

Minimising the Experiential Gap - the Importance of a Holistic Approach

Alex Johnson & Guy Rolfe, Kantar Operations

This paper highlights the growing gap between the experience of respondents in the wider digital world and their experience in market research.

It's important for the market research industry to look to experts to help improve the respondent experience and to think broadly about what constitutes engagement. The authors will touch on the 'drag and drop' fallacy that the engagement problem can be solved with interactive tools, believing instead that this is just one of a number of important dimensions. Copywriters, usability experts, designers and gaming industry gurus – all have a unique perspective on the dynamic between effort and reward, and can contribute to a holistic approach. Of course the respondents themselves are the true experts, and usability testing with panellists should be the cornerstone of survey development. Interactivity is, nevertheless an important component, and the authors will describe how the integration of multimedia software with their survey engine and a workshop with an eclectic mix of experts led to the development of an antidote to the image grid.

Finally, the authors will talk about the increasingly bite-sized time segments the respondent is willing to commit, the inexorable rise of mobile and the work they have been doing to ensure the opportunities are taken and challenges met in this area. The opportunities will be illustrated by demonstrating the array of metrics and contextual data collection enabled by today's mobile devices. The challenges around technical implementation and the implications for how we design our research will also be discussed.

Engaging Qualitative Respondents

Ken Parker, Chairman Discovery

New online qualitative tools are changing the face of qualitative research.

Some are being used as replacements for tried and tested techniques such as group discussions and depth interviews (eg online focus groups); others are being used to enhance these traditional approaches by engaging respondents for longer and allowing us to increase our understanding.

This paper concentrates on the latter. We will show the range of tools that can be used by researchers to engage respondents for longer. We will then show how the output can be used within a presentation that is more engaging for clients.

'Avatars and Average Joes'

Integrating online research with traditional methods

Michael Thompson (Qualitative Director) and Natalie Taylor (Research Manager) of GfK NOP

While online methods have been eagerly adopted in recent years, their drawbacks have often been overlooked. Our paper will focus on three of these:

- The voice in the crowd - Online forums often involve large numbers of participants. How can we reduce the risk of not paying attention to every voice in the crowd? .

- The guarded consumer -Participants in online research have a high degree of control over what they disclose. How can researchers be sure we are getting an accurate picture of them? .
- The herd effect - Participants in online forums often herd around particular points of view. How can we address distortions produced by the herd effect?

We will then demonstrate how these drawbacks can be mitigated by integrating online techniques with qualitative and ethnographic methods, discussing two of our recent studies:

- Department for Work & Pensions -Idea generation workshops, online forums and mobile updates used to understand young people's attitudes to youth crime and anti-social behaviour.
- Department for Energy & Climate Change – Community ethnography, face-to-face interviews and online board used to evaluate grass-roots response to climate change.

Our paper will show how integrated approaches have enabled us to: distinguish the voice in the crowd by responding to participants as individuals as well as members of a group; disarm the guarded consumer by meeting them and interacting with them over an extended period; subvert the herd effect by capturing participants' views at different times and in different contexts.

Router Effects: Trading off Sample Bias for Data Quality and Engagement

Pete Cape, Global Knowledge Director, Survey Sampling International

In a world where we are concerned about the survey taking behaviour of online panellists it may seem strange to know that one of their biggest complaints is that they rarely get to do surveys!

On our US panel, for example, only 1 in 8 survey starts results in a completed interview. The rest comprise Quota Fulls and Screen Outs. The result of this excessive screening out is shortened panellist lifetimes, increased dissatisfaction with the research process and, at worst, an incentive to cheat into surveys.

Routers decide which survey a panellist should be presented with as they arrive to take a survey in response to a generic invitation.

By utilising such an approach we expect to improve data quality and engagement but at what cost? The biases introduced by a survey router (as such systems are generally known) are complex, subtle and entirely dependent on the interplay of the surveys currently in the system.

Digividuals – Robot avatars **Will Goodhand, Juicy Evangelist, Brainjuicer**

Today, millions of consumers will freely publish their thoughts, feelings, and behaviour online—but what can we learn from it? Meet DigiViduals™, robotic avatars that generate powerful data from social media from which BrainJuicer researchers extract rich insights. These research bots constantly search the web for people like them and gather their thoughts, blogs, photos, music, books, and videos, adopting them as their own, producing a 'living, breathing' single person synthesis of the thousands of people who fit that demographic profile. This

presentation will explore how we can use DigiViduals™ to generate fresh, true, and relevant insights for product and communications plan development. We tackle this output, making sense of the material that comes back, getting under the skin of each character and discovering trends, and producing ideas and insights from the Viduals. We look forward to sharing with you how, without asking a single survey question, we have been able to deliver an insight revolution using DigiViduals™.

A picture paints a thousand words (not to mention data cells)

John McConnell, Founder, Analytical People

In this paper we will discuss how graphical visualisation can and does play a part in more vividly communication and illuminating the outputs from Research. Furthermore we'll look at how it can form part of the analytical process in-and-of-itself (through interactive visualisation tools). We'll discuss how the omnipresent PowerPoint fits into the picture. Is it enabling or constraining? We'll look at some real research applications – including graphical tabs, interactive perceptual maps, visual clustering, flash-based decision trees and geo-spatial mapping. Explore the practicalities of using visualisation through the Research cycle, consider how we convey substantive meaning - as opposed to superficial style – and discuss state-of-the-art thinking, tools and methods. We'll finish off by speculating on the future possibilities for Visual Analytics in Research.