

TV COMMERCIAL RATINGS

The following page is a sample ratings sheet used to rate TV commercials. The research design accomplishes two things: (1) An analysis of commercials; and (2) Documentation of ineffective commercials with polychronic viewers.

Procedure:

Respondents are given ratings sheets and told they will watch a number of TV commercials. They are asked to rate each commercial on two items:

1. Overall Rating on 1-10 Scale. Instructions are something like, "You all have seen many TV commercials in your lifetime and you have your own ideas about what is a good commercial and what is a bad commercial. For the first rating, the Overall Rating, please rate the commercial on how good you think it is as compared to other commercials you have seen. Use a scale of 1 to 10, where '1' means 'Poor,' '10' means 'Excellent,' and 2 through 9 are in-between. Please record your rating on the short line, and in only a few words, explain your rating on the longer line."
2. Try Rating on 1-10 Scale. Instructions are something like, "Next, I would like you to rate the commercial on what we call a 'Try Rating.' With this rating, please use another scale of 1 to 10, where the higher the number, the more likely you would be to try the product or service for the first time, or purchase the product or service again. Please record your rating on the short line, and in only a few words, explain your rating on the longer line."

The wording for the "Try Rating" changes depending on the type of commercial tested. For example, if the commercial is for a charitable organization asking for contributions, the wording might be: "With this rating, please use another scale of 1 to 10, where the higher the number, the more likely you would be to contribute to the organization or contribute once again."

After the ratings scales are explained, the respondents are told:

"I have one more explanation about your ratings sheet. As you see on the sheet, you will rate each commercial twice. For the first showing of each commercial, I would like you to turn your eyes away from the screen. I'll play the commercial and then ask you to rate it on the two items under the 'Not Watching Screen' label. For the second showing, I'll ask you to watch the screen while the commercial is playing. After it is over, please rate the commercial on the two items under the 'Watching Screen' label.' Keep in mind that your ratings are your opinions and, therefore, cannot be wrong. By the way, you may have different ratings for the same commercial in the 'Not Watching Screen,' and the 'Watching Screen' areas. That's OK."

Finally, please answer the two questions on the bottom of the sheet . . . one about watching TV, and the second about your age and sex.

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MESSAGE 1

Not Watching Screen

a. Rating (1-10): _____

b. Try (1-10): _____

Watching Screen

a. Rating (1-10): _____

b. Try (1-10): _____

MESSAGE 2

Not Watching Screen

a. Rating (1-10): _____

b. Try (1-10): _____

Watching Screen

a. Rating (1-10): _____

b. Try (1-10): _____

MESSAGE 3

Not Watching Screen

a. Rating (1-10): _____

b. Try (1-10): _____

Watching Screen

a. Rating (1-10): _____

b. Try (1-10): _____

MESSAGE 4

Not Watching Screen

a. Rating (1-10): _____

b. Try (1-10): _____

Watching Screen

a. Rating (1-10): _____

b. Try (1-10): _____

Overall, when you watch television, which statement best describes you . . . (Circle a number.)

1. When I watch TV, I don't do anything other than watch TV
2. When I watch TV, I'm also doing something else at the same time
3. It depends. Both answers 1 & 2 describe me
4. Don't know/Not sure

Sex: Male _____ Female _____ Age: 18-24 _____ 25-34 _____ 35-44 _____ 45-54 _____ Over 54 _____