



GROWING UP WITH MEDIA WAVE 6 METHODOLOGY REPORT

Conducted for:

Center for Innovative Public Health Research (CiPHR)
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
Wave 6: November 19, 2012 to April 11, 2013

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INTRODUCTION

Survey Description and Study Aims

Harris Interactive Inc. is conducting the *Growing Up With Media* study on behalf of the Center for Innovative Public Health Research (CiPHR) 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 was 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 6 survey in this longitudinal study.

Wave 6 Survey Method

Wave 6 of the longitudinal study was conducted November 19, 2012 to April 11, 2013. The online survey was completed by a total of 971 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 6, 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 6. In the Wave 6 survey, if a parent was contacted and indicated that their child was 18 years old or older and was not in grades K-12 and the parent had completed their portion of the survey in Wave 4 or Wave 5, the parent was thanked for their participation and asked to have their child complete the survey. However, if a parent was contacted and indicated that their child was 18 years old or older and not in grades K-12, but the parent had not completed the survey in Wave 4 or Wave 5, both the parent and the child were asked to 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 971 Wave 6 respondents included 371 pairs of parents and their non-adult children, 49 pairs of parents and their adult children (who had not completed the Wave 4 or Wave 5 surveys) and 551 adult children (28 who completed the survey as a referral through their parent and 523 who were contacted directly to participate in the survey). On average, the parent portion of the interview took 8 minutes¹ to complete and the youth portion took 37 minutes² (38 minutes for adult children; 35 minutes for non-adult children).

Project Responsibility and Acknowledgments

The Harris team responsible for the survey included Dana Markow, Ph.D., Vice-President, Solutions Consultant, Aimee Vella Ripley, Senior Research Manager and Negra Tutundzic, Project Researcher. The Center for Innovative Public Health Research (CiPHR) 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 Individual respondent LOIs that were more than two standard deviations from the mean were not included in the parent average LOI calculation (n=27).

² Individual respondent LOIs that were more than two standard deviations from the mean were not included in the youth average LOI calculations (n=26).

METHODOLOGY

This methodology describes the panel retention and interviewing procedures used by Harris Interactive Inc., for Wave 6 of the *Growing Up With Media* study.

The survey questionnaire for Wave 6 was self-administered online by means of the Internet from November 19, 2012 to April 11, 2013. Wave 6 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 5 and Wave 6 surveys (April 2011 – October 2012). Inquiries by respondents were addressed by project staff at Harris Interactive during the interim period between surveys.

- Snail Mail #1. In April 2012, all GuwM participants who completed the Wave 5 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 July 2012, 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 October 2012, 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 as well as the incentive amount for completing the Wave 6 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.

Additionally, when respondents were asked to provide their contact information in the Wave 6 PII (personally identifiable information) survey, they were notified that by doing so, they were agreeing that their contact information could be used:

- By Harris Interactive to address their letter with their check and their child’s gift certificate,
- By Harris Interactive and CiPHR for the purposes of the survey (e.g., to send reminders or helpful information about how to finish the study if they didn’t finish it) and,
- To contact the respondent for this project or future surveys, by CiPHR or a company engaged by them.

Control of the Sample and Incentives

To maintain the reliability and integrity of the sample, the following procedures were used for the Wave 6 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 \$30 cash incentive and children a \$35 Target gift card for completing the Wave 6 survey. Adult children were offered a choice of a \$35 Target gift card or a \$35 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 6 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.

³ Excludes the \$10 bonus incentive emails and a “speedy response” incentive email sent directly to adult children.

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- HIstakesSM. To increase the number of respondents in the survey and to improve overall response rates, parents and adult children who were contacted directly and completed the survey were entered in the monthly HIstakes sweepstakes drawing.
 - Mailing. In the second month of field, a snail mail 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, who had not yet begun or completed the survey (i.e., non-responders and suspends), or those respondents whom had actively unsubscribed from receiving any Harris Interactive email survey invites.
 - 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.
 - Targeted follow-up for suspended interviews by CiPHR. In an effort to increase the number of completed interviews, CiPHR 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 6 PII (personally identifiable information) survey. While in field, on a weekly basis, Harris provided CiPHR 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 the Harris Interactive team. 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, up to 8 additional attempts were made to contact the respondent via phone and/or email.

Survey Administration

The Wave 6 survey was conducted from November 19, 2012 to April 11, 2013. Participants in the Wave 1 survey were contacted via an email invitation and asked to complete the sixth 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 6 had to be within 5-7 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, parents of adult children where the parent did not complete the Wave 4 or Wave 5 survey, adult children and children who will be adult children in the coming year 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 8 minutes⁴ to complete and the youth portion took 37 minutes⁵ (38 minutes for adult children; 35 minutes for non-adult children).

⁴ Individual respondent LOIs that were more than two standard deviations from the mean were not included in the parent average LOI calculation (n=27).

⁵ Individual respondent LOIs that were more than two standard deviations from the mean were not included in the youth average LOI calculations (n=26).

Sample Disposition

Panelists were emailed survey invitations for Wave 6 beginning on November 19, 2012. Detailed information on the Growing Up with Media panel size and sample disposition for Wave 6 is listed below.

GROWING UP WITH MEDIA: PANEL SIZE	
Panel size at Wave 1	1,591
Respondents removed at end of W1 due to data quality issues	3
Respondent removed at end of W4 due to data quality issues	1
Respondent removed at end of W5 due to suspected fraudulent behavior	1
Respondents requested to be removed from study prior to Wave 6	33
Sample size at start of Wave 6	1,553

SAMPLE DISPOSITION	
Completes: Total	971
Parent and non- adult child paired interview Total (Q888/1)	371
Adult child interviews Total	600
Referral through parent survey –parent and adult child paired interview (Q888/2 and Q6005/1)	49
Referral through parent survey – adult child interview only (Q888/2 and Q6005/2)	28
Survey emailed directly to adult child (Q888/3)	523
Suspends (Parent/Adult child categories based on sample type): Total	63
Parent Total	28
Suspended before child age/gender consistency check question (before Q3185)	27
Suspended in parent section	27+
Suspended in youth section	0
Suspended after child age/gender consistency check question (at or after Q3185)	1
Suspended in parent section	0
Suspended in youth section	1
Adult child Total	35
Suspended before age/gender consistency check question (before Q5055)	15
Suspended after age/gender consistency check question (at or after Q5055)	20++
Non-qualified Respondents: Total	11
Parent (terminated at Q6050/1-3)	6
Non-adult child (terminated at Q3195/1-2)	0
Adult child (terminated at Q5075/1-3)	5
Refusals: Decline to give consent/assent in survey: Total	3
Parent (Q1000/2)	1
Non-adult child (Q1500/2)	1
Adult child (Q5100/2)	1

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SAMPLE DISPOSITION (continued)	
Non-responders: Total (see table below for additional information on status of contact information among non-responders)	505
Have <u>no</u> valid or available contact information for all forms of contact	20
Have <u>some</u> valid (or validity unknown) forms of contact information	316
Have <u>all</u> valid (or validity unknown) forms of contact information	169†††
TOTAL	1,553

Notes on Wave 6 sample disposition table:

† Four of the 27 parent sample type suspends also contacted a researcher and asked to be removed from Wave 6 and all future waves.

†† One adult child of the 20 suspends also contacted a researcher and asked to be removed from Wave 6 and all future waves.

††† Among the 169 non-responders with valid/available forms of contact information, four respondents contacted a researcher and asked to be removed from Wave 6 and all future waves. Of these four respondents, 3 were parent sample type respondents and one was an adult child.

CONTACT INFORMATION STATUS AMONG NON-RESPONDERS	
Email Address Information	
Total non-responders	505
Email Address Information During Entire Field Period (Cumulative)	
No valid or available email address during entire field period	89
Valid email address or validity unknown at some point during field period	416
Email Address Information at <u>First Survey Invite Mailing</u>	
No valid or available email address	95
Valid email address or validity unknown	410
Email Address Information From <u>Second to Last Survey Invite Mailing</u>	
No valid or available email address during entire period from second to last survey invite mailing	129
Valid email address or validity unknown at some point during second to last survey invite mailing	376
Mailing Address Information	
Total non-responders	505
No valid or available mailing address	144
Valid mailing address or validity unknown	361
Phone Number Information	
Total non-responders	505
No valid or available phone number	274
Valid phone number or validity unknown	231

PANEL SIZE AT END OF WAVE 6	
Panel size at Wave 1	1,591
Respondents removed at end of W1 due to data quality issues	3
Respondent removed at end of W4 due to data quality issues	1
Respondent removed at end of W5 due to suspected fraudulent behavior	1
Respondents requested to be removed from study prior to Wave 6	33
Respondents requested to be removed from study during Wave 6	9
Sample size at end of Wave 6	1,544

The following tables provide details of the sample disposition for Waves 1 – 5. Information provided in these tables corresponds to the information provided in the respondent-level longitudinal disposition file (GuwM_Longitudinal Dispo W1 to W6_detailed report.xlsx). During the process of preparing the longitudinal disposition file, some instances of misclassification of respondents in reports on previous waves were identified. Changes from earlier reports are footnoted 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
17	Suspended interviews (unknown qualification) ⁶
32	Suspended interviews (qualified respondent) ⁷
8	Refusals (Parents) ⁸
23	Non-qualified respondents (whose age/gender did not match those recorded in Wave 1) ⁹
300	Non-responders ¹⁰
2	Respondents without a valid email, phone or mail address and therefore did not receive invitations to Wave 2

⁶ Previously reported as 26.

⁷ Previously reported as 34.

⁸ Previously reported as 9.

⁹ Previously reported as 24.

¹⁰ Previously reported as 287.

Wave 3 Interviews

1,580	Initial number of potential Wave 3 respondents (Wave 1 completers who did not refuse in Wave 2) ¹¹
1,159	Respondents who completed the Wave 3 survey
10	Suspended interviews (unknown qualification) ¹²
17	Suspended interviews (qualified respondent) ¹³
6	Refusals (Parents)
3	Refusals (Youth)
32	Non-qualified respondents (whose age/gender did not match those recorded in Wave 1) ¹⁴
345	Non-responders ¹⁵
8	Respondents without a valid email, phone or mail address and therefore did not receive invitations to Wave 3

Note about Wave 3 refusals and panel activity between Waves 3 and 4:

- The total number of refusals prior to the start of Wave 4 field was 10: the 9 refusals noted in the Wave 3 table plus one parent-child pair that completed the survey in Wave 3 who subsequently contacted researchers and asked to be removed from the study in future waves. However, the total number of refusals removed from the sample prior to the start of Wave 4 field was 9. One of the 9 in-survey refusals was inadvertently included in the Wave 4 sample (their Wave 4 disposition became a “suspend before child qualification”).

¹¹ Previously reported as 1,579.

¹² Previously reported as 16.

¹³ Previously reported as 18.

¹⁴ Previously reported as 33.

¹⁵ Previously reported as 336.

Wave 4 Interviews

1,571	Initial number of potential Wave 4 respondents (Wave 1 completers who did not refuse to participate prior to Wave 4) ¹⁶
888	Total respondents who completed the Wave 4 survey
651	<i>Total paired interviews</i>
237	<i>Total adult child interviews</i>
64	Suspended before child qualification ¹⁷
19	Suspended after child qualification
4	Refusals (Parents) ¹⁸
25	Non-qualified respondents (whose age/gender did not match those recorded in Wave 1)
517	Non-responders ¹⁹
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

Note about Wave 4 refusals and panel activity between Waves 4 and 5:

- Of the 4 Refusals (Parents) noted in the table above, 2 parents contacted Harris by phone/email and asked to be removed from the study permanently and 2 parents answered “no” to the consent within the survey but did not ask to be removed from the study permanently.
- A total of 5 panelists asked to be removed from the study permanently prior to the start of Wave 5 field: the 2 panelists noted as refusals in the Wave 4 table who asked to be removed from the study permanently and an additional 3 panelists who contacted researchers between Waves 4 and 5 and asked to be removed from the study in future waves: one who completed the survey (included in the “Total paired interviews” category in the Wave 4 table), one who is classified in the “Non-qualified respondents” category in the Wave 4 table, and one who is classified in the “Suspended before child qualification” category in the Wave 4 table.

¹⁶ Previously reported as 1570.

¹⁷ Previously reported as 63.

¹⁸ Previously reported as 6.

¹⁹ Previously reported as 515.

Wave 5 Interviews

1,565	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) ²⁰
939	Total respondents who completed the Wave 5 survey ²¹
527	<i>Total paired interviews</i>
412	<i>Total adult child interviews²²</i>
48	Suspended before child qualification ²³
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)
491	Non-responders ²⁴
46	Respondents without a valid email, phone or mail address and therefore did not receive
1	Respondent removed from panel during Wave 5 due to suspected fraudulent behavior

Note about Wave 5 refusals and panel activity between Waves 5 and 6:

- 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.

²⁰ Previously reported as 1,564

²¹ Previously reported as 940. Updated to reflect number in Wave 5 final datafile.

²² Previously reported as 413. Updated to reflect number in Wave 5 final datafile.

²³ Previously reported as 51.

²⁴ Previously reported as 486.

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- A total of 11 panelists asked to be removed from the study permanently prior to the start of Wave 6 field is: the six panelists noted as refusals above and an additional 5 panelists who contacted researchers between Waves 5 and 6 and asked to be removed from the study in future waves: three who completed the Wave 5 survey and two who suspended during the Wave 5 survey.

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. In addition, the current weight adjusts for respondents' propensity to participate in the study after Wave 1.

The calculation of the weight at the conclusion of Wave 6, consisted of a multi-step process. First, the Growing Up With Media panelists (n=1,586) were sorted into five groups, defined by their participation across the six waves of the study:

1. Completed Wave 1 only (n=183)
2. Completed all six waves (n=600)
3. Completed five waves (Wave 1 and four other waves) (n=246)
4. Completed multiple waves, all within Waves 1 – 3 (i.e. Wave 1 + Wave 2 + Wave 3; or Wave 1 + Wave 2, or Wave 1 + Wave 3) (n=259)
5. Other participation pattern (completed four waves or completed two or three waves with at least one during Waves 4 – 6) (n=298)

The weighting algorithm balanced these five groups on three sets of variables:

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1. Demographic variables (age, gender, race/ethnicity, region, education, household income and age/gender of child who took the survey);
 2. A propensity score (calculated 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); and
 3. Responses to a set of questions from Wave 1 (listed below) related to engagement in risky behaviors that may contribute to the pattern of participation.
 - How often the parent/guardian: knows where you are and who you are with when you are not at home (Q1710a/b)
 - In the past 12 months how many times have you banged up or damaged something that did not belong to you (Q2530/a)
 - Seen someone get attacked or hit on purpose; someone steal something from a home, a store, a car, or anywhere else; been in a place in real life where you could see people being shot, bombs going off, street riots (Q2300a/c/d)
 - Had something stolen (Q2410a)
 - Frequency been in a fight in which someone was hit (Q2550c)
 - Agreement with: I answered questions honestly (Q2800a)
 - Has emailed (Q3000m01)
 - How many of your close friends have been arrested or done things that could get them in trouble with the police (Q2593)

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.