

# CLARIAH-PLUS

## WP5 Deliverable

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### Requirement analysis Media Suite for digitized viewing and listening rates reports

**Deliverable author:** Jasper Keijzer, Utrecht University

**Deliverable editor:** Jasmijn Van Gorp, Utrecht University

**Deliverable supervisors:** Jasmijn Van Gorp, Roeland Ordelman

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*CLARIAH WP5 is part of CLARIAH-PLUS (Common Lab Research Infrastructure for the Arts and Humanities)*

# Background of this report

In requirement analysis reports, users report on the user needs they come across while doing research with a specific part of the CLARIAH Media Suite, based on a specific research question and one or more specific datasets. The user reports about user stories for existing and new functionalities.

To set up this report, we made use of the Digitized Viewing and Listening reports as made accessible via the CLARIAH Media Suite.

In the **main part** of this **report** all user stories are described in detail. The report also consists of two appendices. The **first appendix** consists of a user story summary matrix that is created based on the guidelines written by the WP5 team in 2016.<sup>1</sup> Based on the spreadsheet, developers can enter user stories in ZenHub. The **second appendix** consists of tooltips for the viewing and listening rates collection.

Note on the history of this report: This report is first submitted in March 2021 and used by the developers to improve the Media Suite. Following a new round of research with the collection, the report has been updated in February 2023. The user stories that have been implemented in the Media Suite between March 2021 and February 2023 can still be consulted in Appendix 1.

## Information about the use case

As a case in point, this research takes the public service television history, and specifically its audiences and programming, during the Dutch Oil crisis of 1973. Through an empirical analysis of digitized viewing rates, programming schedules, and policy documents, we will reconstruct the relation between television programming and viewing behaviour during a time of perceived crisis. Specific attention will be given to viewing and programming during the so-called “Car-free Sundays”, a restriction imposed by the Dutch Government to deal with the scarcity of oil after multiple Arabic countries boycotted the oil trade. For ten historic sundays, the Dutch government banned travel by automotive vehicles of any kind, forcing modern society to a grinding halt, and supposedly creating a ‘captive’ television audience. The research aims to show changing patterns in viewing behaviour during a unique moment in Dutch television history.

For the outcome of the research, see

<https://mediasuite.clariah.nl/learn/example-projects/teaching-with-nisvs-collection-of-viewer-and-listeners-rates>

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<sup>1</sup> See for a brief description of these ‘User Story’ guidelines: Van Gorp, J., Melgar Estrada, L. and Noordegraaf, J., 2021. Involving Users in Infrastructure Development: Methodological Reflections From the Research Pilot Projects Using the CLARIAH Media Suite. *TMG Journal for Media History*, 24(1-2), p.1 - 10. DOI: <https://doi.org/10.18146/tmg.809>

## Short summary of the findings

The main focus points to increase the ease-of-use for the viewing and listening rates collection are *searchability* and *navigability*. Within the search tool it should be evident that searches are different from other collections. The reports primarily feature numbers, and the odd text is barely readable which makes it difficult to generate OCR. Searches are therefore not based on text, but on date range (every search within this project had an empty search bar). Both the pre-query and post-query filter options should be geared more towards this type of search.

Navigating the contents of reports in the resource viewer should be more intuitive. It is cumbersome to figure out the logic of page-date ratio. Finding a specific date in a 250 page report should not result in flipping through the pages. Navigating between reports can be improved by giving an option to move ahead or back chronologically without leaving the resource viewer. Also, the metadata of viewing and listening reports should contain information about the methodology used for the collection of the data.

## User story overview

User Story ID	Media Suite component	Functionality category
<a href="#">User Story 1</a>	Search Tool View	Searching support
<a href="#">User Story 2</a>	Search Tool View	Searching support
<a href="#">User Story 3</a>	Search Tool View	Searching support
<a href="#">User Story 4</a>	Resource Viewer	Searching support
<a href="#">User Story 5</a>	Resource Viewer	Searching support
<a href="#">User Story 6</a>	Resource Viewer	Annotations
<a href="#">User Story 7</a>	Workspace	Annotations
<a href="#">User Story 8</a>	Collection	(Meta)Data requirements

## User Story details and description

User Story 1:	Search Tool View
In the search view the facets for Reclame, Luistercijfers and Kijkcijfers are represented by their first letter: R, L, K. This should be the entire word to avoid confusion.	

User Story 2:	Search Tool View
<p>The search tool for searching ratings doesn't give the option to filter your query on viewing, listening or commercial ratings before committing to the search. It would be great if this was added as an a priori filter as well.</p>	
User Story 3:	Search Tool View
<p>In the search view currently there is an option to save the query, but not to view or revisit your already saved queries. It would be great to add this button to access the saved queries within the user project without leaving the search view. In the top right corner there is a button to save the query. I want a button next to that with 'saved queries'.</p>	
User Story 4:	Resource Viewer
<p>The ratings reports, especially the yearly ones, tend to be long. The yearly viewing ratings report of 1973 consists of 252 pages, for instance. It is quite cumbersome to go through all the pages when you are looking for a specific date. But there is a certain structure to these reports, this is the case for weekly as well as yearly reports. The weekly reports start with an information page, then the programming schedule from sunday to monday which is repeated 3 times for different categories. If you are looking for a rating on Thursday, this is always page 6, 9 and 12. The yearly reports als have an information page. Then it's a Sunday to Monday schedule, in reverse chronological order, without repeating categories. Therefore page 97 is always connected to the ratings Thursday week 25. Perhaps an automated tool can utilize this structure. There could be a second drop down menu next to the one for pages of the report, based on days or week number within the report.</p>	
User Story 5:	Resource Viewer
<p>In the resource viewer it would be great if there was a button that connects to the next report in chronological order. So you can go from the listening rating of 1973 week 41 to week 42 without having to return to the search view.</p>	
User Story 6:	Resource Viewer
<p>When bookmarking an item from the resource viewer the 'Bookmark' button does not show a change afterwards. The button itself does not indicate that the resource was bookmarked. If the researcher wants to verify if an item is bookmarked when returning to the resource viewer at a later stage, the researcher has to open the bookmark tab and find the correct user project and the correct bookmarkgroup to verify the item was bookmarked.</p>	

Solution 1: the bookmark button in the resource viewer will change after the item is bookmarked to signify this action, while retaining the possibility for further bookmarks. A slight colour change of the button in combination with the word: 'bookmarked', for instance  
Solution 2: The bookmark window which pops up after clicking the 'bookmark' button could show the previous bookmarks of the resource, including user project and bookmarkgroup. This will verify that the resource was already bookmarked.

User Story 7:

Workspace

The sorting options for bookmarks and bookmark groups within the workspace are not functioning as expected. Sorting the bookmarks by newest object first or oldest object first, which is relevant for historical research projects, does not result in a chronological order of bookmarks by date notation.

User Story 8:

(Meta)Data requirements

Because of the process of archivization and the subsequent digitization, a collection of bundled weekly viewing rate reports are incorrectly portrayed in the Media Suite as "yearly reports". These were not "yearly reports" but "weekly reports" that were sent on a week to week basis to public broadcasters.

Solution 1 (pragmatic solution): we suggest to add a tooltip that explains this and warns the users that they are looking at "Weekly reports for broadcasters". This document with tooltips can be found in Appendix 2.

Solution 2 (more time-consuming): The yearly reports should be cut up in separate weeks with separate searchable items. The metadata for these items, and the weekly viewing rate reports that are currently signified as such, should contain which target audience they were made for. The current weekly reports were produced for commercial interests (rename suggestion: weekly commercial reports). The current yearly reports were actually weekly reports produced for public broadcasters (rename suggestion: weekly reports for broadcasters).

# Appendix 1: User story summary matrix

This user story template is based on internal guidelines created by the WP5 Team (i.c. Liliana Melgar, Jaap Blom, Marijn Koolen and Eva Baaren) in 2016. A brief description of the guidelines for User Stories can be found in the following open access publication: Van Gorp, J., Melgar Estrada, L. and Noordegraaf, J., 2021. Involving Users in Infrastructure Development: Methodological Reflections From the Research Pilot Projects Using the CLARIAH Media Suite. *TMG Journal for Media History*, 24(1-2), p.1 - 10. DOI: <https://doi.org/10.18146/tmg.809>

							As a <role>	in <domain>	I would like to have <functionality>	in order to <user need>	during <stage>					
User story ID first report (2021)	User story ID second report (2023)	Type of user story	Dataset	Tool	Functionality category	Is this an existing functionality or a new requirement? (after 2016)	For whom? (use group)	For which discipline? Type of use case (if applicable)	Functionality (brief description)	Purpose of functionality (brief description)	Possible research stage to which the functionality applies (e.g. exploration, publication)	Source of user story	Entered by	Date of last update	COMMENTS	PRIORITIZATION (as determined by project leader) (MoSCoW: must have, should have, could have, won't have)
Story 1		Media Suite	Viewing/Listening Rates	Search	Searching support	New requirement	As a researcher	ALL	I want to know the week and day number of historical dates	So I can find the correct search query	ALL	Other	Jasper Keijzer	12-01-2021	Yes	
Story 2		Media Suite	Viewing/Listening Rates	Search	Searching support	New requirement	As a researcher	ALL	I want to add a year facet to filter the search results based on year	So I can find the relevant ratings data more adequately	ALL	Other	Jasper Keijzer	12-01-2021	Yes	
Story 3	Story 1	Media Suite	Viewing/Listening Rates	Search	Searching support	Existing functionality	As a researcher	ALL	I want to rename the ratings facets from letters to full words (reclamecijfers, luistercijfers, kijkcijfers)	So I can judge the applicability more adequately	ALL	Other	Jasper Keijzer	12-01-2021	Yes	

Story 4	Story 2	Media Suite	Viewing/Listening Rates	Search	Searching support	New requirement	As a researcher	ALL	I want to add search filters for viewing, listening or commercial ratings before searching	So I can judge the amount of search results	ALL	Other	Jasper Keijzer	12-01-2021	Yes	
Story 5	Story 3	Media Suite	Viewing/Listening Rates	Search	Searching support	New requirement	As a researcher	ALL	I want to access the saved queries from the search tool	So I can compare the results of saved queries	ALL	Other	Jasper Keijzer	12-01-2021	Yes	
Story 6		Media Suite	Viewing/Listening Rates	Search	Searching support	Existing functionality	As a researcher	ALL	I want to inspect the information under the date range info button	So I can judge the function	ALL	Other	Jasper Keijzer	10-03-2021	Yes	
Story 7		Media Suite	Viewing/Listening Rates	Search	Searching support	Existing functionality	As a researcher	ALL	I want to have additional information about the influence of facets on search results	So I can judge the usefulness of the function	ALL	Other	Jasper Keijzer	10-03-2021	Yes	
Story 8	Story 4	Media Suite	Viewing/Listening Rates	Resource viewer	Searching support	New requirement	As a researcher	ALL	I want to access the ratings information on a day by day report	So I can distinguish between broadcastdays in the week	ALL	Other	Jasper Keijzer	12-01-2021	Yes	
Story 9	Story 5	Media Suite	Viewing/Listening Rates	Resource viewer	Searching support	New requirement	As a researcher	ALL	I want to navigate weekreports of the same year in the resource viewer	So I can jump a week ahead without entering a new search	ALL	Other	Jasper Keijzer	12-01-2021	Yes	
Story 10		Media Suite	Viewing/Listening Rates	Resource viewer	Metadata requirements	New requirement	As a researcher	ALL	I want more metadata specifically about ratings and their collection and methodology.	So I can judge the meaning of the numerical ratings	ALL	Other	Jasper Keijzer	12-01-2021	Yes	

Story 11		Media Suite	Viewing/Listening Rates	Resource viewer	Metadata requirements	Existing functionality	As a researcher	ALL	I want to inspect the metadata of the resource in the resource viewer window	So I can adequately judge the content	ALL	Existing functionality	Jasper Keijzer	12-01-2021	Yes	
Story 12	Story 6	Media Suite	Viewing/Listening Rates	Resource viewer	Annotations	New requirement	As a researcher	ALL	I want visual confirmation that an item has been bookmarked previously	So I can forego searching for the bookmark	ALL	Other	Jasper Keijzer	12-01-2021	Yes	
Story 13		Media Suite	Viewing/Listening Rates	Resource viewer	Annotations	Existing functionality	As a researcher	ALL	I want to retain previous bookmarks when adding a bookmark group	So I can return to intact bookmark groups	ALL	Existing functionality	Jasper Keijzer	12-01-2021	Yes	
Story 14		Media Suite	Viewing/Listening Rates	Resource viewer	Searching support	Existing functionality	As a researcher	ALL	I want to inspect the information under the My Segments info button	So I can judge the function	ALL	Existing functionality	Jasper Keijzer	12-01-2021	Yes	
Story 15		Media Suite	Viewing/Listening Rates	Resource viewer	User Management	Existing functionality	As a researcher	ALL	I want to stay logged on while watching a video	So I can bookmark and annotate without logging in	ALL	Other	Jasper Keijzer	12-01-2021	Yes	
Story 16	Story 7	Media Suite	Workspace/User Project	no	Annotations	Existing functionality	As a researcher	ALL	I want to sort bookmarks and bookmark groups by chronology of date	So I can have a time based overview and choose bookmarks based on chronology	ALL	Other	Jasper Keijzer	10-03-2021	Yes	
Story 17	Story 8	Media Suite	Viewing/Listening Rates	Search	Metadata requirements	New requirement	As a researcher	ALL	I want to view the collection in its original context	So I can properly judge the merit and meaning of the items	ALL	Other	Jasper Keijzer	05-04-2021	Yes	



## Appendix 2: Tooltips Viewing and Listening Rates Collection (in Dutch)

<b>Tekst invoegen bij informatiebuttons facets</b>
<b>Rapport categorie i:</b> Het aanvinken van een of meerdere onderstaande categorieën filtert de zoekresultaten op K – Kijkcijfers, L – Luistercijfers en R – Reclamecijfers.
<i>i' text:</i> <i>K stands for viewing rates, L stands for listening rates and R stands for commercial viewing rates.</i>
<b>Weeknummer i:</b> Het aanvinken van een of meerdere onderstaande categorieën filtert de zoekresultaten op de aanwezigheid van weeknummers in de metadata. De gebundelde jaarrapporten vallen onder de categorie 'empty field'. Let op: filteren op weeknummer betekent dat enkel de kijkcijferrapporten die verzonden zijn aan de bond van adverteerders worden meegenomen. Om de kijkcijferrapporten verzonden aan de publieke omroep te vinden kan je het beste filteren op een periode van een jaar.
<i>i' text:</i> <i>This filters the results based on the number of the week (01-52). Please note that this will exclude all viewing reports that have an unknown week number.</i>
<b>Rapportage eenheid i:</b> Het aanvinken van de onderstaande categorieën filtert de zoekresultaten op de eenheid of periode. (J) staat voor jaarrapport, (W) staat voor weekrapport.
<i>i' text:</i> <i>This filters the results based on period of measurements. (W) stands for weekly viewing and listening reports (M) Stands for monthly reports (J) Stands for yearly reports. It should be noted that yearly reports are actually "weekly reports for broadcasters". K KK MM are unknown.</i>

**Type informatie i:** het aanvinken van de onderstaande categorieën filtert de zoekresultaten op basis van de type inhoud. De meeste rapporten bevatten enkel cijfers. Als je specifiek op zoek bent naar beleidsdocumenten is het handig om te filteren op legenda en inhoudsopgave. Sommige rapporten hebben als laatste pagina een brief bijgevoegd, vaak met informatie over de cijfers vanuit Intomart aan de ontvanger. Deze filter je door de categorie 'brief' te selecteren.

*'i' text: The type of information facet filters results based on content. As most of the viewing reports are number based, this feature is best used to filter results that have additional information, such as legends, tables of content and letters to the broadcaster.*

## Searchview

### **(eventueel) informatiebutton toevoegen bij zoekbalk**

Voor het doorzoeken van de kijkcijfer-, reclamecijfer- en luistercijfer rapporten is de OCR software minder betrouwbaar. Met name in de periode 1967-1987 zijn programmatitels vaak manueel ingevoerd inclusief typefouten en tevens worden programmatitels op verschillende wijzen afgekort. Zoekopdrachten op basis van uitzenddag geven hierdoor meer volledige resultaten.

*'i'-text: Searches based on program title are less reliable with viewing and listening rates ranging between 1967 and 1987. Program titles were added manually, with typing errors and different abbreviations, causing the OCR to not recognise all program titles. For open ended queries it is advisable to select a time period.*

## Resource viewer

### **(eventueel) legenda toevoegen in resource viewer**

Voorstel: Voor het lezen van de kijkcijferrapporten is het handig om een legenda aan te bieden voor de vele afkortingen en categorieën. Eventueel middels een hyperlink in de resource viewer

#### **-Legenda met informatie over:**

- basisgegevens: cat, code, N, Televisie-bezit, vakantie.
- afkortingen van kijkcijfercategorieën: %kdh, wrd, 1834, enz.

Eventueel een hyperlink toevoegen naar een informatiepagina over meetmethodes - methode sectie met informatie over de verschillende methodieken van kijkcijfermetingen in bepaalde historische periodes. Met name periode 1967 – 1986. (dagboekjes) 1987 – 2001. (4900 peoplemeter) 2002 – heden (taris 5000 incl time-shifted). Om de betrouwbaarheid van de informatie te duiden is deze achtergrondkennis noodzakelijk.