

Lecturers Manual Basic tutorial Viewing Rates

Jasper Keijzer - June 2023

For the tutorial (and the webinar): The Viewing Rates of the Fabeltjeskrant

<https://mediasuite.clariah.nl/learn/subject-tutorials/the-viewing-rates-of-the-fabeltjeskrant>

Overview

In this tutorial the participants will compare the viewing rates of two particular episodes of the Fabeltjeskrant. It contains 5 steps in total, some of which can be adjusted based on the level of the participants.

Step 1	General introduction to searching and bookmarking in the television collection.	Advisable to skip if the participants have prior knowledge or practical skill with the Media Suite
Step 2	Finding the correct viewing rate report in the Viewing and Listening Rates Collection	Core component
Step 3	Retrieving the viewing rate from the report, the first result of the comparison	Core component
Step 4	Finding and retrieving the second result of the comparison	Core component
Step 5	Reflecting on the viewing rates' meaning in comparison, based on data-collection methods	Advisable to guide participants through these reflections as a basis for discussion.

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.

Step 1

Participants will search for the first television broadcast of the second iteration of the Fabeltjeskrant aired on September 30th, 1985 on channel Nederland 1.

known issues:

- Participants might be in the wrong collection, check if they are in “Sound and Vision Archive - Television”
- The date range can only be used if a start and an end date are given. If issues arise with the date range, the end date is usually missing.
- 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.

Step 2

Participants will search for the corresponding viewing rate reports for the broadcast of the Fabeltjeskrant on September 30th, 1985. This is the report for week 40 with the starting date: 30-09-1985. Note that there are two reports for this week, on the first page it states “personen van 12 jaar en ouder” (ages 12 and up) which is the correct report. The other report is for ages 3-11.

Known issues:

- Make sure that the keywords are removed from the search bar. The date range should be the only element of the query.

Step 3

Participants will now retrieve the correct numerical rate, 21% viewer density. This is found on page 3 of the report, halfway through the first column at 18:56 PM. Remind participants to take notes and write down the viewer density they find.

Known issues:

- Participants sometimes struggle with understanding viewer density. Simply put, viewer density is the percentage of viewers watching in relation to the total viewer amount in the category. The main category of this report is persons above the age of 12. So 21% Khd means that roughly one in five persons in the Netherlands above the age of 12 watched that broadcast.
- If participants claim a Kdh of 61.1% they are in the wrong report for ages 3-11.

Step 4

This step combines finding the report and retrieving the value for the final episode of the ‘Fabeltjeskrant’ aired on March 31, 1989, at 18:54 pm. The starting date on the report is 27-03-1989. The correct value is 4% and found on page 101, halfway. Note

that the report is much longer, because it has to account for three channels. And note that the Fabeltjeskrant was moved from Ned 1 to Ned 2.

Known issues

- Some participants will struggle with finding the correct result. First check if they are in the correct report - based on the starting date 27-03-1989. Then check if they found Ned 3. Finally check if they found that the program aired on the second channel, Ned 2.
- The first value shown for the Fabeltjeskrant is a value based on "tot 6+" (total number of viewers above 6 years of age) this is the incorrect number, eventhough the value is the same. To make the comparison more apt, you should use the value noted for the category "tot 13+" (total number of viewers above 13 years of age).

Step 5

- With which method were the values in the viewing report of 1985 measured and calculated? **Viewing rate diaries**
- What can be said about the margin of error? **Human memory**
- Which kind of errors would likely occur with this method? **Self reporting errors based on the memory of the respondents.**

- With which method were the values in the viewing report of 1989 measured and calculated? **Peoplemeter 4900**
- What can be said about the margin of error with this method? **Measurement fatigue**
- Which kind of errors would likely occur? **Respondents might forget to indicate which people are in the room.**

- Which of the two reports can be argued to be more reliable. What does that say about the reports usability for television historical research?

Opinion: both have their strengths and weaknesses. Viewing diaries measures 'intentional program watching'. Peoplemeter measures 'exposure to television'

End on the question: How would you measure viewing rates?