



Does Providing Internet Access to Non-Internet Households Affect Reported Media Behavior for Latinos and Non-Latinos?

Results from a Six-Month Longitudinal Survey

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Research Questions

- **Fact: 55%** of households recruited for KnowledgePanel Latino **did not have** Internet access at the time of recruitment.
 - Did providing panelists a laptop and Internet service **have an impact** on their survey responses to media behavior questions?



- **Fact: Approximately 30%** of the U.S. non-Latino population **do not have** Internet access.
 - Did providing them a laptop or MSN TV WebTV and Internet service **have an impact** on their survey responses to media behavior questions?

Expectations for the Findings

Hypotheses based on past KN methodological research

- ❑ A “novelty effect” for the new panelists given web devices – an early “excitement” about receiving the web device
 - Measured by increased use of the Internet early in the study period



- ❑ No or little change in traditional media usage as a result of web device provision

Design of the Panel Conditioning Study

- **Three-wave longitudinal study** with baseline fielded in February 2009
- Repeat measurement design: same questions administered to the **same respondents** each wave
- 2nd and 3rd Waves at **three-month intervals**
- Only **new KN panel members** sampled for Wave 1, and then re-sampled for Waves 2 & 3
- **Hispanic** population oversampled
- Free Web Device Provision
 - Non-Hispanic panel members: **MSN TV** and **Dial-up ISP** n=62 interviews
 - Hispanic panel members: **Laptop PCs** & **Dial-up ISP** n=150 interviews
- **Reported are findings comparing three-month findings (Wave 1 to Wave 2) and six-month findings (Wave 1 to Wave 3)**

Main Findings

- **No evidence of behavior change** for non-Internet households who were given PC's or MSNTV's in the following aspects:
 - Media usage
 - Online behavior
- In the few instances where we measured some change, the direction of change is showing **lower media usage** at waves 2 and 3 in comparison to wave 1
- **'Novelty effect' was confirmed** for Internet usage
- **Most measures showed no change** – consistent with hypothesis that panel conditioning is not operative

Changes from Wave to Wave for *Latinos* given PCs

Topic	# of questions	Sig. Differences Wave 1 v. 2	Sig. Differences Wave 1 v. 3
Early adopter behavior/attitude	5	0	0
Online media usage in the past week	5	0	0
Online behaviors in the past 30 days	16	1	0
Web usage in general	4	0	0
Weekday & weekend time spent on: Internet; TV; radio; newspaper; magazines; videogames	12	1	3
Frequency of visits to different websites in the past 30 days	8	0	6
Attitudes towards computers and technology	1	1	1

Slightly more time listening to radio at Wave 3

Less frequency of visits to websites at Wave 3

Changes from Wave to Wave for *non-Latinos* given PCs

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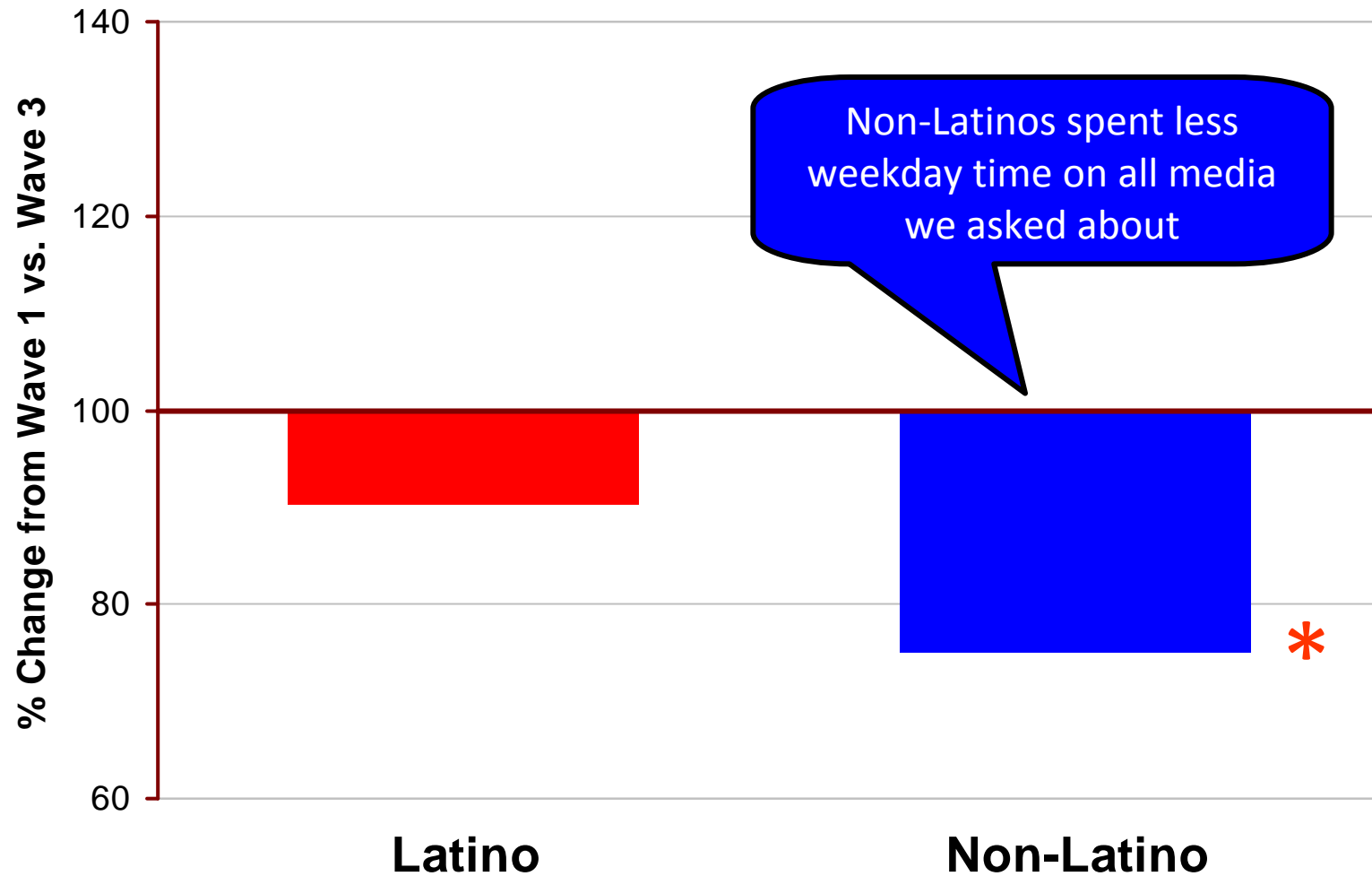
Less time spent on TV and mags at Wave 3

Less frequency of visits to websites at Wave 3

Presentation of Results

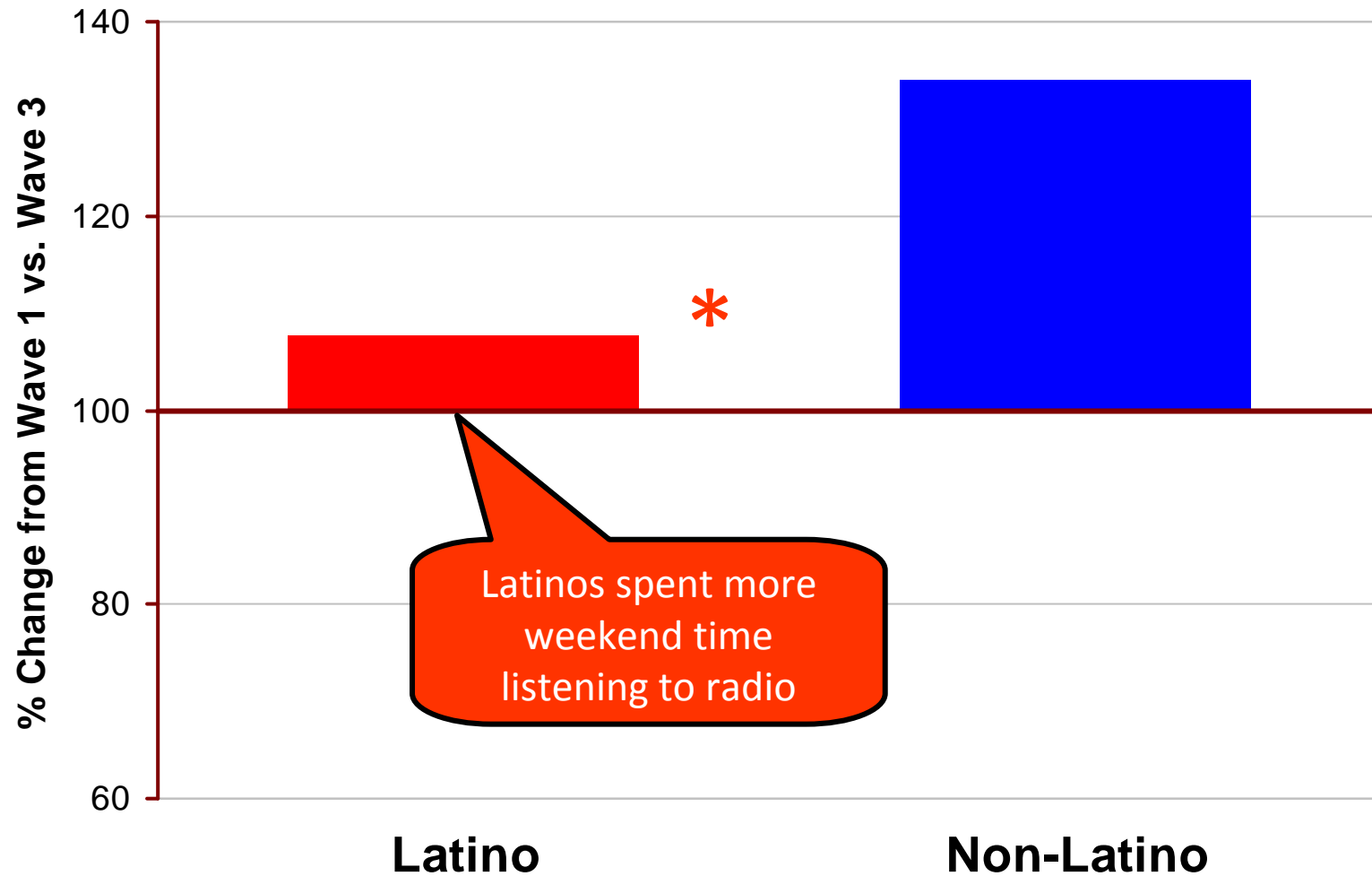
- **Significant Changes** from Wave 1 to 3
- The results are presented as **% change** from Wave 3 compared to Wave 1
- Results **above the 100 index** indicate an **increase** in the Wave 3 measure compared to Wave 1
- (Null results are **not** presented)

Weekday minutes spent on TV, radio, Internet, newspapers, magazines



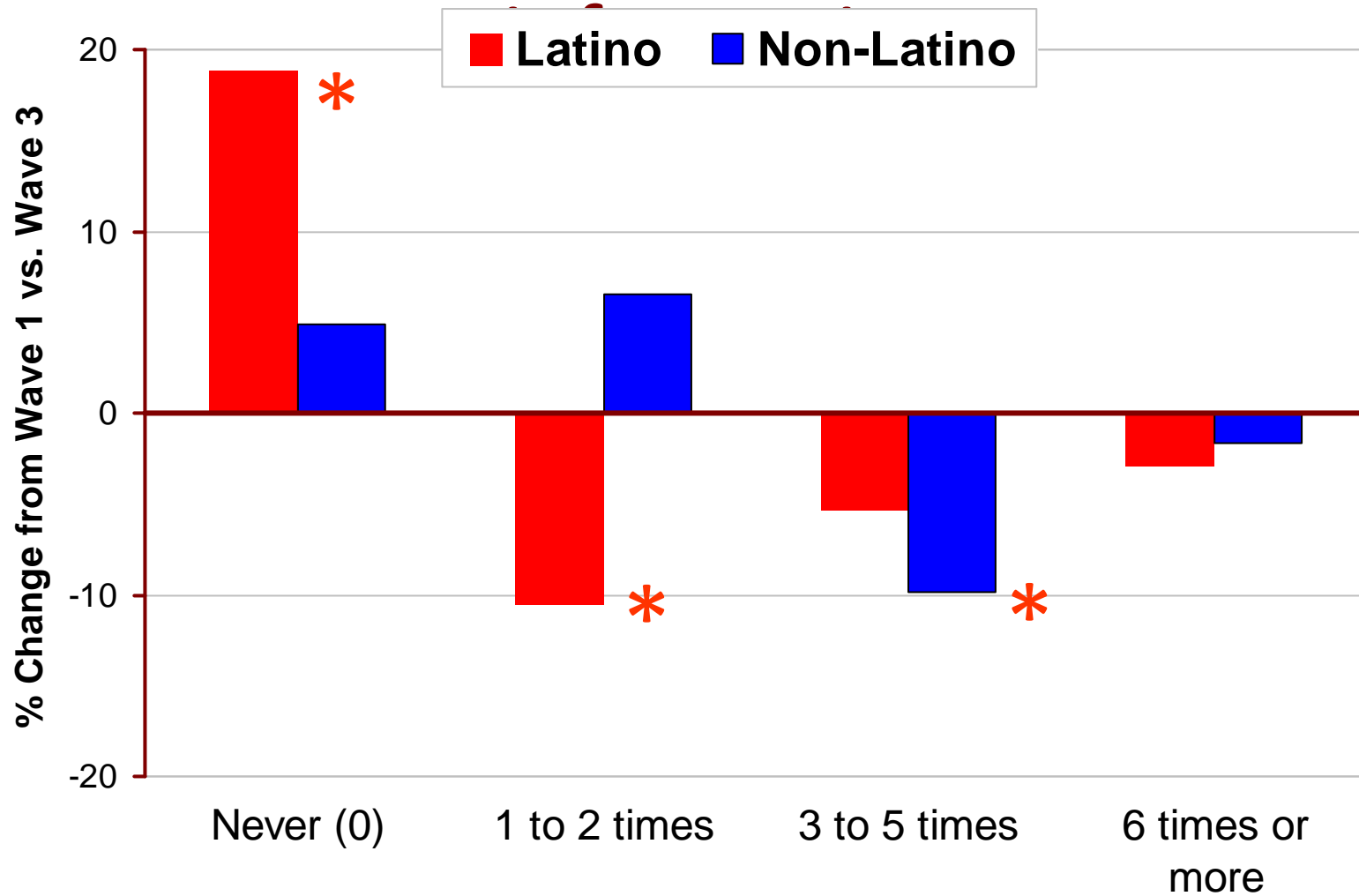
* Difference is significant from wave 1

Weekend minutes listening to the radio



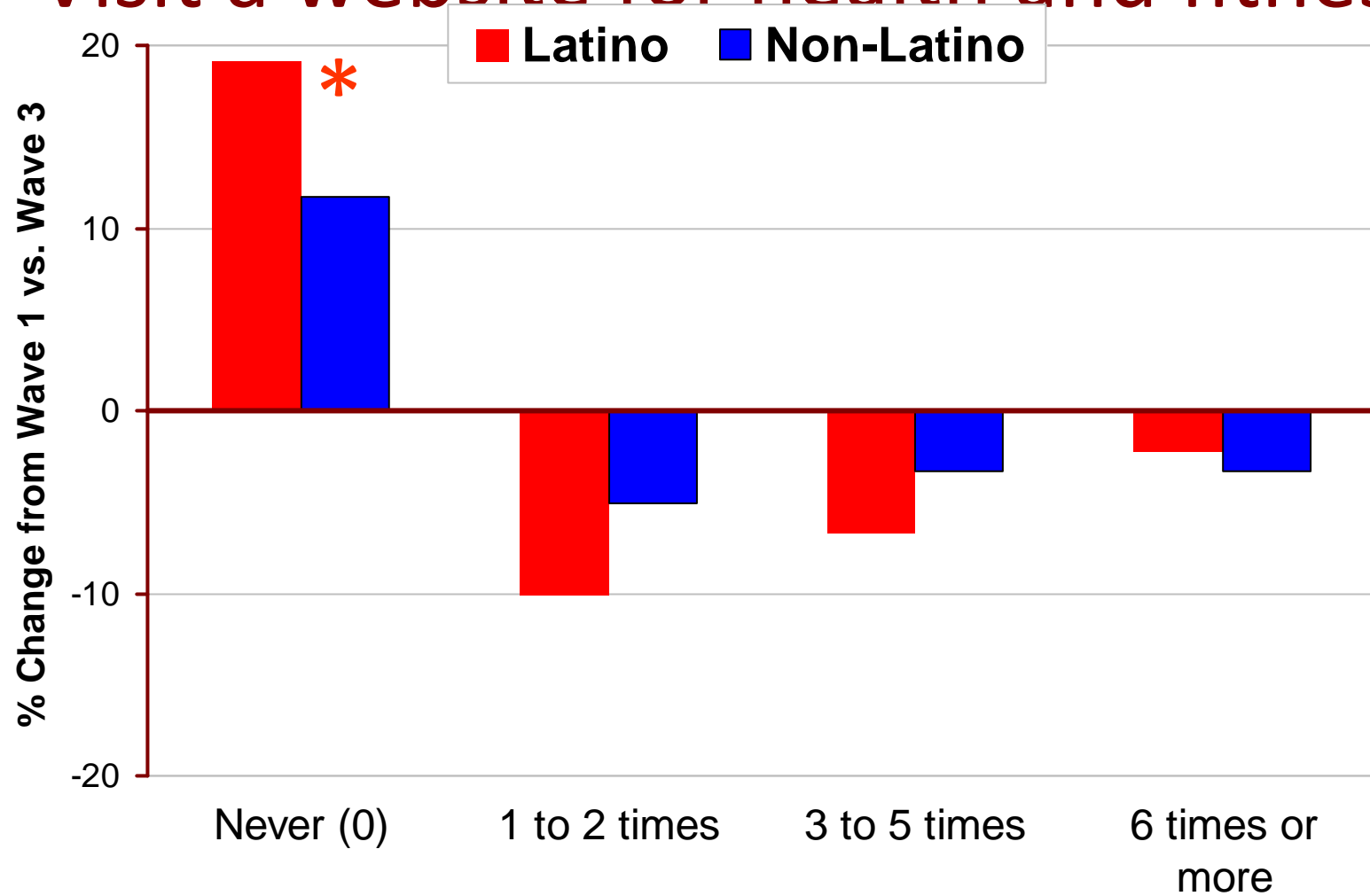
* Difference is significant from wave 1

Past 30 days: Visit a website for government



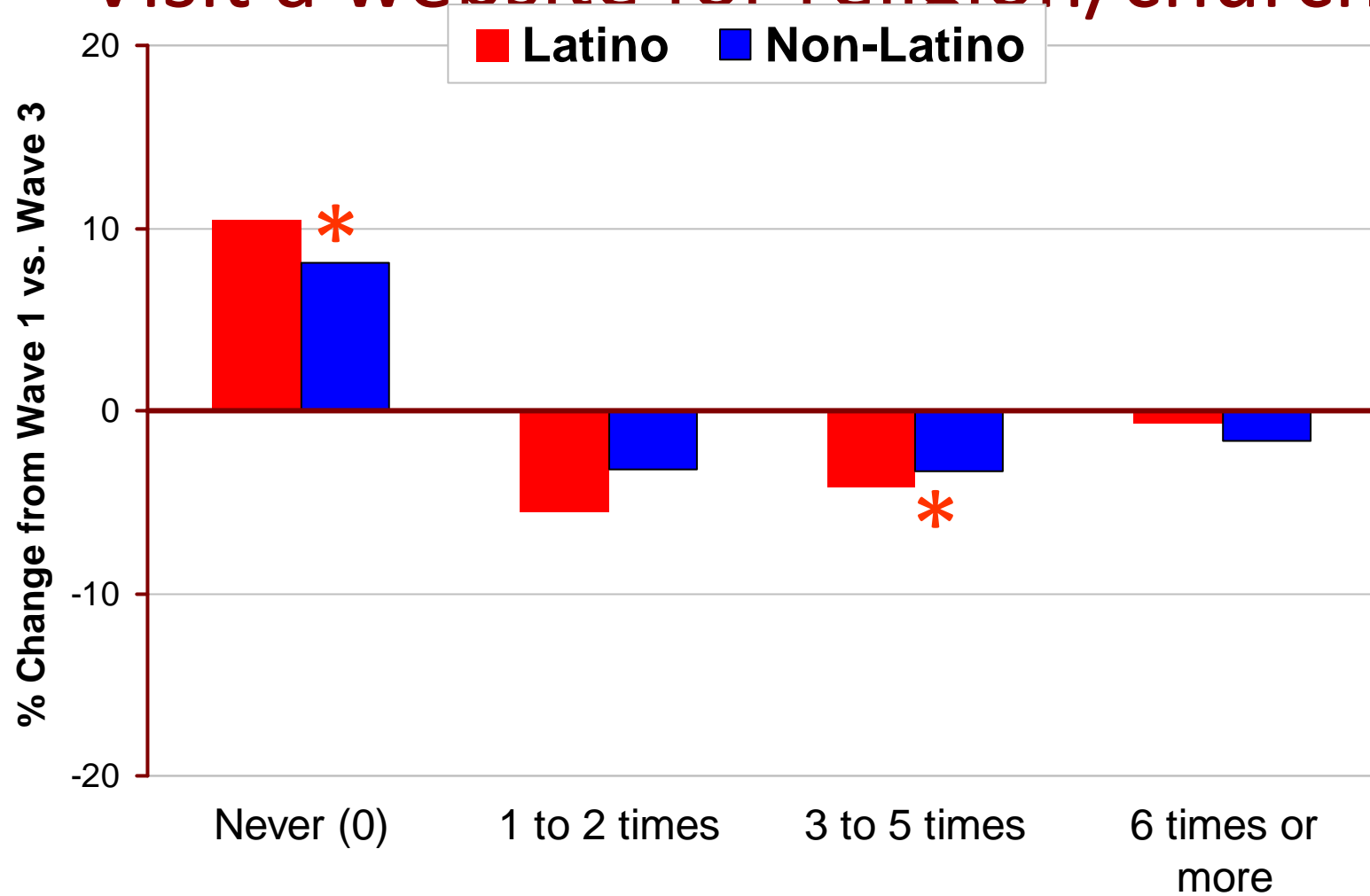
* Difference is significant from wave 1

Past 30 days: Visit a website for health and fitness



* Difference is significant from wave 1

Past 30 days: Visit a website for religion/church



* Difference is significant from wave 1



Thank you for attending!

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