

EUCAM Monitoring App

Research Description



November, 2016

European Centre for Monitoring Alcohol Marketing (EUCAM)

P.O. box 9769 | 3506 GT | Utrecht | The Netherlands

T: +31 (0)30 6565 041

www.eucam.info

Table of content

1. Introduction.....	3
2. EUCAM Monitoring App.....	5
3. What will be monitored?	6
4. How does the monitoring work?	7
4.1 Test phase.....	7
4.2 Monitoring phase	8
5. What is the role of the partner organisation?.....	9
Sources	11
Appendix I. Questionnaire for quotation.....	12
Appendix II. Example of a background survey	16
Appendix III. Example of a monitoring survey.....	17

1. Introduction

Alcohol marketing has a large impact: longitudinal studies consistently suggest that exposure to media and commercial communications about alcohol is associated with the likelihood that adolescents will start to drink alcohol, and with increased drinking amongst baseline drinkers (Anderson *et al.*, 2009; Smith & Foxcroft, 2009).

Alcohol marketing exposure research is a great resource for policy makers, health advocates and NGOs, since it provides insight in alcohol marketing activities. Not only can exposure research reveal the volume of alcohol marketing (how many advertisements do people see?), but also the content (what do the alcohol advertisements look like?). Besides generating discussion, for example about what children should (not) see, the collected advertisements can also be used for evaluating statutory and/or non-statutory restrictions (see for example [the 'complaints' section of the AMMIE research](#)).

Monitoring alcohol marketing can have several functions:

1. **Agenda setting:** monitoring to make visible and give insight in the alcohol advertisements that (young) people are being confronted with. For example, if an NGO has the impression that alcohol marketing is too youth friendly, this can be substantiated by collecting and publishing examples of youth friendly marketing. The aim is to put this topic on the political and/or public agenda. This form of monitoring can be (partly) done by (young) volunteers.
2. **Assessment of existing regulations:** to establish as objectively as possible whether advertisers adhere to statutory and/or non-statutory regulations. Advertisements need be collected during a certain period and can be presented to and assessed by a panel of experts. Afterwards, politicians can be informed, complaints submitted and/or a (popular) article or report can be written.
3. **Building scientific evidence:** systematic mapping of diverse forms of alcohol marketing and sponsoring. Collecting data on both content and volume of marketing is the basis for convincing scientific data. This structured method of monitoring is important, since this has to be accounted for in a scientific report/article.

However, successful monitoring is challenging: due to the high volume of printed and broadcasted ads via several mediums such as radio, TV and social media, comprehensive monitoring costs NGO's and agencies much time and money.

Scientific exposure research has previously been undertaken in various ways: *opportunity-based research* and *self-reporting* by research participants. While the first method is based on macro-economic data, it only gives an implicit estimation of actual exposure, because it calculates the *chance* of exposure.

The *self-reporting* research method comes closer to measuring exposure (at least within the study sample), but this method has been criticised for its validity: it relies heavily on easily biased memory.

EUCAM introduced a new method: directly measuring exposure by using the EUCAM Monitoring App. This App enables (young) volunteers to monitor and capture with their smartphones alcohol marketing they encounter. The App can be used both for protocolled outdoor monitoring and end-user driven monitoring (see chapter 2).

This research description provides information on the App, how the monitoring research works and explains the role of the partner organisation involved. If you are interested in using the Monitoring App, we would like to ask you to fill in the questionnaire (Appendix I) and send it to dlenssen@eucam.info. After receiving your questionnaire, EUCAM will prepare a detailed quotation and research protocol. Once the quotation and protocol have been agreed upon, an agreement will be signed between your organisation and EUCAM, after which the monitoring research can start.

Definitions used in these documents:

Partner organisation: organisation that wants to conduct research by using the EUCAM Monitoring App

Research coordinator: person at the partner organisation that is the first point of contact for EUCAM

Trainers: staff of the partner organisation that helps with instructing participants

Participants: volunteers that monitor alcohol marketing with their device (smartphone, iPad) by using the EUCAM Monitoring App

EUCAM researcher: person working at EUCAM specialised in the EUCAM Monitoring App

2. EUCAM Monitoring App

The goal of this research method is to enable (young) people to monitor and capture alcohol marketing that they are exposed to with their smartphone. As mentioned above, the data can be used for agenda setting, assessment of existing regulations or scientific purposes. Depending on your research question, the App will be used for:

1. **Protocolled outdoor monitoring:** monitoring (outdoor) marketing in a designated area during a designated time, strictly conform a pre-tested protocol. This makes the monitoring exercise as reproducible as possible and the outcomes are as reliable and comprehensive as possible. In order to use the data in scientific analyses, every step in the data collection has to be justified.
2. **End-user driven monitoring:** the user monitors alcohol marketing wherever he or she goes and reports this through a 'diary'. This does not result in a reproducible, comprehensive overview of alcohol marketing in a certain period or area, but gives a realistic indication of actual exposure.

EUCAM has extensive experience with protocolled outdoor monitoring in a designated area during a designated time in several countries in Africa and in West- and Eastern Europe

(MAMPA 2010; MAMPA 2012; Madagascar 2013; Zoom in Media Project 2016; Robaina, Babor & Noel, to be published). In 2016, the App has been piloted in Galway (Ireland) with end-user driven monitoring: participants monitored marketing wherever they went and reported this through a 'diary'.

The collected data automatically shows up on a geographical map. The App collects background information and details about the monitored alcohol advertisements via two surveys (see chapter 4).

3. What will be monitored?

All forms of alcohol marketing can be monitored with the EUCAM Monitoring App:

- Outdoor marketing (billboards, posters, neon signs on stores, proppers on the street)
- In-store/in-club/in-bar marketing (glassware, posters, price promotions, indoor neon signs)
- Broadcasted advertisements (commercial spots, sponsorship messages, product placements in radio and TV broadcasts)
- Printed advertisements (booklets, flyers, leaflets as well as advertisement and advertorials in newspapers and magazines)
- Digital marketing (brand websites, social media sites, commercial banners, interactive games, smartphone apps or other downloadable materials such as screensavers and desktop backgrounds)
- Sponsorship (of sports teams, leagues, sport events, cultural events)
- Promotional items and any other form of alcohol marketing (young) people may encounter.

What exactly will be monitored and in what area, also depends on your research question.

4. How does the monitoring work?

EUCAM has developed the Monitoring App for Android smartphones, iPads and iPhones. Participants can download the App and install it on their mobile devices, after which EUCAM will assign 2 surveys to them:

1. **Background survey** (see Appendix II for an example)
2. **Monitoring survey** (see Appendix III for an example)

The background survey has to be filled in before the monitoring starts and consists of demographic questions about age, sex, education level, place of residence and religion. This survey can also include questions about attitudes towards advertising and drinking habits. Questions can be added or amended, depending on your research questions and objectives.

After filling in the background survey, participants can start monitoring by taking pictures of alcohol marketing with their smartphone camera. Each time alcohol marketing is monitored, the monitoring survey has to be filled in. This survey consists of a few questions about the specific instance of alcohol marketing that is monitored, e.g. brand, medium, date/time.

After completing a survey, the data will be automatically uploaded in a data file and the pictures will be shown on an online geographical map. This makes it easy to visualize the density of alcohol marketing. The App can be used offline as well; in that case the results can be uploaded when the device has an Internet/Wi-Fi connection again.

Depending upon the goal of your research, it will be discussed how large the research sample (amount of participants) should be. Participants need to be recruited for the monitoring phase by the partner organisation (see chapter 5). Possibly, an additional, small group of participants in the same age range can be recruited for a test phase¹.

4.1 Test phase

The test phase consists of training and a pilot. This phase has two goals, namely to familiarize the research coordinator and trainers with the App and research protocol and to address and repair problems that may arise from the local environment/language/culture. For example, unclear phrases in the App can be changed.

Training

During the test phase, the EUCAM researcher will visit the partner organisation on-site to help the research coordinator and trainers to get familiarized with the App and research protocol. In consultation with the partner organisation, it can be decided to include a test group that will pilot the app.

¹ Sample procedure and geographical distribution of sample will be discussed with the partner organisation. This will be included in the research protocol that will be developed by EUCAM.

This will be necessary in case you want to conduct solid, scientific monitoring research. In this case, the EUCAM researcher can help instructing the test group to install the App on their devices, provide a presentation to give the participants some background information about the project and familiarize them with the concept and diverse forms of alcohol marketing. In order to accelerate the training, participants will be invited per email to download, install and activate the App before the meeting.

Pilot

If it has been decided to include a test group in the research, participants can be given a 'test mission' to use the App. This pilot and possible difficulties can be discussed and is possible repaired, participants can give feedback and test results can be shown on a map.

4.2 Monitoring phase

The monitoring phase will start with a training for participants: installing and activating the App, background presentation and instructions for monitoring. Depending on the size of your research sample, participants can be divided in smaller groups if necessary. This will be included in the research protocol.

In case of protocolled monitoring, participants will be instructed to monitor on certain weekdays and/or weekend days. After a certain number of days, participants are finished with their monitoring activities. If budget and planning allow it, the EUCAM researcher will still be available during the first two monitoring days to help with problems that may appear. Otherwise, EUCAM will be available for support through phone, Skype, email, Whatsapp or text messaging. During the monitoring phase EUCAM will make daily backups of the uploaded data and communicate weekly updates to the research coordinator.

EUCAM will present the monitored data in the form of a geographical map. Final analyses of the data will be done by EUCAM (see chapter 6).

5. What is the role of the partner organisation?

- After reading this research description, fill in the questionnaire for partner organisation (see Appendix I).
- Discuss the quotation and research protocol prepared by EUCAM.
- Provide feedback on the background and monitoring surveys. If needed, country and/or research- specific questions will be added.
- Translate the background survey, monitoring survey and instructions for participants into local language.
- Recruit a sample of (young) people as participants for monitoring.
- Send instructions to participants to download and install the App.
- Arrange a date/time for instruction meeting and invite participants.
- Together with EUCAM, instruct participants on the use of the App.
- Assign specific days to monitor to the participants. Communicate these days clearly to the participants and send reminders.
- Participants will monitor, partner organisation will be available for questions.

It is estimated that the partner organisation will spend 36 hours on the abovementioned activities. If desired, EUCAM can prepare a more detailed estimation of the required time investment. This will depend on your research questions, aims and the research protocol.

6. What is the role of EUCAM?

Preparation phase:

- Prepare country specific surveys and content of the App, tailored to meet specific goals of the research.
- Prepare country specific instruction materials for coordinator, trainers and participants
- Activate mobile devices of the participants and assign them the surveys
- Facilitate a 1-day instruction meeting in which the coordinator and trainers are trained. EUCAM provides agenda and instruction materials.
- Facilitate a 1-day instruction meeting for participants. EUCAM provides agenda and instruction materials.
- Provide technical support during monitoring phase and provide feedback during all monitoring days.

Data collection:

- Be present at the first day of data collection, to assist with (technical) difficulties.
- Be available by phone, Skype or email for assistance during further phases of data collection.
- Provide periodical feedback during the monitoring period on the data received, summarizing the number of ads and active users, give feedback to improve monitoring.

Data processing and analysis:

- **Package A Basic:** Analyse the data and incorporate the findings in a short summary report (based on frequency tables and descriptives of collected data)/geographical map. This map and summary report will be accessible online and is aimed at a wide audience. Additionally, EUCAM will provide a (cleaned) SPSS file that can be used for further analyses by the partner organisation.

Package B Extended: In addition, statistical analyses on associations between monitoring data and background variables (e.g. demographics, drinking behaviour, risk behaviour, attitude towards alcohol). Depending on the sample size and research questions, the most suited choices of statistical analyses will be made. Results and method section is aimed to be suitable as sections of a scientific article, with EUCAM as co-author.

Package C Fully scientific support: In addition, a fully prepared scientific article based on the data of the monitoring exercise can be provided. This article is discussed with and agreed by the partner organisation and will be submitted by EUCAM to an international peer-reviewed journal.

Researchers by EUCAM will be co-authors in scientific report(s) that results from the monitoring exercise. If desired by the partner organisation, EUCAM can make all outcomes (online maps, reports/articles) available on www.eucam.info. Partner organisations are free to use the data and refer to these outcomes. The use of the EUCAM App is limited to the period of the research project, which will be agreed upon with the partner organisation. The rights of the App and data will stay with EUCAM.

Total costs depend, among others, on the choice for the data processing and analysis package, costs for flight and print costs. Please fill in the questionnaire in Appendix I, after which EUCAM will prepare a quotation.

Sources

*Anderson P, de Bruijn A, Angus K, *et al* (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol and Alcoholism*, 44:229-43.

*Smith LA & Foxcroft DR (2009). The effect of alcohol advertising, marketing and portrayal on drinking behaviour in young people: systematic review of prospective cohort studies. *BMC Public Health*, 9:51.

*AMMIE (Alcohol Marketing Monitoring in Europe) (2012). Commercial promotion of drinking in Europe. Key findings of independent monitoring of alcohol marketing in five European countries.

EUCAM Monitoring projects:

*MAMPA Project 2010. Alcohol marketing practices in Africa. Findings from the Gambia, Ghana, Nigeria and Uganda (2011).

*MAMPA Project 2012. Monitoring Alcohol Marketing in Africa. Findings from Kenya, Malawi, Namibia and Zambia (2014).

*Madagascar 2013. Monitoring Alcohol Marketing in Madagascar. Policy report of October 2013 monitoring exercise in and around Antananarivo.

*Zoom in Media Project 2016. Report of Monitoring Alcohol Marketing by young people in Estonia, Latvia, Romania, Sweden, Poland and Ukraine.

*Robaina, Babor & Noel. Evaluating compliance with alcohol industry self-regulation in seven countries in Africa. An External Evaluation of the MAMPA Project (to be published).

Appendix I. Questionnaire for quotation

On basis of this questionnaire, EUCAM will prepare a quotation. If you need help with deciding on the answers for the questions below, please let us know. We would be happy to help you.

Question 1. For which purpose does your organisation want to use the data resulting from the monitoring exercise?

Option 1: **Agenda setting:** monitoring to make visible and give insight in the alcohol advertisements that (young) people are confronted with. The aim is to put this topic on the political agenda and to create awareness.

Option 2: **Assessment of existing regulations:** to establish as objectively as possible whether advertisers adhere to statutory and/or non-statutory regulations. Advertisements need be collected during a certain period and can be presented to an evaluation panel.

Option 3 **Building scientific evidence:** systematic mapping of diverse forms of alcohol marketing and sponsoring. For this purpose, *protocolled monitoring* can be used: monitoring (outdoor) marketing in a designated area during a designated time, strictly conform a protocol.

Question 2. Do you already know if you would you like to focus on the content and/or on the volume of alcohol marketing?

Question 3. How many participants (people that monitor by using the App) would you like to include in your research? For scientific and research purposes, the sample size needs to be large in order to conduct statistical analysis. This can be discussed with EUCAM as well.

Question 4. Do you have a minimum amount of advertisements in mind that you would like to have monitored?

Question 5. Do you have a specific group in mind as participants? E.g. young people, students, adults?

Question 6. Do you have a specific medium in mind on which you would like to focus? E.g. outdoor marketing/television/online marketing etcetera.

Question 7. Do you want to have specific questions in mind for the background survey? E.g. questions about participant's attitude towards drinking or advertising. See Appendix II for an example of a background survey (questions can be amended/added).

Question 8. In which time period do you want to have the participants monitor alcohol marketing by using the App? E.g. January – April 2017.

Question 9. Do you already have an idea in which geographical area you want the participants to monitor alcohol marketing? E.g. in a specific city/town/area, in the whole country?

Question 10. What is your preference for the data processing and analysis package: A, B or C?

Question 11. Who will be the research coordinator for this monitoring exercise within your organisation?

Question 12. How many trainers do you have available for instructing the participants?

Appendix II. Example of a background survey

This is an example of a background survey (questions can be amended/added, also depending on the aim of your research and research questions).

Question 1. Please enter your date of birth

Question 2. Where do you live?

Question 3. Please specify your gender: boy/girl

Question 4. Please name your school/college

Question 5. Which class/year are you in?

Questions 6: several question can be added about drinking (yes/no; how much the last time etc)

Question 7. If you are interested in the results of this research, please enter your e-mail address below, so we can send you the final report.

Appendix III. Example of a monitoring survey

Routing is used for this monitoring survey: depending on the answers provided by participants, some questions will be automatically skipped. This example is based on the monitoring of an outdoor alcohol advertisement. Questions can be amended/added, also depending on the aim of your research and research questions.

Question 1. Photo Capture.

Please take a photo of the alcohol ad (if you are describing alcohol marketing on the radio, please take a picture of your radio or your hand).

Question 2. Single Select. What kind of ad have you captured?

- TV
- Radio
- Online
- Print (magazines & newspapers)
- **Outdoor**
- In-store promotion
- In-club/pub promotion
- Event sponsorship (cultural, music, sport)
- Flyers
- Promotional items
- Games
- Other, namely ...

Question 3. Please select date and time you recorded this ad.

Question 4. Please select the kind of marketing practice:

- Poster
- Billboard
- Flyers
- Illuminated sign (e.g. on wall of store or bar)
- Display window/promotion in front of store
- Sponsorship
- Other

Question 5. Is your device capable of tracking your current position through GPS? If not, we will ask you some questions about your current location.

- Yes
- No

Question 6. What is the name of the alcohol brand advertised (or name the point of sale if a pub/restaurant/store is advertised instead of an alcohol brand):

Question 7. Product category of product advertised:

- Beer
- Cider
- Wine
- Spirits
- Alcopop/pre-mix/Ready to Drink
- Other

Question 8. How attractive is this ad to you? (Scale)

Question 9. Please explain why you find the ad attractive or not:

- Because of the humour
- Because its clever / not clever
- Because of the design of the ad
- Because of the people in the ad
- Because of the music of the advertisement
- Because of the (promotion) price
- Other

Question 10. How attractive, in your opinion, is this ad to people under 18 years of age? (Scale)

Question 11. What makes it attractive to people under 18 years of age?

- It is funny
- It is clever
- It is well designed
- Attractive people in the advertisement
- The music of the advertisement
- The (promotion) price
- Other

Question 12. Please add any comments about the advertisement (optional).