



## Media Use & News Avoidance

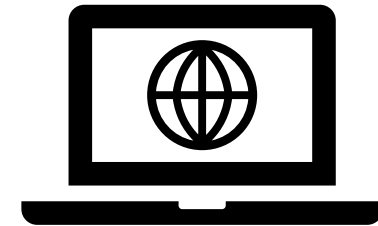
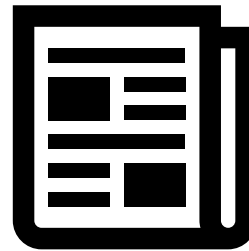
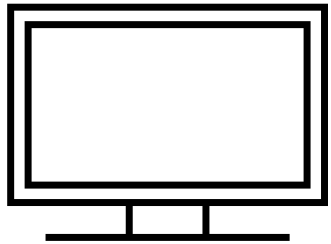
Media Use, Course A  
Summer Term 26  
Dr. Isabella Gonçalves

# AGENDA

1. **Group Discussion: Challenges in Media Use Research**
2. (commercial) audience research
  - a) Allensbach's market and advertising media analysis (AWA)
  - b) Study series: Media und ihr Publikum
  - c) Media-Analyse: Group Activity
3. Open questions

# GROUP DISCUSSION

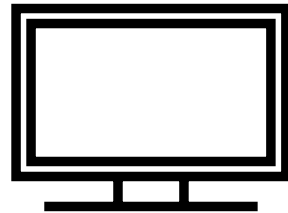
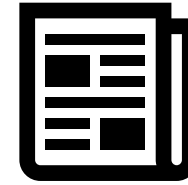
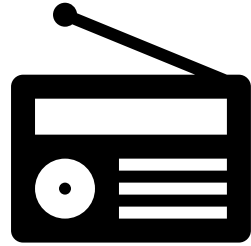
- You are commissioned to survey the television/radio/newspaper/internet usage of the German population as representatively and as accurately as possible. How would you proceed? What challenges do you face? Think, for example, of...  
media convergence, sampling, survey options...



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# COMPLETE THE PADDLE IN GROUPS



- You have 10 Minutes

# ALLENSBACHER MARKT- UND WERBETRÄGERANALYSE (AWA)

- since 1959
- Population: „German-speaking population aged 14 and over in private households at the place of main residence in the Federal Republic of Germany“
- Sample: quota sample
- Sample size: approx. 23,000 per year in two waves
- Mode: face to face
- Single-source survey

<https://www.ifd-allensbach.de/awa>

# QUOTA SAMPLING

## Advantages

Allows a small sample to still be representative of the population

No sampling frame required

Quick, easy, and inexpensive

Allows for easy comparison between different groups within a population

## Disadvantages

Non-random sampling can introduce bias

Population must be divided into groups, which can be costly or inaccurate

Increasing scope of study increases number of groups, which adds time and expense

Non-responses are not recorded as such

<https://www.ifd-allensbach.de/awa>

# Contents

Socio-demographics, typologies

Politics, society

Occupation

Personality, values, family, social circle

## Product Market

Sports, leisure time

Culture, books, languages

Vacation and travels

Finances, insurances

Housing, gardens, animals

Food and drinks

Health and well-being

Fashion, hygiene, cosmetics

Motor vehicles

Entertainment media & photography

Computers, telecommunication, internet

Types of consumption behaviors and types of buyers

Interests

tv-genres, types of music

Information searching behavior, media use, advertising

- media use (print, TV, radio, internet, movie theaters)
  - focus on print → ~ 300 print media
  - additionally: special interests

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# OVERVIEW

- Series of studies (ARD & ZDF)
- New concept in 2017 due to evolving media consumption patterns
- Merger of the two "flagship studies,, *Langzeitstudie Massenkommunikation* and *ARD/ZDF-Onlinestudie*
- Modular structure → multi-source approach, data fusion of different sources

## Core

**Media Communication  
Trends  
(Annual)**

## Modules

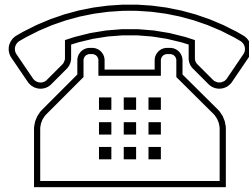
**ARD/ZDF Online Study  
(Annual)**

**Long-term Mass  
Communication Study  
(Every 5 years)**

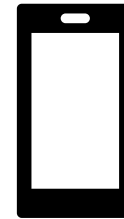
**Specific Topics  
(Irregular)**

# SAMPLING STRATEGY

- **Dual-Frame Sampling:** Respondents are selected from each frame, typically in equal proportions.



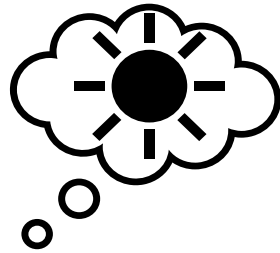
Fixed-line telephone sample



Mobile Telephone Sample

- **Main Advantage:** Traditional fixed-line-only surveys often fail to represent younger, mobile-only groups

# SURVEY CONTENT



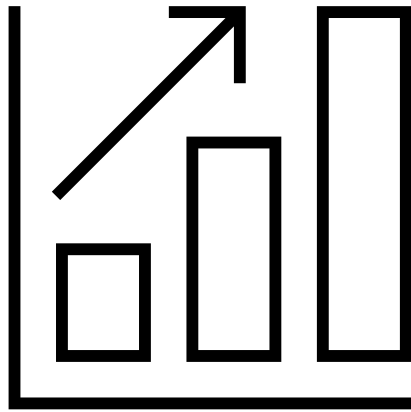
Day-after-recall method



15-minute intervals

- Respondents are asked about media activities (e.g., watching TV, listening to radio, reading articles) and other daily tasks or activities (e.g., commuting, working, leisure).
- Media use is not surveyed "classically" on the basis of media types (TV, radio, Internet, etc.), but according to the "perception dimensions of seeing, hearing, reading

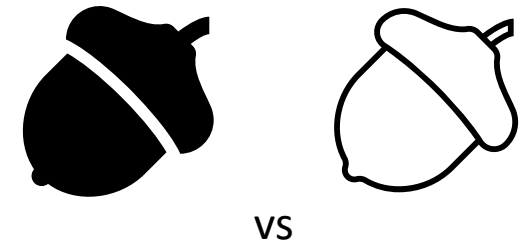
# ADVANTAGES OF THIS APPROACH



Improved Accuracy



Detailed Insights



Consistency and  
Comparability

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# MEDIA ANALYSIS - AGMA



**ma Tageszeitungen**  
Reichweiten der Tageszeitungen in Deutschland  
[MEHR](#)



**Fernsehen**  
Fernsehzuschauerforschung mit Daten der AGF/ GfK  
[MEHR](#)



**ma Pressemedien**  
Reichweiten der Publikumszeitschriften in Deutschland  
[MEHR](#)



**ma Radio**  
Reichweiten der Radiosender in Deutschland  
[MEHR](#)



**ma Internet**  
Reichweitenerhebung für digitale Werbeflächen  
[MEHR](#)



# GROUP ACTIVITY - AGMA

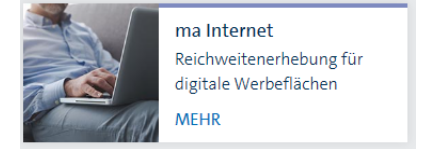
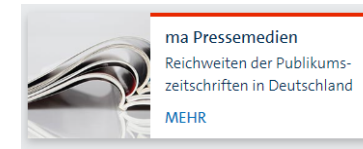
AGMA examines media use in Germany considering multiple media types. In the previous sections, I have provided an overview of the studies of AWA and Study Series (ARD & ZDF).

Now it is your turn!

In groups, complete one of the following categories: Television, Print news media, Press media, Internet, Radio.

In case you do not understand German, I recommend you to use the automatic translator.

- You have 20 Minutes



AGMA Website:

Padlet:





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# NEXT CLASS: ROLE PLAY ACTIVITY

## 12.05 - Role Play Activity (Prior Preparation Needed!) ✎



### Prior to Class

1. Research on AWA [\[link\]](#), agma [\[link\]](#), and AGF [\[link\]](#) studies.

#### Class Agenda

##### Research Teams (3 groups × 6 students = 18)

Each group represents one study:

- AWA
- agma
- AGF

##### Policy Makers (9 students)

Divided into panels:

- Panel 1 – Method Experts (3 students)
- Panel 2 – Impact Experts (3 students)
- Panel 3 – Feasibility Experts (3 students)

The scenario of our Role Play Activity is the following:

- The policy makers has limited funds to invest in research.
- Each research team (the groups assigned to AWA, agma, and AGF) must pitch their study, convincing the policy makers that their study has the most value for public policy or societal impact.
- The policy makers will evaluate the pitches and allocate funding to one group at the end. Their role is to know the flaws of each of the studies, and make critical questions to the Research Teams.

For a detailed overview of the activity, please check the document [Role Play Overview](#).



Role Play Overview ✎

