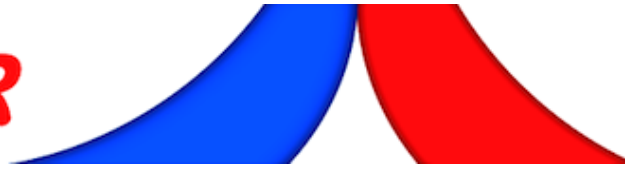


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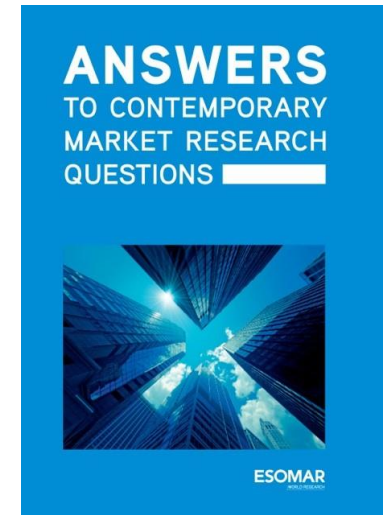
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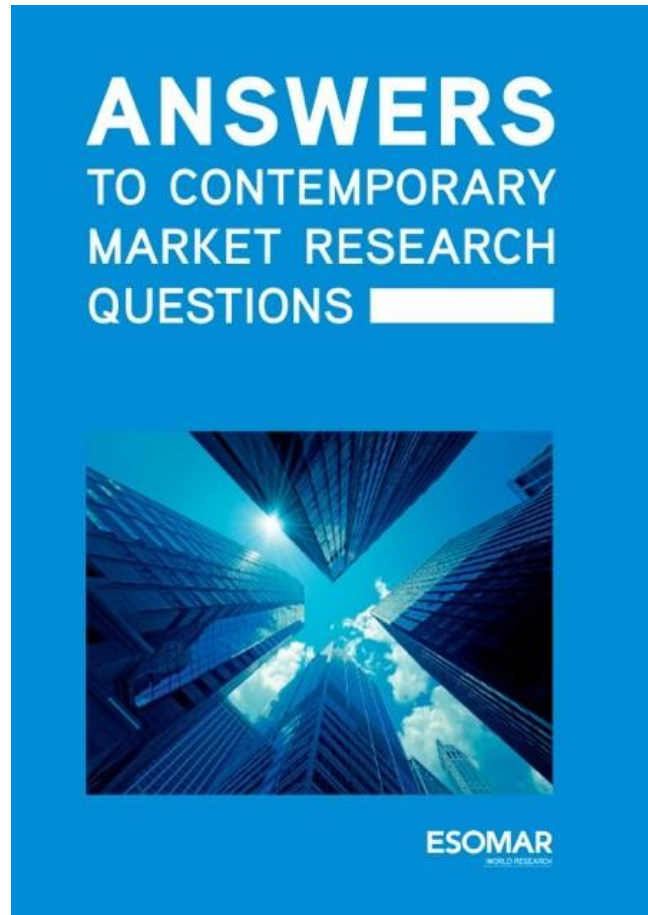
# The Essentials of Mobile Market Research



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# 2014 Update



Should all online research  
be designed as mobile  
friendly?

What are feature phones &  
how are they used in  
mobile research?

When should I conduct  
'mobile only' mode  
research?

What are the key uses of  
mobile in qualitative  
research?

What do I need to think  
about when designing  
mobile surveys?



What is a research app and  
when are they used?

# What is passive data collection?

# How is geolocation being used in mobile research?

What are the key legal and ethical issues for mobile research?

# 2014 Update

- Mobile draft available
- Download for consultation
- Feedback wanted
- On this and any other chapters

# THANK YOU



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# Q & A



Ray Poynter  
Vision Critical



Sue York