcoming Wave 2 survey and a prepaid postcard to update any address/email/phone changes.
 - Mailing #3 occurred in July 2007 (approximately 11 months after the completion of the Wave 1 survey). This third mailing consisted of an email alert reminding participants of the upcoming Wave 2 survey and provided an email and phone number by which they could 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. Other inquiries by respondents were addressed by project staff at Harris Interactive during the interim period between surveys.

Consent

At the start of the survey, respondents were given a short description of the research, which also referenced the additional survey to be conducted in Wave 3, as well as the incentive amount for completing each survey. Parents were individually asked to read a consent form and their children were asked to read an assent form. Each was asked to indicate their willingness to participate in the survey, before continuing on with the main survey.

Control of the Sample and Incentives

To maintain the reliability and integrity of the sample, the following procedures were used for the Wave 2 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.
- **Telephone calls.** To increase the number of respondents in the survey and to improve overall response rates, telephone calls were made to respondents who could not be reached by email (invalid address, email bounced back, etc.) or who did not complete the survey after the email reminders were sent.
- **Mailing.** In December 2007, approximately 6 weeks after field start, a letter containing the URL link to the survey and password was sent to those respondent for whom a valid email address or phone number was unavailable or who had not yet completed the survey.

Survey Administration

The Wave 2 survey was conducted from November 2, 2007 to January 10, 2008. Participants in the Wave 1 survey were contacted via an email invitation and asked to complete the second wave of the study. Screening was conducted at the beginning of the survey to confirm that the appropriate respondents participated. Respondents entered their age and gender at the start of the survey and their entries were compared with those collected in Wave 1. Respondents' age in Wave 2 had to be within 2 years of the age entered in Wave 1 in order to enter the survey. In a few instances further follow-up was needed to clarify some respondents age or gender.

Respondents were asked to enter their contact information. These data were captured and stored in a separate survey instrument to ensure that personally identifiable information was not directly linked to survey responses.

On average, interviews were estimated at 35 minutes in length for both the parents and the child.

Sample Disposition

Panelists were emailed survey invitations beginning on November 2, 2007. Details of the sample disposition for Wave 2 are listed below:

Wave 1 Completed Interviews

1,591	Total number of respondents completing Wave 1
3	Respondents removed due to data quality issues
1,588	Final number of Wave 1 participating households

Wave 2 Interviews

1,588	Initial sum number of potential Wave 2 respondents
1,206	Respondents who completed the Wave 2 survey
26	Suspended interviews (unknown qualification)
34	Suspended interviews (qualified respondent)
9	Refusals (Parents)
24	Non-qualified respondents (whose age/gender did not match those recorded in Wave 1)
287	Non-responders
2	Respondents without a valid email, phone or mail address and therefore did not receive invitations to Wave 2

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

Wave 1 and Wave 2 data were weighted to represent the population of US parents of children who at Wave 1 were ages 10-15, had access to the Internet and had accessed the Internet in the past 6 months. Variables used in weighting were age, gender, race/ethnicity, region, education, household income and age/gender of child who took the survey. The weighting algorithm also included a variable called a propensity score, to account for differences between those who are online versus those who are not, those who join online panels versus those who did not, and those who responded to this particular survey invitation versus those who did not.

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.