



## UASG

# Measurement Working Group Call

2019-02-28

1. Attending: Dennis, Don, Edmon, Jay, Jonathan as well as Anna and Jessica from Edelman
2. Notes from the previous call had no objections
3. Anna and Jessica told the group about the Wakefield research that's being organised by the UA-Comms group through Edelman.
  - a. This work was initiated to get mediagenic material developed
  - b. It will also be used to better understand who might be most susceptible to messages
  - c. The group suggested the creation of a number of hypothesis to test as part of the survey
  - d. The UA Comms group, UA Measurement group and the UA Coordination group will be consulted once the questions are drafted.
4. Metrics – Global UA Readiness
  - a. The UASG has used a review of the top 1000 websites to get an assessment of the UA Readiness of the web as a whole.
  - b. Don solicited suggestions of a better measure
  - c. If it's technically feasible, we should try to get some automatable measure. Don explained that most websites don't take kindly to 'bots' trying to engage and take explicit steps to prevent that. Zensar developed something in 2017 but Don never received a clear understanding of what it actually tests for. **Don to send code to Edmon.**
  - d. Edmon suggested that we check the EAI Readiness of the websites that we test. Don to include that in the evaluation process making use of the utility that John Levine has built.
  - e. Dennis asked if we could do analysis of regions. Don noted that we have a separate exercise to evaluate 20 groups of 50 websites and that we expect some of these to be based on geographies.
  - f. Edmon suggested looking at Amazon Turk(?) for a low cost transaction.
5. Metrics – EAI Readiness
  - a. Don provided a background on the two EAI measures that are underway.
6. Next meeting will be in three weeks at the same time. Jay asked that we try Zoom because of the audio challenge experienced through Adobe Connect.