

Lecturers Manual Advanced tutorial Viewing Rates

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For the tutorial (and the webinar): Viewing Rates for Television History

<https://mediasuite.clariah.nl/learn/subject-tutorials/viewing-rates-for-television-history>

Overview

In this advanced tutorial the participants will try to retrieve the viewing rates for the historic television address by Prime Minister Joop den Uyl in 1973. It contains 11 steps in total, some of which can be adjusted based on the level of the participants.

Steps 1-4 (app. 5 min)	General introduction to logging in, setting up a project and opening collections.	Advisable to skip if the participants have prior knowledge or practical skill with the Media Suite
Steps 5, 6	Searching and bookmarking in Delpher and Television collection.	These steps introduce the core components. Could be sidestepped if you give the participants if you give the date and time (01-12-1973, 20:25) It is still advisable to show some of the television address.
Steps 7-10	Retrieving the viewing rates from the television address.	Core components.
Step 11	Considering event ripples as a means of understanding the influence of unmeasured programs on other measured programs.	A more advanced step that works on the core components of the tutorial. Advisable to skip for less advanced participants.

Step by step - guide

As a session lead, it is advisable to bookmark all relevant pages beforehand. Participants tend to be on different steps and ask specific questions about the pages of the reports. Being able to retrieve these reports on the fly proved quite practical.

Steps 1-4

Contain: 1 - Logging in, 2 - Workspace introduction, 3 - Creating a user project, 4 - Select a collection in search tool.

Known issues:

- Participants might ask if they should create a different bookmarkgroup per entry. I usually advise to make a bookmarkgroup per collection, not per item. This tutorial contains sources from two collections, television broadcasts and viewing rates.
- Participants might have difficulty in selecting a collection. Since this tutorial will use three separate collections, it is advisable to show the participants where they are located and to check if participants are in the correct collection before moving on.

Step 5

The participants will search for the date and time of Joop den Uyl's television address in the Delpher Newspaper collection. The desired result is an article in 'NRC-Handelsblad' published 01-12-1973 in which it states the address was at 20:25 PM. But multiple newspaper sources can be used here.

Known issues:

- Delpher requires participants to open a second window and use the delpher interface.
- Participants will find multiple different newspaper sources, this is fine as long as the date and time are the same.

Step 6

Based on the date and time, participants will search for the television address in the television collection.

Known issues:

- Participants struggle with the title of the program - Panoramiek. They expect the word speech or the name of the prime minister. Advise participants to use the date range option in the search tool to adjust the number of search results.

Questions in tutorial:

What does the metadata say?

The metadata indicates that Panoramiek is a current affairs program in which the prime minister gives his address.

What is the title of the program, and why would that be the title?

Panoramiek is the title because that is the program that was scheduled for the

20:25 slot that evening. The television address disrupted the regularly scheduled programming.

Step 7

Participants will search for the corresponding viewing rate report in the Viewing and Listening Rates collection. The correct report is for week 48 of 1973 with the starting date: 25-11-1973.

Known issues:

- Not removing the keywords from the search bar.

Questions in tutorial:

Take a moment to reflect on the relation between search terms and search results. How does the algorithm connect the two generally?

If you search on keywords, those words will be automatically connected to the transcripts that the optical character recognition software created from the visual reports. Since these reports were created without systematic spelling and abbreviations, recognition is not trustworthy.

How will the desired results influence your searching strategy?

It is advisable to search for the correct report instead of searching for the rate directly. Since report titles are very similar, the most outstanding element is the starting date of the report and the broadcast week the report covers. So searching in the rates collection is time-based

Step 8

Participants will try to retrieve the viewing rates from the weekly viewing rate report.

Known issues

- Participants might not know what viewer density entails.
- Some participants might react to not finding the correct result by questioning their approach. Make sure that they check their approach, but also indicate that this step will not lead to a result. This tutorial will lead to roadblocks in the process of discovery.

Questions in tutorial:

Which category of viewing figures is displayed the clearest or has the most prominent role ?

The first figure mentioned per program is KDH

What does %KDH (kijkdichtheid) refer to?

Viewer density. Which is the term for the number of viewers watching in relation to the total number of viewers in that particular category. So 5 %KDH indicates that from the group of individuals above the age of 6 (the most general category) roughly one in 20 watched.

What does that indicate about how the reports are used?

The primary position of the %KDH per category indicates that this is the figure that is most important.

Can you find the exact moment of the television address? Why not?

There is a gap in the measured programs between 20:15 - 20:35.

How big is the gap in the viewing figures at the supposed time of the television address?

20 minutes

Consider the normal running time of STER by comparing the previous commercial blocks on the same date. Does the gap in figures correspond to the anticipated length of the speech?

Commercial blocks are 5 minutes long. Meaning STER concluded around 20:20. Leaving a gap of 15 minutes. The television address that we found had a runtime of 15 minutes.

Step 9

Participants will search for the bundled yearly report of 1973.

Known issues: participants might struggle with using the facets, explain that these are a way to specify the results after searching.

Step 10

Participants will retrieve the information out of page 20 of the yearly report.

Challenge: If you have confidence in your ability to “read” the structuring logic, here’s a challenge: try guessing the page number for december 1st.

The reverse order of the yearly report starts in week 52, we need the rates for week 48. The chosen structure provides 4 pages per week. So the correct result should be on the first page after 5 weeks of 4 pages each, meaning page 20.

No known issues in finding the correct result. Issues arise with answering the following questions:

Questions in tutorial:

Why would the program title be blank in the weekly reports, but not in the bundled yearly reports?

The bundled yearly reports were adjusted afterwards based on the actual broadcasted programming. Weekly reports were purely based on the program schedule 10 days in advance.

And why does the viewing figure remain blank in the bundled yearly report?

These figures were never measured.

Compare the programming schedule for December 1st channel 1 between the weekly and the bundled yearly report, and pay specific attention to the first few programs of the day. Which correlating factor do you see between the titles that are missing?

All of the titles that are missing are from programs that were broadcast but not measured.

How would this influence your research when you are using the reports?

Knowing that the weekly reports have uncompleted program schedules and gaps will occur and that the yearly reports could fill these gaps and shed light on the types of programs that were not measured.

Lecturer notes: Consider the audience measurement methodology of 1973. The programming schedule for a week of broadcasts would arrive 10 days prior, then they had to be manually typed into a computer in order to print the viewing diaries. Any break in the broadcasting schedule would then not be accounted for in the diaries and therefore not be measurable. None of the reports will therefore show the viewing rates of Den Uyl's television address. The weekly reports contain no information about programs that were not measured. These reports were designed for the advertising interests specifically. The yearly bundled reports contain a complete programming schedule because they were created for public broadcasting

Step 11

Participants will search for patterns in the viewing rates around the television address in an attempt to see the ripples of the news event. The Excel file is color-coded. Follow the yellow highlighted figures for the sunday evening news - Journaal - compared over four weeks.

Questions in tutorial:

Take a moment to look through the data and reflect on the comparison as it is set up here. Focus on the news programs (journaal). Is there a fluctuation in the figures for journaal? Can you find a pattern? How do you distinguish between a general fluctuation and a break in pattern?

In the figures for the sunday evening news we see a pattern of 11.4 viewer density multiple weeks in a row. On the sunday after the television address, on dec 2 1973, we see a doubling of the viewership to 22.8. The point to take away is that without having measured the television address itself, the measurement methodology does allow us to view historic events through their influence in other viewership. In this case, one could argue that the news event brought about a larger interest in newsprograms. As such, the viewership increase is a ripple of the event of the television address.