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ABUSE

Croatian experience in conducting the European Web Survey on Drugs: use of Facebook and Google ads

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Expert meeting on GPS indicator, Lisbon, 20 September 2016

European Web Survey on Drugs in Croatia



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- ❖ Conducted by the Office for Combating Drugs Abuse & Faculty of Education and Rehabilitation Sciences, University of Zagreb, and Association of Students of the Faculty of Education and Rehabilitation Sciences “USSP-Pupovci”
- ❖ Initiated & supported by EMCDDA

- ❖ Translation of the questionnaire to Croatian

- ❖ Recruitment strategies:
 - Student’s associations (link on their webpage / FB, e-mail)
 - Dissemination via personal contacts (e-mails, FB)
 - Universities (contacts with vice-deans; websites)
 - Forum.hr
 - **Facebook & Goggle ads**

- ❖ Questionnaire was active between 4 April-30 May 2016
- ❖ Budget: EUR 2.500,00

Paid advertisements as a recruitment strategy in online surveys?



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Rationale:

- ❖ Social media is widely used today
- ❖ Facebook is the largest social – networking website
1.71 billion monthly active users
[\(http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/\)](http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/)
Around 1.7 million people in Croatia use Facebook monthly
- ❖ Google – the most popular web site (according to Alexa rank, April 2016)
- ❖ Potential audience of ad reach in Croatia is 3.1 million individual Internet user
- ❖ Paid ads: cost-effective recruitment source of young adults in online surveys (Ramo, Hall & Prochaska, 2010; Ramo & Prochaska, 2012)



Methods (1)

Participants

- ❖ Target group: 18-65+, live in Croatia, speak Croatian / English, consumed at least once in the last 12 months one or more of the drugs: cannabis, amphetamines, ecstasy, cocaine

FB recruitment campaign

- ❖ FB page
- ❖ Facebook's Advertising (Ad) program
- ❖ Ads appeared on the pages of our targeted audience interests
 - different music styles, festivals, popular singers (28 terms were included)
- ❖ We specified daily amount we were willing to pay for an ad („a bid”)
- ❖ Paid FB post & FB advertising



Methods (2)

Google campaign

- ❖ Google's Ad Words was used
- ❖ Groups were targeted by **offered** categories:
 - Affinity audiences (reach) › Music Lovers › Indie & Alternative Rock Fans
 - Affinity audiences (reach) › Music Lovers › Rap & Hip Hop Fans
 - Affinity audiences (reach) › Music Lovers › Electronic & Dance Music Fans
 - Affinity audiences (reach) › Nightlife Enthusiasts

Custom group was added:

Audience affinity described by websites and interests they showed for or have history of visiting > www.ultraeurope.com, www.tulumarka.com,
www.hideoutfestival.com, www.klubskascena.hr, papaya.com.hr,
www.party.hr, www.vutra.org



Methods (3)

Study procedure

- ❖ Approval from the Ethical Committee (ERF)
- ❖ Informed consent
- ❖ IP were not tracked
- ❖ LimeService
- ❖ Self-report (15')

Results of the FB & Google campaign

- ❖ Campaign: number of impressions, clicks, costs
- ❖ Recruitment results: the sample who was reached and completed the survey
- ❖ Participants characteristics

Creating an advertisement



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- ❖ Purpose - to attract attention and arouse curiosity
- ❖ Situational familiarity
- ❖ Motive - a girl relaxing on a couch, seemingly floating in the space
- ❖ Associations on the (dis)approval were avoided



- ❖ Photo was accompanied with short information and a hyperlink to the LimeService



Europsko web istraživanje

April 4 · 🌐

Koristiš li droge, makar samo jednom u posljednjih 12 mjeseci?
Reci nam nešto o tome i sudjeluj u istraživanju koje će utjecati na oblikovanje europske politike prema drogama.

Anonimno i brzo!... [See More](#)

Do you use drugs, even just once in the past 12 months?
Tell us about it and respond to the survey, which will affect the shaping of European policy towards drugs.
Anonymous and fast!

<http://drugusersurvey.limequery.com/index.php/537177/lang-hr>



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Europsko web istraživanje o obrascima uporabe droga LimeService - Your online survey service

Ovo istraživanje je anonimno. Zapisi o odgovorima ne sadrže identifikacijske informacije o Vama. IP adresa neće biti pohranjena. Tokeni se ne upotrebljavaju....

DRUGUSERSURVEY.LIMEQUERY.COM

Locations ⓘ

Everyone in this location ▾

Croatia

📍 Croatia

📍 Include ▾ Add locations

Add Bulk Locations...

Age ⓘ

18 ▾

-

65+ ▾

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

Suggestions | Browse

Exclude People

Connections ⓘ

Add a connection type ▾

Save this audience

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - ◊ Croatia
- Age:
 - ◊ 18 - 65+
- Placements:
 - ◊ on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed

Potential Reach: 1,800,000 people

Estimated Daily Reach

15,000 - 38,000 people on Facebook

0 of 1,200,000 ⓘ

17,000 - 46,000 people on Instagram

0 of 280,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Ad set duration: 30 days

Results of the campaign (1)



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❖ N= 9 142 (out of which 4 229 completed the survey)

FB ads

- ❖ The published post was showed to 509 833 individual users
- ❖ 13 975 - by voluntary sharing
- ❖ 495 858 – as a sponsored advertisement



Europsko web istraživanje

April 4 · 🌐

👍 Like Page

Koristiš li droge, makar samo jednom u posljednjih 12 mjeseci? Reci nam nešto o tome i sudjeluj u istraživanju koje će utjecati na oblikovanje europske politike prema drogama.

Anonimno i brzo!... [See More](#)

[See Translation](#)



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DRUGUSERSURVEY.LIMEQUERY.COM

509,833 people reached

[View Results](#)

👍 🤔 🍷 855

252 Comments 120 Shares

👍 Like 💬 Comment ➦ Share

509,833 People Reached

1,652 Reactions, Comments & Shares

975
👍 Like

798
On Post

177
On Shares

14
❤️ Love

13
On Post

1
On Shares

36
😂 Haha

35
On Post

1
On Shares

6
😱 Wow

6
On Post

0
On Shares

3
😞 Sad

2
On Post

1
On Shares

1
😡 Angry

1
On Post

0
On Shares

492
Comments

394
On Post

98
On Shares

125
Shares

120
On Post

5
On Shares

20,341 Post Clicks

61
Photo Views

15,064
Link Clicks

5,216
Other Clicks ⓘ

NEGATIVE FEEDBACK

16 Hide Post

2 Hide All Posts

0 Report as Spam

0 Unlike Page

Results of the campaign: FB post results


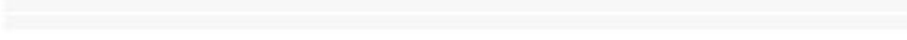

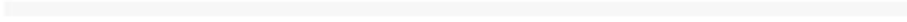


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- ❖ EUR 823,77 spent on post
- ❖ Performance, demographics & placement

Performance Demographics Placement

All Placements ▾ 8,878 Results: Post Engagements ▾ 375,761 Reach ▾

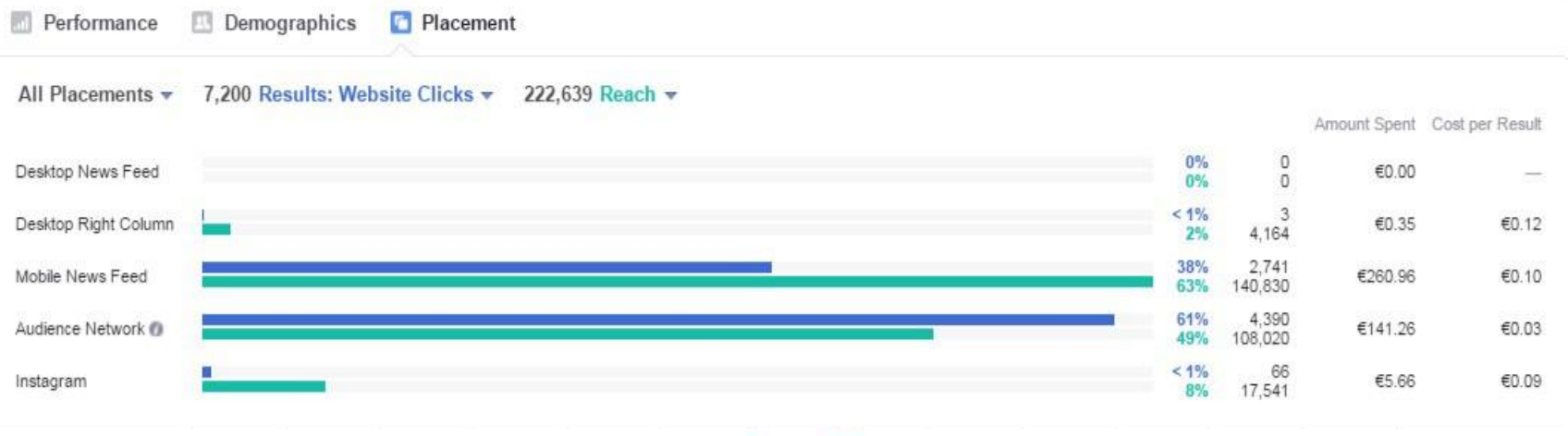
| | | | | Amount Spent | Cost per Result |
|----------------------|--------------------------------------------------------------------------------------|-----|---------|--------------|-----------------|
| Desktop News Feed |  | 36% | 3,182 | €281.57 | €0.09 |
| | | 33% | 125,428 | | |
| Desktop Right Column |  | 0% | 0 | €0.00 | — |
| | | 0% | 0 | | |
| Mobile News Feed |  | 64% | 5,696 | €542.20 | €0.10 |
| | | 76% | 286,382 | | |
| Instagram |  | 0% | 0 | €0.00 | — |
| | | 0% | 0 | | |

Results of the campaign: FB advertising



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- ❖ EUR 408,23 spent on ads
- ❖ Performance, demographics & placement

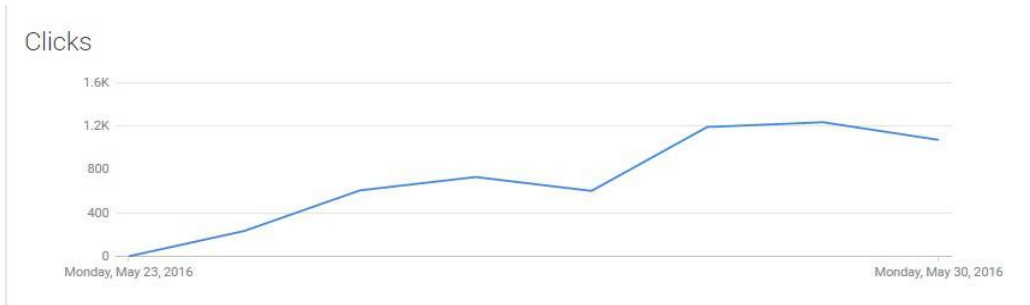


Results of the campaign: Google ads



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- ❖ Around EUR 460 spent
- ❖ Number of clicks per a day in a period 23-30 May 2016, demographics & interests



Demographics breakdown

Clicks by demographics

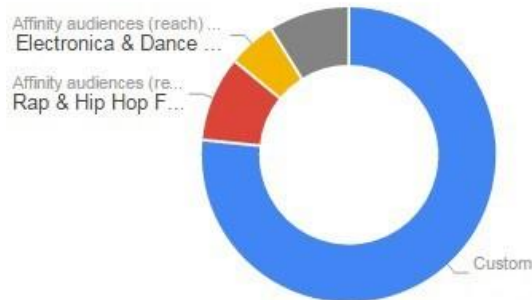


Gender



Interests & remarketing

Clicks for your top interests & remarketing



None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Guide me](#) | [Learn more](#)

- Search
- All campaigns
- kampanja1**
- Ad Group #1
- All drafts
- All experiments
- Campaign groups
- Shared library
- Bulk operations
- Labels



Edit Automate

| <input type="checkbox"/> | <input checked="" type="radio"/> | Audience | Ad group | Status [?] | Max. CPC | Clicks [?] | Impr. [?] | CTR [?] | Avg. CPC [?] | Cost [?] |
|--------------------------|----------------------------------|----------------------------------------------------------------------------|-------------|---------------------|---------------|---------------------|--------------------|------------------|-----------------------|-------------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | Affinity audiences (reach) › Music Lovers › Indie & Alternative Rock Fans | Ad Group #1 | Campaign paused | auto: HRK1.29 | 254 | 127,885 | 0.20% | HRK0.99 | HRK252.69 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Affinity audiences (reach) › Music Lovers › Rap & Hip Hop Fans | Ad Group #1 | Campaign paused | auto: HRK1.29 | 528 | 230,136 | 0.23% | HRK1.05 | HRK555.35 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Affinity audiences (reach) › Nightlife Enthusiasts | Ad Group #1 | Campaign paused | auto: HRK1.29 | 248 | 132,383 | 0.19% | HRK0.81 | HRK199.97 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Affinity audiences (reach) › Music Lovers › Electronica & Dance Music Fans | Ad Group #1 | Campaign paused | auto: HRK1.29 | 298 | 117,724 | 0.25% | HRK0.84 | HRK250.61 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | partijaner | Ad Group #1 | Campaign paused | auto: HRK1.29 | 4,349 | 1,126,786 | 0.39% | HRK0.51 | HRK2,218.33 |
| | | Total - eligible audiences | | | | 5,677 | 1,734,914 | 0.33% | HRK0.61 | HRK3,476.95 |
| | | Total - all experiments [?] | | | | 0 | 0 | 0.00% | HRK0.00 | HRK0.00 |
| | | Total - all | | | | 5,677 | 1,734,914 | 0.33% | HRK0.61 | HRK3,476.95 |
| | | Total - Display | | | | 5,677 | 1,734,914 | 0.33% | HRK0.61 | HRK3,476.95 |

Show rows: 50 | 1 - 5 of 5

Campaign audience exclusions

Site category options

| Ad | Ad group | Status | Labels | % Served | Campaign type | Campaign subtype | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Pos. |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------|--------|----------|----------------------|------------------|--------|-----------|-------|----------|-------------|-----------|
| <p>Koristite li droge? Kako vam je posao u posljednjih 12 mjeseci? Kako vam je bilo u toku? Koristite li droge? Koristite li droge? Kako vam je posao u posljednjih 12 mjeseci? Kako vam je bilo u toku? Koristite li droge? Koristite li droge? Kako vam je posao u posljednjih 12 mjeseci? Kako vam je bilo u toku? Koristite li droge?</p> <p>250x250.jpg 250 x 250 View full-sized image ad</p> | Ad Group #1 | Campaign paused | -- | 1.65% | Display Network only | All features | 82 | 28,693 | 0.29% | HRK1.15 | HRK94.24 | 1.0 |
| <p>Koristite li droge? Kako vam je posao u posljednjih 12 mjeseci? Kako vam je bilo u toku? Koristite li droge? Koristite li droge? Kako vam je posao u posljednjih 12 mjeseci? Kako vam je bilo u toku? Koristite li droge?</p> <p>320x100.jpg 320 x 100 View full-sized image ad</p> | Ad Group #1 | Campaign paused | -- | 16.04% | Display Network only | All features | 637 | 278,209 | 0.23% | HRK0.46 | HRK294.85 | 1.0 |
| <p>Koristite li droge? Kako vam je posao u posljednjih 12 mjeseci? Kako vam je bilo u toku? Koristite li droge? Koristite li droge? Kako vam je posao u posljednjih 12 mjeseci? Kako vam je bilo u toku? Koristite li droge?</p> <p>336x280.jpg 336 x 280 View full-sized image ad</p> | Ad Group #1 | Campaign paused | -- | 23.62% | Display Network only | All features | 2,231 | 409,824 | 0.54% | HRK0.50 | HRK1,110.18 | 1.0 |
| <p>Koristite li droge? Kako vam je posao u posljednjih 12 mjeseci? Kako vam je bilo u toku? Koristite li droge? Koristite li droge? Kako vam je posao u posljednjih 12 mjeseci? Kako vam je bilo u toku? Koristite li droge?</p> <p>580x400.jpg 580 x 400 View full-sized image ad</p> | Ad Group #1 | Campaign paused | -- | 0.31% | Display Network only | All features | 61 | 5,428 | 1.12% | HRK0.51 | HRK31.40 | 1.0 |
| <p>Koristite li droge? Kako vam je posao u posljednjih 12 mjeseci? Kako vam je bilo u toku? Koristite li droge? Koristite li droge? Kako vam je posao u posljednjih 12 mjeseci? Kako vam je bilo u toku? Koristite li droge?</p> <p>untitled-1.jpg 300 x 250 View full-sized image ad</p> | Ad Group #1 | Campaign paused | -- | 58.38% | Display Network only | All features | 2,666 | 1,012,760 | 0.26% | HRK0.73 | HRK1,946.28 | 1.0 |
| Total - all but removed ads | | | | | | | 5,677 | 1,734,914 | 0.33% | HRK0.61 | HRK3,476.95 | 1.0 |
| Total - all campaign | | | | | | | 5,677 | 1,734,914 | 0.33% | HRK0.61 | HRK3,476.95 | 1.0 |



Conclusions

- ❖ Paid ads reached high number of respondents
short period of time
reasonable budget
- ❖ Facebook ads achieved greater coverage than Google ads

Paid ads:

- ❖ Might be a valuable strategy
 - for reaching „hard to reach” respondents;
 - in surveys with „difficult” topics
- ❖ Limitations connected with online surveys (e.g. non-representative samples; challenges to generate valid data)



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Thank you for your attention!

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