

Mobile Research in Action



Sue York

**Co-Author: The Handbook
of Mobile Market Research**

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Agenda

- What is Mobile Market Research?
- Why the Interest?
- Brief History
- International Dimension
- Mobile Quantitative & Qualitative
- Challenges
- Ethics, Regulations and Privacy
- The Future

What is Mobile Market Research?

- Quantitative
- Mixed Mode
- Apps
- Qualitative
- Research Communities
- Face-to-face – mCAPI
- mCATI

Why the Interest in Mobile?

- Ubiquity of Mobile Devices
- ‘In the Moment’
- Putting the ‘Smart’ in Mobile Research
- Passive Data Collection
- Geolocation

Brief History of Mobile Market Research

The 1990s

- First serious attempts to use mobile phones for market research
- Mostly SMS
- Short questionnaires
- Only small % of total MR surveys conducted using this method
- ‘In the moment’
- Still in use today for specific research needs

Brief History - 2000

- Phones becoming 'smarter', with larger screens, and internet access (WAP)
- Researchers starting to use mobile phones for longer and more complex surveys
- Still small percentage of all market research
- Start of the browser v. downloaded software (app) debate / divide

Brief History - 2005

- Blackberry phones and PDAs more common
- Reports of small % of participants completing online surveys on mobile devices
- ‘Unintentional’ or ‘Accidental’ mobile market research
- Qualitative approaches – diaries, mobile ethnography
- Use of mobile devices to connect with blogs, bulletin boards, discussion and communities

Brief History - 2007

- Arrival of iPhone
- Mobile research moving into high gear
- Qualitative researchers using the iPhone's extra features
- More online surveys completed on devices of choice
- Arrival of Android helped smartphones reach a critical mass

Brief History - 2010

- Release of the iPad
- Growth in penetration of tablets (iOS and Android devices)
- Larger 'canvas' for researchers to work with
- In developing markets focus on feature phones
- Interest and growth in passive data collection

The International Dimension

- Different opportunities and challenges in different countries
- More developed markets
 - default is smartphones and tablets, and an assumption of reliable internet
- Less developed markets
 - the default tends to be a feature phone, and an assumption that internet access may not be reliably available, and not continuous
- SMS & USSD more associated with LDM

Development, Technology and Market Research Status

- Keep in mind that the definitions of developed and less developed countries do not always fit neatly
- Some technologically advanced countries have weak market research infrastructures and the converse is also true
- So, when planning an international project get an up-to-date assessment of the situation

Mobile Quantitative Research

- Unintentional Mobile
- Mobile only
- mCAPI
- Mixed Mode Studies
- mCATI

Unintentional Mobile

- Unintended or accidental
- Estimates that 20 to 30% of online surveys completed by mobile devices
- What is your approach?

Mobile Only

- Expectation that all participants will complete on a mobile device
- Broad category
- Browser, app or SMS

mCAPI

- Mobile version of Computer Assisted Personal Interview
- New approach to a 30 year old method
- One of the benefits – configure device to send results back to a server
- Integrate multimedia e.g. play video or audio, record the interview

Mixed-mode Studies

- Studies with more than one mode of data collection
- Online survey – PC, Tablet and Mobile devices
- Complete by multiple channels
- Current trend – **platform agnostic**
- Two issues
 - Work across multiple platforms
 - How to combine data

mCATI

- Large proportion of current Mobile Market Research
- Feedback on the sample profiles
- Sample frame research

Mobile Qualitative

- Purely mobile and mixed-mode
- Collection of personal and ethnographic information
- Information collected by the participants
- Ranging from simple to more complex tasks

Mobile Research in Action

Mobile research is . . .

1. Broadening the range of people who can be contacted
2. Increasing the ability of research to get closer to the customer
3. Improving the quality of data

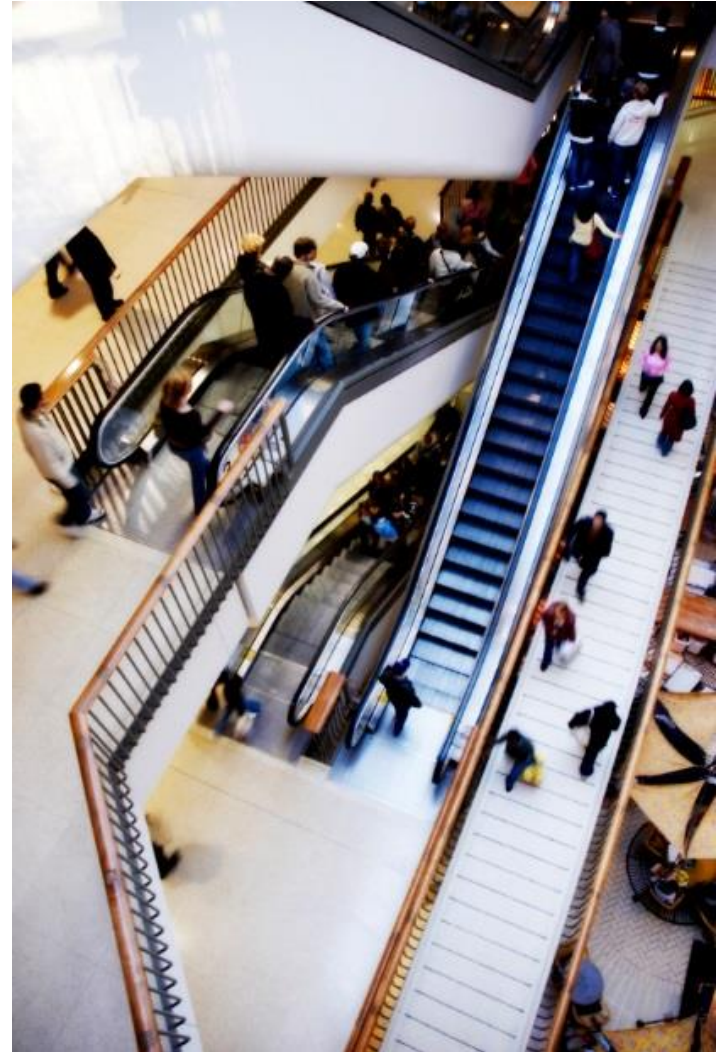
Current Uses



- Retail
- Customer Experience
- Satisfaction
- Ad Testing
- Tracking
- Product Testing
- Advanced Quant
- B2B

Understanding Shopping

- Diaries
- Audits
- Quantified shopping
- Geolocation and geofencing
- Wearables



Location Analytics and In-store Mobile Surveys



- US 4th July celebrations
- 918 completes
- Opted to share GPS location via Locately smartphone app
- Macro and micro level data

Case study provided by Locately and reported in the new book.

How Many Cereal Packs?

- Number of claimed cereal packs was lower than expected
- Checked with 150 participants
- Take photos
- Showed people had almost twice as many cereal packs as claimed



Case study provided by MMR and reported in the new book.

Location Triggered Surveys



UK Mappiness Project

- What factors influence happiness
- Over 1 million responses from almost 22, 000 participants
- Rating and GPS data

mCAPI and Retail

Tesco Customer Satisfaction

- F2F, at 950 stores in UK
- 100 interviews per 2 weeks, per store
- 50,000 interviews per week
- Marketing Sciences + tablets
- GPS + SIM + App



Case study provided by Marketing Sciences and Tesco and reported in the new book.

The Challenges

- Shorter Surveys
- Cost efficiency of PC-based online surveys
- Limitations of devices
- Variability of mobile devices
- Achieving participant co-operation
- Ethical, regulatory and privacy concerns

Length of Mobile Surveys

- Widespread belief that surveys on mobile devices need to be shorter
- This may not be the case
- Research-on-Research
- Industry needs to explore strategies for dealing with these issues
- Chunking, modularising . . .

Cost efficiency of PC based online

- Mobile surveys typically cost the same or more than PC based online surveys
- More limited in terms of sample
- Often relegated to situations where mobile gives 'better' data

Device Limitations

- Most concerns relate to phones, not tablets
- Screen sizes still small
- Designing the full range of question types can be challenging



Variability of Devices



- Mobile phones are more variable than PCs
- Windows or Mac
- Screen size – 800 by 600 pixels plus
- Modern browser
- Phones have more operating systems and configurations
- However, growth in Android and iOS is making things simpler

Ethical, Regulatory and Privacy Concerns

- Safety of people taking part
- Defining and achieving informed consent
- Avoiding annoyance
- Avoiding participant costs
- Ensuring privacy and anonymity
- Ensuring secure communications

The Future

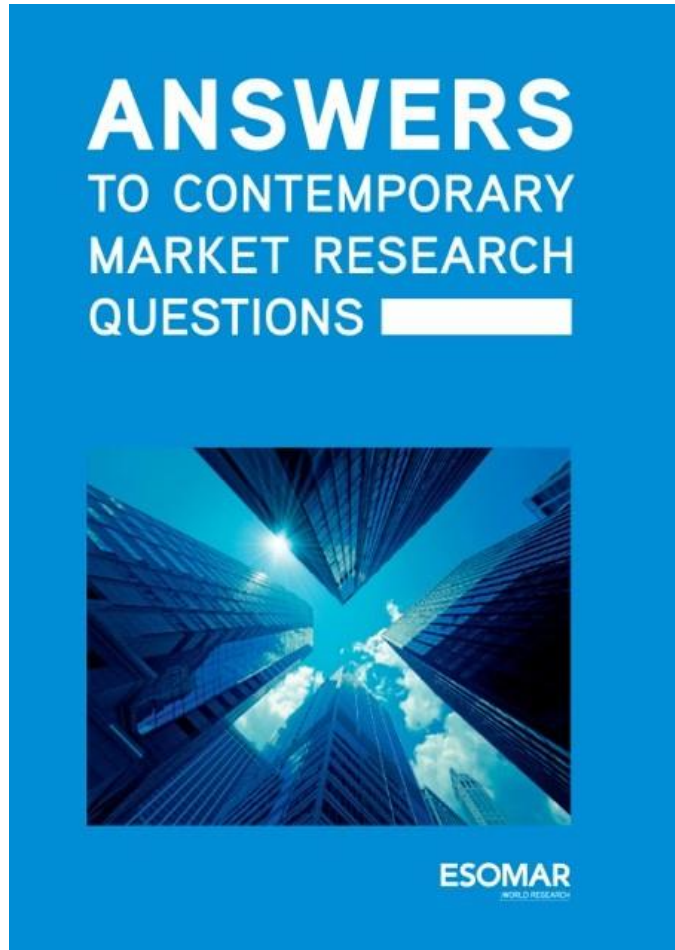
Mobile research has ‘arrived’

But, not yet an established method

Four thoughts:

1. More sample options
2. Wearables
3. Integrating passive data and survey data
4. Seamless platform agnosticism

Learn More



Forthcoming . . .

The Handbook of Mobile Market Research

*Ray Poynter, Navin
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THANK YOU

Sue York

Handbook of Mobile Market
Research (Co-Author)

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