Switching during commercial breaks
van Meurs, A

Citation for published version (APA):

General rights
It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations
If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: http://uba.uva.nl/en/contact, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.
Subject index

Adjusted R², 103, 105, 185, 199
Adratio, 76
Advertisers, 13, 14, 15, 16, 26, 74, 77, 91, 127, 131, 135
recommendations, 136-37
Age, 60, 63, 64-65, 66, 78-79, 89, 117, 123, 138, 139
of the product target group, 116, 122, 137, 177, 178
shift in audience profile. See Shift in audience profile
Allocation medium, 23, 130
Always. See Commercials: product: feminine hygiene
Amusement. See Programmes: categories
Anchor point, 121, 138
Appreciation. See Commercials: appreciation and Programmes: appreciation
Attention for television, 15, 17, 18, 20, 22, 24, 25, 31, 32, 33, 37, 48, 49, 64, 68, 75, 87
Attitude towards advertising. See Irritation with television advertising
Availability
of breaks, 136
of programmes, 19, 129
Average level of effect, 223
Avoidance of advertising, 15, 16, 19, 20, 24, 29, 31, 35, 68, 78, 80, 87, 107, 135
B-coefficient, 183
B-coefficient, 185
smaller than 1.0, 184
Block factor, 39, 43-46, 45, 61, 98, 150
one-sided, 39, 43-46
recommendations for calculation, 45
two-sided, 43-46
Brand differentiating messages, 82
Break flow, 39, 40
Broadcast frequency
of commercials. See Overload of programmes. See Series
Broadcast time. See Supply
Broadcasting organisation, 60, 90, 172
Butterfly syndrome, 37
Cable, 17, 21, 30, 69, 70, 90
Campaign characteristics
indirect effects, 213
Causal effects, 26-28, 26-28, 51, 52, 54, 140,
Switching during commercial breaks

product
- diapers, 78
- feminine hygiene, 74, 75, 78, 79, 105, 138, 180
- hypotheses, 78
- washing detergents, 78

Confrontational medium, 68

Consultation medium, 23, 130

Continuity, 45, 55, 59, 109, 123, 133, 168, 172

Cultural programmes. See Programmes: categories

Day part. See Time of day

Debate on television advertising, 13, 14-15, 105

Decrease in ratings
- amount of switching, 95-97
- definition, 48-50
- distribution, 95-97
- explanatory model, 103-12

Decrease in viewers, 49, 95-97

Diapers. See Commercials: product

Diary research, 33

Difference in ratings, 39

Direct effects, 26-28, 52

Discrepancy product versus viewer profile. See Product target group: discrepancy with viewer profile

Door-to-door advertising, 68

Drama. See Programmes: categories

Dutch channels, 153

Education, 65, 90

Effect of switching on ratings, 39^41

Effects
- causal. See Causal effects
- direct. See Direct effects
- indirect. See Indirect effects
- interactive. See Interactive effects

Electricity use, 46

Electronic zapping, 31, 48

End breaks, 36, 44, 54, 58, 105, 107, 120, 138, 146, 171

EO, 60

Episodic structure, 58, 110, 120, 121, 132, 138, 172

Ethnicity, 66

Expectancy-value theory, 19

Experimental research, 26, 35

Explained variance, 105, 107. See also Adjusted R^2

Explanatory model, 26-28

Explanatory variables
- hypotheses, 50-86

External data sources, 46-47, 150

Extrapolation, 135

Family context. See Social viewing

Fast forwarding. See Zipping

Feminine hygiene. See Commercials: product

Film. See Programmes: categories

Flipping, 25, 30, 52, 68

Flush-factor, 46

Forced exposure, 23

Forecasts, 16, 45, 136

Fragmentation, 23

Frankfurter Schule, 17

Gender. See Sex

Grazing, 25, 30, 38

GRPs, 81, 95-103, 128, 131, 132, 136, 155, 156, 175, 197, 198, 199

potential GRPs, 98-101

registered GRPs, 98-101

Harmonisation of commercials, 169

Heavy viewers. See Viewing time

Hit and run viewers, 38, 49, 81, 98-101

HMI, 168, 169, 177, 179, 180

Hold factor, 41

Hopping. See Grazing

Household size, 21, 38, 65, 66, 90, 93, 119, 146, 176

Housewives, 65, 68

Hypotheses, 50-86
- accepted, 117-18
- contrary effect, 120-22
- new effects, 122-23
- overview, 83-86, 201-12
- rejected, 118-20

In the room and watching, 36

Income, 67

Increase in ratings
- amount of switching, 97-98
- definition, 48-50
- distribution, 97-98
- explanatory model, 103-6, 113-17

Increase in viewers, 45, 49, 122

Indirect effects, 26-28, 63, 66, 125, 140, 186, 213

Information programmes. See Programmes: categories

Inheritance, 18, 20, 39, 40

Interactive effects, 63

Interviews. See Recall survey

Irritation with television advertising, 13, 14-15, 14, 34-35, 54, 68-69, 74, 75, 77, 78, 80-81, 105, 128, 133, 179, 198

Jackson, Michael, 82

Key studies, 51, 119

Laboratory studies, 26, 35, 82

Leaving the room during commercials, 16, 31, 33, 34, 36

Length
of commercials, 77, 89, 169, 180
of continuity, 55
of programmes. See Programme length
of promos, 177
of the break, 75–76, 105, 112, 116, 134, 137,
155, 156, 174, 175, 177, 184, 223
of the continuity, 55
Length of tune, 37–39
Levels of switching, 29, 33, 34, 36, 38, 41, 58,
93, 95–103, 124, 135, 138, 170
Life Style Survey, 68
Light viewers. See Viewing time
Likeability, 75, 83, 135, 139
Linearity, 187
Lisrel, 27, 186
Loyalty index, 39, 40
Magazines, 25, 35, 52, 57, 68–69, 138. See also
Flipping
Marital status, 65
Mechanical zapping. See Electronic zapping
Media agencies, 13, 14, 16, 26, 52, 55, 61, 63,
127, 131
recommendations, 136–37
Media planners. See Media agencies
Memory effects, 34–35
Mental zapping. See Attention for television
Minute by minute ratings. See CKO
Missing values, 170, 184, 185
Moment of switching, 34
Motivation of viewers. See Uses and gratifications
and Viewer selectivity
Multicollinearity, 169, 176, 186, 187, 197–99
Multivariate analysis, 26–28, 51, 119, 124, 183–
87. See also Regression
Muting, 30, 31, 49, 87
Napping. See Mental zapping
Navigation analysis, 37
Net fraction, 39, 40, 41–43, 41, 42, 149
New viewers, 98–101
News. See Programmes: categories
Newspapers, 25, 31, 35, 68, 72
Nipping in and out. See Hit and run viewers
Non-selective viewers. See Viewer selectivity
Normal Probability Plot, 187
Number of commercials in the break, 76
Number of switches, 25, 37–39, 38, 74, 91
Observational research, 26, 35–36, 148
with cameras, 35
Observations. See Commercial breaks: sample
Obstinate audience, 19
Opinion leaders, 19
Overexposure. See Overload
Overload, 14, 22, 55, 75, 77, 80–81, 80, 82, 105,
129, 135, 138, 139, 180, 181, 215
broadcast frequency, 74, 75, 81, 181, 198
period of time since the last broadcast, 80,
180, 181
probability of confrontation, 81, 181
Pacing, 71
Part of the week. See Weekend and Weekdays
People meter, 29, 36, 46, 49, 51, 69, 71, 87–94,
87. See also CKO
scientific research, 130–31
validation, 46
Pepsi, 82
Perceived control, 71
Period of time since the last broadcast. See
Overload
Persistence threshold, 37, 91, 138
Physical zapping, 31, 48
Placement of the break
hypotheses, 52–55
Position in the household, 65
Potential GRPs, 98
Power of the test, 183, 184
Predictions. See Forecasts
Preferred position
of spots, 136
Preferred position of spots, 40
Presence in the room, 35, 72, 176
Prime time, 38, 52–53, 81
Product characteristics
indirect effects, 213
Product target group, 63, 75, 78–79, 116, 125,
137, 177, 178, 179
discrepancy with viewer profile, 178
discrepancy with viewer profile, 79–80
variance of profile, 178
Prognoses. See Forecasts
Programme promotion
before and after the break. See Continuity
during the break. See Promos
Programme-interrupting advertising. See Centre
breaks
Programmes
appreciation, 18, 58–59, 104, 172, 184, 185
broadcast frequency. See Series
categories, 38, 54, 57–58, 64, 92, 105, 132,
171, 189, 197
amusement, 57, 58
children’s programmes, 123–26
children’s programmes, 109
cultural programme, 109
culture, 138
drama, 22, 39, 46, 58
film, 47, 49, 57, 109, 171, 180
information programmes, 58, 109, 132
light information, 109
Switching during commercial breaks

news, 43, 51, 57, 58, 114, 121, 132, 137, 138, 168, 198, 199
other programmes, 109
quiz programmes, 57, 121, 138
soaps, 57, 58, 121, 138
sports, 43, 57, 58
content, 18, 20, 38, 128-29
episodic structure. See Episodic structure
last two minutes, 49
length, 41, 55, 56-57, 105, 108, 133
after the break, 56-57, 108, 171
before the break, 56-57, 108, 133, 171
effect on net fraction, 41-43
on the other channels, 61, 110, 174
audience size, 61, 70
ending, 61, 62, 115, 116, 137, 174, 175
hypotheses, 61-62
scheduling, 20
segments, 41, 57
series, 18, 54, 55, 57, 58
short programmes, 41, 42, 132, 137, 168
type. See Programmes: categories
Programming of the break
hypotheses, 74-83
Promos, 59, 77-78, 134, 177, 180
Punctuation. See Continuity
Quiz programmes. See Programmes: categories
Radio, 68
Radio Establishment Survey, 69, 167
Rate of decrease, 49, 95-97, 125
Rate of increase, 49
Rating of the break, 73, 112, 175
Recall survey, 15, 31-32, 35, 36, 146
Registered GRPs. See GRPs
Regression, 42, 183-87
adjusted R², 103, 105, 185
B-coefficient, 185
B-coefficient, 185
clusters, 183
coefficients, 185
constant, 185
linearity, 187
multicollinearity, 169, 176, 186, 187, 197-99
Normal Probability Plot, 187
power of the test, 183, 184
residuals, 187
tolerance, 187
unique explained variance, 105
variance inflation factor, 187
Relative loss of viewers during commercials, 39, 40, 41, 43, 155
Reliability and sample size, 93-94
Reliability of the data, 92-94
Remote control, 13, 14, 21, 23, 25, 36, 37, 53, 54, 64, 70-71, 73, 92, 176
Research objectives, 13-17
Research question. See Research objectives
Residential environment, 67
Residuals, 187
Response categories, 33
Results
amount of switching, 95-103
explanatory model, 103-26
Returning viewers, 38, 97, 99, 138
Roadblock, 62
Rogers, Buck, 30
Sales houses, 13, 14, 16, 52, 61, 127, 131
recommendations, 134-35
Sample size, 36, 93-94, 184
Satellites, 21, 90
Scheduling, 45
commercial breaks, 77, 134-35
programmes. See Programmes: scheduling
Segmentation, 23
Selectivity. See Viewer selectivity
Selectivity process, 19, 20, 129
Series. See Programmes: series
Set meter, 40, 82
Settling in, 38
Sex (gender), 28, 53, 60, 63-64, 65, 67, 78-79, 112, 133, 172, 173, 179
Shared viewing. See Social viewing
Shift
in audience profile, 60, 105, 109, 110, 115, 132, 137, 172, 173, 175
in broadcasting organisation. See Broadcasting organisation
Shoppers, 65
Shoulder breaks. See Centre breaks
Soaps. See Programmes: categories
Social class, 60, 63, 65, 66-67, 78-79, 90, 110, 132, 172, 173, 176, 177, 178, 179
Social desirability, 15, 32, 34-35, 68, 87
Social viewing, 18, 73-74, 106, 112, 120, 133, 176
Sports. See Programmes: categories
SPOT, 15
Spurious relationships, 26-28, 51
Stability of viewer profiles, 16, 136, 137
Stagnation in demand, 22
Stayers, 98-101
Stick-value, 41
Stratification, 93
Suggestions for further research, 137-40
Supervisory commission, 16
Supply
of television advertising, 22, 153
of television programmes, 17, 22, 24, 153
Switching. See also Decrease in ratings and Increase in ratings
definition, 48–50
net effect, 98–101
switching away. See Decrease in ratings
switching in. See Increase in ratings
switching in and out. See Hit and run viewers
switching the set off, 31, 87
Teletext, 87
Television
number of sets per household, 21, 66, 72–73, 90, 107, 176
television channels, recommendations, 131–33
television guide, 72, 176
Television sets
number per household, 149
Time of day, 38, 40, 51, 52–53, 63, 73, 107, 137, 170
Time shifting, 47
Time since previous break on the channel, 54–55, 115, 170
Tolerance, 187
TROS, 60
Turnover factor, 38
Turnover rate, 93
Twin commercials, 82, 180
Two-step-flow model, 19
Unique explained variance, 105
Unit of analysis, 88–89, 139. See also Commercial breaks: sample
Uses and gratifications, 19
Validity of the data, 91
Variance inflation factor, 187
VCR, 18, 30, 47–48, 71, 112, 121, 122, 132, 174, 176
Viewer profiles, 178
Viewer selectivity, 14, 16, 17–26, 19, 23, 58, 71, 72, 123, 127–29, 132
Viewers profile. See Audience profile
Viewing styles, 20
Viewing time, 21, 22, 71–72, 153, 176
for commercials, 22, 153
Washing detergents. See Commercials: product
Water pressure, 46
Wear out. See Overload
Weekdays, 53, 170
Weekend, 53, 63, 170
Weighting, 45, 93, 169, 184
Young people, 63, 64–65, 66, 74, 78–79, 109, 122, 175
switching behaviour, 123–26
Zapping
definition, 30–31
Zap-proof breaks, 136
Zap-proof commercials, 82
Zipping, 25, 30, 47–48, 121, 150
neum, 62, 51, 37, 36, 116, 165-170
132, 161, 191, 192, 193, 194
Other relevant sentences...