

How Do I ... Rules for using wild cards with Touchpoints passive data 2015?

Rule 1 Only use wildcards for time lines and multiple activity reports

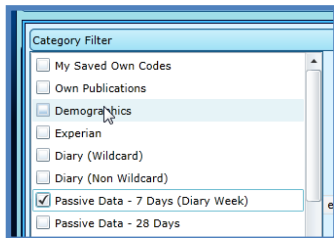
Wild cards allow clients to look at multiple activity (column) reports. For example in order to make timelines or to look at total reach by multiple activities. The data is reported in the following units:-

- Top level totals (Repertoires i.e. number of unique apps and websites)
- Time spent in seconds (and within half hours)
- Sessions
- Reach (the only reference to people)

If adding together totals i.e. time, apps or sessions, they should be added together using sum or +. However, if grouping together reach i.e. people use the ANY or OR command as usual.

The data is reported in seconds because sessions can be very short, but if a user wants to see minutes, they can divide by 60.

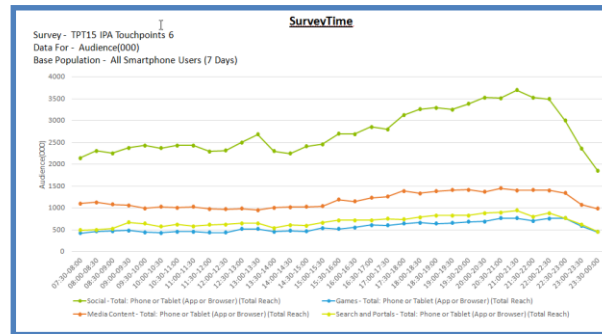
The data is located by selecting the relevant category in the filters box e.g. pick 7 day or 28 day diary.




The 7 days is the one to use if you want to combine passive behavior with the main Touchpoints ed diary activities, location or media.

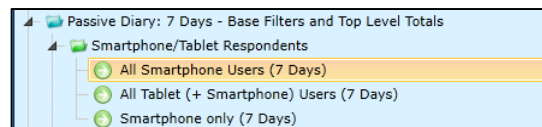
The wildcard functionality carries out many calculations, so it should only be used for multiple column/activity reports such as timelines showing the use of different websites or apps. SO IF you need totals or other summaries use non wild card!

In this example we are going to create a timeline using 7 day diary of All Smartphone Users, against different activities



The user should enter a table base from either of the bases below.


Step 1 – In Tables, double click on **Passive Diary: 7 Days Base Filters Top Level Totals** to open the category. Then double click on **Smartphone/Tablet Respondents**. Highlight **'All Smartphone Users (7 Days)'** and select the arrow  button to take the coding across.



Tables (1)	Cols (0)	Rows (0)	Group Charts
	Title		Code
1	All Smartphone Users (7 Days) ~ Smartphone/Tablet Respondents		(5500' 9' 1-2)

Select the passive activities as columns

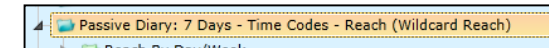
Step 2 – In Columns, double click on **Passive Diary 7 Days – Activity Codes – Total Reach (Wildcard Reach)**. Then double click on **Category Total Reach – Phone or Tablet (App or Browser)**.


Highlight the activities you want to use and select the arrow  button, to take them across to the coding grid separately.

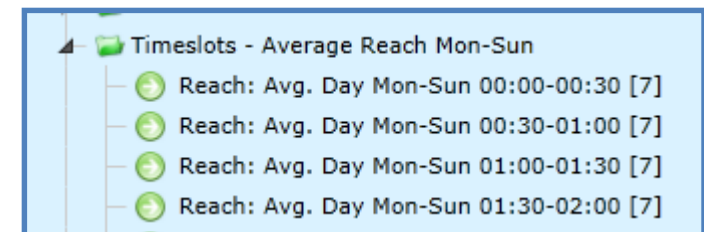


Select your timeslots as rows

Step 3 - In Rows, double click on **Passive Diary 7 Days: Time Codes Reach (Wildcard Reach)**



Step 4 – Double click on **Timeslots – Average Reach Mon-Sun** to open up the category. Highlight the timeslots and use the arrow  button, to take the coding across separately.

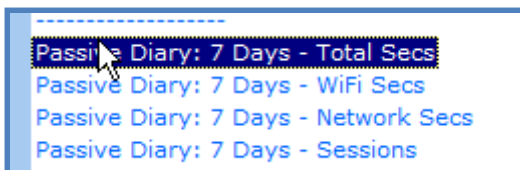


Step 5 – Crosstab your report and create a line graph to view the results.

The data can be broken down as follows:-

- Repertoires (number of unique apps and websites).
- Total time spent in seconds (for phone, wifi vs network, SMS/MMS, utilities, apps, websites)
- Total number of sessions (app, website, calls and SMS)

The data is reported by active phone or tablet usage, wifi vs network usage, apps or browsers.



The data can report total no. of seconds or sessions i.e. time spent on activities such as phone, social, games, media, general commerce (e.g. shopping), search, sports, travel, health etc. . . . The data is reported for categories/activities including communication, social, games, media, search, reference, general commerce (shopping), travel and health.

The following screen shows an example of the categories available for either seconds, sessions or as below reach



The above can also be reported by volume e.g. no. of seconds or sessions and by day of week and combinations e.g. average Mon-Fri etc. The passive diary can also be reported by reach and they are separated in the code book for ease of use.