



GROWING UP WITH MEDIA WAVE 5 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
Wave 5: October 25, 2011 to March 12, 2012

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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 5 survey in this longitudinal study.

Wave 5 Survey Method

Wave 5 of the longitudinal study was conducted October 25, 2011 to March 12, 2012. The online survey was completed by a total of 940 respondents who had completed the Wave 1 study. Wave 1 sample was obtained from the Harris Poll Online (HPOL) opt-in panel.

Beginning in Wave 4 and continuing in this wave of the study, a portion of the original child participants became 18 years old or older. Prior to the start of Wave 5, if it was previously determined that the child participant was 18 years old or older and was not in grades K-12, the child was contacted directly for participation in Wave 5. In the Wave 5 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 at the time of the survey as “adult children” throughout this methodology report.

The 940 Wave 5 respondents included 527 pairs of parents and their children and 413 adult children, of whom 337 were contacted directly to participate in the survey. On average, the parent portion of the interview took 14 minutes¹ to complete and the youth portion took 34 minutes² (38 minutes for adult children; 32 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, Michael Shields, Project Researcher, and Christine Krupin, Senior 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.

¹ Four respondents were not included in the calculation of the average parent length of interview (LOI) because data for these respondents were unavailable or unreliable. Individual respondent LOIs that were more than two standard deviations from the mean were also not included in the parent average LOI calculation.

² Nine respondents were not included in the calculation of the average youth length of interview (LOI) because data for these respondents were unavailable or unreliable. Individual respondent LOIs that were more than two standard deviations from the mean were also not included in the youth average LOI calculations.

METHODOLOGY

This methodology describes the panel retention and interviewing procedures used by Harris Interactive Inc., for Wave 5 of the *Growing Up with Media* study.

The survey questionnaire for Wave 5 was self-administered online by means of the Internet from October 25, 2011 to March 12, 2012. Wave 5 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 4 and Wave 5 surveys (March – October 2011). Inquiries by respondents were addressed by project staff at Harris Interactive during the interim period between surveys.

- Snail Mail #1. In March 2011, all GuwM participants who completed the Wave 4 survey were sent a thank you letter and participation certificate. All other GuwM participants were sent a letter informing them of the upcoming wave. As part of this mailing, all participants also received a prepaid envelope and contact update form to inform Harris of any address/email/phone changes.
- Snail Mail #2. In June 2011, all GuwM participants were sent a letter reminding them of the upcoming survey. As an incentive to participate, this mailing included \$2 in cash. Like Snail Mail #1, participants also received a prepaid envelope and a contact update form to inform Harris of any contact information changes.
- Other methods of providing updated contact information. Respondents were given the opportunity to inform Harris of any contact information changes via a toll-free 800# or an email address.
- Email alert. In September 2011, an email alert was sent reminding participants of the upcoming survey.

Consent

At the start of the survey, respondents were given a description of the research, which also referenced the additional survey to be conducted in Wave 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 5 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 9 standard³ reminder invitations were mailed after the initial invitation to those respondents who had not yet begun or completed the survey (i.e., non-responders and suspends).
- 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 5 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 5 response rate, respondents who had not yet completed the survey in the last month of field were sent a snail mail postcard and 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.
- Mailing. In the second 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 begun or completed the survey (i.e., non-responders and suspends).
- 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 had not yet begun or completed the survey (i.e., non-responders and suspends) after the email and snail mail reminders were sent.

³ Refers to all reminders sent prior to the \$10 bonus incentive email.

- Targeted follow-up for suspended interviews by ISK. In an effort to increase the number of completed interviews, ISK sent custom communications to suspended respondents (i.e., those who started the survey but stopped before completing) who provided their contact information in the Wave 5 PII (personally identifiable information) survey. While in field, on a weekly basis, Harris provided ISK with contact and survey status information for all respondents who completed the PII survey.
- Additional efforts. All respondents who contacted Harris because of difficulty completing the survey were offered individualized troubleshooting assistance by Harris. Additionally, all respondents who were terminated from the survey as a consequence of entering inconsistent age or gender information or suspended the survey after entering inconsistent information (but before they were terminated from the survey) 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 18 terminated respondents and 2 respondents who suspended after entering inconsistent age or gender information were converted from terminates/suspends to completed interviews.

Survey Administration

The Wave 5 survey was conducted from October 25, 2011 to March 12, 2012. Participants in the Wave 1 survey were contacted via an email invitation and asked to complete the fifth 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 5 had to be within 4-6 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 6 were asked to enter their own 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 14 minutes to complete and the youth portion took 34 minutes (38 minutes for adult children; 32 minutes for non-adult children).

Sample Disposition

Panelists were emailed survey invitations for Wave 5 beginning on October 25, 2011. Details of the sample disposition for Waves 1 - 5 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 to participate prior to Wave 4)
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)
25	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
1	Respondent removed after the end of Wave 4 due to data quality issues

Notes for Wave 4

- One respondent completed the Wave 4 survey but asked to be removed from all future waves.
- Of the 6 Refusals (Parents), 4 parents contacted Harris 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 ask to be removed from the study permanently.

Wave 5 Interviews

1,564	Initial number of potential Wave 5 respondents (Wave 1 completers who did not refuse to participate prior to Wave 5 and were not removed due to data quality issues)
940	Total respondents who completed the Wave 5 survey
527	<i>Total paired interviews</i>
413	<i>Total adult child interviews</i>
51	Suspended before child qualification
13	Suspended after child qualification
9	Refusals (Parents)
1	Refusals (Non-adult child)
4	Refusals (Adult children contacted directly)
13	Non-qualified respondents (whose age/gender did not match those recorded in Wave 1)
486	Non-responders
46	Respondents without a valid email, phone or mail address and therefore did not receive invitations to Wave 5
1	Respondent removed from panel during Wave 5 due to suspected fraudulent behavior

Notes for Wave 5

- Of the 9 Refusals (Parents), 4 parents contacted Harris by phone/email and asked to be removed from the study permanently and 5 parents contacted Harris by phone/email and said they did not want to participate in Wave 5, but did not ask to be removed from the study permanently.
- The 1 Refusal (Non-adult child) answered “no” to the assent within the survey, but did not ask to be removed from the study permanently.
- Of the 4 Refusals (Adult children contacted directly), 2 adult children contacted Harris by phone/email and asked to be removed from the study permanently and 2 adult children contacted Harris by phone/email and said they did not want to participate in Wave 5, but did not ask to be removed from the study permanently.

As of May 2012, 1,557 respondents are eligible to complete Wave 6.

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, the current weight adjusts for respondents' propensity to participate in the study after Wave 1. The weight (calculated at the time of Wave 4) balanced the following four groups on demographics and the propensity score created to account for varying levels of participation across waves:

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 drop-out 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 (Q3000m01)

It was determined that the weight originally calculated for Wave 4 would be used again for Wave 5 for two reasons: the high degree of overlap in the Wave 4 and Wave 5 participation patterns across all the waves of the study, and because this weight applied to the Wave 5 results produced a sample that is similar demographically and behaviorally to Wave 1 – the goal of the weighting plan. Specifically, a large proportion of Wave 4 responders also completed Wave 5 (81%; 764 out of 940) and an additional 150 Wave 5 respondents, who did not complete Wave 4, did complete Waves 2 and/or 3 (for a total of 97% of Wave 5 responders), which was accounted for in the weight originally calculated for Wave 4. Further, with the Wave 4 weight applied to Wave 5 respondents, Wave 5 respondents have a similar profile to the total weighted Wave 1 respondents on demographics and the types of behaviors and attitudes that likely differentiate repeat versus non-repeat respondents. Therefore, it was determined that this weight should be applied to Wave 5 analyses.

Note: There are two weight variables that can be applied to the Wave 5 analyses included in the data file—one is trimmed and the other is not. The trimmed weight (variable “w4_weight_trimmed”) limits the weight to the range of 0.2 to 5 in order to reduce extreme weights. The untrimmed weight (variable “w4_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.