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Marketing Research

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How the iPad is
changing ad research

CONTENTS

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Illustration by Jennifer Coppersmith Design

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Are you a pack rat? Do you have stacks of old copies of *Quirk's* in your office? Then we need your help!

Recently, we updated our Article Archive (quirks.com/articles) to include every issue of *Quirk's Marketing Research Review*, dating all the way back to our start in 1986. However, over the years a few of our older Researcher SourceBook directories have gone missing and we want to be as complete as possible. So if you have one of the following issues, please contact us at info@quirks.com so that we can arrange to have it shipped.

We are looking for copies of the Researcher SourceBook from 1993, 1995, 1996, 1997 and 1998.

Anyone who sends us a missing issue will be entered to win a Kindle Fire. Thanks in advance, longtime *Quirk's* readers!

••• online tools
Webinars on-demand at Quirks.com

Throughout the year, Quirk's partners with several research companies to produce MR-related Webinars. But did you know that every Webinar is also available as a recording in our online multimedia archive? We currently have over 30 Webinars to view that cover a range of topics, from tips on how to get your mobile research program off the ground to exploring CATI's place in the online age.

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// E-newsworthy

Forget gamification; try writing a humanized survey
quirks.com/articles/2014/20140225-1.aspx

Boosting employee retention with predictive analytics
quirks.com/articles/2014/20140126-1.aspx

Natural, neutral or funky? The impact of venues on research participants
quirks.com/articles/2014/20140126-2.aspx

// Noted Posts

QuirksBlog.com

Big data needs a human touch
quirksblog.com/?p=2381

Many Americans admit to opening store credit cards on a whim
quirksblog.com/?p=2396

Survey shows the high cost of youth sports
quirksblog.com/?p=2173

ResearchIndustryVoices.com

Did automakers lose a generation of car-buyers?
researchindustryvoices.com/2014/02/13

Three things that really matter in mobile research
researchindustryvoices.com/2014/02/12

Are worries about TV cord-cutting overblown?
researchindustryvoices.com/2014/02/11

ResearchCareersBlog.com

7 tips for boosting your work cred when winter weather hits
researchcareersblog.com/2014/02/14

It's all about me: Do narcissists make good managers?
researchcareersblog.com/2014/02/03

**17 LinkedIn profile must-haves**
researchcareersblog.com/2014/01/31

●●● forecasting/trends research

Creating connections – online and off – in 2014

Chicago research company Mintel has released its 2014 consumer trends report, predicting that the future will be a collection of conflations: thinking globally but acting locally and wanting technological advancements to make life simpler.

Internationalism on the agenda
Social media and other innovations help eliminate the barriers and boundaries formerly presented by geography. One benefit of newfound global views is that people come to see themselves as citizens of the world. This expansion will help to evolve the definition of "local" beyond one's immediate surroundings to their now far-away hometown, ancestral roots or simply to a place to which they feel a connection.
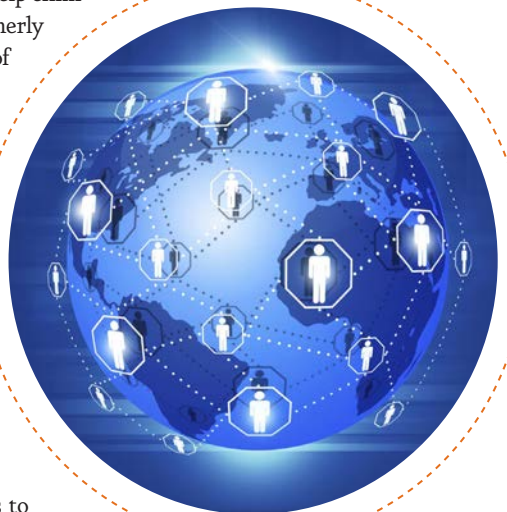
Life, streamlined
The demand for instant gratification will continue to drive consumers, who want faster solutions to their problems, resulting in technology that answers those problems – only to lead to a demand for even faster solutions. Wearable and more accessible technology can provide consumers with solutions to problems they weren't even aware of having.

Drawing the digital line
In reaction to concerns resulting from hyper-connectivity, consumers will become exceedingly cognizant of the need to unplug, simplify and reconnect with the world around them. Americans will need to know when to unplug, which could lead to reconnecting with tangible and personal surroundings. This creates a need for products, places and people that force consumers to disconnect, such as establishments that ban the use of cell phones or offer an incentive for voluntarily putting them away.

Investing in prevention
Skittish Americans continue to anticipate and prepare for both the major and the minor events that could interrupt their status quo. More than five years after the Great Recession, emotions are still running high, as 72 percent of U.S. adults don't like the idea of being in debt.
To download a full copy of Mintel's report, visit mintel.com.

quirks.com/articles ID
20140301

●●● the business of research

3 challenges of real-time insights

There are many tools at researchers' disposal to gather rapid results but, according to Jonathan Bacon's January 8 article for Marketing Week, titled "Market research gets up to speed with real time data monitoring," there are three challenges researchers must overcome when dealing with real-time insights.

1. Making insight pay. Marketers looking to use real-time insights must ensure that the insights add value to the overall business. Supermarket chain Iceland, for example, applies real-time insights to improve its Bonus Card loyalty scheme. Using software from Omnico, it collects and analyzes data to produce coupons and reward schemes targeted at individual customers. Iceland claims customer satisfaction has risen 20 percent as a result.

2. Maintaining the bigger picture. Brands cannot lose sight of their wider strategic aims. Neil Mortensen of Thinkbox says, "Looking at things such as subconscious processing and decision-making can remind marketers that a lot of the power in their communications comes from branding and emotion."

3. Crunching the data. Real-time tracking done right requires the right technology and internal expertise. Restaurant chain Zizzi uses a real-time feedback tool by Empathica to break down insights on customer experience for different management levels.

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Tips to maximize your research conference-going

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Joe Rydholm can be reached at joe@quirks.com

As a companion to the marketing research events calendar that we run in every issue (page 66), this month we're debuting a twice-yearly conference preview section (page 20), covering events from March to July. (The August issue's conference preview will cover the August 2014 to early-2015 period.)

While gathering information for the preview section, my co-editor Emily Goon and I started trading conference experiences and pet peeves, which spurred us to assemble the following list of tips. We'd love to hear from you with any additional ideas and advice that we can pass along to your fellow conference-goers!

Review the program ahead of time. Kind of a duh, but by mapping out your plan of attack, you'll make sure you don't miss out on anything. And if it looks like there are too many worthwhile talks happening concurrently, maybe you can arrange to exchange notes with a friend or colleague.

Familiarize yourself with the venue. Walk around the property to get the lay of the land. Hotel meeting rooms are often scattered over multiple floors and their cutesy, themed names (Peach Blossom I, Peach Blossom II)

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usually offer no locational help.

Partner-up! First-timer or newbie? Many events have pre-conference meet-ups for new attendees, along with mentor programs where veterans can show you the ropes. You'll get to know the show better and you also might make some valuable contacts!

Download the conference app. Not all event apps are created equal. Some are buggy and slow; some work like a charm. But you should still check them out, as the good ones are packed with helpful information.

Hashtag it. If you tweet, use the dedicated conference hashtag to get your sage observations into the larger conversation and to connect with more of your peers.

Be considerate. If you're just going to check e-mail while you're in a session, either don't bother going (your seat could be used by someone else who really wants to be there!) or sit in the back. Put yourself in the presenter's shoes: If you've crafted a presentation, do you really want to look out to a sea of downturned heads and scrolling thumbs?

Arrive early. Excited to hear a speaker? Get there early, as others probably feel the same way. It's much easier to concentrate sitting in a chair than if you're standing pressed up against the back wall of the meeting room.

Stay late. To maximize networking opportunities, attend the conference-organized events (meals, cocktail hours, evening excursions).

You might be tired at the end of the day but this is often where the best contacts are made.

Pack a ton of business cards. If you don't plan to be meeting people and handing them out, at least bring enough to drop in all the fishbowls so you can be eligible to win the vendor giveaways.

Bring snacks. Believe it or not, conference-going can be hard work. The days are long, the lunches can be of varying quality and the mid-morning and mid-afternoon food and beverage options can sometimes be few. Keep yourself hydrated and also pack some granola bars or other portable snacks.

Take it easy on the booze. Sure, the conference receptions are great (who doesn't love free beer and wine?) but just remember that sessions usually start at 8 a.m. each day and you don't want to miss hearing that A-list keynote speaker.

Stop by and say hi. We can't attend every show on the list but Quirk's will be exhibiting at and/or reporting on many of them. Come by our booth to say hello or grab us in the cocktail parties or at sessions! **Q**

IN FOCUS

Q // Survey Monitor

luxury item from one or more retailers in the past 12 months, with this luxury purchasing level rising to 50 percent among the $250,000+ income segment and 72 percent among the $500,000+ income segment.

When probed about their attitudes regarding shopping, Amazon customers: are predisposed to buying American, but this orientation drops as household income rises; focus more on quality than price as incomes increase; seek out superior service as incomes increase; like to buy designer or luxury brands, especially at the $500,000+ income level; and are not particularly influenced by celebrity endorsements. The No. 1 luxury category that these consumers bought was premium cosmetics. www.shullman.net

••• affluent/wealthy
Affluents on Amazon

Well-off Americans go to Amazon for quality, convenience, service

Affluent Americans, who drive the luxury market, are avid Amazon shoppers, and marketers and retailers looking to reach this valuable audience will need to get creative to compete with Amazon's offered benefits, such as free two-day shipping with Prime and Sunday deliveries.

According to Shullman Research Center, Greenwich, Conn., 69 percent of adults whose annual household income is $250,000+ have shopped on Amazon in the past 12 months and as household income increases, so does the probability of an Amazon customer's shopping there. Sixty-four percent of those with a household income of $500,000+ shop there once a month or more frequently.

Sixty percent of Amazon's customers shop at Amazon at least once a month and nearly one-in-three of Amazon's customers report that they are enrolled in the Amazon Prime service. Notably, the Prime enrollment soars to 45 percent at the $500,000+ income level.

Attitudinally, 35 percent of Amazon's customers and 59 percent of its $500,000+ household-income customers agree that they like to buy designer or luxury brands. Not only are a substantial portion of Amazon's customers attitudinally predisposed to buying designer or luxury brands, just over one-quarter report they purchased a

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••• social media research
Why choose only one?

A look at adult usage of Facebook, Twitter, Instagram, Pinterest and LinkedIn

Some 73 percent of online adults now use a social networking site of some kind and 42 percent of online adults use multiple social networking sites, according to data from Pew Research Center's Internet and American Life

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Project, Washington, D.C.

Despite recent growth by services such as Pinterest and Instagram, Facebook predictably remains the dominant social networking platform. Seventy-one percent of online adults are now Facebook users, a slight increase from the 67 percent of online adults who used Facebook as of late-2012. While Facebook is popular across a diverse mix of demographic groups, other sites have developed their own unique demographic user profiles. For example, Pinterest holds particular appeal to female users (women are four times as likely as men to be Pinterest users) and LinkedIn is especially popular among college graduates and Internet users in higher-income households. Twitter and Instagram have particular appeal to younger adults, urban dwellers and non-whites. And there is substantial overlap between Twitter and Instagram user bases.

Facebook and Instagram also exhibit especially high levels of user engagement, as a majority of users on these sites check in to them daily. Sixty-three percent of Facebook users visit the site at least once a day, with 40 percent doing so multiple times throughout the day. Instagram and Twitter have a significantly smaller number of users than Facebook does but users of these sites also tend to visit them frequently. Some 57 percent of Instagram users visit the site at least once a day (with 35 percent doing so multiple times per day) and 46 percent of Twitter users are daily visitors (with 29 percent visiting multiple times per day).

Overall, 42 percent of online adults use two or more of these social networks, while 36 percent use only one (the remaining 22 percent did not use any of the five sites). Among those who only use one major social networking platform, 84 percent say that Facebook is the single site that they frequent. However, other single-platform social networking site users have adopted a site other than Facebook as their platform of choice. Among those who use just one social networking site, 8 percent use LinkedIn, 4 percent use Pinterest and 2 percent each say that Instagram or Twitter is their sole social networking site.
www.pewinternet.org

••• restaurant research
More of the same, please!

Consumers overall not interested in new menu items

Restaurant operators invest heavily in promoting new menu items but it turns out that a majority of consumers (about 70 percent) won't try a new menu item, according to Port Washington, N.Y., research company The NPD Group. Of the 30 percent willing to try a new menu item, 17 percent will order a brand new menu item and 10 percent will try a limited-time offer item.

Consumers try a new or unfamiliar menu item based on their perceptions of its taste and visual appeal but they also may consider healthfulness and price. Generally, consumers tend to replace their pre-planned menu item with a new menu item only if the new item is the same food type as the product they had originally planned to order. The exception to this is snacks, where any other food type has an equal chance of being replaced.

A first-time menu item purchase during a restaurant visit occurs less frequently at quick-service places than at full-service restaurants. The highest incidence of trial of a new or unfamiliar menu item occurs at casual dining places, which relates to the quality/freshness of the ingredients used in the menu item; the item being a good meal accompaniment choice; and the ability for diners to share the menu item with others. Half of the new menu items ordered is main dishes, while sandwiches make up almost half of the remaining new items ordered.
www.npd.com

••• sports/leisure
America's true pastime?

Football again trumps baseball as America's favorite sport

Football continues to dominate over baseball as America's favorite sport, as 35 percent of adults who follow at least one sport say professional football is their favorite sport, while just 14 percent say baseball is their favorite, according to a poll from Rochester, N.Y., research company Harris Interactive.

The gap between the two sports has grown from 2012, when 34 percent said pro football was their favorite and 16 percent said baseball

was their favorite sport. This is the second-largest gap between the two sports in the almost-30 years this survey has been conducted. The highest gap was in 2011 at 23 points (36 percent football vs. 13 percent baseball). Looking at how other sports fared, 11 percent say college football is their favorite sport, while 7 percent say it is auto racing, 6 percent say men's professional basketball, 5 percent say hockey and 3 percent say it is men's college basketball. All other sports are favorites for 2 percent or less of sports fans.

There are some fluctuations in favorites over time. Since this question was first asked in 1985, professional football has gone up 11 points, from 24 percent of sports fans saying it was their favorite sport then to 35 percent saying so now. Baseball, on the other hand, has gone down 9 points, from 23 percent in 1985 to 14 percent today. Hockey has gone up 3 points, while men's tennis, men's college basketball and horse racing have all gone down 3 points.

When it comes to the top sports, different groups are more likely to cite them as favorites. Those who live in rural areas (44 percent), people with a child under 18 (42 percent) and Easterners (39 percent) are more likely to say professional football is their favorite sport, while those with a post-graduate degree (24 percent), Echo Boomers (31 percent) and liberals (31 percent) are less likely to do so. For baseball, Hispanics (19 percent), those with a household income of $100,000 or more (18 percent) and suburbanites (18 percent) are more likely to cite it as their favorite sport. African-Americans (7 percent), those who live in rural areas (8 percent) and Echo Boomers (10 percent) are least likely to say baseball is their favorite.

Looking at college football, those in the South (17 percent), those with a post-graduate degree (17 percent) and college graduates (16 percent) are more likely to say this is their favorite, while Easterners (4 percent), Hispanics (7 percent) and Democrats (8 percent) are least likely to say college football is their favorite sport. Auto racing is more likely to be the favorite for those living in rural

areas (12 percent), those in households with an income under $35,000 (12 percent) and those with a high-school-or-less education (11 percent); auto racing is less likely to be the favorite for African-Americans (1 percent), Hispanics (2 percent) and both post-graduates and college graduates (3 percent each).
www.harrisinteractive.com

••• teens

Evermore connected

Teens' time online outpacing all other age groups

Teenagers' Internet use is growing faster than that of any other age group, abetted by a variety of devices – smartphones, tablets, video game consoles and connected TVs. According to a study from New York research company GfK, time spent online by teens (ages 13-to-17) rose 37 percent, to just over four hours per day, compared to the beginning of 2012. By contrast, online minutes remained essentially flat for those ages 18-to-64, 18-to-54 and even 18-to-49.

The teens' increases were driven by huge leaps in their time spent online via tablets (up 157 percent, to over half an hour daily), smartphones (up 72 percent, to over an hour a day) and connected TVs (up 86 percent, to 13 minutes daily).

Smartphone ownership among the 13-to-17 group jumped 70 percent, from 35 percent to 55 percent, in 2013 and teen tablet ownership doubled, from 18 percent to 37 percent. These dramatic leaps in device ownership suggest that teens are rarely disconnected.
www.gfk.com/us

Product and Service Update

••• neuromarketing
ConSensus on the non-conscious

Neuroscience kiosks deliver insights into attitudes and emotions

Innerscope Research Inc., Boston, has launched Sensus, consumer neuroscience kiosks that integrate biometrics, eye tracking, facial coding and self-report in a single platform. With these enhanced neuroscience-based capabilities, Sensus is designed to provide insight into consumers' conscious and non-conscious attitudes and emotions.

Sensus uses Innerscope's algorithms to measure emotional engagement via the integration of their core biometric sensors, including skin conductance, heart rate, respiration and motion. Sensus also integrates measures and collects eye-tracking, facial coding and self-report data, allowing clients to see where consumers are looking, what types of emotions they are expressing and the depth of those emotional responses. A short survey after the test captures traditional attitudinal responses

Sensus kiosks are available for studies in Boston, Chicago, Los Angeles and Orlando, Fla.
www.innerscope.com

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••• panel research
Bigger business

SSI launches B2B sample source

Shelton, Conn., research company SSI has launched SSI B2B inSSItes™, a business sample source designed to segment respondents' demographic, geographic and professional data and combine live telephone interviewing with LinkedIn data and other proprietary procedures for respondent verification. SSI B2B inSSItes™ is available in the U.S., with plans to expand to major markets in Europe and Asia-Pacific this year.
www.surveysampling.com

••• mobile research
Capturing meaningful MediaMoments

App addresses cross-platform content consumption

New York research company Ipsos MediaCT has launched MediaMoments, a mobile app tool designed to provide a real-time understanding of cross-platform media behavior. MediaMoments aims to allow content providers to understand how, when and where their content is consumed and how experience of consumption differs according to platform.

Using the app, installed on a smartphone, respondents can tell Ipsos when they experience a specific type of content and respond to questions in the moment. It also enables Ipsos to help understand media "snacking" behavior in depth.
www.ipsos.com/mediact

••• advertising research
Synergy for Synacor

Partnership delivers data-driven ad targeting solution

Buffalo, N.Y., advertising company Synacor Inc. has selected Cupertino, Calif., data management company BlueKai's data management platform (DMP) to use first- and third-party audience data to power Synacor's buying for agencies and big-brand advertisers in retail, finance, entertainment, automotive and technology.

BlueKai's DMP is designed to help Synacor and its advertising partners take the guesswork out of audience targeting by using customer insights and automation. Bringing their own audience intel and using targeting attributes from the BlueKai Audience Marketplace, Synacor's partners can identify consumers and serve targeted, relevant messages to engaged audiences to create a personalized advertising experience.

With BlueKai, Synacor can offer advertisers an extension of TV to cross-platform, allowing advertisers to use

subscriber data points (i.e., entertainment genre preferences, zip code and day-part viewing habits) to duplicate the success of advertisers' TV buys on various digital platforms, including online and mobile.
www.bluekai.com

••• millennials
Free insights on Gen-Y women

Online platform offers research repository on all things female-Millennial

San Francisco media and technology company PopSugar has launched PopSugar Insights, a research unit and online platform focused on providing marketers, ad agencies and media with information regarding the attitudes and behaviors of today's female Millennials. All the research and information will be displayed in an online platform and will be free to access.

PopSugar Insights aims to combine content consumption and social data from PopSugar; retail product data from ShopStyle.com; opinions from industry experts; and proprietary research conducted in partnership with Ipsos OTX. The platform will share reports, articles and infographics designed to help identify marketplace trends. The platform will also offer in-depth analysis and feature trending tools.

PopSugar Insights will refresh its content and topics quarterly. The first topic will look at the modern woman's road to healthy living.
http://insights.popsugar.com

••• retailing
Real-time data on real-life customers

Euclid Express dashboard analyzes in-person shopping activity

San Francisco research company Euclid Analytics has debuted Euclid Express, an online dashboard designed to measure the impact of marketing in stores in real time; optimize and benchmark store performance; and improve customer experience and loyalty.

The dashboard is intended to offer unlimited access to metrics essential to brick-and-mortar operations, such as trends in visit, storefront conversion, duration, engagement and repeat shoppers to assess marketing, store operations and customer loyalty.
www.euclidanalytics.com

••• text analytics
Gleaning more meaning

Leger Metrics launches text analytics solution

Montreal research company Leger Metrics has launched its Text Analytics solution, designed to automatically analyze text responses from open-ended survey questions, social media and anywhere customers leave comments about brand experiences.

By categorizing and analyzing large volumes of unstructured data, the Leger Metrics Text Analytics solution aims to identify keyword trends, measure sentiment and help companies discover the driving forces behind their customers' experiences. Leger Metrics

Text Analytics uses natural language processing to analyze unstructured data and combines the results with the quantitative data collected from customer survey questionnaires.
http://legermetrics.com/text-analytics

••• telephone research
Straight from the source

RDD sample claims 90 percent working numbers in 7 countries

Sample Solutions, a Rotterdam, Netherlands, research company, has released RDD onDemand, its online platform designed to allow clients to acquire random-digit dialing (RDD) sample from the central database. Clients can purchase RDD sample, both landline and mobile, online within minutes. Full geo-coding information (landlines) is included with each sample record. Sample Solutions RDD sample contains up to 90 percent working numbers.

The platform currently features seven countries (the U.K., France, Germany, Italy, Spain, the Netherlands and Turkey), with plans to add more countries, including the U.S., later this year.
www.samplesolutions.eu/rdd-ondemand

••• usability research
See it Side-by-Side

Dual heat maps to help maximize Web site usability

Tel Aviv-based ClickTale has introduced Side-by-Side Heatmaps, a service designed to allow users to si-

multaneously view two heat maps that visually display online activity.

Side-by-Side Heatmaps aim to provide insight into online consumer behavior by revealing the causes of why an A/B test succeeds or fails and providing insights for future tests; understanding behavioral differences in different marketing campaigns and how to optimize marketing spend to maximize ROI; and identifying bugs and glitches in different browsers and mobile devices.
www.clicktale.com

••• marketing mix
Bridge the digital divide

Ad targeting capability segments TV audiences

Specific Media, London, has launched TV Audience Segments, a targeting solution designed to allow advertisers to reach online users based on TV viewing. By fusing data from Nielsen and the Broadcasters' Audience Research Board, the service enables advertisers to extend TV reach by locating light TV viewers online who may not have seen their TV ad and also provides the means to target online segments based on offline viewing habits, such as high TV sports viewership. Advertisers can then manage a campaign's ad frequency and sequential messaging to audiences across both mediums.
www.specificmedia.co.uk

••• online research
The next Next

Updated interface to improve navigation and integration

Portland, Ore., research company Revelation Inc. has updated Revelation | Next, its mobile and Web platform for digital qualita-

tive research studies and insight communities. The update introduces a responsive participant interface that aims to provide a seamless experience for browser-based users on tablets and smartphones, as well as computers.

Additionally, Revelation | Next's Pinterest-inspired interface has been updated for improved social engagement among participants with easier navigation and better workflow.
www.revelationglobal.com

••• mobile research
Define, assign, control

Updated mQuest boosts sample management capabilities and iOS functionality

German software firm Cluetec has updated its mQuest mobile survey software. Version 9.1 enhances the iOS version and extends the range of functions of the mobile survey and data collection software, allowing users to check and control samples, quotas and fields.

The iOS version of mQuest now supports all available question types, including photo and audio recording, navigable chapters, auto-completion lists and more. Additionally, the iOS version of mQuest allows a composite view of multiple questions in one screen.

Another highlight is Sample Management, which allows users to manage fields and control quotas and samples in real time using an Excel interface to defined, assigned and control samples.
www.mquest.eu

••• emotion research
Mobile Moodies

Verbal-based emotion analytics solution offered as iOS app

Tel Aviv research company Beyond Verbal has launched its Moodies Web app as a stand-alone download for iOS. The app, which is based on the company's emotion analytics engine, is intended to extract, decode and measure human emotions in real time by listening to a person talking.

Moodies requires approximately 20 seconds of speech and provides users the option to analyze their own voice as well as understand the emotions of individuals around them, including mood, attitude and decision-making characteristics. Results can be shared via e-mail or social media.

The mobile Moodies is designed to run continuously, supplying fresh emotion analysis every 15-20 seconds, and offers a Vault feature for tracking and sharing of a previously-recorded analysis, playback functionality and pause/resume capabilities.
www.beyondverbal.com

••• Briefly

■ Fresno, Calif., research company Decipher Inc. has enhanced its Beacon survey and reporting platform with new mobile technology, allowing uploading of rich media via smartphone; expansion of dynamic question types available for the mobile survey user; the ability to collect geolocation data; and a complete replacement of Flash with HTML5.
www.decipherinc.com

■ Minneapolis research company Adapt Inc. has launched Mobile Media Coding, a service that aims to analyze and provide descriptive codes for photos, videos and recorded open-ends from mobile survey projects.
◆ww.adaptdata.com

■ Denver research company 24tru has released version 2.0 of its flagship solution, introducing Research

Intelligence, a search engine for video and other research assets designed to aggregate all research content into one platform and apply organizational tags for easy search and discovery.
www.24tru.com

■ Westminster, Colo., research company Datalogix has launched DLX OnRamp, a service designed to allow brands to reach current or potential customers on Twitter via an anonymized match of offline postal address, e-mail or other data from their in-house customer files.
www.datalogix.com

■ Twitter, Palo Alto, Calif., and Nuremberg, Germany, research company The GfK Group have partnered to introduce GfK Twitter TV Ratings in Germany, Austria and the Netherlands. The service is designed to provide insights into the frequency and reach of messages from Twitter users associated with television programs and campaigns.
www.gfk.com

■ Reston, Va., research company comScore Inc. has collaborated with the Coalition for Innovative Media Measurement, New York, to expand its cross-platform measurement service to provide continuous, unified measurement of media usage on a national scale across TV, radio, desktop, smartphone and tablet. This expanded offering includes measurement of multiplatform advertising, mobile video, time-shifted viewing and children's viewing.
www.comscore.com

■ Southern Methodist University's Cox School of Business has announced plans to launch a Master of Science degree in Business Analytics program in fall 2014. The program will feature two tracks: one for database concepts and applications (business process analytics) and another on marketing research practices and consumer-centric analytics (customer analytics). The degree is a 33-credit-hour, two-semester degree program. Applications are currently being accepted.
www.cox.smu.edu

■ Research and Marketing Strategies, Baldwinsville, N.Y., has partnered with

CenterState CEO, a Syracuse, N.Y., business coalition, to release the 2014 Economic Forecast for CenterState New York.
www.rmsresults.com

■ Surrey, U.K., research company EasyInsites and U.K. parenting club Bounty have launched Word of Family as an extension of its Word of Mum opinion panel.
www.easyinsites.com

■ Borderless Access, a Bangalore, India, research company, has launched a panel in Poland of over 20,000 members.
www.borderlessaccess.com

■ BrainJuicer Group PLC, London, has launched FeelMore50, a ranking of the 50 most effective, emotional ads in the U.S. in 2013. BrainJuicer identified and ranked the top 50 ads using its ComMotion testing methodology.
http://feelmore50.brainjuicer.com

■ Consumer Centers of New York and New Jersey have introduced HomeBase meeting spaces to their facilities in Secaucus, N.J., and New York. HomeBase offers several different room configurations.
www.consumercenters.com

■ Dan Hill, president of Minneapolis research company Sensory Logic Inc., has published *On-Emotion: Salvaging Market Research*.
www.sensorylogic.com

■ Shelton, Conn., research company SSI has added Brazil, South Korea and New Zealand to its SSI QuickThoughts mobile data collection platform. The QuickThoughts app is now available in 17 countries on iOS and Android devices.
www.surveysampling.com

■ The CASRO Institute for Research Quality (CIRQ) has awarded certification to Online Market Intelligence, Moscow, for compliance to both the ISO 20252 Standard for Market, Opinion and Social Research and the ISO 26362 Standard (Access Panels in Market, Opinion and Social Research). This marks the first dual certification awarded.
www.casro.org

Spring/Summer Research Conference Preview

This is a list, by no means exhaustive, of some of the marketing research-related conferences that are coming your way in the next several months. (Our August issue will include a preview of the fall-2014-to-spring-2015 events.) To keep things manageable, we selected events that, in varying combinations: are produced by marketing research associations; are held in a range of different regions of the world; are events that we have attended; are well-established; and/or are generally of broader interest.

We urge you to visit our online calendar (see below) and also to visit each organization's Web site to see more of their offerings and to get the latest event details.

The listings shown here were assembled by contacting the respective event organizers and also from event Web sites. The "n/a" designator indicates instances where events did not have details finalized at press time or where we were not able to obtain the necessary information.

In some cases we have arranged discounts for Quirk's readers who use the provided promo code when they register. Most events also offer discounts for early-bird registration so again, check their respective Web sites for more on registration deadlines and discounts.

For a complete searchable and downloadable list of more than 200 events and Webinars, visit our online events calendar at www.quirks.com/events/index.aspx.

Event	Dates	Location	
CASRO Digital Research Conference The Westin Riverwalk www.casro.org	March 11-12	San Antonio, Texas	
MRS Impact 2014 Grange Tower Bridge Hotel www.mrsannualconference.com	March 18-19	London	
Market Research Week 2014 Guragon Exhibition & Convention Center www.marketresearchweek.com	March 20-21	Delhi	
ARF Re:Think 2014 Marriott Marquis www.thearf.org/rethink-2014.php	March 23-26	New York	
Qualitative 360 Novotel North York http://qual360.com/north-america	April 1-3	Toronto	
ESOMAR Latin America Conference InterContinental Buenos Aires bit.ly/1k84mRm	April 2-4	Buenos Aires	
Le Printemps des Etudes Palais Brongniart www.printemps-etudes.com	April 10-11	Paris	
IIR The Future of Consumer Intelligence Sheraton Universal www.iirusa.com/consumerintel/home.xml	May 19-21	Universal City, Calif.	
Marketing Research in the Mobile World - North America www.mrmw.net/north-america	May 27-30	Chicago	
CASRO Technology Innovation Event www.casro.org	May 28-29	Chicago	
MRA Insights and Strategies Conference www.marketingresearch.org	June 4-5	Chicago	
MarketResearchSummit Glaziers Hall www.marketresearchsummit.com	June 4-6	London	
MRIA Annual Conference Sheraton Cavalier & Delta Bessborough http://conference2014.mria-arim.ca/news/index.php	June 8-10	Saskatoon, Saskatchewan	
IIR Shopper Insights in Action Navy Pier www.iirusa.com/insights/homepage.xml	July 14-16	Chicago	

Short Description	Selected Tracks/Topics/Keynotes	Est. Number of Attendees	Twitter Hashtags/ Handles	Promo Code
The 2014 CASRO Digital Research Conference will provide a forum for researchers to understand current and emerging market research methodologies through an evidence-based approach.	Online Research, Mobile Research, Big Data, Sampling, Social Media	200	#casro	
Impact 2014 tackles issues such as: diversity in marketing, successful social media measurement, the power of activism in commerce and politics, research and entrepreneurialism, sustainable growth, empowering citizens, storytelling, health and prosperity, hacking a tool for insight and reputation management.	Client-Vendor Relationships, Ideation, Big Data, Insights Management; Interview with Sir Martin Sorrell; Interview with Author Will Self	n/a	@tweetmrs	
Market Research Week is Asia's integrated and comprehensive show that gives attendees access to the latest technology solutions, products and innovation in the market research industry.	Shopper Insights, Mobile Research, Ethics in Market Research, Customer Experience, Predictive Insights	5,000	n/a	
Discover the latest in mobile, social, creative and global approaches. Gain key intelligence about the latest cross-platform and marketing mix model tools and find out how to apply big data and leadership strategies to your growth.	Media Measurement, Social Media, Consumer Engagement, Marketing Mix Modeling; Soledad O'Brien, CEO, Starfish Media Group, Broadcast Journalist; Peter Espersen, Head of Community Co-Creation, The Lego Group	2,500	#arfrethink	
Based on the success of conferences in Europe and Asia, Qual360 North America will feature a mix of case studies, keynote presentations, panel discussions and interactive workshops.	Qualitative Research, Facial Coding, Consumer Collaboration, Behavioral Economics; How Mead Johnson is Using Video Diaries to Explore Shoppers' Journeys; How Merck Conducted In-Depth Studies on Sensitive Health Topics	70 (25% client-side)	@merlien #qual360	qrks15 (save 15%)
Head to Buenos Aires to discover the latest developments in market research for the region. Learn from past failures and successes and explore how Latin America's creativity and innovation can boost your business.	Brand Tracking, The World Cup, Public Opinion Research, Social Media Research, Cross-Platform Research, Twitter, Mobile Research	150 (23% client-side)	#esolatam	
A gathering of marketing, research and communications professionals.	Dashboards and Interactive Reporting Tools, Enhancing Research Through Enriched Data	2,200	#printempsdesetudes	
The Future of Consumer Intelligence 2014 explores the emerging role of decision science and the convergence of knowledge points – insights, foresights, social science, marketing science and intelligence with technology as a central driving force and profound connector.	Big Data, Data-Driven Marketing, Mobile Research, Social Listening, Crowdsourcing; Author Jonah Berger on How to Generate Word of Mouth; Google Director of Engineering Ray Kurzweil	300-350	@tmre #foci14	foci14quirks (save 20%)
Market Research in the Mobile World is for corporate researchers, research agencies, technology innovators and independent researchers who are actively working in the online and mobile space.	n/a	300 (30% client-side)	#mrmw	qrks15 (save 15%)
This two-day conference addresses important technology issues that impact the research business. The conference targets senior information systems professionals, senior management and senior researchers at research companies.	Innovation in Storytelling and Data Visualization; Tech-Driven Research Transformation	200	#casro	
A practical, research-focused conference for corporate researchers, research executives and innovators, designed to promote the value of MR (internally and externally).	What Do Clients and Suppliers Really Think About Each Other, Advertising Research, Predictive Markets	550 (30% client-side)	#isc2014	
Founded to serve as a forum for market research users and practitioners to discuss leading and emerging trends in the industry and how researchers need to respond to the dynamic environment in which they are operating.	n/a	n/a	@themrsummit	
This year's annual conference of Canada's Marketing Research and Intelligence Association is themed "Dig Deeper and Discover."	Keynote by Jim Hopson, CEO and President of the Saskatchewan Roughriders Football Club (the 2013 Grey Cup Champions).	n/a	#mria	
This year's Shopper Insights in Action emerges into a holistic shopper strategy summit with a curated narrative of experience, expertise and new ideas for synthesizing activation across platforms, channels and partners.	Strategic Activation, Emerging Shopper Segments, the Future Store, Analytics and Forecasting	500	#shopper360	shop14quirks (save 20%)

Interviewing for the edit

| By Michael Carlon

snapshot

Michael Carlon offers 10 tips to get the most from the videos of your qualitative interviews.

quirks.com/articles
ID 20140305

Video clips and summary films are increasingly becoming key deliverables for qualitative research. While written reports are still popular, supplementing these findings with a video not only brings findings to life but the ease of sharing a video helps the results reach a wider audience who may not take the time to read a written report.

Today, just about every project I run has a video component as part of the deliverable. Over the years I have picked up 10 tips and tricks to successfully interview for the edit. I learned many of these by making mistakes along the way and my goal is for you to benefit from my experience to successfully build video into your core offerings.

1. When you are interviewing someone, patience is your friend, particularly when video is a deliverable. It is natural to become excited about what a participant is saying and add in a verbal comment (or some acknowledging sound) while a person is speaking. However, when you do that you may inadvertently interrupt someone's quote. This is called stepping on a quote and it can be difficult to edit your interruptions out so that the participant's sound bite is uninterrupted (and therefore more compelling). As you interview someone, be mindful of this and wait until they stop speaking before you ask a probing question or a follow-up. And, as hard as it may be, avoid the occasional "Mm-hmm" or the old "Okay, okay" while a person is speaking. Remember, they are the star, not you.

2. Along the same lines, don't be afraid of silence. While it is natural to be uncomfort-able with silence, brief silences can add a nice dramatic effect to a video. In addition, being patient with silence is one way to ensure a quote does not get stepped on.

3. If there are a few themes you need to capture on video, it is always a good idea to ask multiple questions that attempt to address the same theme. While this may feel repetitive, it will give the editor more options when putting together select clips for the final edit. If you are afraid that your interviewee may get frustrated answering similar questions, explain to them upfront that you will be asking similar questions during the interview because this helps you fully understand what they are saying. This will head off any frustration the participant may feel with repetition.

4. Try not to take notes on everything your interviewee is saying as, by doing so, you may miss an important sound bite. Instead, take notes on specific behaviors that they mention and create a checklist of each behavior. At an appropriate place during your interview, ask the participant to show you an example of this behavior. By capturing behavior on video, the editor can overlay that behavior as "b-roll" footage to bring the participant's sound bite to life. See an example of this at http://vertigopartners.com/interview-with-behavior/.

5. At the end of an in-home interview it is customary for moderators to open up the discussion so that any observers can ask some questions. We have found that asking the camera operator if he or she has any questions is not only polite but is also an effective

way to make sure there are no sound bites that are missing. Oftentimes the camera operator is the one person who, in addition to the moderator, listens to and observes every single interview. They know what you are hunting for and, if given the chance, they can help you fill any holes in your story.

6. When doing in-home or on-location interviews, be sure to get some establishing shots to add some more flavor to your video. For example, these could include exterior shots of a participant's house, the outside of a retail store, famous landmarks in the cities you are in, etc. Including these in your video will make it feel more personal and less clinical.

7. If your goal is to bring a segmentation study to life, interview three-to-five people per segment. While this may seem like overkill, you must take into consideration that although all participants may qualify for the study by passing a screener and/or an algorithm, the fact is, some participants are better than others. If you only have one

or two participants to choose from who will represent a segment, your video may suffer. Additionally, if segments differ on key behaviors, be sure to capture examples of those behaviors on video so that they can be brought to life.

8. Budget for time-coded transcripts of each interview. The reason for this is threefold. First, knowing that you will be getting transcripts of each interview takes some pressure off of you as an interviewer because you can spend more time listening and less time writing. Second, you likely have a report to deliver at the end of the project and transcripts will help tremendously in that regard. Third, it is much easier to identify sound bites on paper than it is to watch tens of hours of video footage to identify select quotes. Embedded time codes will help the editor find your clips efficiently and, after all, time is money.

9. Insist on a video script before the first cut is put together. Revisions take time and it is easy for costs to spiral up during the editing

process. To control for this, brief the editor on the key findings you want highlighted in the video and share with him or her any topline or final reports that you have shared with your client. Insisting that the editor prepare a video script based on this report is one way to ensure the edit is as efficient as possible. Agreeing to each section and the order of each section on paper prior to building video sequences is a good way to make the edit as efficient as it can be.

10. Work with an editor who knows the marketing research business. Putting together a research video is different than editing a commercial, a movie or a TV show. Working with an editor who not only understands marketing but the intricacies of the marketing research business will save you time and aggravation on the back end. ⓠ

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10 online sample integrity tips

| By Jerry Savage

snapshot

From inspecting IP and e-mail addresses to post-survey telephone interviews, here are strategies for analyzing the quality of online survey samples.

quirks.com/articles
ID 20140306

The widespread availability of online survey technology has opened important doors for product developers and marketing managers who seek to develop customer-centric strategies that will help them succeed in a challenging marketplace. However, the Internet is still a largely uncharted social space that harbors the well-intentioned as well as others who participate in surveys merely to make money or to get inside information on new product and marketing concepts. Indeed, the Internet could be likened to the Wild West of primary market research: a place of great opportunity and innovation, yet one which also poses many unique challenges.

It seems fair to conclude that there are two critical elements of any quality survey: 1) a sample that is representative of the population being studied and 2) survey questions or "items" that garner valid and reliable responses from participants. The quality of the sample is arguably the more important of the two and it is precisely this issue which poses some of the biggest challenges in online survey research. While online surveys using established consumer panels as a sample source are an enticing option for companies that want to survey various segments of the marketplace, cheaters (i.e., individuals who lie in surveys to acquire an incentive or get information) can pose a serious threat to data integrity and undermine the generalizability of results.

As such, questions of sample integrity are at the core of methodological questions about how to use the Internet to acquire accurate and actionable business intelligence. While not all companies are faced with exactly the same questions, there are strategies that can be applied by most analysts and managers when analyzing the integrity of online survey samples:

1. Be diligent. The first step to ensuring sample integrity in any online survey is committing to a diligent review of all responses. While automated approaches to catching cheaters with straight-line and other pattern syntax can be useful, it is important that each survey response be manually inspected to help ensure the study includes only respondents who provide honest answers and are representative of the population under study. While diligent analysis at this level can be a tedious matter, the time spent inspecting data is well worth it

2. Predefine sample parameters. While achieving a truly random sample of any large population is often difficult or impossible due to typically low response rates in surveys as well as time and budget constraints, it is possible to gather a sample which matches some known population parameters. When possible, use extant data such as the census or sales data to create sample plans. This helps ensure that the final sample is representative of at least some key parameters of the population being studied, thereby reducing sampling error.

3. Carefully develop screening criteria. Screening questions are measures at the beginning of surveys that are targeted to specific market segments. Such questions are used to determine whether a potential respondent is appropriate for the study and, in some cases, what questions they should be asked. For key screening criteria, it is sometimes useful to include "dummy levels" in survey questions so that it's not easy for would-be cheaters to guess which response must be selected to proceed through the survey. For instance, if you wanted only people who use a

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certain model of car in your survey, you could include five models and terminate everyone who did not select the model of interest. This helps ensure that the final sample is representative of the market segment being studied.

4. Inspect IP addresses. Determine whether respondents have common IP addresses or are from a common subnet. Depending on the nature of the panel or list being used to field the survey, respondents who come from a common IP address or subnet should probably be flagged as suspicious in the database. Suspicious IP addresses can be looked up on the Internet to determine the country of origin and that information can be especially important when conducting international surveys.

5. Conduct time-based integrity checks. Quality online survey tools allow one to determine the number of seconds it took each respondent to complete a survey. Cheaters tend to complete surveys much faster than authentic respondents. After all, they are often only taking the survey to make money. If a given respondent took the survey in less than the median number of seconds for the sample as a whole, that person should be flagged as suspicious. Note that some respondents also take an unusually long time to complete a survey simply because they are preoccupied with other tasks. These people may be qualified respondents who are simply busy but they should be excluded as outliers from analyses of time-to-completion.

6. Inspect e-mail addresses. Cheaters sometimes have unusual e-mail addresses from domains like yahoo.com or hotmail.com. (Consider the e-mail address ddfytc@yahoo.com.) Suspicious e-mail addresses should generally be removed from the panel and/

or dataset if the e-mail address is associated with a common suspect subnet, odd verbatims or response times that fall below the median time-to-survey-completion measure.

7. Gather qualitative data. Cheaters often give very short responses to open-ended questions and/or responses that would not be given by a qualified respondent. Bear in mind that past studies have shown respondents to online surveys tend to provide longer, more detailed responses than those responding to telephone surveys. Short responses that don't seem relevant to the study are an important indicator of cheating behavior.

8. Telephone control. While online surveys are a far more efficient and flexible way to do survey research, telephone surveys offer an important advantage in that interviewers are able to speak with respondents and ensure they are indeed part of the target population. When conducting a study of the general population or a large market segment using the Internet, develop a telephone control and use this as a benchmark in analysis. This can be challenging at times but is an important element of an effective sample integrity strategy. For instance, in a study of 500 consumers, 50 interviews could be done by phone to help ensure that all questions are being properly interpreted by respondents and that segments of the population who are under-represented in online panels are properly represented in the final sample. That control – especially when combined with other controls developed with reliable extant data – can be used in when developing sample plans and weighting strategies. This multi-method approach to data

collection helps ensure that the final sample is generalizable.

9. Post-survey telephone interviews of online respondents. Conduct brief, semi-structured telephone interviews with a random sample of online respondents after they have taken the survey. This process can yield useful data and also allows one to spot problems that may have occurred during the course of online data collection.

10. Careful interpretation. While market analysts and research firms tend to tout the "latest and greatest" in statistical modeling, customers don't always think and behave in ways that can be understood with statistical models. A careful analysis of survey data that includes input from researchers, managers and stakeholders – together with a commitment to putting the customer at the center of development efforts – is a key element of developing an accurate and actionable interpretation of survey results.

Ever more important

Without a doubt, online survey research will continue to grow in the future and will provide many more companies with the opportunity to get to know their customers and create better relationships with them. As the use of online survey technology becomes more widespread, it will become ever more important that researchers and managers take steps to maintain the integrity of survey samples. The work can be tedious but in the long run – especially in highly competitive consumer markets – it's well worth the effort. ⓠ

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Great groups demand a group effort

How PayPal is optimizing the value of creative testing with virtual workshops

| By Kathryn Winland

snapshot

The author credits PayPal's strong team-building approach with getting the most out of the use of bulletin board focus groups to test marketing and advertising materials.

Qualitative research is an excellent tool for refining advertising platforms, messaging and creative executions. At a certain point, however, focus groups and other in-person qualitative methodologies do present some challenges in the creative process. Depending on the size of the stakeholder team and the location, logistics alone can throw a sizable wrench into the team's ability to fully engage in the research and keep the creative process moving forward at their desired pace (which is usually very fast!). And unless you have the time and budget available to do a half-dozen or more groups, the opportunity for refinement and retesting is quite limited.

Certainly, there are decent workarounds if in-person research is absolutely necessary, but a recent request from PayPal helped me discover another alternative that not only eases logistical pains but also enhances collaboration within the team as well as with the researcher. Perhaps best of all, this approach enables the team to "workshop" ads or other marketing communications without huge additional investments of time or money.

The specific situation and client needs that led to this new approach are as follows:

• need for iterative process (test initial draft, make modifications based on feedback, test revised execution);
• accelerated timeline;
• large and geographically-dispersed team of stakeholders; and
• need for a widespread, niche audience – which could be difficult and costly to reach in person.

It should also be noted that PayPal is particularly receptive to new techniques; they deserve much credit, in fact, for the success of this approach – a topic I will revisit later.

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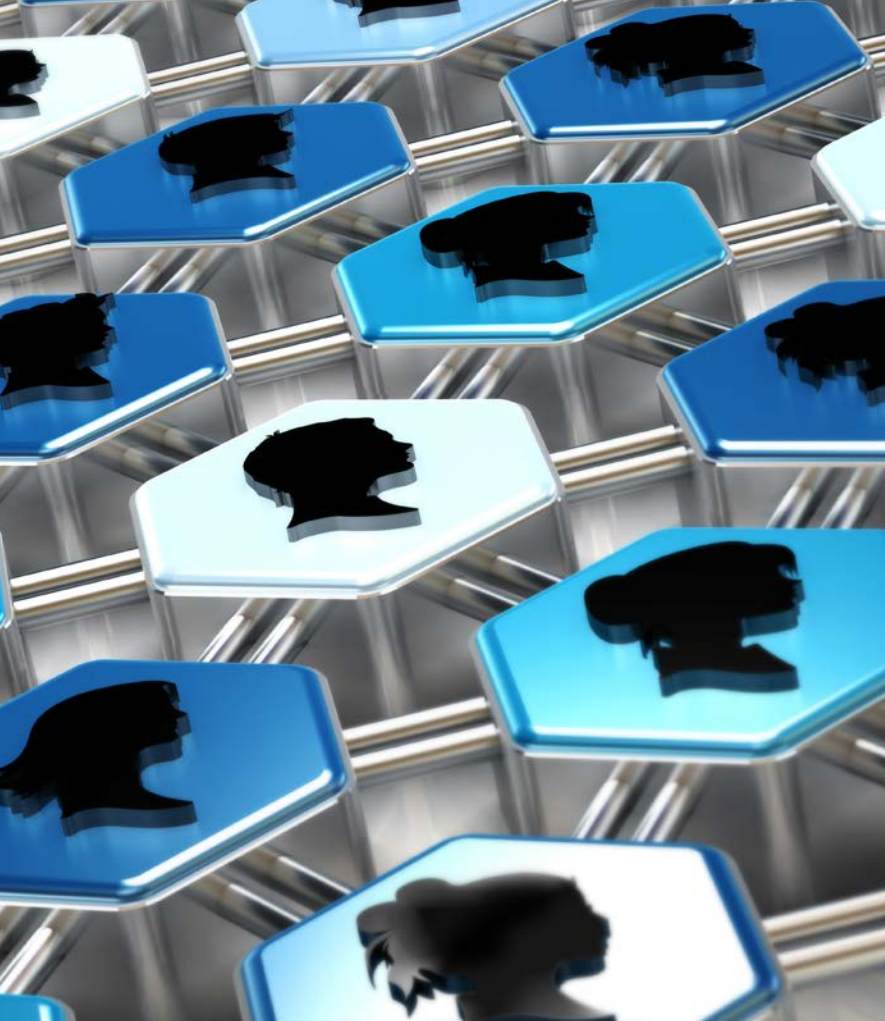
Refreshing its campaigns

Some months ago, PayPal was refreshing several of its direct marketing campaigns and other communication tools, including its welcome package for new members. As part of the welcome package, PayPal developed a direct marketing campaign, accompanied by a microsite and animated tutorial video. Because successfully activating new members is critical to long-term engagement, the team needed to ensure that the direct marketing piece, as well as these additional tools, were engaging and easy to understand and that they could motivate new members to make even better use of the full potential of PayPal.

My client approached me with a need to do quick-turn research that could accommodate large-team engagement and iterative rounds of testing, modification and retesting. Additionally, we needed to reach a very specific audience and achieve some degree of geographic diversity.

Thus, the virtual workshop was born. It is essentially multiple waves of testing via bulletin board focus groups (BBFG), coupled with group debrief sessions and quick-turn client revisions. This article focuses on a direct marketing campaign but this approach to creative testing works well for all forms of advertising at virtually any stage in development.

Figure 1

Step 1: Recruit one group of respondents for each wave of testing

BBFGs allow for nationwide recruitment, providing geographic diversity and improving the ability to recruit hard-to-reach audiences. In our situation, respondents were reviewing stimulus and responding individually, so we maxed out our sessions at 25 respondents. We recruited for a total of 50 respondents (25 x 2 waves).

Having one panel of 25 respondents made it easy for the team to observe the group on a single board and because respondents were not seeing each other's posts, the size of the group had no impact on them. If group discussion plays a larger role, it's best to have smaller groups and set up multiple boards instead.

Step 2: Wave 1 BBFG with Respondent Group 1

It is important to keep the discussion brief and focused. Typically, our sessions are designed to require no more than 30 minutes of the respondents' time and because BBFG is asynchronous, respondents can complete it at their convenience within a given 24-hour period.

With an engaged client team, collaboration and real-time reaction to results are significant benefits of this approach. In our sessions, clients make notes, ask questions to the moderator and post internal discussions based on respondent feedback.

In the viewing room of a focus group facility, it's nearly impossible to have real-time discussion without disturbing other observers and missing the action taking place on the other side of the glass. In a virtual workshop, these backroom contributions come at no cost to anyone's ability to observe. In fact, they not only keep the creative process moving but also aid analysis and help focus the discussion in Wave 2 testing.

Step 3: Team debrief and revisions based on feedback

The research team moderates a group discussion with stakeholders, often by phone, to help guide decisions and next steps, but the client and creative teams are the real players at this stage. They must be prepared to digest and act upon feedback immediately – typically within one or two business days.

The researcher's job here is to act as a third-party advisor and checkpoint for creative decisions and to make sure results are reflected in revisions to the greatest extent possible.

Step 4: Wave 2 BBFG with Respondent Group 2

Here we add a fresh group of respondents to re-

act to the revised stimulus. Some of the key benefits of fresh respondents are:

- Fresh respondents have never seen the stimulus, so their reactions will be relatively pure.
- Wave 1 respondents may have the tendency to zone in on certain areas or create other simplification strategies that could limit their feedback.
- More respondents equals greater validation of consistent findings across the two waves.

Wave 2 testing follows a similar discussion guide, though exploratory warm-up questions may be streamlined, and more pointed creative feedback questions may be added. Some consistency is ideal in order to highlight the impact of the changes.

Optional: additional waves of testing. Depending on objectives, timing and results of Wave 2, additional waves of testing may make sense. In my experience, if the objectives are focused and everyone works together to make the first two waves as productive as possible, additional waves probably aren't necessary.

Step 5: Topline summary and debrief

A very simple, focused topline summary is a useful tool for guiding a final team debrief, which is held as soon as one day following the final wave of testing. The summary provides some structure to the conversation and helps everyone make the most of their time during the debrief and make the most of the research.

Using the topline as a living document is also quite helpful to the team. We add to or revise takeaways, make notes of topics that need further discussion and work together to record recommendations and decisions. As a result, the topline summary becomes more than a record of the results and stretches the value of the research even further.

Ultimately, the purpose of the debrief is to make final decisions and possibly identify areas that need more consideration. We often find that the research uncovers higher-order takeaways as well, which we are sure to include in our topline summary so that stakeholders can apply these insights to future campaigns. For researchers,

other added benefits of the debrief include closer integration with stakeholders, turning up the volume on the voice of the research and helping guide insight-driven decisions in a collaborative and meaningful way. This has a positive impact on the role of research in the organization and also ensures that the campaign and its stakeholders get the full value of the research (and then some).

Important keys to success

Some of the most important keys to our success with virtual workshops include appropriate resource allocation for moderation and topline analysis, a fully engaged team of stakeholders and getting the stimulus right.

Resource planning. In general, BBFGs require a different approach to moderation and analysis in many ways. The moderator needs to budget at least twice as much (and perhaps even three or four times as much) time as a traditional focus group, depending on the topic and number of respondents. The time trade-off for traditional IDIs, however, favors the BBFG because you can read and react to posts from multiple respondents at once.

Because respondents will be logging in at all times of day, the research team needs to make sure it has moderation support in place during all reasonable hours. In online qualitative, it is critical to establish rapport and encourage high levels of engagement from respondents. Because my firm has moderators in nearly every U.S. time zone, we use two moderators in different time zones for these projects. The two-moderator team expands coverage without being overly burdensome for any one moderator.

One of the often overlooked benefits of BBFG is one that also requires exponentially more time from researchers compared to many other qualitative methods. In a two-hour focus group with six respondents, each respondent will get an average of 15-20 minutes of air time. In a BBFG, however, even one as brief and focused as this virtual workshop, each respondent provides double, triple or more the amount of feedback, which means the entire data pool increases by 2x, 3x or more. This is truly a huge benefit for the research but it requires good re-

source planning by the research team.

Client engagement. Client engagement really does make or break this methodology. As I mentioned earlier, I credit PayPal for much of the success of this methodology. Here are some of the steps it took that made a big difference:

- Before the study began, PayPal researchers organized a team briefing to outline objectives, explain how things will work and establish expectations for stakeholder participation.
- During fieldwork, the entire stakeholder team logged in regularly and made significant efforts to contribute. They planned ahead so they could block out decent amounts of time throughout the day.
- The client team was very well prepared for the two debrief sessions, with thoughtful comments and clear suggestions on how to move forward. Everyone, from research to marketing to creative, collaborated remarkably well and this allowed the debrief sessions to be as productive as possible.

Stimulus. BBFG is an extremely flexible platform in terms of stimulus, more so than in-person in some cases. Storyboards, mock-ups, videos, screen shots, Web links or even simple messages on a white board can all work well.

The virtual workshop especially shines when stimulus is a bit farther along, such as a first draft of a print ad or, in the case of video, an animatic. This is when the respondent's ability to independently view and react to each piece of stimulus is a clear advantage and this is often when timelines shrink and opportunities for iterative testing is most valuable.

Of course, whatever form the stimulus takes, the moderator must introduce it accurately and with appropriate caveats as needed; in order for the moderator to not only introduce but also discuss any stimulus, research and creative must be on the same page. The creative team should provide a clear and thorough briefing on what the stimulus is intended to convey and, if applicable, where the focus areas should be. In the case of PayPal, the creative team often seeks

input from research in advance, kind of as a pre-test to catch obvious issues but also to make sure the stimulus will work well in the research – a very commendable extra step, indeed.

True collaboration

When researchers and their clients are being pushed harder and harder to deliver quick-turn insights and are being asked to do more with less, we are often left wondering how we can possibly maintain – not to mention improve upon – quality and real research value. The virtual workshop is one example of how true collaboration between client and researcher can help us all not only cope with these demands but actually use them to create something that otherwise might not have come to light. This researcher would argue that the quick-turn virtual workshop truly enhances ad testing regardless of whatever external demands may exist. ⓞ

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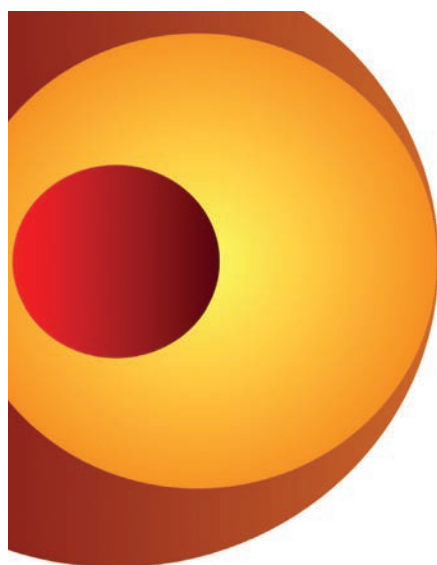
●●● advertising research

Brand+TV+iPad: the new research triangle

How the iPad is impacting advertising research

| By Charles Young

snapshot

Charles Young looks at what the rapid consumer adoption of the tablet computer means for marketers and advertising researchers.

What if, instead of looking through a one-way mirror of a focus group facility, the advertising manager of a major brand could look through the flat-screen TV hanging on the consumer's living-room wall and watch her in her real-world setting? These days, he would most likely see her watching the moving images on the big screen while intermittently looking down at the tablet computer in her lap, before looking back up at the big screen.

If the ad manager were then to send a text message to the consumer asking her what she was doing on her tablet, she might say she was doing something unrelated to the TV content, like reading the news, because what was on television was not engaging at that moment. She might reply that she was sending a text message to a friend on Facebook about the program that they both were watching at that time. She might say she was looking on IMDb to see what other movies the actor she saw in the program had been in. She might say that she was interacting with the program by voting for her

favorite performer on a reality show. Or, she might even report that she had just bought something online that she had seen advertised on the TV.

Each of these answers not only has implications for the job of the advertising manager but also serves to remind us how the world of television advertising has changed.

In the new world of multiplatform marketing, there are many devices – TVs, computers, smartphones, tablets, singly or in combination – that can be used to connect with consumers in a wide variety of settings. However, at the moment, for major advertisers, by far the most important in terms of advertising dollars at risk is the situation just described: the consumer sitting in the living room watching a big screen TV on the wall with a tablet on her lap.

The arrival of an iPad that competes for attention with the TV set in the living room is not just a problem of distraction, with attention given to one device coming at the expense of the other. If this were so, it would be a simple problem for researchers to quantify by observing consumer behavior –

for example, researchers might simply use eye-tracking cameras to measure how much time is spent looking at one device versus another.

But for advertisers who seek the power of multiplatform marketing, this novel situation represents an opportunity, in the form of a new research triangle: TV + tablet + brand.

Like Euler's three-body problem in physics, understanding potential interactions between the new triangle of TV + tablet + brand is complex. It calls for research that moves beyond behaviorism to understand the psychology of these three things interacting in a real-world setting.

Produced interesting insights

A number of interesting studies of the new research triangle have been done in a laboratory setting. Turner Networks, for example, has conducted research in its new media lab in New York on the contextual effects of multiplatform audience engagement. Turner's research has produced interesting insights, such as demonstrating the importance of audio in

cueing consumers busily engaged with their tablets to shift their attention to something interesting that is about to happen on the TV screen.

However, given the high stakes, it is important for the advertising industry to quickly validate such learning and hopefully produce new insights by proving results in real-world settings. To that end, researchers can strive to design studies that meet the following three conditions:

1. Research that is collected in the place where the triangle actually exists; that is, in the consumer's living room.
2. Research collected at the time the consumer is actually engaged with media (i.e., in real time or as close to it as possible).
3. Research collected non-intrusively on the devices the consumer is actually using – TV set or tablet computer (or both).

Fortunately, the technology for researching the triangle is rapidly evolving. And while smart TVs equipped with cameras that might be used for

Figure 1

Location While Completing Survey

iPad respondents are ~20% more likely to take a survey at home, where they consume media.

- Standard Online Methodology
- iPad Methodology

Survey Distractions

Methodology must support this kind of distracted environment.

- Standard Online Methodology
- iPad Methodology
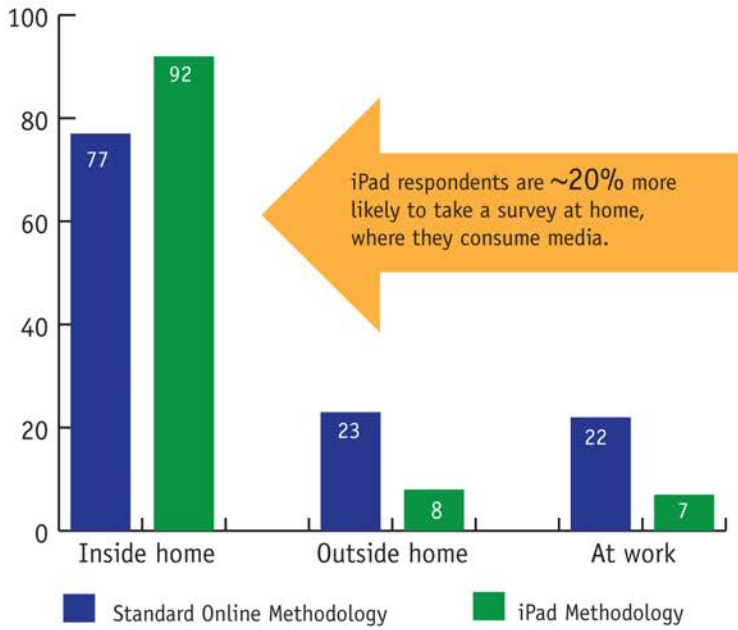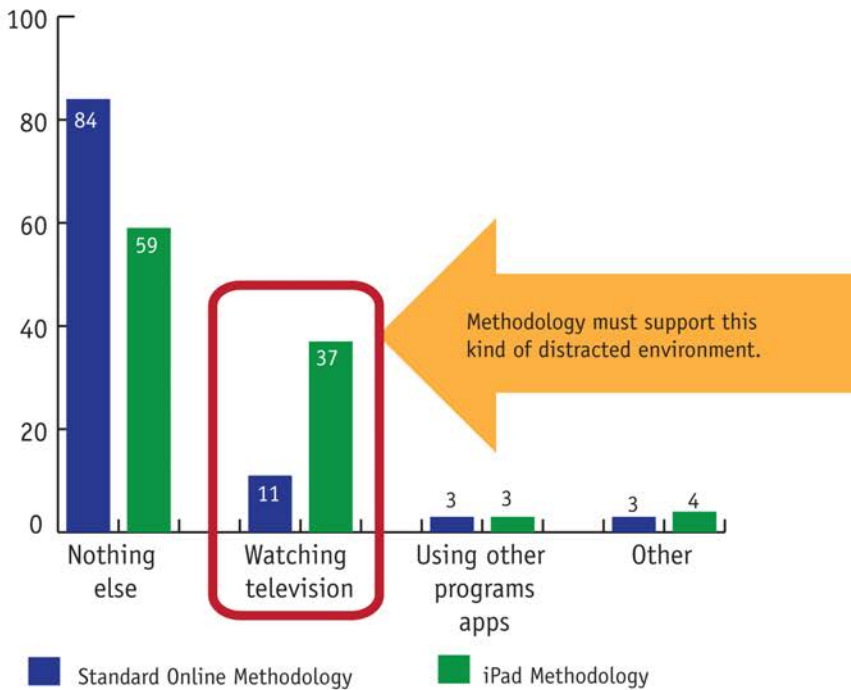
eye-tracking or facial response studies have not yet reached penetration levels that are practical for these kinds of studies, the tablet – in most cases, the iPad – has already reached household penetration levels projected to surpass 50 percent in the next year, so that even now we can begin to conduct scientifically projectable studies of the multi-platform triangle.

Which group for the iPad?

Now imagine you are a respondent in a focus group and you are asked to sort different computing devices into groups based on their similarities. Into which group would an iPad fall? Would it fall into a group containing laptop and desktop computers, because of its computing power and ability to perform complex tasks on its larger screen? Or

into a group containing smartphones, because of its mobility?

Our answer is that the iPad falls into its own distinct third category, at least for our purposes in studying multi-platform brand-building in the living room. We base this conclusion on research we conducted when we began the process of adapting our advertising pre-test methods for use on the iPad.

Interestingly, although it's a mobile platform, the iPad is significantly more likely to be used at home for answering researchers' questions than is a desktop or laptop. Notably, among consumers recruited from survey panel companies, nearly one in four computer-based interviews are actually taken away from home, usually at work.

Moreover, on the iPad, the consumer is three times more likely to be simultaneously watching television while taking the survey. While for some research purposes, having an undistracted consumer sitting in front of a computer while answering survey questions may be desirable, for studying the context effects of the multi-platform triangle, the iPad is superior to a computer (see Figure 1).

Of course, the consumer may be just as likely to be sitting on the couch in front of the television with a smartphone as with an iPad. However, given the current size of most smartphones, the screen is too small for anything but the most simplistic kind of ad interview.

For this reason, the iPad turns out to be a better device than a phone for conducting ad research. The screen is certainly large enough for watching an ad in high definition. In fact, these days, many younger consumers are increasingly watching television content on an iPad instead of on a TV set. Perhaps more importantly, the finger-touch interaction with the larger screen is ideal for deploying the visual diagnostic questions for which our company is known.

Having been in the ad testing business for many years, we had a number of research-on-research questions to answer before we could migrate our methods to an iPad. Would the changes in device, in setting and in context – while the TV might be on; while other people might also be in the living room – produce norms different from those we built up over time with our conventional online methodology? Given other distractions in the room, would consumers be more
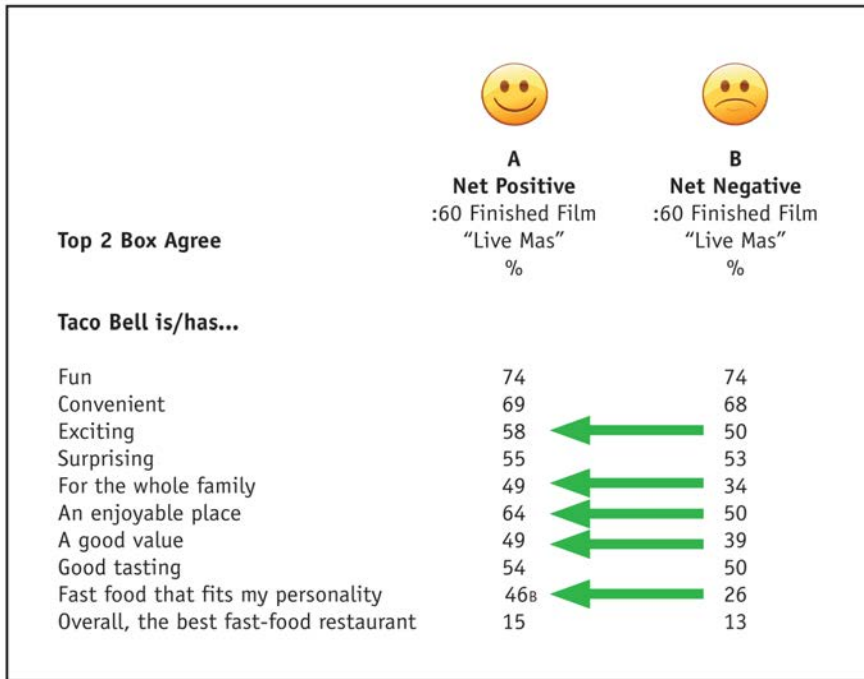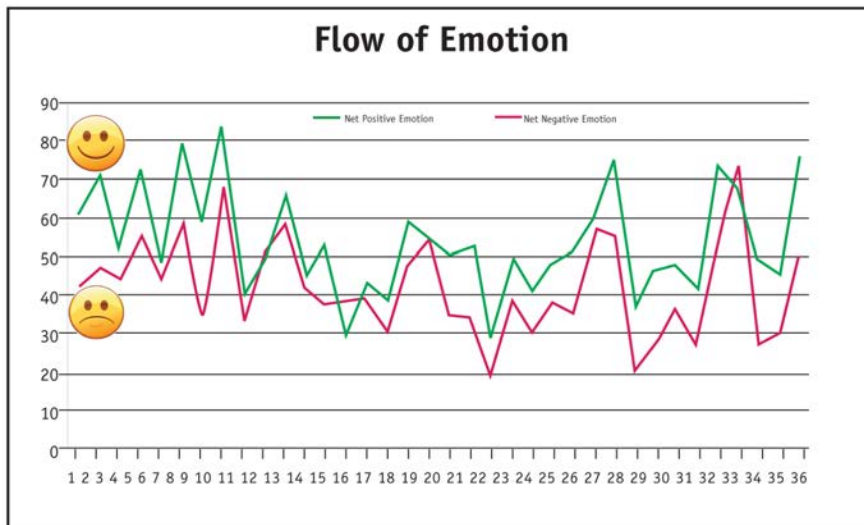
Figure 2

Top 2 Box Agree	A Net Positive :60 Finished Film "Live Mas" %	B Net Negative :60 Finished Film "Live Mas" %
Taco Bell is/has...		
Fun	74	74
Convenient	69	68
Exciting	58	50
Surprising	55	53
For the whole family	49	34
An enjoyable place	64	50
A good value	49	39
Good tasting	54	50
Fast food that fits my personality	46B	26
Overall, the best fast-food restaurant	15	13

Figure 3

Flow of Emotion

or less likely to complete our interviews? How might our moment-by-moment picture-sort graphs of attention, emotion and meaning be affected by shifting the picture-sort task to a touch-screen device? And perhaps most importantly, how could the user experience of our respondents be improved in order to improve the overall quality of the data we were collecting?

All of the issues were answered

After conducting experiments to compare iPad methods to conventional methods, all of the issues were answered to our satisfaction. Norms are indeed comparable, well within a small range of statistical tolerance. Completion rates

are, if anything, higher. And redesigning our picture-sort interview to fit the finger drag-and-drop capabilities of an iPad touch screen leads to a more game-like experience during the picture-sort questions – much like playing a game of solitaire or Scrabble on the iPad.

And while the diagnostic Picture Sort Flow this data produces is surprisingly unaffected – virtually no differences at all – the user experience is radically improved. Indeed, because the experience is rated more game-like, an iPad interview is rated as a "very positive" experience 59 percent of the time, versus 43 percent for a conventional interview. Consumers prefer an iPad interview to a conventional

interview 71 percent to 29 percent.

Finally, regarding the distractions that are present in an iPad-based interview – TV program on in the background, the social context of other people in the living room and even, as we shall see shortly, the emotional state of mind of the consumer while taking the interview – we realize that the iPad now creates two choices for designing an ad study.

First, it is still possible to conduct conventional ad pre-testing or tracking studies using an iPad. Researchers can let these variables fall where they may and set them aside in analyzing the same kind of data that is produced by computer-based interviews. Remember, conventional norms continue to be comparable.

But now there is also a second option. And that is to more carefully control the timing of when data is collected to better understand how contextual variables affect consumers' responses to brand-building advertising embedded in real-world programming.

Important new factor

Speed is an important new factor in advertising research. The days when advertisers and their agencies would have to wait three or four weeks for copy-testing results are fading fast. The speed of ad research continues to accelerate: A five-day turnaround time for a full report is increasingly becoming the new normal.

The impetus for such speed is to drive the tempo of creative team decision-making. Our original insight was that if we could minimize the turnaround time for research, we could reduce the long-established barriers between creatives and researchers and thus reposition pre-testing in a more positive light. Instead of being a drag on the creative process it could be used as a simple feedback loop that drives an iterative process of creative optimization.

A hidden benefit of this automation-driven pre-testing process is that we realized that if we could concentrate data collection within a single day, as opposed to the conventional practice of spreading interviewing across a week or so, we could begin to provide insights into media placement. And, in particular, we might begin the journey of exploring the new research triangle.

Coordinating the sample and timing of research data collection with the media plan for the debut of a new television

Figure 4

Flow of Meaning

🙂 ☹
% %

23 ← 11

29 ← 13

28 ← 16

56 ← 37

23 ← 11

56 ← 42

43 ← 32

68 ← 50

% rating "funny"
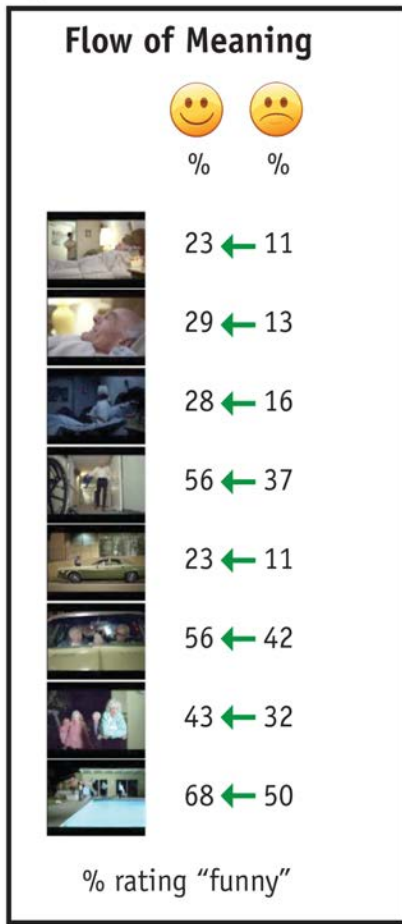
commercial can be a tricky problem from a logistical standpoint. But last year's Super Bowl gave us an excellent opportunity for testing out our idea.

Last year, a number of advertisers released their ads to the Internet about a week before the big game in order to prime social media for generating buzz. This made it possible to identify an ad, in advance, that we knew would be airing during the game. For our triangulation experiment, we selected a humorous Taco Bell commercial called "Viva Mas."

In order to study the contextual effects of the Super Bowl, we used a simple test-and-control design. We pre-recruited two groups of 100 consumers to take a standard Ameritest interview on an iPad at home. The first group of consumers took the interview on the Saturday before the game – this was our control cell. Interviewing for the test group was timed to start on Sunday immediately after the commercial had aired during the game. The group in this test cell had the option of taking the interview either while they were watching TV or immediately after the game. All of the interviews for both groups were completed on the same day

for which they were scheduled.

What we learned from this experiment is that given the context of the Super Bowl, the Attention Score for the Taco Bell ad was significantly higher – but the Motivation Score was lower.

This result should not be so surprising. Everyone is hyper-aware of the advertising during the Super Bowl – hence the heightened level of attention or engagement. That's the reason advertisers pay big bucks to air their commercials during the game.

But the Super Bowl viewers have become self-anointed ad critics who analyze

the ads so they can talk about them later. This stiffer competition from other ads in the game leads to a heightened awareness of weaknesses in the ads. Our picture-sort diagnostics for "Viva Mas" showed a strong level of unintended negative emotion towards a middle section of this ad showing old people dancing in a disco like teenagers – and it was easy to show in analysis that this was suppressing motivation.

To validate our findings, we turned to Tucson, Ariz., research firm Communicus, whose approach to tracking uses a unique longitudinal sampling methodology to

isolate the effects of different variables in the marketing mix. Communicus' conclusions regarding the effectiveness of the Taco Bell Super Bowl airing were that "Attention was strong, branding was average and motivation was weak – producing a relatively weak overall ranking." Thus, an independent assessment of market performance confirmed our report-card findings about the contextual effects of the Super Bowl on the Taco Bell advertising.

Wide range of emotions

One of the interesting things about the Super Bowl is that it produces a wide range of emotions in its audience. Because different members of the audience are rooting for different teams there may be both positive and negative emotional reactions to the same moments in the game.

In this respect, sports may be different from a lot of television programming wherein the storyline of a show is intended to synchronize or focus the emotions of the audience. A comedy is expected to generate a certain range of emotions that is different from what a drama or a romance or an action movie is expected to evoke. Consequently, one of the creative aspects of a media programmer's job is to match a brand's advertising to the appropriate programming content so that congruent emotions generated by both program and ad can amplify the effectiveness of the advertising in terms of motivating consumers to buy the brand. We have published research with Turner Networks to show that this emotional congruence effect on advertising motivation is quite real.

Of course, the range of emotions that consumers are likely to experience throughout the day as they are exposed to advertising is likely to be much wider than those the consumer is feeling when they are in the mood to sit in front of a computer to take a conventional research survey.

Media Behavior Insights (MBI) is a New York research company start-up that has recognized this and developed a new product to address what it feels is an important information void for mobile media programmers. Under MBI's approach, emotions that consumers are feeling and the media they've been exposed to are measured every 15 minutes. For our Super Bowl experiment, we borrowed (with MBI's permission) the emotional battery it uses to track consumer emotions throughout the day.

The emotional battery covers a wide range of states, such as confident, excited and hopeful on the positive end to angry, frustrated and worried on the negative. For our analysis, we combined these into a Positive Feelings Net and a Negative Feelings Net in order to study how the emotional context of the emotions generated by the Super Bowl game impacted the response to the Taco Bell ad.

The impact of the emotional context associated with the game on consumer response to the ad was significant. Consumers who were feeling positively while watching the game were more likely to be motivated by the ad and rated the ad higher on a variety of related diagnostics.

Importantly, consumers in a positive mood were also much more positive toward how well they thought the ad fit the brand and toward the particular brand perceptions being generated (Figure 2).

Consistent with this, we see that the happy viewers of the game were feeling much more positively toward the ad itself. Our Flow of Emotion showed that the emotional response to the ad from beginning to end was much more positive, 55 percent positive versus 42 percent (Figure 3).

One reason for this, which we could see in our Flow of Meaning (Figure 4), is that those in a positive frame of mind were much more likely to find the ad to be funny than were those in a negative frame of mind.

To summarize, looking across our research we can see that we have one more solid example showing the impact of the emotional context generated by media on the effectiveness of an ad.

Early days

These are, of course, early days for understanding the hidden power that resides in the triangle of TV + tablet + brand. Looking out from one corner of the triangle, we can now see that researchers have a new ability to measure advertising at the real-world point of media consumption. That is, in the living room. 🔴

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••• pharmaceutical research

The words they live by

How a 360-degree research approach provides a deeper understanding of the patient experience

| By Jim Hickey

snapshot

The author outlines a research process by which pharmaceutical and health care companies can learn what life is like for patients afflicted by an illness.

Understanding the patient journey has become an enduring mantra of pharmaceutical companies and health-and-wellness organizations throughout the world. To understand the patient journey is to know your customers in a more intimate way, from the emotions they are feeling about a new diagnosis to the challenges and struggles they face every day while trying to manage a chronic disease or cope with a debilitating illness.

The patient journey also sheds light on the challenges that both health care professionals and caregivers face while working to ensure better outcomes for the patients in their lives. As many pharmaceutical companies adopt a customer-centric focus, understanding the patient journey has never been more critical to creating powerful marketing strategies, developing effective educational materials and fine-tuning sales training models.

But what's the best way for your brand to gain access and truly understand the myriad of points along the patient journey? How can your team tap into all of the invaluable insights the patient journey has to offer?

As pharmaceutical market researchers, our most authentic understanding of the patient journey is framed by the words patients and their health care providers use to describe their illness. What a patient says to a physician about how he or she feels, what a physician says to a patient about the nature of an illness – these words help each person understand the nature of the illness, the treatment and the range of possible outcomes.

But there is not always a perfect exchange of information in these conversations. What a physician hears may not quite capture the experience the patient is trying to express and what a patient hears may not reflect the insight that the physician intends to convey. Ethnographic market research, observing customers in their natural environment, has helped many pharmaceutical brands break down these communication gaps by better understanding the patient journey from the participant's unique point of view. In turn, they can communicate with doctors and patients within a framework of a narrative that is most meaningful to the patients.

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While the conversations captured in the physician's office are critical, more insight can be gained from an analysis of other conversations:

• What about conversations outside the office?
• What illness narrative emerges from conversations in the home?
• What is the illness narrative that patients recount to themselves?

All of these conversations are important but none of these conversations may be complete by themselves. Considered together, they provide much deeper insights than any single set of conversations by themselves.

Multiple vantage points

To deliver the deeper insights that today's pharmaceutical brands need, market researchers must leverage a multi-method research approach, an approach which offers multiple vantage points delivered by in-office dialogue analysis, in-home ethnographic observation and telephone-based depth interviews (TDIs). Chronologically layered together, these powerful methodologies inform one another to yield deep insight into the patient journey. By observing these distinct, natural environments, a multi-method approach enables you to compare what patients tell their physicians versus their actual behavior outside the exam room – revealing deep insights and bringing your brand closer to the challenges patients face every day.

Stage 1: In-office dialogue capture

Exam-room interactions are the epicenter of health care. It is here that dialogue reveals the patient's illness burden by exploring their raw emotions and unique perspectives in all phases of a disease. When it comes to the needs of market researchers, what's being said – or not being said – has the power to inform, enlighten and strengthen the decisions you make about your brand in a way that traditional marketing research simply can't.

Working with physicians all over the world, dialogue research providers like Verilogue capture hundreds of exam-room conversations each month. Physicians are asked to record certain types of patient conversations with patients who have agreed to be recorded but are not asked to shape their conversations in any specific manner. Trained medical linguists then analyze the recordings to shed light on the patient journey, exploring underlying emotions, motivations and common behaviors.

Stage 2: In-home observation

In-home observation provides an opportunity to start to answer a critical question: What's going on outside the exam room? By observing patients in their home environment, a trained ethnographer can gain insight into aspects of the patient journey that lie deep beneath the surface – including aspects of the illness narrative that even patients themselves may be unaware of.

In-home observational studies take up where exam-room conversations leave off, engaging patients who have participated in the previously-mentioned dialogue studies. Using guided questions as well as planned activities and exercises, the trained observer can delve deeper, capturing both the participant's spoken and physical responses and actions to the questions and tasks. Examining how a patient modifies and interacts with their natural environment speaks to the nature of the illness narrative in many ways that words cannot.

In addition to the insights that the observer can capture through guided exercises, patients can be provided with video equipment they use themselves to create video diaries of their thoughts and activities, recorded when no one else is present. The absence of an observer empowers and encourages patients and caregivers to say things they might not say in front of another individual. The removal of a researcher also enables participants to tell their stories in their own words and to say things in the moment. If they have a sudden insight into the nature of the illness with which they are struggling, the video diary provides a mechanism for capturing that insight, even if no external observer is present.

Stage 3: Tele-depth interviews

The third and final stage of 360-degree market research, follow-up telephone interviews with study participants, further clarifies and extends the insights gained from previous stages of research.

That's an important distinction: These are dialogue-informed tele-depth interviews (TDIs). They take place after much dialogue, both at home and in the office, has been collected and analyzed and

they involve the same patients who have been participating in the study all along. As such, the interview questions are steeped in an existing reality. The responses extend that reality and enable a deeper understanding of both the individual's journey as well as the broader perspective that all the patients with this condition may share.

Case study: the identity crisis of depression patients

A global pharmaceutical client engaged our firm to take a deeper look at the ways in which depression patients viewed their condition and to provide some actionable insights that the client could use to communicate more effectively with patients and their physicians. The initial analysis of exam-room dialogues suggested that patients suffering from depression saw it as more than just a slump or a profound sense of hopelessness. A recurring theme in the recorded physician-patient dialogues suggested that patients experienced depression as a profound crisis of identity. Moreover, many patients seemed to characterize their depression as though it were an external, malevolent entity that actively works against them. Key phrases emerging from the dialogues included:

"I'm not myself."

"The me with depression is not who I truly am."

"I knew it was back."

"It consumes me."

We set out to explore these themes of identity and external agency with a series of in-home ethnographic research engagements. Among other findings, researchers were able to validate that an identity crisis and the sense of an external agent working against the patient were both very much a part of the patient's personal illness narrative.

But that was not all. In fact, the ethnographic research engagements brought out aspects of the identity crisis that had not been as clear in the exam room dialogues. Interviewing the patients in their homes suggested a very strong connection between the identity crisis and the critical relationships in the

patient's life.

These new insights helped inform the questionnaire developed for follow-up telephone interviews with the patients who participated in the in-home ethnographic research. In response to a question of whether she had ever contemplated stopping an anti-depressant she had been taking, the same patient said no, she had not.

"I really see no sense if I'm feeling better. I'm a better mother. I'm a better wife. I'm a better friend, a better daughter. So, it's pretty much working so far."

From that TDI came the deeper insight that not only is depression experienced as a profound identity crisis but also that depression relief is experienced as a palpable improvement in the key relationships within the patient's life. Within the depression patient's journey, successful treatment of the illness is framed not just in terms of identity but also in terms of relationships. These key insights enabled the pharmaceutical brand to begin communicating in an entirely new – and an entirely more meaningful – way with both patients and physicians.

The hopes, fears and feelings

Understanding the 360-degree perspective of the patient journey is critical in communicating effectively with both the patients and physicians. A multi-method approach reveals not only the hopes, fears and feelings expressed during in-office dialogues but also extends to at-home conversations patients have with loved ones and caregivers. Combining insights from the different approaches and different sources reveals a depth of understanding of a patient's feelings and experiences that allow you, as a brand team, to directly connect with your consumer.

As a brand team you can begin to communicate with patients and caregivers with an emotional intimacy, creating a deeper connection and more visceral response than if talking in a language of scientific specificity. As an organization you are also able to provide physicians with the information and tools they need to help support a patient; not only in the office but throughout

the whole patient experience. By incorporating insights from 360-degree market research program into your brand strategy you can move beyond providing just a solution to an illness and create a fulfilling experience that supports physicians and patients throughout the entire health care journey. Ⓠ

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Knowledge is power

Seven tips for a successful recruit for difficult medical market research projects

| By Chris Lee and Michael Schulte

snapshot

Medical market research can require a deeper understanding of the respondent than many other types of research. Here are strategies for gaining that understanding.

Recruiting medical professionals and those with rare medical conditions is arguably some of the most challenging recruiting there is for market research. Physicians often have numerous subspecialties that are not always obvious. For example, neurology has several subspecialties including movement disorder specialists, MS specialists, migraine specialists and neuro-oncologists. Not every neurologist treats the same diseases. So when a client says they need to speak to neurologists, who do they really want? Will you know how to find the right person?

Within hospitals, there are hundreds of different titles of people with overlapping responsibilities, making it very challenging to determine the right respondent. If a client asks for the person who makes decisions about new products, it could be the medical director of the department, the administrative director of the department, the CFO, COO, director of materials management, director of pharmacy, chairman of the pharmacy and therapeutics committee and on and on. Who does the client really want you to speak to and how do you know they are the right person for the market research project?

For patient research, it is even more challenging. Most diseases are rare within the general population and many are extremely rare. It is not uncommon to research diseases that are as rare as one person in 1,000 with the condition or even one in 10,000. At that level, it is very difficult to find a panel of any size. So now what? What recruiting methods can be used? Can the project even be recruited? Should you just pass on the job?

The point is, medical market research often requires a significantly higher level of understanding of the respondent than many other types of market research. The risk of overestimating screener qualifying incidence and the time it will take to field a project is much higher than typical.

So how you make difficult medical recruiting like this easier? By taking the time to focus on several key topics at the beginning of any medical project, you can dramatically improve the chances of obtaining high-quality respondents, staying on-deadline and under-budget.

Here are seven tips for your next medical market research project:

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1. Learn about the disease.

This seems like an obvious statement to research the disease but in our many years of medical recruiting, we are consistently surprised at how little the client sometimes understands their marketplace. It is also not uncommon for a drug manufacturer or medical device maker to assign the market research project to a relatively junior project manager who is leaning on their vendors to help them design the screener questions. The point is, never assume the client knows what they need. Do your homework.

Nowadays, it is very easy to find information by Googling the titles or medical conditions needed. Wikipedia and various medical sites such as WebMD can quickly provide all the information you need.

Depending on the respondent audience you need, don't limit your research to just the disease. Make sure you understand who treats the disease, where it is treated (hospital, clinic, etc.) and with what medications or interventions.

2. Research the titles needed.

As noted earlier, a lot of different medical personnel can be involved in product decisions. Unlike researching the disease, it is a bit more difficult to learn about the structure of hospitals or medical clinics on the Web, but you can definitely learn some key details. Most hospitals have a "find a physician" search function that allows you to input keyword searches. Using our neurology example again, if you type in "migraines" you will be able to find out who exactly treats migraines and start to learn more about their subspecialties and background, which will help significantly to determine the feasibility and screener for the project.

To better understand a hospital staff's roles and responsibilities, it is helpful to find an org chart that lays out all of these details. With a little digging on the Internet, you should be able to find the org charts for several different hospitals. We recommend reviewing a university hospital, a larger community hospital and a smaller community hospital to see how they compare and differ. Some hospitals are also part of multi-hospital systems or integrated delivery networks. Depending on the requirements of your project, you may want to research to this level as well.

3. Carefully estimate screener incidence.

To ensure a successful recruit, perhaps there is no more important topic than estimating what percentage of respondents will qualify for your research project. A common type of question that is often a problem is when a patient needs to be on a certain medication or the physician must prescribe a certain level of the medication. Clients almost always overestimate the usage. In fact, your client is much more likely to overestimate how many people will qualify in general.

The screener-qualifying percentage can have a significant impact on any market research project, but particularly for rare titles and diseases. A study can quickly become unrecruitable if the estimate is wrong. The worst time to tell a client you can't do their project is after it starts, so the more accurately you can estimate this at the beginning of the project, the better.

A suggestion that has worked well is to come to an understanding with your client about the expected incidence and set the price and timelines accordingly; but provide an alternate scenario as well.
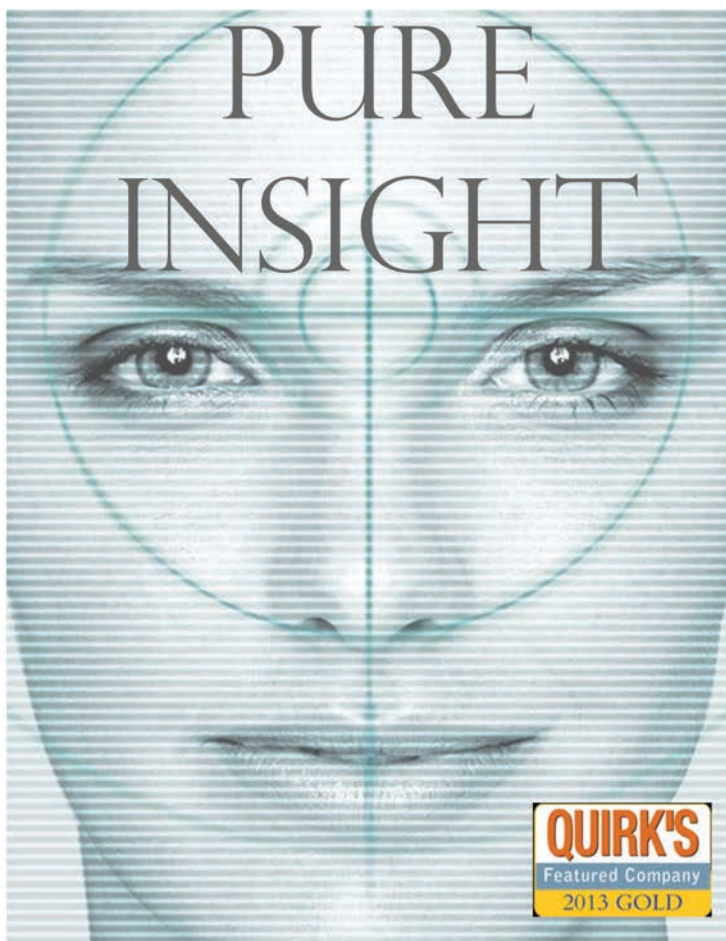
For example, let's assume your client believes 80 percent of potential respondents will pass the screener. Certainly provide pricing for this scenario but then include language such as "If the screener incidence falls below __ percent, we might need to revisit the termination points on the screener or reprice the project." This at least gives you a talking point if and when things don't go as well as planned.

Obviously this idea is not unique to just medical market research, but because some of the titles and diseases are so rare, it is not rare for a job with an expected screener incidence of 50 percent to come in at 5 percent. In other words, you will now need to screen-in 10 times the number of respondents, with all the related costs involved.

Spending a little more time on the front end analyzing the likely screener incidence can save you a lot of time and money on the back end.

4. Understand the field agency's level of expertise.

If you need to hire a field company to find the respondents for you, don't assume because they recruit medical respondents that they can actually recruit the respondents you need. You would be amazed at how little medical panels are geared towards rare diseases specifically. For example, hemophilia is a disease that only 10,000 people have in the United States. As a result, there are only 270 hemophilia specialist physicians in the entire country. Many panel companies would count up their general hematologists in their panel, tell you they can get as many as you need and send out invitations to all of their hematologists, assuming they treat the disease, when in fact you really need to be targeting the 270 physicians. The result is likely a disaster.

Make sure to ask the fielding agency to tell you what they know about the disease, how many studies they have managed in the disease category and whether they are subcontracting the work – a very common practice, particularly for rare diseases and an additional step that can cause an oversight like this to happen.

5. Remember that participation rates are key to gauging project feasibility.

In medical market research, the participation rate among medical professionals overall is only about 7 percent. We are

often surprised by how different the clients' perspectives are about participation, often with expectations that one in four (or more) will participate in their project. Even within well-managed opt-in panels, the participation rate in market research is still only about 20 percent for medical professionals.

The reality is that medical professionals are very busy and very well-paid. When dealing with rare categories, this becomes especially important to carefully assess how many will be able to participate overall.

We would suggest getting a copy of the American Medical Association's counts by specialty nationally. It is a great starting point to know the total universe and apply participation rates and screener incidence to see how many can be recruited before you talk to your client about how many you can get for them.

6. Assess your client's call list prior to pricing.

When a client provides a recruiting list, it is critical to verify how many records you will be receiving and how accurate the

contact information is before pricing the project. Applying the 7 percent participation rate, you would need at least 13 records for every respondent you need and that assumes they all pass the screener. If the client's list is not accurate, the ratios above will drop even more.

Often, smaller-sized client lists require traditional phone recruiting in addition to a typical panel company sending out e-mails. For this reason, applying the 7 percent participation rate to any client list will guarantee you have a fairly accurate assessment of how many can be recruited before you commit to a project, even when phone recruiting and other alternate methods of recruiting are required.

7. Assess feasibility with extremely rare patients.

Probably the hardest recruit of all is the extremely rare patient (one in 10,000 or fewer). Panels are usually non-existent. Physician referrals are difficult and in these cases the doctor may only have a handful of patients anyways. Support groups and association leads are limited at best.

So do you just pass on the job or how do you assess what can be done with this type of project? In our experience, these projects almost always have to be recruited using "guerrilla" recruiting techniques of referrals via support groups, associations, social media and other networking techniques. Unlike a panel, where it is easy to project the participation rate, these types of methods are very hard to predict for effectiveness. So how do you determine how many you can recruit?

Interestingly, the incidence of the disease can provide a fairly accurate predictor of how many can be recruited. When conducting medical research, investigators almost always assess the incidence of a disease in terms of a population of 100,000. For instance, a quick Google search identifies that Type 2 diabetes, a relatively common condition, occurs in about 800 per 100,000 people in the United States. Chronic lymphocytic leukemia, on the other hand, is a very rare disease with an incidence of about 10 per 100,000.

Using these figures as a rough estimator, you can then convert these figures to approximate how many respondents you can recruit – 800 Type 2 diabetes patients and 10 hemophilia patients.

This estimation is by no means scientific but in many years of recruiting medical diseases, we can tell you that this is a fairly accurate method to give you a quick assessment of feasibility when you are writing your proposal.

Avoid unpleasant surprises

If you consistently address these seven topics at the beginning of a project, you will find your pricing will be more accurate, your timelines will stay on target, you will avoid unpleasant surprises along the way, keep your client happy and make difficult medical recruiting easy. ⓞ

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Which waves are significantly different?

Analyzing a pharmaceutical product's key drivers

| By Michael Latta

snapshot

The author explores the use of principal component analysis to examine wave-to-wave changes in a tracking study.

Tracking studies are a staple of marketing research. They are especially popular when there are only two or three high market share competitors and the battle for market share is intense. The marketing research situation is complicated when product managers have a long list of key driver measures they want used to predict competitive performance variables like customer satisfaction, Net Promoter Scores or market share. Clients many times want to know if changes in individual key drivers are significantly different from wave to wave. There are ways to handle multiple measures of key drivers and a statistical test for change in key drivers, which are demonstrated here using an example for a biopharmaceutical.

When researching key drivers defined by attitudes, perceptions, beliefs and intentions regarding products like biopharmaceuticals, measurement and statistical issues can come into conflict. This conflict is caused by multicollinearity (high correlations among predictor variables indicating redundancy) and generates the need for data reduction (combining predictors to eliminate redundancy). Key drivers are many times measured by using rating scales. To increase reliability and validity of rating-scale measures, different questions about the same issue are asked. These different ways of asking about a key driver allow more reliable and valid measurement of key drivers like efficacy/safety, convenience, sales rep performance and expense/reimbursement in using biopharmaceuticals.

Sometimes as many as 27 measures used to define key drivers are used in a regression analysis predicting market share for a biopharmaceutical. Several of the 27 predictor measures may be so highly correlated with each other that they create a state of multicollinearity. In other words, a belief that "Product A sales reps are knowledgeable about the drugs they represent" may have almost identical answers to "Product A sales reps always provide credible information" and "Product A sales rep is responsive" – leading to very high correlations among three measures of the key driver "sales rep performance." This redundancy is good for measurement and increases reliability. It is bad for multivariate regression analysis because high correlations among key

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driver measures cause what statisticians call multicollinearity. Multicollinearity causes the error term in a multiple regression analysis to be inflated, giving erroneous results in significance testing of a key driver such as sales rep performance to predict market share.

One way to handle multicollinearity is to use principal component analysis (PCA) to reduce multiple correlated measures of a key driver such as sales rep performance to a single principal component.

PCA is an effective option because it: uses the correlation matrix as input data to handle multicollinearity; maximizes the variance extracted in uncorrelated components; and it can be used to exactly reproduce the original correlation matrix and standard scores of the raw data if all components are retained.

In PCA, common variance, or variance shared among three or more measures, is indexed by an eigenvalue. Only the components with eigenvalues that represent common variance above 1.0 are used in further analysis since they represent those with a meaningful and significant amount of common variance (an eigenvalue is a measure of component strength and order of importance). The first component extracted has the largest eigenvalue and the last one has the smallest. These properties make PCA ideal for reducing a large number of key driver measures down to a smaller number of more meaningful and reliable principal components. The most stable and robust analysis utilizes the correlations among individual measures of a key driver in a principal component to create a more reliable way to predict market share.

There are two ways to approach PCA in this situation. The first is to use all key driver measures in a single PCA to see how the component structure that results follows key driver definitions. The second is to do separate PCA analyses for measures felt by product management to define a key driver that is distinct from other key drivers. The approach used here was to do separate PCA analyses for five groupings of key driver measures. The first approach was used in the demonstration below.

Method demonstration

There are five steps to the PCA multiple regression approach:

1. Calculate the correlations among all variables to be used in PCA.
2. Form composite key driver variables using the correlations in a PCA.
3. Generate linear combination scores for the key drivers from the PCA results.
4. Use these linear combinations in a multiple regression analysis to predict market share.
5. Test the significance of a key driver from wave to wave to see if there has been significant change in the key driver's relationship to market share.

To demonstrate this approach, data from 27 key driver measures included in a survey of 125 physicians was used in the analysis for each of two waves. For the 27 predictor variables, PCA was used to extract five principal components underlying 26 of the original ratings. The last variable was kept as a separate predictor since it was considered to be a measure of the unique selling proposition (USP) for the biopharmaceutical.

After PCA, varimax rotation was used to simplify the columns of the component loading matrix. Varimax rotation maximizes the internal consistency of

Table 1: Principal components, component composition and loadings for June 2011 wave	
Convenience Accounting for 19.2% of Common Variance	Component Loading
Is a problem because it requires so many needle sticks	0.74
Is most convenient for patients	0.68
Is easiest to coordinate with the patient's chemotherapy schedule	0.65
Is convenient for me and/or my staff	0.64
Is available in pre-filled syringes	0.33
Efficacy/Safety Accounting for 16.8% of Common Variance	Component Loading
Reduces patient fatigue most effectively	0.85
Is most effective in preventing blood transfusions	0.84
Produces the biggest increases in biomarker	0.83
Works for most patients	0.81
Shows the fastest response	0.80
Is safest for most patients	0.76
This drug provides me with the greatest sense of control over response	0.53
This product is easiest to titrate	0.42
Stings less when injected	0.34
Sales Rep Performance Accounting For 15.5% of Common Variance	Component Loading
Sales representatives are knowledgeable about the drugs they represent	0.85
Sales representatives talk an adequate amount, but not too much, about my practice economics	0.78

principal components and is the most commonly used approach many times being the default in analytic software like SPSS. PCA yielded five components and accounted for 76.7 percent of the variance in common for the 26 product/service attributes defining the five key drivers. The attributes defining the five components appear in Table 1.

Following well-accepted rules of interpretation of PCA loadings:

- the five components all have eigenvalues greater than 1.0;
- each individual predictor variable appears on one and only one component;
- a key driver measure is assigned to the component where its value is largest;
- each component is defined by a minimum of three predictor variables; and
- loadings defining a component are of sufficient size, larger than .30, indicating they are meaningful.

The components are named after the key driver measures that load highly on them. (For an excellent discussion of PCA and component analysis, see chapter 13, "Principal components and component analysis," in *Using Multivariate Statistics*, 4th ed., by Barbara G. Tabachnick and Linda S. Fidell.)

The principal components are presented in Table 1 in descending order of their strength, with the strongest component listed first and so on to the weakest component. The same approach is used with
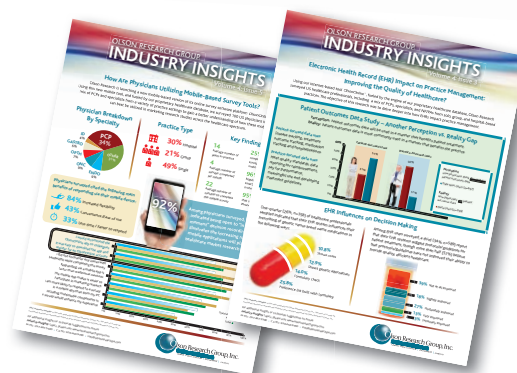
the loadings (possible range of absolute values 0.0 to 1.0). Component loadings represent the correlation of an individual key driver measure with the key driver component. Component loadings also represent the contribution of the individual measure in the key driver definition.

Within the principal components procedure in SPSS, component scores can be generated representing linear combinations of the measures in a component to be used in multiple regression analysis. As pointed out earlier, the value of these linear combinations

is that they are more reliable than raw scores and are uncorrelated with each other. The component scores for "convenience" are not correlated with sales rep performance or either of the other three components representing key drivers.

Both the principal components themselves and their loadings are arranged in descending order of size in Table 1. The single-item "unique selling proposition" measure is not included in Table 1 but is included in Table 2 as a key driver to be used in multiple regression. The results in Table 1 are for the first of two waves.

Multiple regression

The final analysis step for a wave of collected data was stepwise multiple regression to determine the value of the "convenience," "efficacy/safety," "sales rep performance," "expense/reimbursement" and "familiarity" components and the USP in predicting market share. Stepwise multiple regression determines the relative size of the unique contribution of each predictor variable in relationship to market share. The analysis generates:

- an overall test of significance of the ability of the key drivers to predict market share;
- an estimate of variance in market share accounted for by the key drivers;
- standardized beta weights for each key driver showing the unique contribution of each key driver to predicting market share; and
- a standard error of estimate for each of those beta weights to be used in testing the significance of change in beta weights from one wave to the next.

The beta weights and their standard errors are needed for the wave-to-wave significance test. The R^2 for the resulting model was .854, suggesting good accuracy using these six key drivers to predict market share.

The whole procedure of PCA, varimax rotation, component score generation and stepwise multiple regression was repeated for the December 2011 wave. Similar, but not identical, results for the key drivers were found in the second wave of data.

Testing differences between waves

The test for statistical significance is done to see if any observed difference in beta weights is big enough to be declared as having been caused by something other than chance. The calculations for significance testing can be done in Excel using a straightforward formula calculating a t-test. This t has $[(n1 + n2) - 4]$ degrees of freedom and is calculated under the assumption of homogeneity of variance from one wave to the next. The ratio of the difference in beta weights to the pooled, or average, standard error calculates the t-test for significance testing. The formula is:

$$t\,[(125 + 125) - 4] = \frac{(\text{Standardized Beta 1} - \text{Standardized Beta 2})}{[(\text{Standard Error Beta 1} + \text{Standard Error Beta 2}) / 2]}$$

The degrees of freedom, 246, result

Table 2: Two-wave two-tailed significance test for change in key driver beta weights						
Two Wave Significance	June	2011	December	2011	Critical t=1.96	
	Beta 1	SE 1	Beta 2	SE 2	p < .05	
Sales Rep Performance	1.290	0.230	0.284	0.217	4.501	*
Efficacy/Safety	1.202	0.234	2.199	0.217	-4.421	*
USP	1.587	0.177	1.205	0.161	2.260	*
Familiarity	1.326	0.229	0.982	0.224	1.519	
Convenience	2.549	0.248	2.573	0.240	-0.098	
Expense/Reimbursement	1.282	0.274	1.428	0.259	-0.548	

from four standardized parameters, two beta weights (β) and two standard errors (SE), being estimated from the data rather than known in advance.

The applied statistics literature has suggested using Z, but since the beta weights and the standard errors are standardized to the same scale, we can assume homogeneity of variance and use this simple t-test with a large or small sample approach. (See "Using the correct statistical test for the equality of regression coefficients" [Paternoster, Brame, Mazerolle and Piquero, 1998] in *Criminology*, vol. 36, no. 4, pp. 859-865, for a complete discussion of the issues surrounding this type of statistical testing used widely in criminology. Or, in *Statistical Methods* [Snedecor and Cochran, sixth edition, 1967], pp. 432-436, "Comparison of regression lines," an example involves age and concentration of cholesterol in blood serum in women from Iowa and Nebraska and uses the f-test instead of t for significance testing.)

With a sample size of 120 or more, a t-test critical value that must be exceeded is ± 1.96 and is used in a two-tailed test. So a calculated t larger than 1.96 regardless of sign is declared to show significant change from wave to wave. In the example in Table 2, the difference in market-share relationship to efficacy/safety, sales rep performance and USP all show significant change from Wave 1 to Wave 2 (indicated by an * in Table 2).

Table 2 indicates the key driver of efficacy/safety increased in effect on market share while the influence of sales rep performance and USP decreased in effect on market share. This may have been due to a market event such as an FDA-announced safety issue or a new competitor entering the market. No significant change was found for key drivers familiarity, convenience and expense/reimbursement.

Easily adapted

This statistical testing approach can be easily adapted to key driver tracking studies in biotech, pharmaceutical or other industries. If your products are battling for market share and you need to make sense of data from your tracking studies, consider using principal component analysis to reduce multiple correlated measures of key drivers. Ⓠ

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Names of Note

■ New York research company *Hall & Partners* has hired **Branka Orosnjak** as partner at the company's London office and **Michael Carlon** as qualitative partner. Additionally, **Michelle Castle** has stepped down as Hall & Partners' U.S. CEO but will continue to help manage the transition. Replacing Castle, **Josh Shames** has been promoted to managing partner, Chicago.

Orosnjak

Shames

■ **David Brandt** has been appointed executive vice president, advertising effectiveness strategy, at New York researcher *The Nielsen Company*. Nielsen has also hired **Katie Burke** as executive vice president, marketing and communications.

■ *EDigitalResearch*, Hampshire, U.K., has hired **Lloyd White** as research assistant, finance. The company has also promoted **Francine Kingma** to research executive, travel, and **Alex James** to research executive, communications.

■ *JPMorgan Chase*, New York, has named **Kristin Lemkau** CMO.

■ *Clear Channel Outdoor Holdings Inc.*, a Phoenix advertising company, has appointed **Eric Z. Sherman** as vice president, research, insights and analytics, Clear Channel Outdoor – North America.

■ *KCM Group*, a San Diego construction management and consulting firm, has hired **Tarek Nabas** to its marketing team. Research will be among his responsibilities.

■ Cincinnati research company *Burke, Inc.* has promoted **Christie Reckman** to vice president, client services.

■ Los Angeles research company *db5* has named **Michelle Castle** president, U.S. Castle will be based in the company's Chicago office.

Castle

■ New York research company *OnePoint Global* has appointed **Gary Stocks** to lead the company's operation in France and French-speaking Switzerland. Stocks will be based in Lyon, France.

■ *The Marketing Workshop*, a Norcross, Ga., research company, has hired **Kelly Mayer** as senior account manager.

Mayer

■ Vancouver, B.C., research company *Vision Critical* has hired **Derek Smyth** as chief revenue officer.

■ *M3 Global Research*, Washington, D.C., has made several appointments to its London and U.S. teams. In London, **Anton Richter** has joined M3 as director, business development; **Amanda Lancaster** as account manager; and **Isabel de Carvalho**, **Jessica Turner** and **Alexandra Szpilska** as project manager. In the U.S., **Adams Lazaro** has been hired as programmer; **Jon Karnisky** as senior project manager; **Jennifer Shoots** as senior project manager; and **Sarah Longacre** as account manager.

■ Iselin, N.J., research company *Schlesinger Associates* has named **Scott Baker** vice president, account management, and **Samantha Bacelieri-Centers** director, operations, Schlesinger Qualitative. Baker will be based in Los Angeles.

Baker

■ **Chris Sinclair** has been appointed regional director for *Ipsos Marketing* in Europe and Africa. Sinclair will be based in the U.K.

Bacelieri-Centers

■ New York research company *the magnetic collective* has named **Keith Navratil** partner. Navratil will divide his time between Omaha, Neb., and New York.

Navratil

■ **Tony Fabrizio** and **Bob Ward** has been appointed to lead the polling business of Washington, D.C., public strategy firm *Mercury*.

■ **Rebecca S. Kuchar** has joined *Sundial Market Research Inc.*, San Rafael, Calif., as senior director, qualitative insights. She will be based in Chicago.

■ *Research Now*, Plano, Texas, has promoted **Chris Dubreuil** to managing director, Northern Europe, and **Ben Hogg** to managing director, EMEA. Both will be based out of Research Now's London office.

Dubreuil

■ Las Vegas research company *Precision Opinion* has hired **Emily Carothers** as director, panel operations.

Hogg

■ *Thoroughbred Research Group*, Louisville, Ky., has named **Dynelua Hudson** director, integrated market research. Hudson will be based in Chicago.

Hudson

■ *Foresight Research*, Rochester Hills, Mich., has hired **Nancy Walter** as vice president, business development.

■ *Abt Associates*, a Cambridge, Mass., research company, has appointed **Christopher Spera** as vice president, U.S. health; **Andy Weiss** as chief business officer, Abt SRBI; and **Catherine Thompson** as principle associate-strategic lead, international health.

■ Toronto research company *Ipsos Canada* has appointed **Joanne Van der Burgt** to lead its media measurement practice.

■ New York marketing intelligence company *Evidon* has hired **Emily Riley** as COO.

■ *Knowledge Systems & Research Inc.*, Syracuse, N.Y., has elected employee **Lucinda Burch** to its board of directors.

■ London research company *Euromonitor International* has named **Tim Kitchin** CEO.

■ *Radius Global Market Research*, New York, has made two appointments to its London office: **John Storey** as research director and **Christina Beza** as senior research analyst.

Storey

■ **Suann Griffin** and **Mike Fisher** have joined the new business development team at *M/A/R/C Research*, Irving, Texas.

Beza

■ *SurveyHealthCare*, New York, has hired **Chris Papp** as vice president, project services.

■ Waban, Mass., research company *Temkin Group* has hired **Denise Bahil** as customer experience transformist.

■ *SurveyMonkey*'s **Sarah Cho** has been named president of the Pacific chapter of the *American Association of Public Opinion Research*.

■ Chicago research company *Mintel* has hired **Honorata Jarocka** and **Regina Maiseviciute** as food and drink analyst, Poland.

■ *Kantar Worldpanel ComTech*, a London research company, has hired **Carolina Milanesi** as director of its U.S. business.

■ *Antenna Strategic Insights*, the the research arm of the *Customer Service Institute of Australia*, has appointed **Brett Gumbley** as director.

■ *Communication for Research Inc.*, Steelville, Mo., has hired **Andrew Plyler** as project manager on its research team.

■ **Kara Mitchelmore** has been named CEO of the *Marketing Research and Intelligence Association*, Toronto.

■ London research company *Lumi Mobile* has hired **Kimberly White** as director, business development. White will be based in New York.

■ **Miriam Guevara-Nelson** has joined *Distill Research*, Portland, Ore., as research manager.

Research Industry News

News notes

■ **The Research Industry Index**, a quarterly study from the **Marketing Research Association**, Washington, D.C., designed to track the health of the industry in the U.S., was at 102 for third-quarter 2013 and continues to build on the recovery seen in the second quarter.

■ Austin, Texas, research company **Bazaarvoice Inc.**'s $168 million acquisition of rival company **PowerReviews**, San Francisco, has been found to be anticompetitive and in violation of antitrust laws, according to a ruling by U.S. District Court Judge William H. Orrick III in the Northern District of California.

Both companies power online reviews for retailers. Bazaarvoice, which acquired PowerReviews in 2012, didn't seek regulatory approval before the merger. Six months after the acquisition, the Department of Justice alleged in a lawsuit that the deal violated antitrust laws.

■ Matthew Campbell and Michael Hurley have filed a lawsuit in a U.S. district court in Northern California alleging that **Facebook**, Menlo Park, Calif., mines private messages for links and other information that can be sold to advertisers, marketers and data aggregators. According to the suit, this is done without proper dis-

closure or the consent of users.

The plaintiffs want the suit to be made a class action and suggest that as many as 166 million Facebook users in the U.S. would be eligible to join.

■ **Gallup Inc.**, Washington, D.C., has officially closed its Budapest, Hungary, office. All 20 employees have been laid off and Hungary-based customers are to go through Gallup's London office in the future.

■ **Media Monitors**, a White Plains, N.Y., research company, has earned continued accreditation from the **Media Rating Council**, New York, for its radio spot data service.

Acquisitions/transactions

■ New York researcher **The Nielsen Company** has completed its acquisition of Columbia, Md., research company **Arbitron Inc.**

Nielsen and Reston, Va., research company **comScore Inc.** have agreed to terms and other requirements in compliance with the terms set forth in the **Federal Trade Commission** (FTC) decision and order dated September 20, 2013. Nielsen's agreement with the FTC was intended to preserve the competitive landscape in place prior to the acquisition by effectively enabling the continuation of a cross-platform project measuring media consumption across TV, radio, PCs, mobile devices and tablets.

■ **Verint Systems Inc.**, a Melville, N.Y., research software company, has agreed to acquire **Kana Software Inc.**, Sunnyvale, Calif., for approximately $514 million in cash, subject to certain closing adjustments. The acquisition of Kana's customer service solutions aims to extend Verint's Actionable Intelligence strategy.

■ San Jose, Calif., digital business company **Apigee** has acquired

InsightsOne, a Santa Clara, Calif., research technology company, to expand its big data analytics portfolio. InsightsOne will become part of Apigee's integrated digital business platform for mobile apps, APIs and data analytics by mid-2014.

■ New York researcher **The Nielsen Company** has completed its acquisition of all outstanding shares of common stock of **Harris Interactive**, a Rochester, N.Y., research company. Harris Interactive will become a wholly-owned subsidiary of Nielsen and its shares will cease to be traded on NASDAQ. Harris Interactive will be integrated into Nielsen's Buy business segment. Nielsen will retain The Harris Poll brand.

■ London research company **YouGov** has acquired Hong Kong research company **Decision Fuel** to expand its services across China and Southeast Asia. Decision Fuel will be rebranded as **YouGov Asia Pacific**.

■ **Zain Raj** has acquired a majority interest in Chicago research firm **Shapiro** to form **Shapiro + Raj**, a research company based in Shapiro's headquarters at 153 West Ohio Street in Chicago. The company is online at www.shapiroraj.com.

■ Oslo, Norway, research software company **Confirmit** has acquired London research company **Integrasco** to expand its technologies for capturing social insights and analyzing unstructured text.

Alliances/strategic partnerships

■ New York advertising company **Simulmedia** has expanded its agreement with **FourthWall Media**, Dulles, Va., to integrate FourthWall's daily feed of TV-viewing data and match that viewing to household purchase data in a privacy-protected way.

quirks.com/articles
ID 20140313

■ Research companies **SSI**, Shelton, Conn., and **Decision Analyst**, Arlington, Texas, have partnered to allow members of Decision Analyst's executive, technology, IT decision makers and contractors panels to join the SSI B2B inSSItes sample.

■ Research companies **IRI**, Chicago, and **Spins LLC**, Schaumburg, Ill., have expanded their relationship to further integrate Spins' expertise in natural, organic and specialty products with IRI's point-of-sale tracking and reporting solutions to create a new SPINSscan Conventional retail measurement platform.

Awards/rankings

■ **Kathleen Flanagan**, president and CEO of Abt Associates, has been named Executive of the Year by the **Fairfax Chamber of Commerce** and the **Professional Services Council**. The award recognizes a government contracting executive who made outstanding contributions to their company, the community and the government contracting industry during the past year.

■ Mountain View, Calif., research company **Ace Metrix** has been named to the **Red Herring Global 100**, a list that honors 100 startups across their respective industries from North America, Europe and Asia, based on financial performance, technology innovation, management quality, strategy and market penetration.

■ **George Kuhn**, director of research services at Research & Marketing Strategies, has received the 40 Under 40 award from the *CNY Business Journal*. The award recognizes 40 men and women under the age of 40 who have achieved professional success and made significant civic contributions to Central New York.

New accounts/projects

■ Nuremberg, Germany, research company **The GfK Group** has signed a contract with **Saudi Media Measurement Company** to introduce a new television audience measurement service in the Kingdom of Saudi Arabia. The initial contract has a five-year timespan with data delivery expected to start in 2015.

■ Research companies **Affectiva**, Waltham, Mass., and **Millward Brown**, New York, have renewed their multi-million, multi-year agreement allowing Millward Brown to use Affectiva's technology in its automated facial coding software.

■ Chandler, Ariz., wellness company **Isagenix** has selected Surrey, U.K., research company **EasyInsites** to build and manage its custom online panel.

■ New York researcher **The Nielsen Company** and **CBS Corporation**, New York, have expanded their relationship to advance cross-platform audience measurement and will continue to allow for the use of Nielsen data as a key metric in valuing CBS content.

■ Fresno, Calif., research company **Decipher Inc.** has selected Thailand research software company **MRDC** as the

official reseller of Decipher's Beacon survey programming and reporting platform in Southeast Asia.

■ Portland, Ore., research company **Rentrak Corp.** has signed agreements with **Ad4! Group**, Hunstville, Ala.; **St. John & Partners**, Jacksonville, Fla.; and **Davis Elen Advertising**, Los Angeles, for its StationView Essentials TV ratings service.

Additionally, Rentrak has signed an agreement with **Vme**, Miami, to provide its TV Essentials ratings service.

Finally, **CBS** has selected Rentrak's TV Essentials service for Rentrak's Advanced Demographics currency. The agreement also includes a subscription for CBS' sister network, CBS Sports Network.

New companies/new divisions/ relocations/expansions

■ Los Angeles research company **db5** has opened a Chicago office. Michelle Castle has been named president, U.S., and will lead the new office.

■ Los Angeles research company **Vision Strategy and Insights** has opened for business and is online at www.visionstrategyandinsights. com. The company will specialize in research studies among general market, Hispanic, African-American and Asian consumers.

■ **SIS International Research**, New York, has opened an office in Manila, the Philippines. Iris Lorenzo will lead the operation.

■ Researcher Thomas Gleissner has launched **Research Excellence**, a Frankfurt, Germany, research company, servicing the pharmaceutical, medical technology and medical device sectors. The company is online at www. research-excellence.de.

■ **SMG Insight**, the sport and sponsorship arm of London research company YouGov, has opened an office in Edinburgh, Scotland. Lucy Bell has been appointed to lead SMG Insight Scotland.

■ New York research company **GroupM** has launched a new unit, dubbed **Modi Media**, to focus on accelerating addressable and advanced TV audience targeting. Michael Bologna will serve as its president.

■ Research companies **Fieldwork Network**, **i-view London**, **Viewpoint Europe** and **Estudio Silvia Roca** have collaborated to launch **FIVE Research**, a research alliance designed to provide service and support for any methodology worldwide. FIVE offers 23 studios owned and operated by its members: Fieldwork in the U.S.; i-view London in the U.K.; Viewpoint Europe in Germany; and Estudio Silvia

Roca in Spain and Latin America. FIVE Research is online at www. fiveresearch.com.

■ **Thoroughbred Research Group**, Louisville, Ky., has partnered with researchers James C. Fink and Barbara Booth to develop an analytics division under the Thoroughbred brand.

■ **Schlesinger Associates**, an Iselin, N.J., research company, has launched its online services in Europe. James Sallows will lead Schlesinger Interactive Europe, based in London.

■ New York research company **OnePoint Global** has opened an office in Lyon, France. Gary Stocks will head up the OnePoint Global operation in France and French-speaking Switzerland.

■ Vancouver, B.C., research company **Ipsos in Canada** has realigned its local practices serving clients in British Columbia, Alberta, Saskatchewan and Manitoba. The change also impacts Ipsos' practice in the U.S. Pacific Northwest. To help steer this initiative, Michael Rodenburgh has been appointed executive vice president for Ipsos in the region.

Research company earnings/ financial news

■ **BrainJuicer Group PLC**, London, reported revenue increase of 17 percent to more than £24 million in 2013.

■ **The GfK Group**, Nuremberg, Germany, achieved organic growth of almost 1 percent in financial year 2013.

■ **IMS Health**, Danbury, Conn., has publicly filed a registration statement with the U.S. Securities and Exchange Commission relating to a proposed initial public offering of its common stock.

■ **GutCheck**, Denver, has secured an unsolicited $4 million in new investment from Silicon Valley-based Icon Venture Partners and existing investors. This investment joins an additional $4 million in Series B financing announced in May 2013.

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CALENDAR OF EVENTS

●●● can't-miss activities

The Market Research Society will hold its annual conference, themed "Impact 2014 - Ideas to Shape You, Your Business and Society," on March 18-19 in at the Grange Tower Bridge Hotel in London. Visit www.mrs.org.uk/conference.

The American Marketing Association will hold a program, titled, "Marketing Research Academy for Business Professionals," on March 18-21 at the University of Georgia Terry College of Business Executive Education Center in Atlanta. Visit www.marketingpower.com/Calendar/Pages/2014-Marketing-Research-Academy-for-Business-Professionals.aspx.

Worldwide Business Research will hold a conference, themed "Next Generation Customer Experience," on March 18-20 at the Omni San Diego in San Diego. Visit www.the-customer.com.

Liveweek Business will hold a conference, themed "Market Research Week 2014: Research to Strategic Insight," on March 20-21 at the Guragon Exhibition and Convention Center in Guragon, Delhi, India. Visit www.marketresearchweek.com.

ESOMAR will hold its annual Central and Eastern European research forum, themed "Research Remix," on March 23-24 at the Novotel Bucharest City Centre Hotel in Bucharest, Romania. Visit www.esomar.org.

The Advertising Research Foundation will hold its annual Re:Think convention and insights zone, themed "Inspiring Intelligent Growth," on March 23-26 at the New

York Marriott Marquis in Times Square. Visit www.thearf.org/rethink-2014.php.

The International Quality and Productivity Center will hold a conference, themed "Big Data Retail Forum," on March 24-26 in Chicago. Visit www.bigdataretailforum.com.

Strategy Institute will hold its Customer Experience Strategies Summit on March 25-26 at The Ritz-Carlton in Toronto. Visit www.customerexperiencecanada.com.

The Conference Board will hold its customer experience conference, themed "The Transformative Customer Experience," on March 27-28 at the Ritz-Carlton New York, Battery Park. Visit www.conference-board.org.

Gartner will hold its business intelligence and analytics summit on March 31-April 2 at the Venetian Resort Hotel in Las Vegas. Visit www.gartner.com/technology/summits/na/business-intelligence.

Worldwide Business Research will hold its digital travel summit on April 1-3 in Las Vegas. Visit www.digitaltravelsummit.com.

The Merlien Institute will host its Qualitative 360 North America conference on April 2-3 in Toronto. Visit http://qual360.com/north-america.

ESOMAR will hold its annual Latin America conference, themed "Accelerating Growth," on April 2-4 in Buenos Aires, Argentina.Visit www.esomar.org/latam.

The University of Texas at

Arlington (UTA) will hold its annual conference, themed "A new model for the marketing research industry?", for alumni of its Master of Science in Marketing Research program on April 3 at UTA. Visit http://msmralumni.org.

Marcus Evans will present its Open Innovation Conference, themed "Enhancing the Scope of Your Creative Enterprise through Collaborative Innovation," on April 7-9 in Philadelphia. Visit www.marcusevans.com.

IIR will hold the 2014 Total Customer Experience Leaders Summit, themed" Return on Relationships: Factoring Empathy into the Stakeholder Equation," on April 9-11 at the Trump International Beach Resort in Miami. Visit http://customers1stblog.iirusa.com.

Empresarial will host its spring studies trade show on April 10-11 at the Palais Brongniart in Paris. Visit www.printemps-etudes.com.

The 2014 **Canadian Pharma Market Research Conference** will be held on April 29-30 at the Sheraton Toronto Airport and Conference Centre in Toronto. Visit http://pharmamarket-researchconference.com.

The Association for Qualitative Research and the Qualitative Research Consultants Association will hold the Worldwide Conference on Qualitative Research, themed "River Deep - Mountain High," on April 30-May 2 at the Budapest Marriott Hotel in Budapest, Hungary. Visit www.qrca.org/?page=2014_Worldwide_Confe.

The Society of Competitive Intelligence Professionals will hold its annual international conference and exhibition on May 5-8 at the Caribe Royle in Orlando, Fla. Visit www.scip.org.

Marcus Evans will hold its pharmaceutical marketing innovation summit on May 12-14 at the Eau Palm Beach Resort and Spa in Palm Beach, Fla. Visit www.pharmamarketingsummit.com.

IIR will hold its Future of Consumer Intelligence conference on May 19-21 at the Sheraton Universal in Universal City, Calif. Visit www.iirusa.com/technology/homepage.xml.

Worldwide Business Research will hold its conference, "eTail Latin America," on May 19-21 at the Eden Roc Renaissance in Miami Beach, Fla. Visit www.wbresearch.com/etaillatinamerica/home.aspx.

The Merlien Institute will hold a conference, themed "Market Research in the Mobile World North America," on May 27-30 in Chicago. Visit www.mrmw.net/north-america.

The Council of American Survey Research Organizations will hold its annual technology innovation event on May 28-29 in Chicago. Visit www.casro.org.

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To submit information on your upcoming conference or event for possible inclusion in our print and on-line calendar, e-mail Emily Goon at emily@quirks.com. For a more complete list of upcoming events visit www.quirks.com/events.

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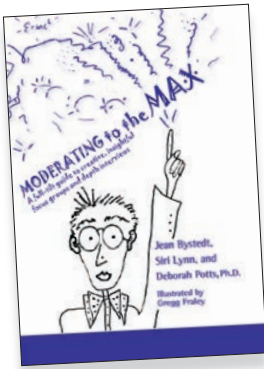
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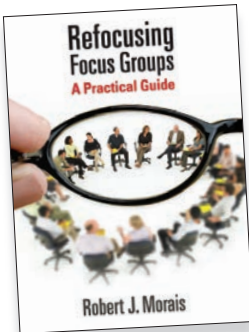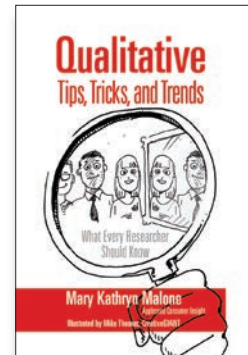
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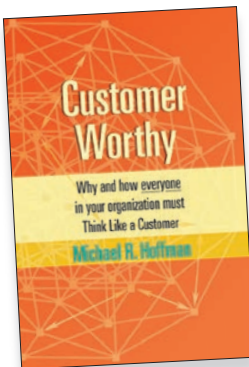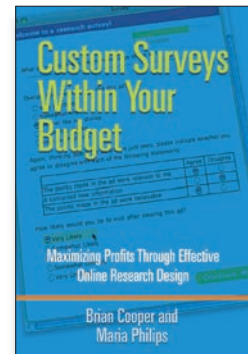
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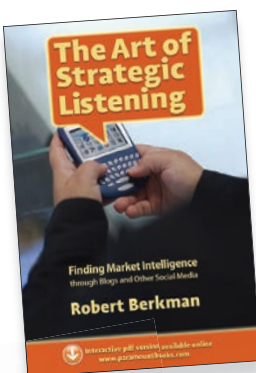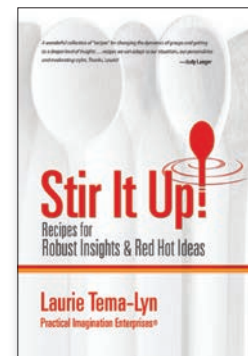
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••• cover-to-cover
Facts, figures and insights from this month's issue

Cocktails with QUIRK'S

New York City
Monday, March 24th
Latitude Bar

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Enjoy Cocktails with Quirk's in NYC!

Our first Cocktails with Quirk's at the Corporate Researcher Conference in Dallas was such a huge success – and so much fun – that we're hosting another free networking event during the Advertising Research Foundation's annual Re:Think conference in New York. The event will take place on Monday, March 24th, 8:00 to 11:00 at the Latitude Bar, 783 8th Avenue, New York, NY.

This is a great opportunity for researchers to network with their peers in a casual, comfortable environment. The party is free to attend and open to all Quirk's subscribers but space is limited, so please register in advance at http://linktrack.info/cocktails_nyc.

We would also like to thank the sponsors of this event, Schlesinger Associates and Precision Opinion.

Coming in the April Quirk's

••• business-to-business research
A recap of findings from a Walker study on the needs and expectations of B2B customers and how companies can best serve them.

••• business-to-business research
SSI's Pete Cape examines issues related to B2B panels and offers solutions for addressing them.

••• business-to-business research
Eccolo Media's Lorie Loe offers tips and insights on using content such as white papers and social media to reach B2B audiences.

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