

foresight|research

User Manual

MediaSight

MediaSight is the custom designed software developed by Foresight Research (Pvt.) Ltd. for 3D. 3D is Groupm's proprietary research tool and is a comprehensive single source study covering Social dynamics, Media consumption in the context of total brand communications, and Brand relationships. Research was conducted among 6,000 people from 25 cities of Pakistan



Table of Contents

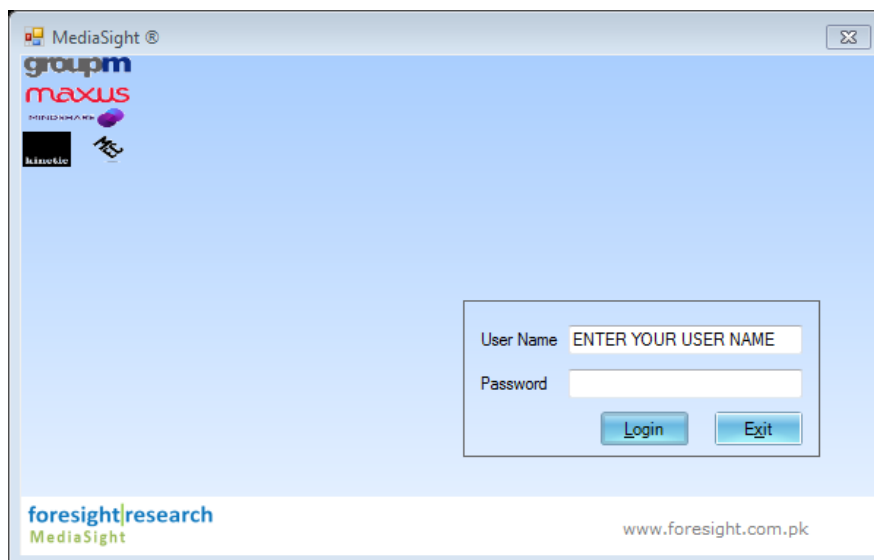
1.	Getting started	3
2.	Producing Tables	8
3.	Applying Filters	14
4.	Appendix 1	21

1. Getting Started

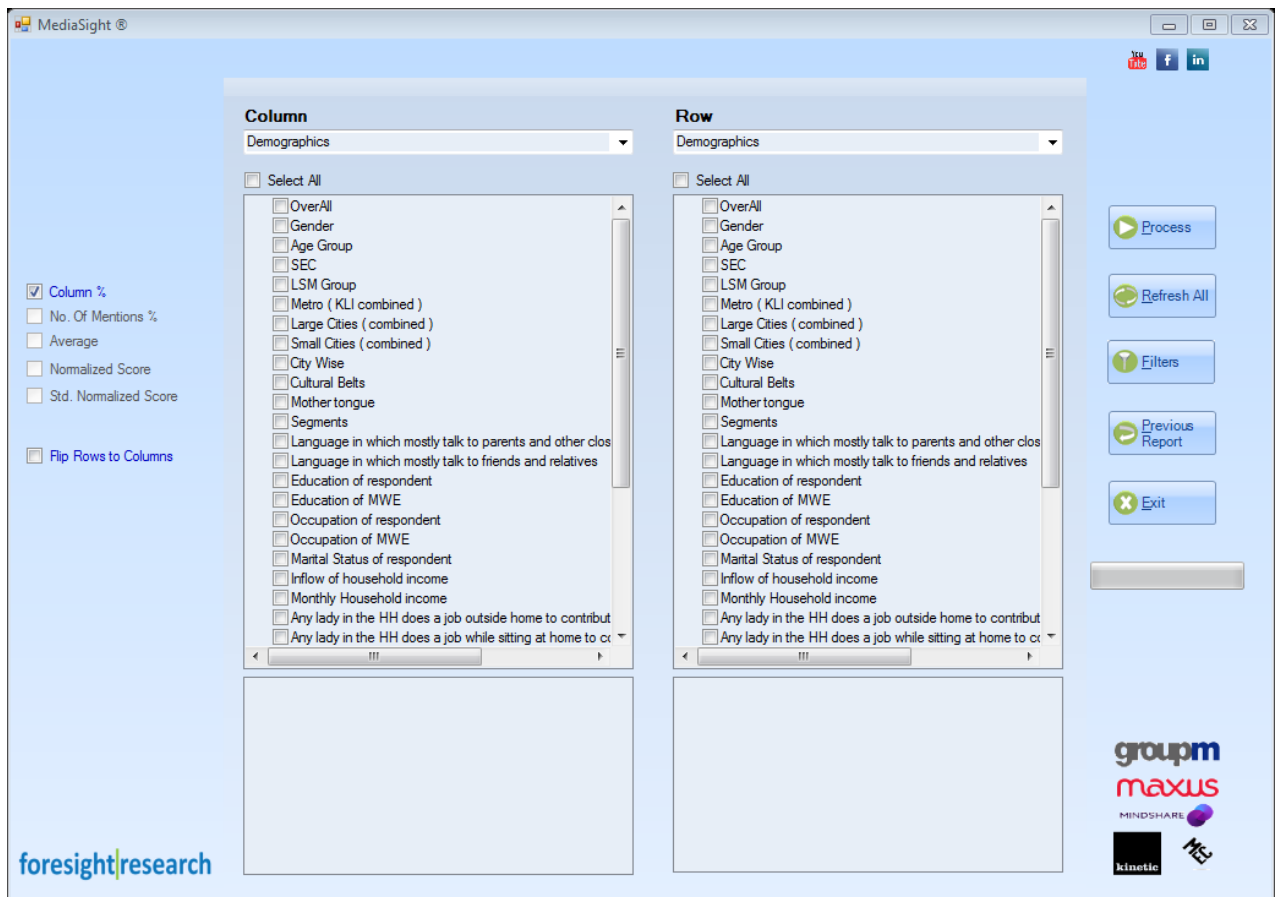
Once you have successfully installed MediaSight on your computer, an icon as shown below will appear on your desktop.



To start using MediaSight, double click on this icon, a log-on screen will appear, as shown below



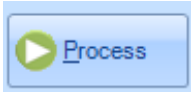

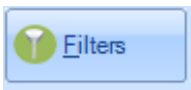
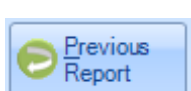
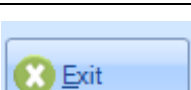
When you enter your username and password, you will have a screen like below. Now you are ready to use the MediaSight. Based on your access-rights, your screen may look slightly different from what is shown below. Different users have different access-rights; hence a different database is attached on each user-PC.



The MediaSight is now ready to use, but before we show you how to use it, let us explain a little about its structure.

All information in MediaSight is stored in a total of 35 sections, though on your PC you might get different number of sections depending upon your access-rights. In each of these sections, there are questions & their further description. For example, in Demographics section (the one that you see above in the picture); variables like Gender, Age Group, SEC, City, Occupation, etc. are stored. Similarly, in TV section, you would find Day Part Viewership, Channels Watched Most Often, Number of Hours TV is Watched on Weekdays & on Weekends, etc. A complete description of all 35 sections is given in Appendix 1.

Also, you see various command-buttons on the right hand side of the MediaSight, they are explained below:

	This is to Process the data. Typically, you will press this button after you have made your desired selection
	This clears all your selection in one-go, this also clears all the 'filters' you may have applied. So, it is always a good idea to press 'Refresh All', before making new selection
	This helps you to further thin-slice the data by applying filters
	This is a handy button, especially if you have accidentally closed the output of your last selection, by pressing this you can get the last produced table without actually processing it again, even if you had shut-down the computer
	This is to close the MediaSight

Similarly, you get couple of check-boxes at the left-hand side of the MediaSight, they are explained below. To process any data from MediaSight, you will have to select one of the below check-box, and you can select only 1 at a time.

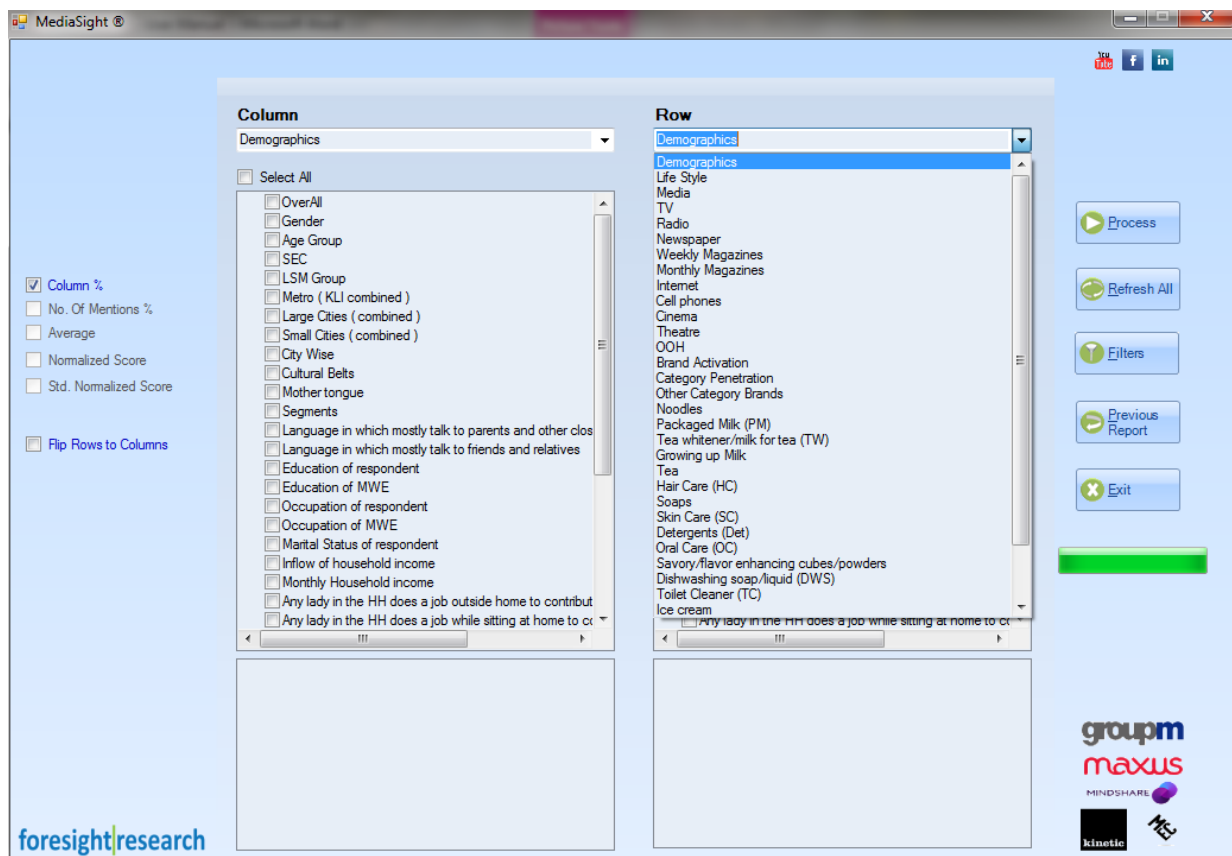
<input type="checkbox"/> Column %	This is default value of MediaSight, and will be used most often. You can process column percentage for any question on any cut. You will get almost all the variables on this check-box
<input type="checkbox"/> Number of Mentions	This is a handy statistic, especially when you want to see ' <i>how many</i> ' activities a consumers does. When you check 'number of mentions', only those variables will be displayed on which this could be processed. For example, in Life Style section, you will get only 7 variables
<input type="checkbox"/> Average	Sometimes you would like to calculate the average value of a variable, e.g. age, income, expense etc. Again, only those variables will be displayed on which this could be processed
<input type="checkbox"/> Normalized scores	This will generate normalized scores
<input type="checkbox"/> Std. Normalized Score	This will generate standardized normalized scores

There is another check-box on left side of the MediaSight:

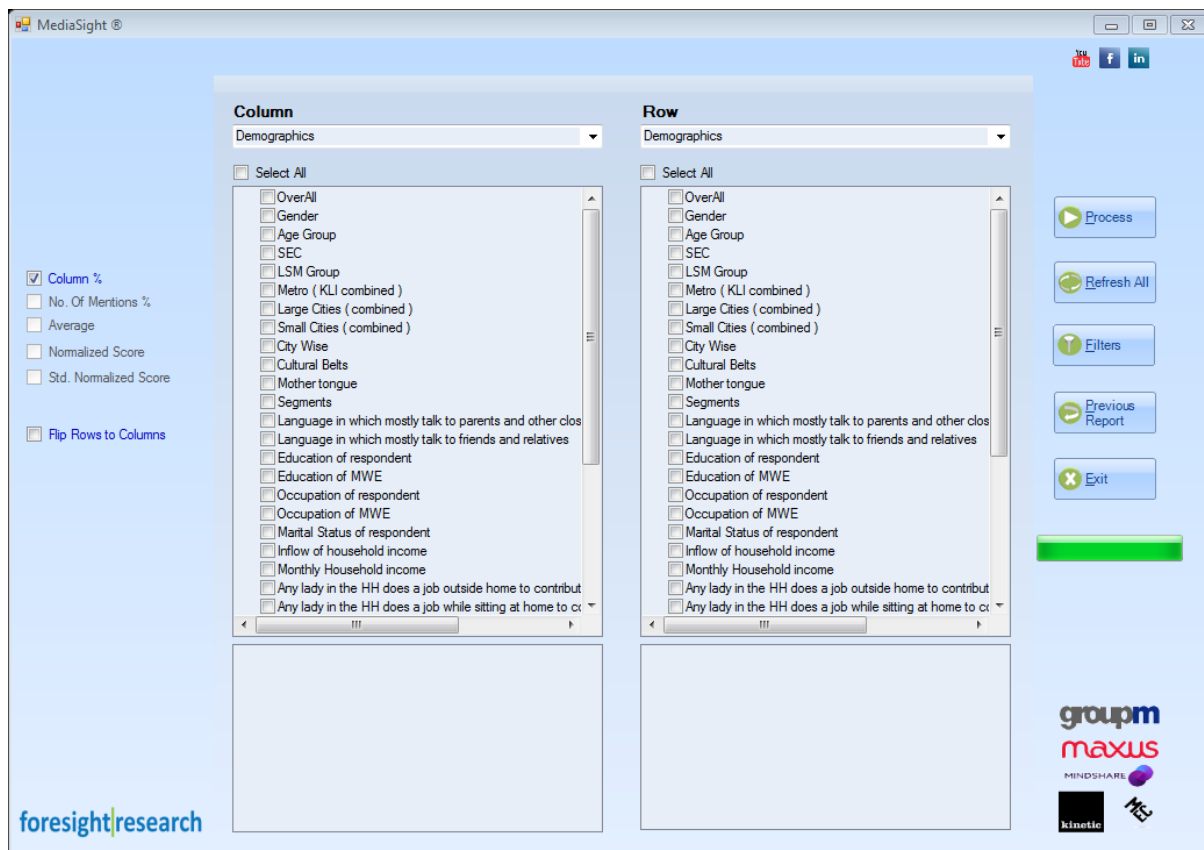
☐ **Flip Rows to Columns**


Its default value is un-checked. This will simply transpose the output. We will further explain it later on in the manual

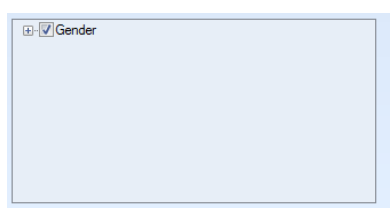
Now, we come to the most important part of the MediaSight; Columns and Rows. All the information is stored under Columns and Rows, this information is further arranged in Sections. You can select any section using the drop down-menu under Columns and Rows. In the below picture, drop-down menu of Demographics section is open, and you see all the sections that you have on your PC. Visual on your PC may differ from what you see here depending upon your access-rights. At one time, you can select only one section and consequently you can process variables of one section at a time only.



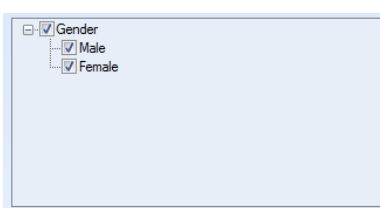
Let's start working with the default selection at your PC, that is you have Demographics selected at both Rows and Columns. Your screen will look like as below:



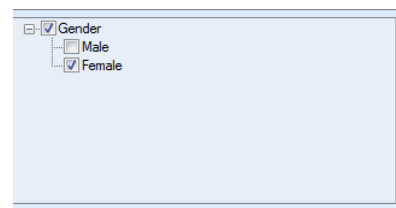
You have various check-boxes under both Columns & Rows. Let's check 'Gender' box in Columns, you will see the following in the pane below Columns (picture 1). You would find an icon , this shows an expandable-selection, you click on this and you will get the options as shown in picture 2. You can further select/ de-select any of the levels, by clicking on the Male check-box, it will be de-selected and you will have a display as shown in picture 3.



Picture 1



Picture 2



Picture 3

Now, you are ready to produce your first output.

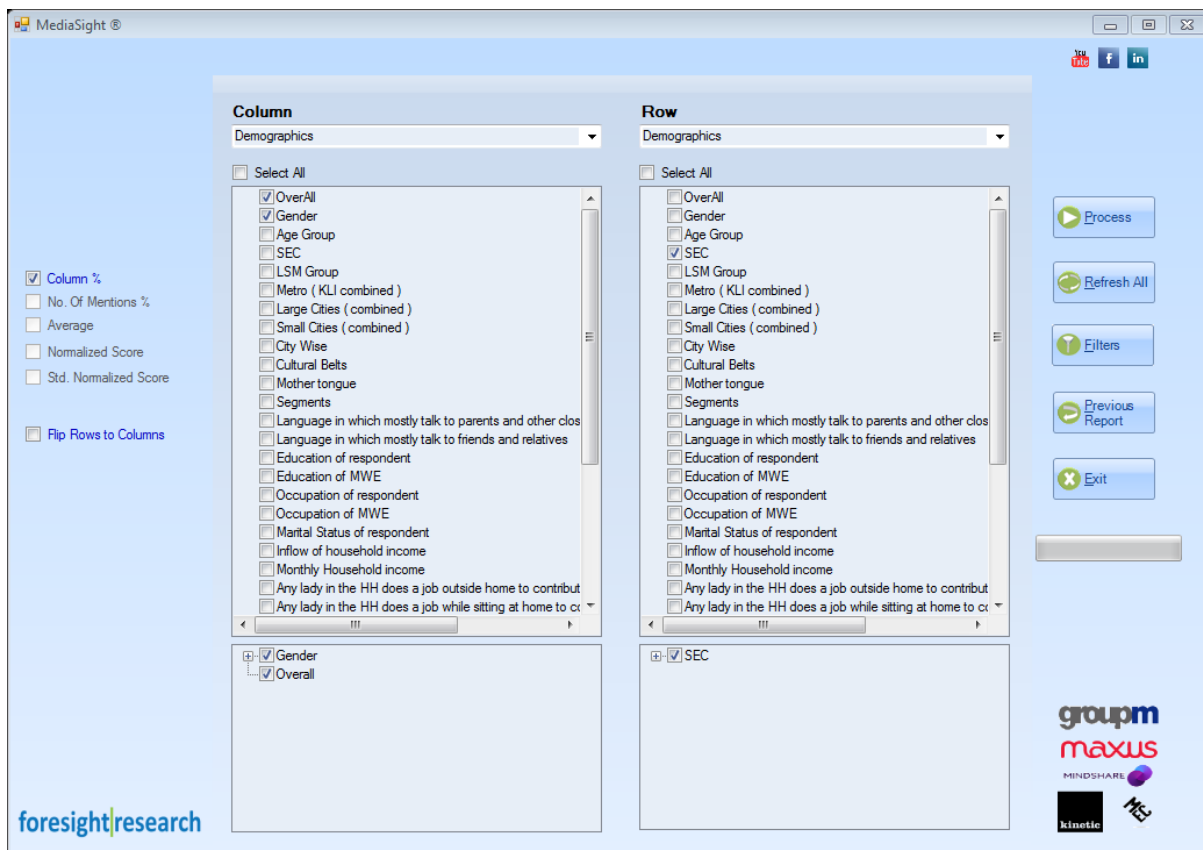
2. Producing Tables

Suppose, you want to produce a table as shown below:

SEC - %	Gender		Overall
	Male	Female	
SEC A	16	16	16
SEC B	19	18	19
SEC C	30	32	31
SEC D	35	34	34

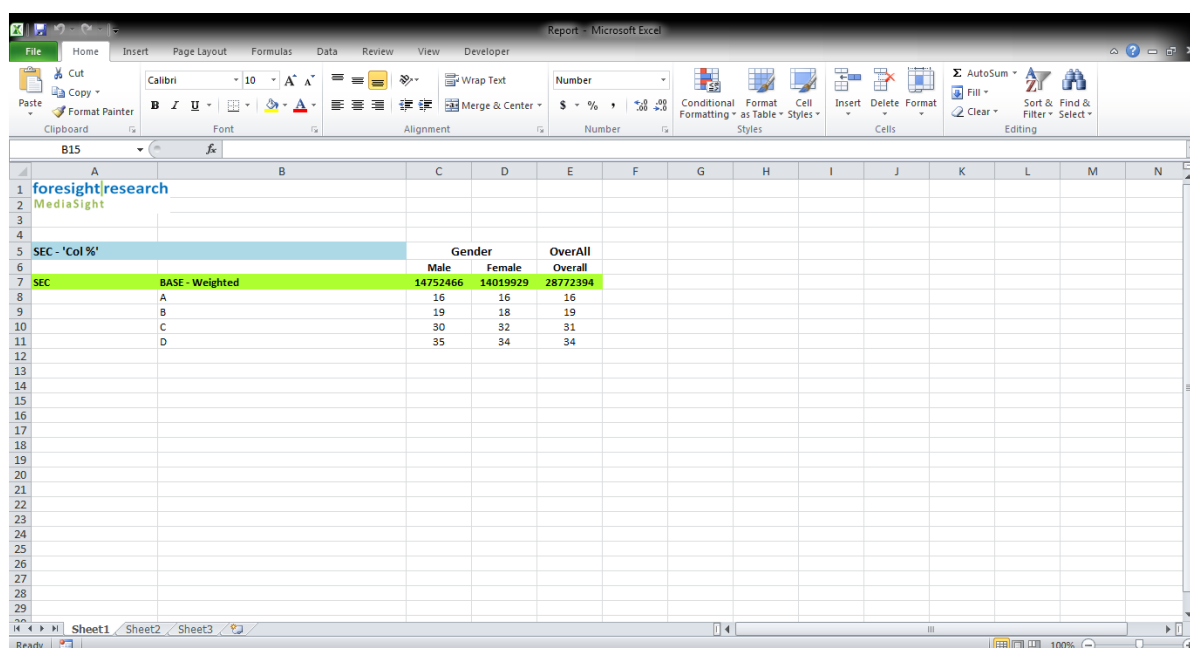
So, you have 'Gender' & 'Overall' as Column and 'SEC' as Row. However, we want to draw your attention to the order of columns, 'Gender' appears first & 'Overall' comes in last, this is opposite to the order in the list of variables on your screen. You can ensure this by first selecting 'Gender' then 'Overall' – that means the order in which you select variables, will be the order in which output will be generated.

Let's try doing this by selecting 'Gender' & 'Overall' from Column [remember to select 'Gender' first & 'Overall' after it] and 'SEC' from Rows, your selection will look like below:



Note that 'Gender' is appearing on top of 'Overall'.

Now, press 'Process' button, and you will get the below output.



SEC - 'Col %'	Gender	OverAll
	Male	Female
SEC	14752466	14019929
BASE - Weighted	14752466	14019929
A	16	16
B	19	18
C	30	32
D	35	34


As you would have noticed that output is produced in MS Excel.

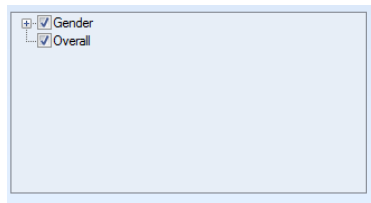
There is another thing you might have noticed in the output, 'Base – Weighted'. Base refers to the total population data is representing. 3D research represents 28.77 million males & females aged 14-55 years of SEC A-D of top 25 cities of urban Pakistan.

Remember to either save the output by another file-name or close the file before processing another table. MediaSight will not generate any output if the output file is open. MediaSight output file has a default name of 'Foresight Report'.

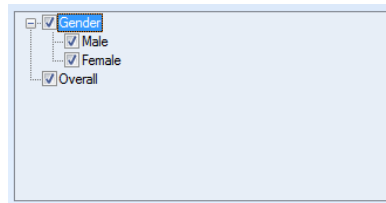
Now suppose, you want to modify the output slightly, and this time you are only interested to see 'Male' & 'Overall' Columns. Any idea how would you do it?

We encourage you to try this before looking at the solution at the next page.

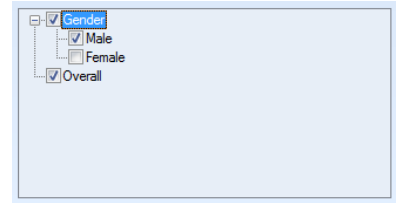
Most probably you would have done this. In case you find it difficult, there is nothing to worry about. In the bottom pane, you click on the icon  next to 'Gender', you will see 'Male' & 'Female' listed under 'Gender' (Picture 2). You click on 'Female' to de-select it & you will get a screen as shown in Picture 3.



Picture 1



Picture 2



Picture 3

Now, we can get the desired output. But remember to close the previous output. Also, ensure that 'SEC' is remained selected in 'Row'. You will get the following output.


SEC - 'Col %'	Gender	OverAll
SEC	Male	14752466
SEC	Female	28772394
BASE - Weighted		
A	16	16
B	19	19
C	30	31
D	35	34

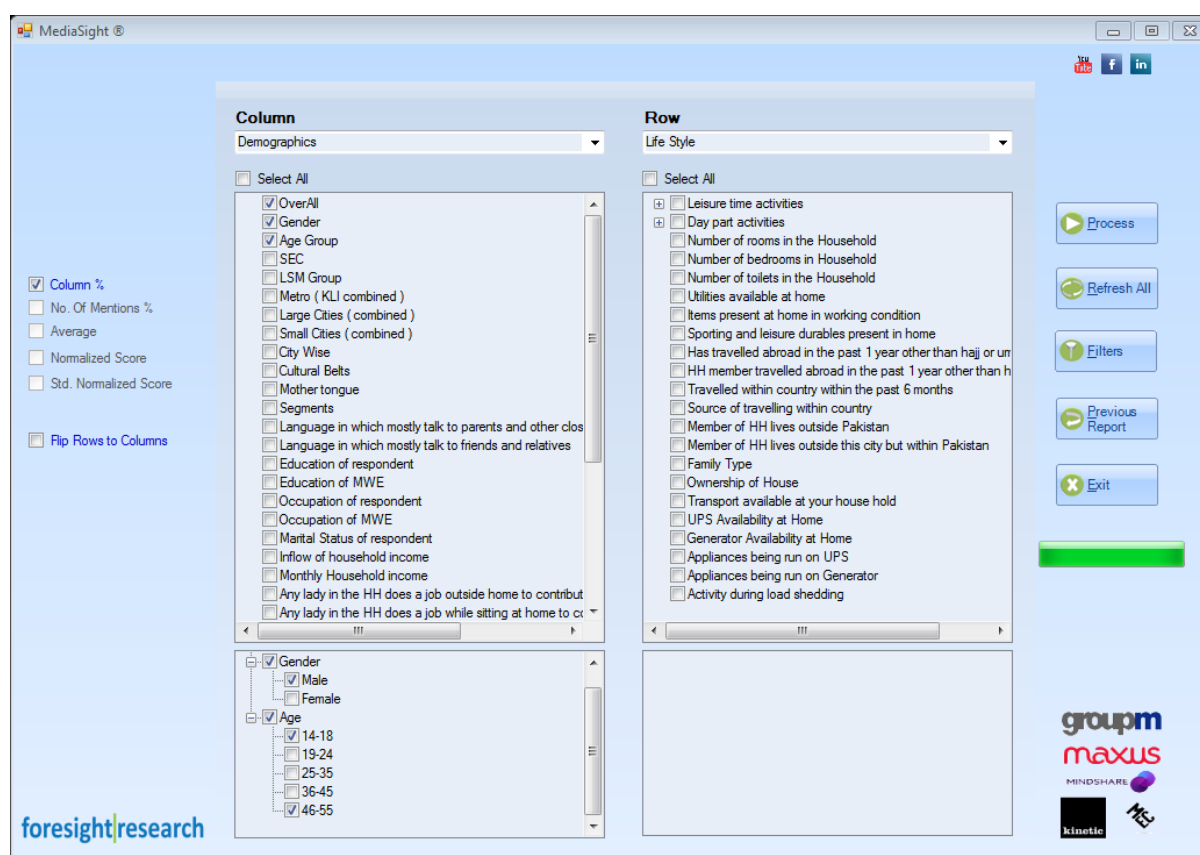
Try running the same selection again by selecting 'Flip Rows to Columns' check-box and observe the difference in output.


Now, let's try to generate following output from the MediaSight:

	Overall	Male	Age 14-18	Age 46-55
Leisure time activities done at least once a week – Column %				
House Cleaning	47	29	43	45
Purchasing Groceries and items for Home	73	81	60	83
Relaxing	60	55	62	57
Leisure time activities done Daily – Column %				
House Cleaning	11	6	10	9
Purchasing Groceries and items for Home	29	27	21	40
Relaxing	38	29	39	36

A cursory look at the table will let you know that variables in Column are from 'Demographics' section, while variables in Row are from 'Lifestyle' section. So, in your Column you should also select 'Demographics' section, while in Row, you will select 'Life Style'.


First, select the check-boxes of 'Overall', 'Gender' and 'Age Group' in the Column. Now, since we only want 'Male' & Age Group '14-18' & '46-55', you need to click on the icon  next to 'Gender' & 'Age' in the below-pane. Un-check 'Female' and the age groups that you do not want to select. Your screen should look like below at this point:

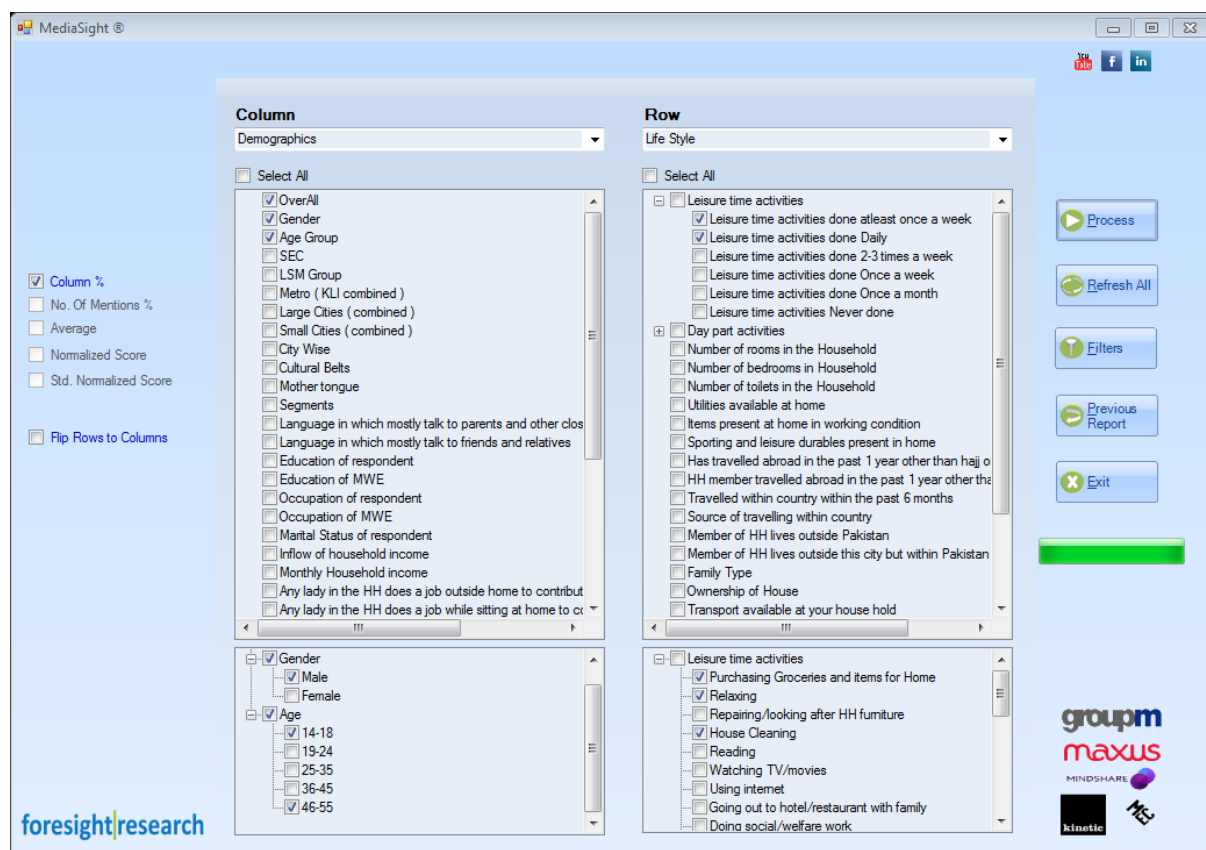


Now we need to define the Row of our table. Remember, we had already selected 'Life Style' in Row. You need to click on the icon  next to 'Leisure time activities' in the upper-pane in Rows. It will expand into following options in the upper-pane itself:

- ☐ Leisure time activities done at least once a week
- ☐ Leisure time activities done daily
- ☐ Leisure time activities done 2-3 times a week
- ☐ Leisure time activities done once a week
- ☐ Leisure time activities done once a month
- ☐ Leisure time activities never done

Since, we want to only see the activities done 'at least once a week' and 'daily', you select the first two check-boxes. As soon as you check the box in the upper-pane in Row, 'Leisure time activities' box will appear in the bottom-pane.

You need to click on the icon  next to 'Leisure time activities' in bottom-pane. A whole list of various activities will appear. By default all activities will be selected. Since we are interested in only 3 activities (House Cleaning, Purchasing Groceries and items for Home and Relaxing), we will de-select all other activities. Your screen should look like below at this point:



Now press the 'Process' button & you will get the desired output in MS Excel, as shown below:

The screenshot shows a Microsoft Excel spreadsheet with the following data:

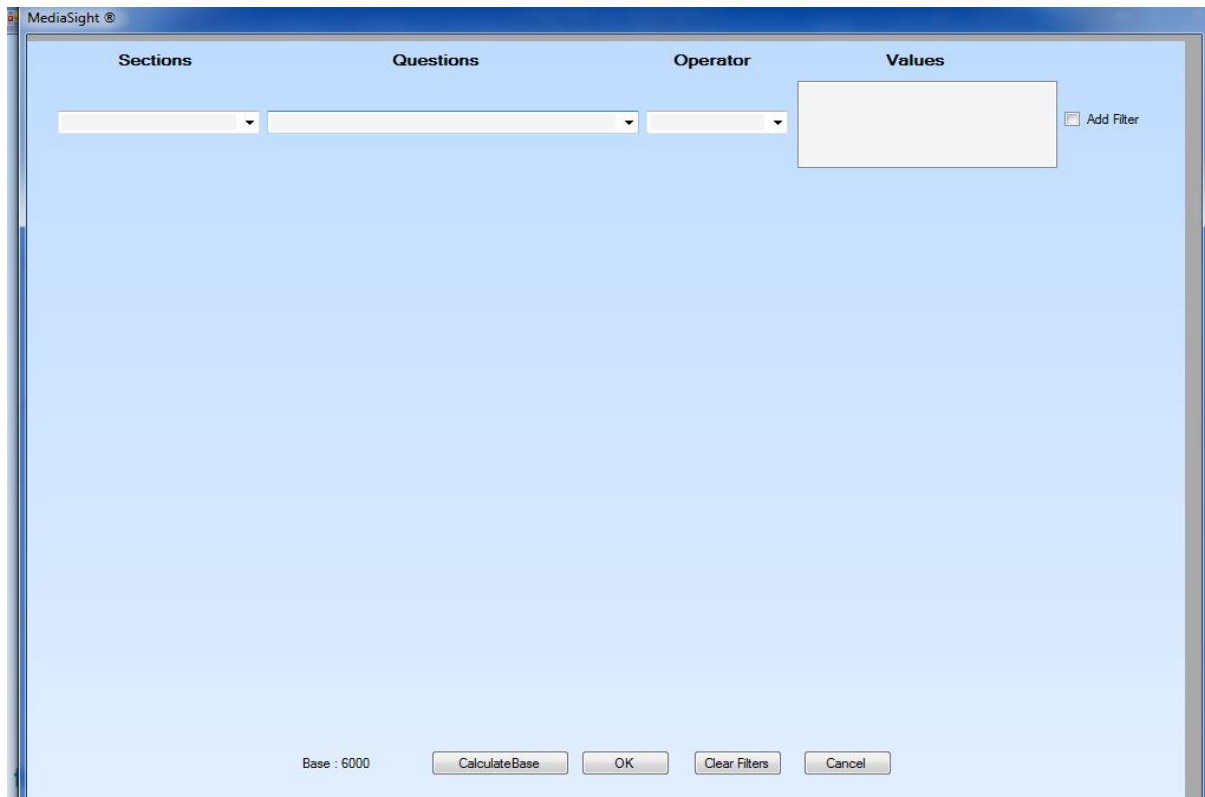
Leisure time activities done atleast once a week - 'Col %'		Overall	Gender	Age Group	
		Overall	Male	14-18	46-55
Leisure time activities	BASE - Weighted	28772394	14752466	5122419	4040378
	House Cleaning	47	29	43	45
	Purchasing Groceries and items for Home	73	81	60	83
	Relaxing	60	55	62	57

Leisure time activities done Daily - 'Col %'		Overall	Gender	Age Group	
		Overall	Male	14-18	46-55
Leisure time activities	BASE - Weighted	28772394	14752466	5122419	4040378
	House Cleaning	11	6	10	9
	Purchasing Groceries and items for Home	29	27	21	40
	Relaxing	38	29	39	36

Continue exploring MediaSight and have fun.

3. Applying Filters

Press the 'Filter' tab on the MediaSight, a screen like below will pop-up:



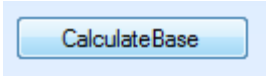
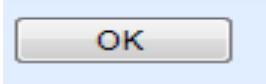
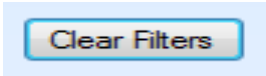
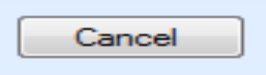
Let's understand various items on the 'Filter' screen.

Sections	All information in MediaSight is stored in various sections. These sections are made to ease the navigation in the software. To apply filter on any questions, you have to select its section first	
Questions	Once a section is selected, its relevant questions are displayed under 'Questions'	
Operators		There are 2 operators that you can use in the filters
	<i>Any of the</i>	This is like 'OR' operator, for example in Age Group if you select this operator with '14-18', '19-24', and '25-35', then all respondents of these 3 age groups will be selected
	<i>None of the</i>	This is like inverse-selection operator, for example in Age Group if you select this operator with '14-18', '19-24', and '25-35', then all respondents of 'other' age groups will be selected
Values	This shows further levels of the question. For example in Age Group, you will see various age groups here	

There is another item (check-box) besides the above-mentioned items on the filter screen

- ☐ Add filter This is used to add another filter in your selection. When you check on this item, a new line would appear on your filter screen. You can select a maximum of 6 filters at a time

In addition, there are couple of buttons to execute command. They are explained below:

	This is very important button, it tells you the sample size behind your selection. It is always a good idea to check the sample size before processing the output. It is advisable not to process any output, where the base is less than 100
	This is to confirm the filter selection
	To clear all the selection
	You will use this button, if you have cleared all the filter-selections and want to exit the filter screen. Please note, you will click on the 'OK' button if you have made some filter-selection and if you have cleared all filters, then you will be required to click on 'cancel' to exit the filter-screen

Now, hopefully you understand various buttons and their function on the filter screen. Even if some of the concepts are little vague, just practice the following example and re-read the above introductions, and we assure you that you would find it very easy, after all we are not talking nuclear technology here!

Filters are an important tool to thin-slice the data. Let's understand their application with a simple example. If you want to see SEC A & SEC B combined on a certain variable, say 'Activity during load-shedding', that is you don't want to see SEC A & SEC B separately, but as a single column. How would you do it? Surely, in Row you will select 'Life Style' section and in variable you will select 'Activity during load-shedding', but how would you combine SEC A & SEC B into a single column?

Filters solve this problem. Press 'filter' & a filter screen will pop-up.

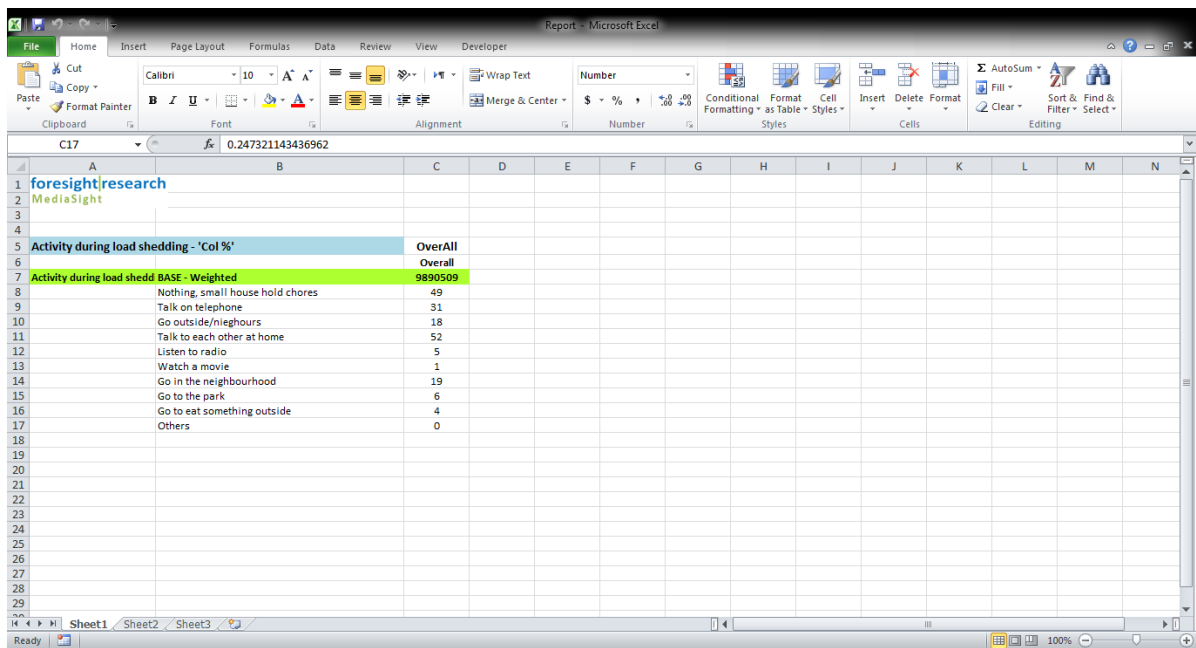
In section select 'Demographics', in 'Questions' select SEC, in operator select 'any of the' and in values select 'A' & 'B'. You can also click on the 'Calculate Base' to see the sample size behind your selection – it should be 2575.

Your screen will now look as below:

The screenshot shows the MediaSight application window. At the top, there are four tabs: 'Sections', 'Questions', 'Operator', and 'Values'. The 'Sections' tab is active, showing a dropdown menu with 'Demographics' selected. The 'Questions' tab shows a dropdown menu with 'SEC' selected. The 'Operator' tab shows a dropdown menu with 'Any of the ...' selected. The 'Values' tab shows a list of values: A, B, C, and D. Value B is selected. There is an 'Add Filter' button to the right of the 'Values' list. At the bottom of the window, there is a status bar showing 'Base : 2575' and four buttons: 'CalculateBase', 'OK', 'Clear Filters', and 'Cancel'.

Now press the 'OK' button. You will be back to the MediaSight main screen. Remember we had selected the Row, but we need to select the column. In Column, select the 'Demographics' section (which is already the default option), and select 'overall'. And click on 'Process'.

Your output should look like as shown below:

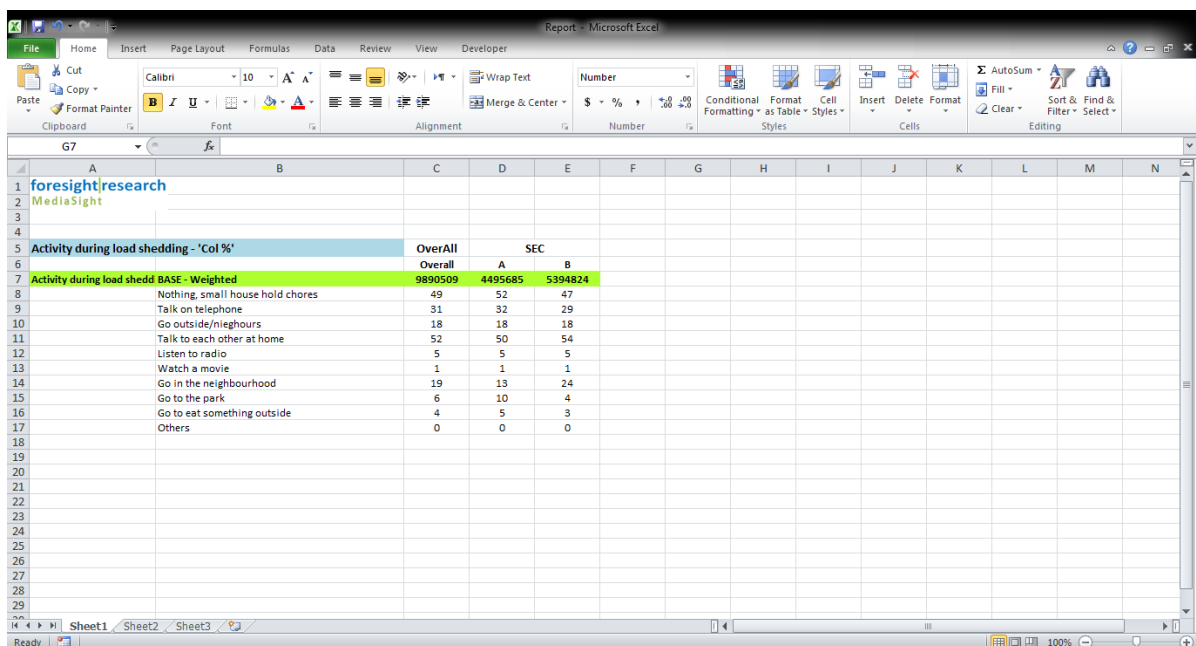


Activity during load shedding - 'Col %'		OverAll
Activity during load shedd BASE - Weighted		9890509
Nothing, small house hold chores		49
Talk on telephone		31
Go outside/nieghours		18
Talk to each other at home		52
Listen to radio		5
Watch a movie		1
Go in the neighbourhood		19
Go to the park		6
Go to eat something outside		4
Others		0

Now, suppose you want to get the same output on a slightly different Column-set, that is

Overall (SEC A & SEC B combined)	SEC A	SEC B
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What would you do? Remember you had already processed and displayed first column above. Simple, is not it? You will go back to the Column on MediaSight & Click on SEC & Select A & B, but remember to close the previous output. You will get the below output.



Activity during load shedding - 'Col %'		OverAll	SEC	
Activity during load shedd BASE - Weighted		Overall	A	B
Nothing, small house hold chores		49	52	47
Talk on telephone		31	32	29
Go outside/nieghours		18	18	18
Talk to each other at home		52	50	54
Listen to radio		5	5	5
Watch a movie		1	1	1
Go in the neighbourhood		19	13	24
Go to the park		6	10	4
Go to eat something outside		4	5	3
Others		0	0	0

Now, let's do couple of things

1. Add the numbers in D7 & E7 (weighted base for SEC A & SEC B), it should be equal to the number in cell C7 – overall weighted base in for SEC A & SEC B (remember we had applied filter)
2. Go back to the MediaSight screen, & select all the SECs in Column & process. You will still get the same output. This is because of the filter you have applied.

Now, go back to the 'filter' screen and remove all the filters. To do this, you have to click 'clear filter' and then click 'cancel'.

Now let's learn to apply more than 1 filter in one-go. Suppose we want to process the 'Activity during load-shedding' for consumers of SEC A & B, males, aged between '14-24'. How will you do it?

In Column you will select, 'overall' in Demographics section, while in Row you will select 'Activity during load-shedding' from Life Style section. Now, you will select filters, and do the following steps:

Section	Questions	Operator	Values	Add filter
Demographics	SEC	Any of the	A & B	Check on the 'add filter'
Demographics	Gender	Any of the	Male	Check on the 'add filter'
Demographics	Age Group	Any of the	14-18 & 19-24	Do not check on 'add filter' as you do not want to add any further filter

Now, calculate the base – it should be 558. Your filter screen should look like below:

The MediaSight filter screen displays three filter criteria under the 'Sections' column, all set to 'Demographics'. The 'Questions' column contains 'SEC', 'Gender', and 'Age Group'. The 'Operator' column is set to 'Any of the ..'. The 'Values' column shows the following options:

- SEC:** A, B, C, D. B is selected.
- Gender:** Male, Female. Male is selected.
- Age Group:** 14-18, 19-24, 25-35, 36-45, 46-55. 14-18 is selected.

Each filter criterion has an 'Add Filter' button. At the bottom, the 'Base' is displayed as 558, along with buttons for 'CalculateBase', 'OK', 'Clear Filters', and 'Cancel'.

And your output should look like one given below:

	Activity during load shedding - 'Col %'	OverAll
	Activity during load shedding BASE - Weighted	2113257
	Nothing, small house hold chores	33
	Talk on telephone	35
	Go outside/niaghours	22
	Talk to each other at home	49
	Listen to radio	6
	Watch a movie	2
	Go in the neighbourhood	31
	Go to the park	6
	Go to eat something outside	6
	Others	0

You can get the same output, but selecting a different operator & different values in the filter. Try-out the below selection:

The screenshot shows the MediaSight filter configuration window. It has four main columns: Sections, Questions, Operator, and Values. There are three filter rules defined:

Sections	Questions	Operator	Values	Add Filter
Demographics	SEC	None of the ..	<input type="checkbox"/> A <input type="checkbox"/> B <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> D	<input checked="" type="checkbox"/>
Demographics	Gender	None of the ..	<input type="checkbox"/> Male <input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/>
Demographics	Age Group	Any of the ..	<input checked="" type="checkbox"/> 14-18 <input checked="" type="checkbox"/> 19-24 <input type="checkbox"/> 25-35 <input type="checkbox"/> 36-45 <input type="checkbox"/> 46-55	<input type="checkbox"/>

At the bottom, it shows "Base : 558" and buttons for "CalculateBase", "OK", "Clear Filters", and "Cancel".

Did you notice that in SEC & in Gender we have changed the operator from 'any of the' to 'none of the' – but we have also changed the values as well. You process this & you will get the same output as you got previously.

We encourage you to change the operator in the 'age group' such that the output remains the same. Easy?