

Electronic media consumption in Poland – formulating the methodology of the pilot survey and analysing the pilot survey’s results in order to develop a set of recommendations for the Establishment survey.

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The project is being realised for the National Broadcasting Council (KRRiT). National Broadcasting Council has begun a development of a countrywide electronic media consumption survey. The project is to be commenced by a pilot establishment survey. The aim of the pilot survey is to develop and verify survey’s questionnaires and tackle other technical issues concerning the future establishment survey and setting up a telemetric panel.

The role of the future Establishment Survey is to:

- Gather information on the households’ equipment in electronic devices used for the electronic media consumption,
- Explore people’s electronic media consumption behaviour with respect to their basic demographic characteristics (E.g.: age, sex, educational attainment, affluence, economic activity, profession, interests, etc.)
- Create a database of potential future participants of the telemetric panel.
- Conduct a recruitment of households and individuals, who will participate in the telemetric panel.

Within the said project, the following tasks are being realised:

1. Development of a general tender framework. The aim of the tender is to appoint a market research company which will conduct the pilot survey in the field.
2. Participation in the tender procedure as independent experts. Providing a set of recommendations concerning selection the best of the tender offers.
3. Creating questionnaires and theoretical framework for the electronic media consumption pilot survey.
4. Coordination and surveillance over the pilot survey being realised in the field.
5. Development of the set of recommendations regarding the main establishment survey, which will be based on the analysis of results of the pilot survey.