

## **EHA EDITORIAL AWARDS METHODOLOGY**

This is an overview of the principles of good research practice that all EHA projects adhere to in order to determine the best technology hardware being sold in the region every year.

### **Historical Context**

The EHA's member sites have published hundreds of thousands of expert articles over many years. During that time, various localised research has taken place. When the EHA was formed in 2015, it was decided to combine our resources to allow for large-scale, coherent research – utilising our aggregated audience of more than 20 million technology enthusiasts, early adopters & influencers. We also launched the EHA Annual Editorial Awards.

### **Planning**

At the General Meeting held in the first quarter of every year (Q1), the founders of all the publications meet together to analyse previous projects and to plan new research for the year to come – including the EHA Annual Editorial Awards and the EHA Hardware Purchase Intentions Survey.

### **Psychology**

With a huge team of experienced editors, the EHA is uniquely positioned to determine the best hardware products on sale in Europe during the present year. The best options in each category are recognised as finalists, when the nominations are made public. The overall 'Best in Category' is announced at a special ceremony.

### **Methodology**

The product categories that are agreed at the Q1 General Meeting, are sent to over 100 editors who work for the EHA publications. Every editor can nominate the products that they believe are the best in each category. Each publication then tallies the nominations and makes that list available to the EHA as a whole.

The nominations are all made and disseminated at the same time, so no publication is aware of its neighbour's choices ahead of time. The EHA Steering Committee then creates a 'master list', based on the most popular choices. There are typically around 5 choices in each category. It's also worth noting that the product each country puts top of its list for a category, will definitely be entered into the final ballot.

The products/manufacturers on the final list are called the EHA Awards Finalists. A copy of this final voting form (as an Excel spreadsheet) is then sent to each EHA member publication and voting begins (see below for details). The sheets are all sent back to the EHA Steering Committee at the same time and the votes are brought together to establish the winner.

### **Voting**

Editors do not have to vote in every category, but they have the option.

If you vote in a category, then you have to allocate 10 points. No product can score more than 4 points.

This system prevents 'run away scores' when only a handful of people really like a specific product.

For a product to win, it must generally do well across all nine EHA member publications.

### **Tie-Breaker**

Although very unusual, it is possible to have a tie in a specific category. In that case, the Steering Committee will re-send the tied options to each publication and ask them to choose between the options. In the many years we have been running these awards, we have never had a tied situation that wasn't settled with this system.

### **Winners**

Traditionally, the winners of the EHA Annual Editorial Awards are announced at a special presentation on the evening before Computex opens its doors. We are able to run this as a virtual event in case of lockdown.