



**INTERNET SOLUTIONS FOR KIDS, INC.
GROWING UP WITH MEDIA
WAVE 4 METHODOLOGY REPORT**

Conducted for:

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

Field Dates:

Wave 1: August 24, 2006 to September 14, 2006

Wave 2: November 2, 2007 to January 10, 2008

Wave 3: August 29, 2008 to November 26, 2008

Wave 4: October 4, 2010 to February 21, 2011

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INTRODUCTION

Survey Description and Study Aims

Harris Interactive Inc. is conducting the *Growing Up with Media* study on behalf of Internet Solutions for Kids and the Centers for Disease Control and Prevention. The *Growing Up with Media* study is a longitudinal study of U.S. parents and their children, which began when the child was 10 to 15 years old. A national sample of 1,588 households was recruited in Year 1 to complete a survey at three different points in time (T1, T2, T3) over a two year period. The initial 2-year, 3 wave longitudinal study sought to understand the mental health effects of Internet-mediated violence exposure on adolescents. In 2010, the study was extended to collect data at three additional points in time (T4, T5, T6). Each data collection point is to be separated by a period of approximately 12 months, with the exception of T3 and T4, which were separated by a period of approximately 26 months.

The primary objective of the current study is to examine the factors that are associated with the development of sexual violence perpetration across adolescence and the transition into young adulthood. More specifically, the study aims are:

Aim 1: Identify the proximal pathways contributing to the etiology of sexual violence perpetration, focusing on children and adolescents as this is the developmental period where it is likely to begin.

Aim 2: Acknowledging the strong influence that newer technologies are having on the socialization of youth today, include the Internet and cell phone text messaging as environments where sexual violence perpetration may occur.

This report documents the methodology for the Wave 4 survey in this longitudinal study.

Wave 4 Survey Method

Wave 4 of the longitudinal study was conducted October 4, 2010 to February 21, 2011. The online survey was completed by a total of 888 respondents who had completed the Wave 1 study. Wave 1 sample was obtained from the Harris Poll Online (HPOL) opt-in panel.

For the first time since the start of the study, a portion of the child sample was 18 years or older. Prior to the start of Wave 4, all parents were contacted and asked the current school grade and age of the child who completed Wave 1. If the child was 18 years old or older and was not in grades K-12, the parent was asked to provide the contact information for the child and the child was contacted directly for Wave 4. In the Wave 4 survey, if a parent was contacted and indicated that their child was 18 years old or older and was not in grades K-12, the parent was thanked for their participation and asked to have their child complete the survey. We refer to the child respondents who were 18 years old or older and not in grades K-12 as “adult children” throughout this methodology report.

The 888 Wave 4 respondents included 651 pairs of parents and their children and 237 adult children, of whom 83 were contacted directly. On average, the parent portion of the interview took 15 minutes to complete and the youth portion took 32 minutes (35 minutes for adult children; 31 minutes for non-adult children).

Project Responsibility and Acknowledgments

The Harris team responsible for the survey included Dana Markow, Ph.D., Vice-President, Robyn Bell Dickson, Research Director, and Michael Shields, Project Researcher. The Internet Solutions for Kids team, led by Dr. Michele Ybarra, had the primary responsibility of the questionnaire design. 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 4 of the *Growing Up with Media* study.

The survey questionnaire for Wave 4 was self-administered online by means of the Internet from October 4, 2010 to February 21, 2011. Wave 4 sample consisted of parents and children 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 period between the Wave 3 and Wave 4 surveys (November 2008 – October 2010).

- Email/Electronic Update. In January 2010, parents were sent an email as notification that the study had been extended for an additional three years and that their and their child's continued participation was requested. Included in this email was a link to a short survey (the electronic update) that allowed parents to provide current contact information, or if their child was an adult child, the contact information for their child.
- Phone calls. In April 2010, parents who did not have valid email addresses on file or who had unsubscribed from the Harris Interactive sample panel were contacted via phone. Contact information for the adult children from parents was collected via phone as well.

Consent

At the start of the survey, respondents were given a description of the research, which also referenced the additional surveys to be conducted in Waves 5 and 6, as well as the incentive amounts for completing each survey. Parents and adult children were individually asked to read a consent form and children were asked to read an assent form. All respondents were 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 4 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, up to 10 reminder invitations were mailed after the initial invitation to those respondents who had not yet completed the survey.
- Cash incentives. To increase the number of respondents in the survey and to improve overall response rates, parents were offered a \$20 cash incentive and children a \$25 Target gift card for completing the Wave 4 survey. Adult children were offered a choice of a \$25 Target gift card or a \$25 check.
 - Adult child “speedy response” incentive. To increase the speed and likelihood of adult children completing the survey, an extra \$5 was offered to adult children for completing the survey within 2 days of receiving the survey link (either directly or from the parent).
 - \$10 bonus incentive. In a further effort to increase the Wave 4 response rate, respondents who had not yet completed the survey in the last month of field were sent emails with an offer for the child to receive an extra \$10 if the survey was completed by a specified date.
- HIstakesSM. To increase the number of respondents in the survey and to improve overall response rates, parents and adult children who were contacted directly were entered in the monthly HIstakes sweepstakes drawing.
- 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 the third month of field, a letter containing the URL link to the survey and password was sent to those respondents for whom a valid email address or phone number was unavailable or who had not yet completed the survey.
- Additional efforts. All respondents who had difficulty completing the survey were offered troubleshooting assistance by Harris on an individual basis. Additionally, all respondents who were terminated from the survey as a consequence of entering inconsistent age or gender information were contacted within 1 business day to uncover and resolve any issues. If no follow-up reply was received, additional attempts were made to contact the respondent via phone and/or email. A total of 19 terminated respondents were converted to completes.

Survey Administration

The Wave 4 survey was conducted from October 4, 2010 to February 21, 2011. Participants in the Wave 1 survey were contacted via an email invitation and asked to complete the fourth wave of the study. Screening was conducted at the beginning of the survey to confirm that the appropriate respondents participated. Parents entered their date of birth and gender at the start of the survey as well as their child's date of birth and their entries were compared with those collected in Wave 1. Adult children entering the survey directly were asked to provide their gender and date of birth—their entries were also compared to those collected in Wave 1. Whether entered by the parent or the adult child, the child's age in Wave 4 had to be within 3-5 years of the age entered in Wave 1 in order to enter the survey. Upon entering the survey, children receiving the survey through their parent were asked to enter their gender and date of birth. The date of birth entered by the child was compared to and required to match the parent entry. In a few instances, follow-up was needed to clarify the screening information provided by respondents.

Parents of non-adult children, adult children and children who will be adult children in Wave 5 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, the parent portion of the interview took 15 minutes to complete and the youth portion took 32 minutes (35 minutes for adult children; 31 minutes for non-adult children).

Sample Disposition

Panelists were emailed survey invitations beginning on October 4, 2010. Details of the sample disposition for Wave 4 are listed below:

Wave 1 Completed Interviews

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

Wave 2 Interviews

1,588	Initial 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

Wave 3 Interviews

1,579	Initial number of potential Wave 3 respondents (Wave 1 completers who did not refuse in Wave 2)
1,159	Respondents who completed the Wave 3 survey
16	Suspended interviews (unknown qualification)
18	Suspended interviews (qualified respondent)
6	Refusals (Parents)
3	Refusals (Youth)
33	Non-qualified respondents (whose age/gender did not match those recorded in Wave 1)
336	Non-responders
8	Respondents without a valid email, phone or mail address and therefore did not receive invitations to Wave 3

Wave 4 Interviews

1,570	Initial number of potential Wave 4 respondents (Wave 1 completers who did not refuse in Wave 3)
888*	Total respondents who completed the Wave 4 survey
651	<i>Total paired interviews</i>
237	<i>Total adult child interviews</i>
63	Suspended before child qualification
19	Suspended after child qualification
6**	Refusals (Parents)
26	Non-qualified respondents (whose age/gender did not match those recorded in Wave 1)
515	Non-responders
53	Respondents without a valid email, phone or mail address and therefore did not receive invitations to Wave 4

*One respondent completed the Wave 4 survey but asked to be removed from all future waves.

**Of the 6 refusals, 4 parents contacted us by phone/email and asked to be removed from the study permanently; 2 parents answered “no” to the consent within the survey, but did not request to be removed from future waves.

As of May 2011, 1,565 respondents are eligible to complete Wave 5.

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

Weighting the Data

Data for all waves 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.

In addition, a separate Wave 4 weight variable was calculated that adjusts for respondents' propensity to participate in the study after Wave 1. The Wave 4 weight balanced the following four groups on demographics and the propensity score created to account for drop off:

1. Non-Wave 4 completers: Wave 1 only (n=229)
2. Non-Wave 4 completers: Completed 2-3 waves, but not wave 4 (n=474)
3. Wave 4 completers: Completed wave 4, but did not complete waves 2 and/or 3 (n=146)
4. Wave 4 completers: Completed all 4 waves (n=742)

The propensity score is based on the following questions from Wave 1:

- How often the parent/guardian: knows who you are with when you are not at home; yells at you; takes away your privileges (Q1710b/e/f)
- How often parents talk to you about the things you see on the games you play (Q1965)
- Spends most of online time playing video games (Q2020m04)
- Seen someone get attacked or hit on purpose (Q2300a)
- Had something stolen (Q2410a)
- Frequency been in a fight in which someone was hit (Q2550c)
- Had a drink of alcohol without parents' permission in past 12 months (Q2600a)
- Agreement with: I answered questions honestly (Q2800a)
- Has emailed (3000m01)

The data file includes two Wave 4 weight variables—one is trimmed and the other is not. The trimmed weight limits the weight to the range of 0.2 to 5 in order to reduce extreme weights. The untrimmed weight has a range of 0.10 and 6.38.

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.