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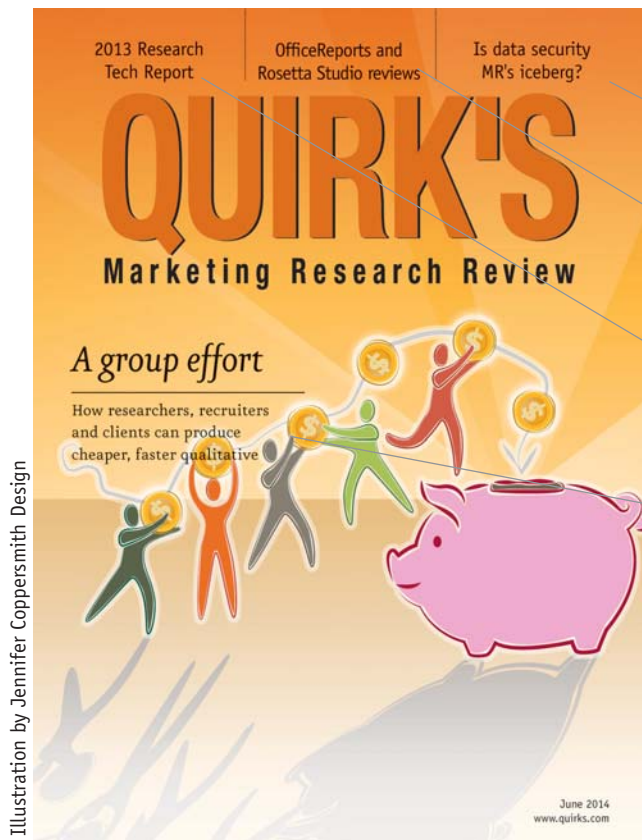


Illustration by Jennifer Coppersmith Design

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## ... social media

### Quirk's on LinkedIn: in good standing and always growing!

It's been nearly two years since Quirk's acquired and rebranded one of the largest LinkedIn groups devoted to marketing research and we've enjoyed watching MR professionals interact, share information and discuss their work. We've also enjoyed watching the group continue to grow with quality members.



Or should we say outgrow? It's our pleasure to announce that The Marketing Research & Insights Group has been approved to increase its maximum size to 100,000 members after reaching capacity in April.

So share the good news and invite your friends and colleagues – there's plenty of room for everyone!

If you have a news item you would like to submit for inclusion, or to be added as a subscriber to the service, contact us at [news@quirks.com](mailto:news@quirks.com).

## ... online tools

### Salary survey cross-tabs available for 2014

Every year for the past six years, Quirk's has conducted a salary survey of client-side researchers so that our readers can get a snapshot of how the compensation landscape is today and how it's changing. At press time, we are hard at work processing the data from this year's survey and the report will be published in our June 9th e-newsletter!

But did you also know that the salary survey data is available online, searchable by client- or provider-side job title? Once you click on the job title you would like more information about, you're taken to a breakdown of salaries by age, gender, industry, region, annual revenue/sales of organization, the number of full-time MR staffers and more!

Check it out at [tinyurl.com/quirkssalarydata](http://tinyurl.com/quirkssalarydata).



## // E-newsworthy

### Meta-analysis offers research on research for MR

[quirks.com/articles/2014/20140525-5.aspx](http://quirks.com/articles/2014/20140525-5.aspx)

### Satisfying stats: How numbers helped a diner optimize its menu

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### 5 marketing trends and how MR must respond

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## // Noted Posts

### QuirksBlog.com

#### Lily Allen deems MR 'totally unhelpful'

[quirksblog.com/?p=2740](http://quirksblog.com/?p=2740)

#### Studies seek to measure impact of social media on TV viewing

[quirksblog.com/?p=2705](http://quirksblog.com/?p=2705)

#### Kroger's QueVision fuses data points to shorten checkout lines

[quirksblog.com/?p=2686](http://quirksblog.com/?p=2686)

### ResearchIndustryVoices.com

#### Employee engagement surveys: evolution or extinction?

[researchindustryvoices.com/2014/05/12](http://researchindustryvoices.com/2014/05/12)

#### How retailers are missing the boat with their mobile engagement of shoppers

[researchindustryvoices.com/2014/05/08](http://researchindustryvoices.com/2014/05/08)

#### How to get the most from exploratory research

[researchindustryvoices.com/2014/05/06](http://researchindustryvoices.com/2014/05/06)

### ResearchCareersBlog.com

#### Research says: Research is a career worth pursuing!

[researchcareersblog.com/2014/04/30](http://researchcareersblog.com/2014/04/30)

#### 5 practices to boost your personal and professional standing

[researchcareersblog.com/2014/04/29](http://researchcareersblog.com/2014/04/29)

#### MR job prospects show promise of upward mobility

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## ●●● consumer research

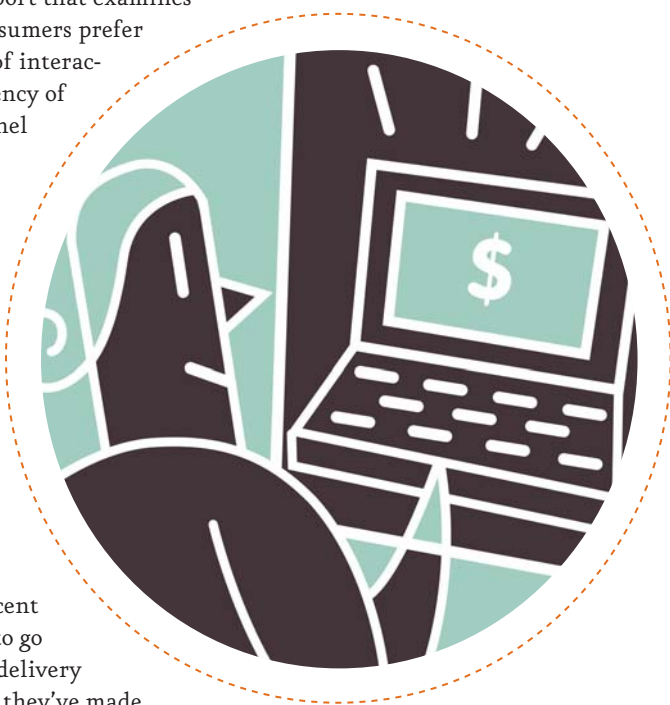
### Comfort level drives consumers to different channels

The world is well into the digital age but it's no secret that online isn't for everything, at least not when consumers have a choice. "Consumers prefer doing familiar tasks online but still want to connect with a person when they are faced with less frequent, more complex situations," said Bruce Temkin of Temkin Group, which released a report that examines which channels consumers prefer to use for a variety of interactions and the frequency of common cross-channel activities.

The research looked at how consumers would like to complete 11 different interactions with companies. For seven of the activities, using a computer was the most popular or tied for the most popular channel. At the high end, 71 percent of consumers want to go online to check the delivery status of a purchase they've made.

Two-thirds of consumers would prefer to go online to update their address on an account, purchase a new book and check the balance on a savings or checking account.

But consumers do not want to do everything online. Less than one-third of consumers want to go online to open a new investment account or investigate a mistake in their monthly wireless bill. For those task and for resolving a technical problem on their computers, consumers most prefer talking to someone over the phone. And they want to meet in-person for activities such as purchasing a new auto insurance policy, selecting a life-insurance policy and opening a new investment account.



## ●●● shopper insights

### Time is money; shopping apps must save both

There are few things more frustrating than standing in the checkout lane, ready to make a purchase, and trying to use a digital coupon that won't load. Of the top four reasons consumers choose not to use shopping apps, according to a study from Catalina and InsightsNow, this scenario covers three: It slows down rather than speeds up the trip; doesn't help get past the checkout faster; and is too complicated to bother with. The one that doesn't exactly apply is not offering useful discounts and codes, though if the attempt is entirely unsuccessful, this would also be true.

What shoppers really want in a mobile commerce experience is very simple: to save time and money – without any extra hassle. Shoppers want an integrated application that makes them smarter, more efficient shoppers. The No. 1 reason mobile shoppers say they wouldn't want a specific feature in their shopping app is because "it seems time consuming."

The most-desired features in a shopping app are digital coupons, real-time coupons, shopping list reminders and the ability to track spending. The least-desired features overall are social media integration, receipt imagery and generic geo-location notifications.



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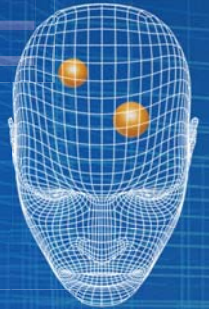
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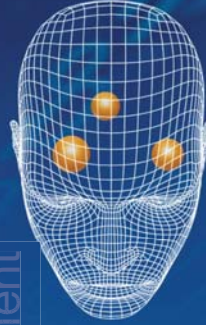
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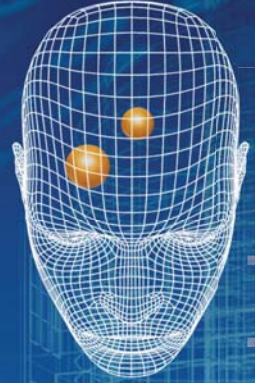


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# New course aims to get you mobile research-savvy in a hurry

As it has in so many aspects of our lives, the smartphone has made an indelible mark on the marketing research process, which is surely one of the factors that led the non-profit educational institute Marketing Research Association International (MRII) to partner with the University of Georgia (UGA) to launch the new online Principles of Mobile Market Research course.

Similar to the bodies' Principles of Marketing Research and Principles of Pharmaceutical Marketing Research programs, the 10-hour mobile offering is a self-study course. Graduates receive one continuing education unit from the University of Georgia along with a recognition of course completion certificate from MRII, the Marketing Research Association, ESOMAR and UGA.

"Until now, no one has stepped up to address and synthesize the unique challenges, opportunities and critical success factors for designing and deploying mobile research around the world," said Michael Mermelstein of G2 & Associates in Washington, D.C., who chairs the MRII's course development efforts, in a press statement. "While there has been a tremendous amount of interest in this new aspect of research, we're excited to offer the framework for success in this burgeoning area of our profession."

Course writer Ray Poynter of the

Future Place in the U.K. concentrated on mobile research in Western Europe and North America while Navin Williams of the MobileMeasure Consultancy Ltd. in Shanghai addressed mobile in emerging economies. Reg Baker, editor of ESOMAR's mobile market research standards, also edited the course.

"Our new mobile course's 10-hour format is shorter than our other plus-200-hour Principles courses," said Barry Watson of the Environics Research Group in Toronto and MRII's president, in a press statement. "In developing this course, we were very mindful of the desire for enrollees to quickly learn about this form of research. That's critical, as I believe that mobile research will evolve to be the dominant form of data collection in our profession."

## 'Provide the foundation'

I checked in with the University of Georgia's Pam Bracken to find out a bit more about some of the takeaways students can expect from the course. "This course is designed to provide the foundation that researchers of all levels need to know in order to conduct successful mobile market research. Experienced practitioners will find it is an excellent resource, while marketing and/or product managers and others who interact with the market research function can develop a solid understanding of how to apply the practices in conducting mobile market research," she says.

"The course presents insights into the different mobile research approaches and technologies.



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Joe Rydholm can be reached at [joe@quirks.com](mailto:joe@quirks.com)

Participants will learn about trends in mobile phone usage worldwide and how they can apply this new form of research to their work, be it quantitative, qualitative and global research."

Among other topics, the new course addresses: an overview of mobile research; the technologies that underpin it; the role of mobile MR in quantitative and qualitative research; mobile panels and communities; best practices in designing mobile surveys that encourage people to share their opinions, photos, videos and experiences; mobile research's relationship to mobile marketing and advertising; bleeding-edge mobile developments; international mobile market research studies; and privacy and ethical considerations.

## At your own pace

And, in our time-pressed reality, the self-study approach has a lot to offer, Bracken says, including the ability to evaluate your progress with built-in assessments; complete the course at your own pace and convenience; study when and where your schedule allows; and develop a personalized study plan.

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## // Survey Monitor



### ... consumer research

## Corporate America finds favor

Amazon retains highest Reputation Quotient in three dimensions

As the U.S. economic recovery continues to show signs of improvement, the number of consumers who believe corporate America's reputation has improved has increased 25 percent over 2013 and doubled that in 2012, according to the 2014 Harris Poll Reputation Quotient (RQ) study from Rochester, N.Y., research company Harris Interactive, which surveys 18,000+ members of the U.S. general public to measure the reputations of the 60 most visible companies in the country.

While the overall perception of U.S. companies indicates room for improvement, the American public is slowly but steadily gaining confidence in corporate America. According to the RQ study, people now view corporate America more positively than they did prior to the start of the economic decline in 2008.

Another positive signal that the public's faith in corporate America is being restored is an overall increase in RQ scores across the board. This year, scores ranged from 83.87 (Amazon.com) to 55.34 (Bank of America), with no companies falling in the "very poor" or "critical" stage. This marks the first time since 2007 that no companies in the study received a "critical" stage RQ score of less than 50. Nine companies

achieved RQ scores above 80, the standard for "excellent" reputation.

The Harris Poll RQ study measures six dimensions that comprise reputation and influence consumer behavior. Topping the list again in 2014 is Amazon.com, which continues to transcend physical boundaries and dominate three of the six reputation dimensions measured in the survey (Emotional Appeal, Products and Services and Workplace Environment). Gaining high marks for attributes including trust, admiration and respect; high quality products and services; innovation; and being a good place to work, this is Amazon's sixth consecutive year with an excellent rating.

The Coca-Cola Company jumped from sixth to second place this year and is the only company to be ranked in the top five on all six reputation dimensions. Demonstrating a nearly unmatched show of reputation consistency, The Coca Cola Company's RQ score has hovered around 80 for all 15 years of the study.

Perhaps one of the most significant increases of the year is the Honda Motor Company, which jumped from the 25th spot in 2013 to rank in the top five in 2014. With an increase of 6.7 points, this puts Honda back in the top 10 for the first time since 2007. Honda's rise is reflective of the automotive industry, which has seen an 11 percent increase in positive ratings since 2012.

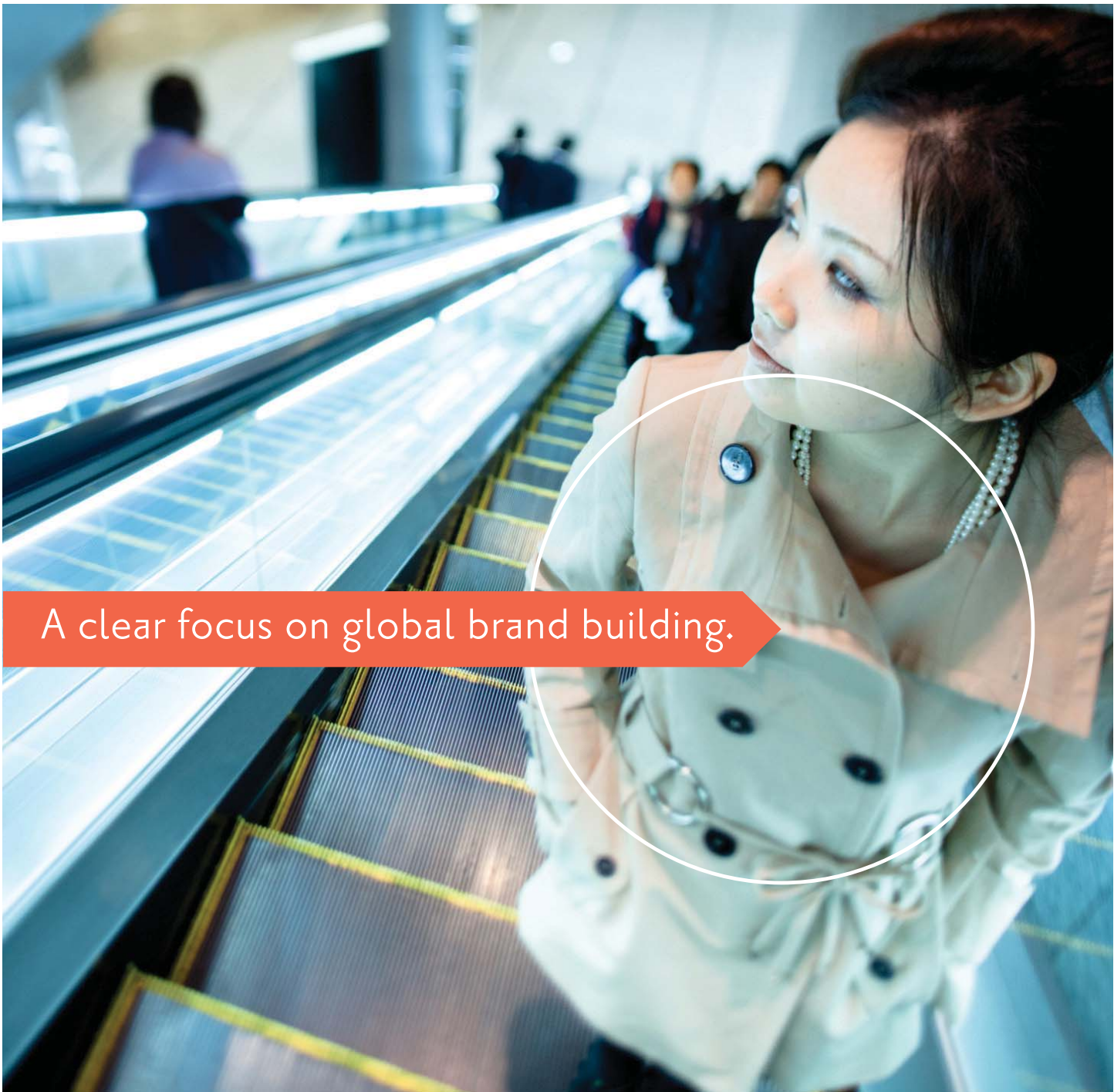
On the tech front, Samsung, a relative newcomer to the RQ most visible companies list after appearing for the first time in 2012, landed in seventh place and achieved its first-ever excellent rating. Microsoft jumped from spot 15 to nine, achieving its 11th excellent rating in the last 15 years.

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••• advertising research  
**In ads we trust**

Which tactics work for creating convincing claims?

Consumers have grown skeptical of marketing and advertising claims but trust varies depending on both what tactics are used to make a claim and on the industry itself. According to a study from London research company YouGov, many of the common advertising tactics like comparative advertising, scientific endorsements and awards claims may be counterproductive, putting consumers on alert.

Although 16 percent of Americans think they are more likely to believe an advertising claim that includes the testimonial of a scientist or expert, that expert makes them 29 percent less likely to believe in an ad. Ads making comparisons with brand competitors are more likely to be believed by 15 percent but less likely to be believed by 26 percent.

By vertical, advertising from the restaurants, clothing stores and consumer electronics categories are the most trusted, with diet products, financial services, pharmaceutical and cars the least trusted. A quarter of Americans are inclined to believe that the advertising claims for casual dining restaurants realistically reflect the features and capabilities of the restaurants. Fast-food advertising is less well-trusted, with only 16 percent believing their advertisements accurately represent the restaurant chains, though this is still higher than many other categories.

Women (23 percent) are more likely than men (16 percent) to believe that clothing store advertising offers an accurate description of the features of the stores, whereas men (17 percent) are more inclined than women (12 percent) to feel consumer electronics advertis-

ing delivers a fair representation of product features.

Advertising campaigns for diet products are considered least trustworthy by one-third of Americans, followed by financial services products, which are distrusted by just over one-quarter. Men are particularly suspicious of financial services ads, with 31 percent of men compared to 22 percent of women dubious of claims made. Despite – or perhaps because of – the mile-a-minute pharmaceutical disclaimers, prescription medications didn't fare well, as their ads are distrusted by 23 percent. Although 20 percent believe that auto ads are not to be trusted, 16 percent say they buy the cars despite not trusting the ad. [www.yougov.com](http://www.yougov.com)



••• teens  
**A take on teen shopping today**

Food overtakes clothing as top spending category

While teen spending declined just 1 percent from the fall of 2013, compared to more substantial declines in previous years, across the upper and average income groups, teen male spending is up 4 percent and female teen spending has continued mid-single-digit declines, according to research from Minneapolis investment group Piper Jaffray. An increase in teen male spending more has historically signaled inflection in broader spending and for the first time in the

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survey history, food exceeded clothing as a percentage of the teen spending.

Overall, parent contribution to teen spending bounced back to the 65-percent-of-spend range, following a period of contraction. Teen unemployment remains elevated but off of peak levels. Time priorities have shifted, year-round single-sport/activities are more common and school years are starting earlier and ending later (shortening the opportune summer employment period).

Instagram ranked as the most important social network, exceeding Twitter and Facebook for the first time. Cable subscriptions are becoming less essential for teens at home, while online streaming is more critical. Out of home, IMAX continues to grow its share among teens. Music/radio listenership has grown for Pandora and local radio, largely at the cost of MP3s and CDs.

Influences remain consistent, with friends dominating both upper-income and average-income, followed by the Internet. The Internet first displaced television as the No. 2 influencer with teens in the fall 2010 survey and the report indicates that this uptrend will likely continue as social networking and online shopping drive teens online.

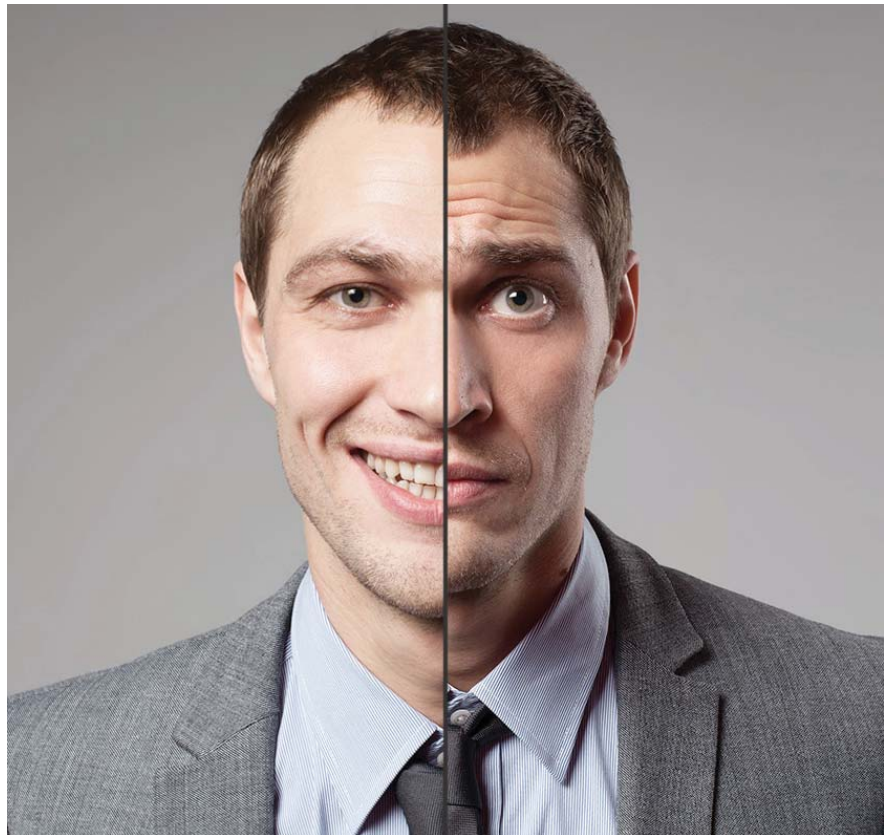
The teen food category represents restaurants and dining out. The study uncovered a modest increase in spending devoted to events (including concerts, festivals, etc.). Within the fashion category, clothing increased modestly at the expense of footwear and accessories. In addition, there has been a continuation of a lifestyle/participation-based trend in athletic fashion. These data points are evidence of a trend toward experiences versus items worn and a notable shift in perceived status spending.

Shopping frequency has declined from a peak rate of 38 trips per year to 29 trips per year (one every 1.75 weeks). Fall 2013 appears to have marked the low point at 28 trips. Mall traffic in the teen space has declined 30 percent cumulatively in the last 10 years. Teens are browsing more often

via their mobile devices, shopping with purpose (conversion rates are up), buying when they have a real or perceived need and visiting the mall less for entertainment value.

Teens prefer off-price venues to traditional department stores for their fashion needs and are increasingly

shopping online and on their phones. When asked about preferences between shopping in store and online, about three-quarters of the females polled prefer stores over sites but the males are closer to a 50/50 split. Moreover, when asked about preferences between pure-play e-commerce sites and sites as-



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sociated with stores when shopping for clothing, only 14 percent of females and 24 percent of males prefer the pure-play e-commerce sites. [www.piperjaffray.com/teens](http://www.piperjaffray.com/teens)



## ●●● data privacy Onus is on us

Consumers unsatisfied with current state of information protection

Time is ticking for companies to crack the code of online security. According to a study from Radius Global Market Research, New York, the issue ranks supreme on consumers' social issues radar and they are ready to abandon brands that they feel cannot be trusted. Consumers largely feel it is a marketer's responsibility to protect information and currently they don't think anyone is doing it well.

Perhaps most startling is the degree to which consumers are personally concerned about protecting their personal information. When asked which social issue is most important to them, online security (87 percent), online privacy (85 percent), identity theft (83 percent) and fraud (79 percent), topped the list ahead of health insurance (78 percent), unemployment (71 percent), obesity (51 percent), natural-disaster relief (62 percent), bullying (66 percent) and gun control (61 percent).

More than three-fourths of consumers indicated that they would stop doing business with companies

that they felt had violated their privacy. A majority said that simply reading or hearing about a company's security breach makes them less inclined to buy/shop there (69 percent). Consumers try to only do business with companies that they feel can handle their data (67 percent).

When asked which industry they feel is doing the best job at keeping their information safe, no clear leader emerged, with "no industry" ranking the highest (29 percent). Across every industry but one, consumers feel that the responsibility for online security falls squarely on the company. The single exception is with social media sites like Facebook, Twitter and Instagram, where more consumers feel it is their own responsibility to keep information secure.

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## ●●● grocery/supermarkets In search of greener produce

Lower price and uncluttered aisles motivate consumers to switch grocers

One-third of subscribers surveyed by *Consumer Reports* said they had given the heave-ho to a nearby grocery store, as 43 percent left a grocer in search of lower prices (up 15 percentage points from a previous survey) and about 25 percent cited poor selection, long lines or lousy food. Another 17 percent blamed employee rudeness and 14 percent cited the crowds. High food prices and high unemployment are at least

partly to blame for consumer willingness to switch stores.

Of the readers surveyed, more than half (56 percent) had at least one complaint about their current store; almost one-third cited two or more. The biggest gripe overall: not enough open checkouts, followed by congested or cluttered aisles and advertised specials that were out of stock. Other irritants included inept bagging, missing prices and scanner overcharges.

No chain tried its customers' patience more than Walmart Supercenter, where 80 percent of shoppers had at least one problem. Shoppers who frequented Walmart, the nation's largest grocer and the chain with the most shoppers in the survey, were most likely to be miffed about the lack of open checkouts, out-of-stock regular items, indifferent employees, spotty pricing and a confusing store layout. Thirteen percent of respondents shopping at Shaw's (New England) said they'd been overcharged, almost twice the average rate.

Fortunately, most consumers have several shopping choices and some supermarkets gave customers much of what they want. Among the top stores were national grocers Costco, Trader Joe's and Whole Foods, as well as regional players such as Wegmans (East), Publix (South) and survey newcomer Sprouts Farmers Markets (in eight Western states), which showcases fresh and whole-grain food.

Walmart, despite its problems and subpar perishable foods, was praised for low prices. The chain's warehouse-club sibling, Sam's Club, outscored Walmart in key ratings categories (service, perishables, cleanliness and price).

Over the years, *Consumer Reports'* supermarket ratings have been quite consistent. The 2013 survey marks the fourth straight survey (the earlier ones were in 2005, 2008 and 2011) in which Wegmans, Trader Joe's and Publix have been at the top and Walmart, Pathmark (Northeast) and Shaw's near the bottom.

[www.consumerreports.org](http://www.consumerreports.org)

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# Q

## IN FOCUS

### Product and Service Update

#### ●●● customer experience **SmartHub on the Horizon**

Confirmit launches new version of its experience and engagement platform

O slo, Norway, research software company Confirmit has released version v8 (V18) of its Confirmit Horizons solution for customer experience, employee engagement and market research. Horizons V18 introduces Confirmit SmartHub, a customer engagement hub designed to allow businesses to capture, analyze and respond to customer and market feedback across multiple channels and sources in real time.

Horizons V18 also features Instant Analytics, an analysis module that aims to provide immediate, actionable insights with no setup or training required. In addition, the Active Dashboards module provides enhanced data visualization to enable stakeholders to analyze information and track trends immediately on a variety of devices. Horizons V18 also adds a new Action Management module designed to ensure businesses can automatically trigger actions, based on up-to-date customer, employee or market information.

[www.confirmit.com](http://www.confirmit.com)



[quirks.com/articles](http://quirks.com/articles)

ID 20140604

#### ●●● survey software

### **Surveys in an eCInstant**

New platform offers interactivity and profiling

Miami research company eCGlobal Solutions has launched eCInstant, a platform designed to build interactive surveys that can filter target populations by multiple factors, including country, gender, region and age, and can also provide advanced profiling. The first version of the application is available by invitation only; requests can be sent to [contact@ecglobalsolutions.com](mailto:contact@ecglobalsolutions.com).



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#### ●●● text analytics

### **Improved Inspector**

Ascribe updates Inspector software for text analytics

Cincinnati research company Ascribe has enhanced its Ascribe Inspector software, a program designed to allow researchers to extract insights from large amounts of unstructured text, such as open-end questions in surveys, social media posts or call center transcripts. Version 7.5 aims to provide enhanced accessibility, performance, productivity and data visualization via a new user interface.

New visual tools, such as an interactive word tree, are intended to make it easier to see the full context around the words and phrases found in the comments. Taxonomies have become easier to create and apply across projects and datasets and new master codebooks aim to allow companies to define a standard taxonomy as a starting place for all analysis.

[www.goascribe.com](http://www.goascribe.com)

#### ●●● sampling

### **Do your bidding**

New offering aims to streamline sample bidding

New Orleans research company Federated Sample has released Fulcrum Bid Manager, a technology solution designed to provide a centralized platform that allows engagement with any sample supplier, regardless of their availability on the Fulcrum Exchange. Fulcrum Bid Manager aims to integrate the benefits of enterprise management software to manage, track and centralize the online sample procurement process while also providing suppliers with a standardized method of responding to requests.

Using the platform, marketing research firms can centralize their account's bidding activity on a single platform and search through historical data and past supplier mixes to optimize and expedite the process.

[www.federatedsample.com](http://www.federatedsample.com)

## ●●● concept testing Accelerated insights

Ipsos debuts system to create and test ideas in two days

New York research company Ipsos InnoQuest has launched Insight Accelerator, a system designed to allow marketers to create and test insights and ideas through an two-day process.

Insight Accelerator is designed to fast-track the best insights and ideas for innovation; use co-creation, communities and real-time evaluation to aid clients in strategic decision-making; use quicker, more efficient approaches through new technology, consumer panels, communities and online methodologies; and deliver validated insights and ideas across markets through proven qualitative and quantitative methodologies.

[www.ipsos-na.com](http://www.ipsos-na.com)

## ●●● reporting software It has the technology

Decipher expands Beacon to integrate additional technology

Decipher Inc., a Fresno, Calif., research company, has incorporated several marketing research technology solutions into Beacon, its research and reporting platform. Integrations include Quester's interview software technology; Adobe Analytics reporting solutions; iModerate's qualitative conversation technology; TrueSample's data quality solution; Federated Sample's Fulcrum online sampling platform; Sawtooth Software's conjoint analysis software; Affectiva's emotion

[www.quirks.com](http://www.quirks.com)

measuring application; and integration with both Adobe Acrobat and Microsoft Office for report exporting.

[www.decipherinc.com](http://www.decipherinc.com)

## ●●● brand research Having a Brandvantage

Tracking solution hopes to bring new perspective to brand equity

The Pert Group, a Farmington, Conn., research consultancy, has launched Brandvantage, an approach to brand equity tracking that is designed to create a new dimension of brand equity understanding by uncovering the context in which consumers make brand choices, including the influences of occasions and life events.

In addition to the product's incorporation of contextual insights on consumer decision-making, Brandvantage also features a survey structure that includes a drag-and-drop user interface. <http://brandvantage.thepertgroup.com>

## ●●● social media research Two Metrics, three sites

Union Metrics debuts two tools for social media measurement

San Francisco research company Union Metrics has debuted Union Metrics for Instagram and the Union Metrics Social Suite. Both platforms aim to allow users to analyze social media campaigns on Twitter, Tumblr and Instagram.

Union Metrics for Instagram is intended to offer real-time analytics

reporting for any account or hashtag on Instagram so that users can discover their most popular media and hashtags; identify an account's biggest fans and advocates; monitor hashtag reach and exposure over time; track competitor performance to compare share of voice; and analyze likes and comments to determine when fans are most active. Subscriptions start at \$199 per month.

Additionally, the company's enterprise cross-platform social analytics suite, dubbed the Union Metrics Social Suite, is designed for larger brands and agencies running campaigns across multiple social networks. This integrated suite is intended to monitor a company's social media presence across Twitter, Tumblr and Instagram. Pricing starts at \$500 per month.

[www.unionmetrics.com](http://www.unionmetrics.com)

## ●●● predictive analytics Predicting the future

Social search program uses conversation-pattern prediction to look ahead

BlabPredicts, a Seattle research company, has released BlabPredicts2, a predictive insights console that aims to predict what, where and when online conversations will gain velocity up to 72 hours in advance. It is designed to improve social search by analyzing one million predictions per minute.

Conversations (both online and offline) shift according to one of hundreds of thousands of patterns that have evolved over time. Applying pattern logic, BlabPredicts models real-time social conversations against these pre-defined paths to predict how that particular dialogue will move, morph and grow on news channels, blogs and social networks.

BlabPredicts analyzes and associates text in any language, including images and video across thousands of real-time

data sources (50,000 content platforms), text-, video- and image-based content. [www.blabpredicts.com](http://www.blabpredicts.com)

## ●●● online research Google Consumer Surveys goes pro

New offering puts an expert touch on micro-surveys

**L**ightspeed GMI, a Warren, N.J., research company, has launched Survey Cycle, a program that uses GMI's survey design and project management skills in combination with Google Consumer Surveys' automated platform for micro-surveys of 10 questions or less. Survey Cycle is designed for those customers that find value in micro-surveys and quick-turn research but prefer to have a qualified research professional execute the research fieldwork for them. [www.lightspeedresearch.com/surveycycle](http://www.lightspeedresearch.com/surveycycle)

## ●●● mobile research An app's impact

Millward Brown debuts Apps extension for Link

**N**ew York research company Millward Brown has launched Link for Apps, an extension of Link and its creative development programs, to help marketers understand the impact of mobile apps on brands.

Available initially in the U.S. and Canada, Link for Apps is designed to provide marketers with consumer feedback on how an app impacts brand equity, while also understanding how an app's look and feel, usability and technical competency play a contributing role. Specifically, Link for Apps aims to help marketers diagnose an app's strengths and weaknesses specific to brand building; gauge if consumers are receiving a brand message as intended;

and understand the brand impact and persuasive power of the app. [www.millwardbrown.com](http://www.millwardbrown.com)

## ●●● social media research A LIVE Pulse of social data

NetBase launches new dashboard

**R**esearch company NetBase, Mountain View, Calif., has launched Brand LIVE Pulse, a dashboard program designed to provide feedback on brand and competitor social data. It can be used on smartphones, tablets and billboards and aims to allow users to know how customers feel about their brand versus the competition; watch the most-shared images for their brand on social media; see the most engaging posts going viral and who they could target directly; and identify unusual spikes in activity and unusual fluctuation in sentiment toward their brand and know what drove it. [www.netbase.com](http://www.netbase.com)

## ●●● media research Trio of measurements

ComScore rolls out three offerings for campaign analytics

**R**eston, Va., research company ComScore Inc. has debuted a single, unduplicated multiplatform global audience metric across desktop computers, smartphones and tablets. The measurement also employs comScore's multiplatform audience de-duplication methodology combined with comprehensive tagging to produce a measure of unique people being reached across the globe.

Additionally, comScore's actionable brand metrics for mobile ad campaigns are now available to advertiser and publisher clients through validated Campaign Essentials Mobile and validated Media Essentials Mobile. These ad measurement solutions are designed to provide demographic delivery insights for ads appearing on smartphones and tablets, both in-app and via mobile Web.

The two offerings aim to facilitate cross-platform campaign buying, planning and evaluation; deliver actionable performance metrics; and improve mobile ad monetization.

[www.comscore.com](http://www.comscore.com)

## ●●● Briefly

■ Boston research company Crimson Hexagon has expanded its social listening software ForSight to evaluate text from Instagram captions and comments, noting common words and phrases used in Instagram posts. [www.crimsonhexagon.com](http://www.crimsonhexagon.com)

■ Research company Mashwork, New York, has launched Canvs, a social TV analytics tool designed to provide instant qualitative feedback from TV and movie audiences. [www.mashwork.com](http://www.mashwork.com)

■ Space Doctors, a Brighton, U.K., research company, has launched Cymbol, a crowdsourcing mobile software application designed to allow participants to upload photos, videos and comments in real time. [www.space-doctors.com](http://www.space-doctors.com)

■ London research company MMR has launched Impact Lite, a packaging research software application designed for users to create surveys on packaging designs, analyze the results and view the final report via a Web-based dashboard. The software is available through ZappiStore. [www.mmr-research.com](http://www.mmr-research.com)

■ Los Angeles research company Ipsos SMX has released its Socialized Research Platform (SRP) Mobile, a Web app that features optimized viewing across all major



devices and screen sizes; real-time photo and video capture and uploads from existing library; discussions, blogs, quick polls and surveys; support for unique experiences along multiple customer segments; automatic updates for new releases; and the ability to Like and comment on any post. [www.ipsosmx.com](http://www.ipsosmx.com)

■ New York marketing company The Halo Group has created the Halossary, a glossary of marketing terms and jargon. [www.thehalogroup.com/halossary](http://www.thehalogroup.com/halossary)

■ Easy Analytic Software Inc., a New York developer of demographic software, has launched The Right Move, a mobile app designed to provide real estate professionals, location analysts, business researchers and house hunters with the most current neighborhood demographics and accurate location analysis reports. The app is available for iPhone and iPad. [www.easidemographics.com/mobileapp](http://www.easidemographics.com/mobileapp)

■ Research companies CMNTY Corporation, Eindhoven, the Netherlands, and O2MC, Amsterdam, have partnered to develop the Emotion Engine, a component of CMNTY Story that is designed to automatically detect emotions expressed in community messages. <http://www.cmnty.nl>

■ The Direct Marketing Association (DMA), New York, has released its 2014 DMA Statistical Fact Book, which aims to provide information on benchmarks, marketing trends and consumer behavior. The 2014 edition contains facts from nearly 70 research sources and nearly 350 charts from information sources and includes an expanded chapter on data and a new retail section. <http://thedma.org>

■ Borderless Access, a Bangalore, India, research company, has launched a panel in the Philippines. [www.borderlessaccess.com](http://www.borderlessaccess.com)

■ Research and Markets, Dublin, has published its Social Media Benchmarking Report 2014, compiling information from 288 client-side marketers and designed to

provide insight into social media trends and activities in B2B organizations. [www.researchandmarkets.com](http://www.researchandmarkets.com)

■ Civicom Marketing Research Services, Greenwich, Conn., has launched the Download Center, a virtual library of project ideas and technology applications for marketing research professionals. Access to the Download Center is free after registering on Civicom's Web site. [www.civi.com](http://www.civi.com)

■ Chinese mobile crowdsourcing company Wei Chai Shi and Shanghai, China, research agency nQuire have partnered to create China's largest mobile research panel, along with a DIY tool offering researchers immediate responses. [www.nquirechina.com](http://www.nquirechina.com)

■ San Diego Web analytics company Apmetrix has added 40 data sources to its analytics platform, including data from comScore, Flurry, Facebook, Google Analytics, Tumblr, Yahoo! and YouTube. The Apmetrix software tools are designed to allow developers to view data from multiple sources, track events and send automated messages to mobile users. [www.apmetrix.com](http://www.apmetrix.com)

■ MSW•ARS Research, Lake Success, N.Y., obtained a U.S. patent for its Outlook Media Planner, an app designed to enable marketers to run multiple \$B!H(Bwhat-if\$B!I(B scenarios to determine the likely impact their advertising will have on sales and market share. [www.mswresearch.com](http://www.mswresearch.com)

■ IMS Health, Danbury, Conn., has released a series of four white papers, themed "Launch Excellence," that chronicle corporate and market challenges of pharmaceutical launches of new chemical entities. [www.imshealth.com](http://www.imshealth.com)

■ Just The Facts Inc, an Arlington Heights, Ill., research company, has updated its corporate Web site at [www.jtfacts.com](http://www.jtfacts.com).

■ Mountain View, Calif., research company Ace Metrix has published the 2014

edition of the Ace Metrix Blackbook, a guide to television advertising brand performance based on the complete body of work for nearly 1,400 brands. <http://blackbook.acemetrix.com>

■ ASDE Survey Sampler, Gatineau, Canada, has launched a new Web site for clients at [www.surveysampler.com](http://www.surveysampler.com). The site is available in both English and French.

■ Focus Pointe Global, a Philadelphia research company, has expanded the mobile capabilities of its respondent Web site ([www.focusgroup.com](http://www.focusgroup.com)) to make it accessible from any Web-enabled device and provide a more secure login interface.

■ Singapore research company Union Panels has announced an alliance of global online research panels. [www.unionpanels.com](http://www.unionpanels.com)

■ Dialogo, an Aachen, Germany, research company, celebrated its 15th anniversary in April. [www.dialogo.com](http://www.dialogo.com)

■ Think Global Qualitative, an alliance of qualitative research practitioners, celebrated its first anniversary at the 2014 QRCA/AWR Joint Conference April 30-May 2 in Budapest. [thinkglobalqualitative.com](http://thinkglobalqualitative.com)

■ Chicago research company Strategex has begun offering due diligence customer surveys as part of its voice-of-the-customer program. [www.strategex.com](http://www.strategex.com)

■ AOC Marketing Research, Charlotte, N.C., has expanded its focus group facility to include four private client suites, each with a multipurpose testing room, lounge, office, restroom, entrance, exit and HVAC controls. [www.aocresearch.com](http://www.aocresearch.com)

■ GfK's Starch Syndicated Research, New York, has reached the milestone of measuring customer response to over 500,000 print magazine ads. [www.gfk.com/us](http://www.gfk.com/us)

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# Does aspirational answering affect Chinese data quality?

| By Ati Sinaga and Pete Cape



## snapshot

A look at findings from experiments designed to gauge the impact of Chinese respondents who may be answering brand-related survey questions with brands they would like to use rather than those they actually do.

Western researchers have voiced concerns about the quality of the responses coming from Chinese respondents, especially when it comes to noticeable over-claim of specific brand usage or other behaviors. In all other respects the data is “good” and consistent but there remains a nagging doubt about what is being claimed. We need to remember, of course, that China is a rapidly growing economy and, at the same time, a country that most researchers will not be personally familiar with. Stereotypes abound therefore whilst Western consumer goods brands are literally falling over themselves to exploit a market that is, in gross terms, the second largest economy in the world.

Given the Chinese psyche, it was our view that some of the China-related data-quality concerns could be caused by the ways questions are being presented and answer choices being given. We therefore devised experiments that varied the question and answer style. We also thought it possible that the over-claim may be more related to what might be described as “aspirational” categories. Almost as if the respondent is answering what they would like (or expect to get) next, not what they have right now. Our experiments therefore covered a number of different categories.

As all researchers should be aware, many of the problems in international research stem from translation issues. China, being a

society only relatively recently open to the rest of the world, has an additional problem over and above the simple translation of words. This is the problem of translating a concept that might be totally alien to the Chinese whilst being known, even if not well, outside of China. We found in the leisure category, for example, that poor translations were responsible for both over- and under-claim of participation in some outdoor pursuits – proof that more time and care than ever, particularly in back-translation, needs to be applied in the China market.

The notion of aspirational answering is intriguing. We chose the automotive category to test, since it is rapidly maturing and therefore is on the cusp of being mainstream and non-aspirational. To get a relatively clean measure of ownership, one sample answered the question using an open question. This produced answers not dissimilar to expectations, given available sales figures. Volkswagen, for example, which had a 20 percent share of sales in 2011, was owned by 24 percent of the sample. GM (with 16 percent of sales in 2011) got 16 percent mentions. These brands are both mainstream and the prompted version of the question, asked to a matched sample, produced not dissimilar results. Volkswagen was claimed by 28 percent and a GM marque, Buick, was mentioned by 9 percent (having gotten 8 percent in the open question).

There is, however, a marked difference



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when looking at more aspirational brands. For BMW, eight times as many people chose this in the prompted version than wrote it in the open question. BMW was the most aspirational brand on our list: 33 percent of Chinese car owners said they would like to own one. Mercedes-Benz, the second-most desired brand, had three times as many people claiming ownership in the prompted than in the open. There was a clear relationship between over-claim and aspiration.

### Intriguing finding

An intriguing finding arose from this first experiment. In the prompted version of the questionnaire only 8 percent used the code “none of these” and thus it appeared that we had captured 92 percent of the brands using our list. However, coding out the open question using only these same brands implied that “none of these” ought to have been something more like 30 percent. Could it be that Chinese people, as well as being

aspirational, were somehow averse to using “none of these”?


In order to check this hypothesis we repeated the experiment using two versions of the automotive brand list. The first was extensive, covering almost all the brands currently available in China. The second was a subset of these with either “none of these” or “other – please specify” as the final code. In neither case using the shortened list did the correct predicted number of people use either “none of these” or the “other” category. Using the full list, however, produced data comparable to our original open question.

Chinese respondents appear to avoid using non-substantive answers. While we cannot explain this behavior, we can control for it in our questionnaire design. From this research it is apparent that the Western practice of using a truncated brands list with a catch-all “other” should be avoided. Either a full brand list or an open question, possibly with a self-coded follow-up, should be used in preference.

Just to prove beyond doubt that respondents were not deliberately misleading us, a third experiment took those who had been exposed to the truncated brand list and interviewed them yet again but this time using the full brand list. At this point the data fell back into line with expectations.

Problems will still occur when the category cannot be adequately described in an open question without the presence of the brands to make sense of it. In another experiment within the premium bath and skincare sector all the brands are aspirational and all suffered huge over-claim. A full brand list of all bath and skincare products was unwieldy (and impossible to procure) and the open question became one of self-classification (since one person’s premium brand is another’s “day-to-day”). In these instances the standard Western approach of “Which have you bought in the past X period?” might better be replaced with “Which brands do you currently have in your bathroom?” Other category problems occur when the brand of interest straddles two or more categories: For example: is golf a sport or a pastime?

Further problems occur when the category is highly aspirational and particularly when the brands are few and well-known. We were unable, through any questioning style, to get an accurate read on foreign travel. We did no further research into this category but would have looked to the respondent to validate themselves somehow as a traveler to that country.

Solving these seemingly intractable problems does require a different, possibly radically different, approach to question design, but it also requires the researcher to have faith that the respondent wants to tell truth and to work with them to that end. 

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# OfficeReports and Rosetta Studio

| By Tim Macer

## snapshot

Tim Macer sings the praises of OfficeReports and Rosetta Studio, two packages designed to help researchers add new life and power to MR presentation stalwarts PowerPoint and Office.

**W**ho doesn't use PowerPoint? It is now used to create 53 percent of all research deliverables, according to my firm's annual technology survey<sup>1</sup> of market research companies. It now fulfills a role that goes well beyond the backdrop to any stand-up presentation and has become the preferred means to provide data- and chart-heavy reports to clients and to consumers of data.

It's a tool that has outgrown its purpose. Anyone who has tried to get it to produce dozens of identical charts will tell you how frustrating a process this can be. Throw in a few research-specific demands – such as the need to show sig tests on charts, color-code your client's brand with the same Pantone-matched hue on every page and then update every chart after a final check finds one case that must be deleted – and your long-suffering PowerPoint user will be on the verge of despair.

Two different tools on the market – OfficeReports and Rosetta Studio – take very different approaches to making PowerPoint do what market researchers want it to do.

OfficeReports is a new survey reporting tool,

from the Denmark-based software company of the same name, which cleverly resides entirely within PowerPoint, as a very large software plugin. It does not work by converting tabular output to PowerPoint; rather it converts PowerPoint into a fully functional crosstab tool which presents all of its output as PowerPoint slides. It also does the same for Microsoft Word. In either case, once the software is installed – and an OfficeReports license will give you both flavors – it appears as an additional menu item on the ribbon, with a small number of tools on display.

You could be forgiven for thinking it does little more than Excel's pivot table function, as its just reveals a few key functions in the ribbon, such as the one to import a data file. Nothing could be further from the truth. This does everything a seasoned researcher would expect a desktop crosstab tool to do. Filters, weighting – applying and generating weights; multi-response data; a whole slew of sig tests; top-two boxes – you name it and OfficeReports seems to have an option to do it. It also copes well with very large datasets: I saw it running on a file with half-a-

## OfficeReports data-reporting software ([www.officereports.com](http://www.officereports.com))

### Pros

- Quick to learn
- Go straight from raw survey data to PowerPoint or Word without any intervening analysis step
- A decent range of survey-savvy features like weighting and sig testing
- Real-time import from SurveyMonkey surveys or file import from SPSS and Triple-S
- Documents produced are standard, sharable Office documents

### Cons

- Windows only; does not work on the Mac version of Office
- Some constraints on the types of tables you can produce

### Pricing

- \$899 per year per user; a basic version with some constraints is also available for \$299 per year.



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million records without difficulty.

It accepts SPSS data and Triple-S data and the most recent addition is a direct API connection with SurveyMonkey, so it will pull in the data from any active SurveyMonkey survey. It does this on demand and will refresh and update on demand, if the survey is still growing in size. Once you have established a linkage, then whenever you open that PPT file in future, it will ask you to locate and open the file and it will update the deck if the data have changes.

However, if you send the presentation to someone who does not have OfficeReports installed, it just behaves like a normal PowerPoint deck, because the data records are always held externally and the slides will simply refer to what was last placed there.

The charts it uses are actually Excel charts and they have integrated these well with the templating capabilities in Excel to help you achieve a consistent look and feel across your work. You can save tables or charts you have created as templates and, at a high level, you can also save any presentation you have perfected as a template and use this or apply it retrospectively to other presentations. This all provides a good means to ensure consistency of appearance and saves valuable time when trying to create good-looking reports under the pressure of time.

It is easy to overlook the fact that a lot of the work in creating reports and presentations lies in getting the information in the right format to present – and this is where the tool is very strong. It has a very intuitive set of options for creating derived variables and for editing variables to merge categories, omit items or create nets and subnets.

If you are familiar with Word or PowerPoint in the unembellished form, like me, you will probably find it an uncanny experience that it has suddenly been transformed into a tab package with all the tools you need to do proper, in-depth analysis. It won't necessarily do every kind of table that the high-end DP packages will, but by the time you add in what you can do with Excel macros, it probably lacks very little. My only gripe is that it will not work on the Mac version of Office – it only works with Office for Windows.

## The OfficeReports user experience

Sociable Pharma is a consulting company based in London that specializes in pharmaceutical research and analysis. The company picked OfficeReports to help produce PowerPoint reports more easily. “We run market research surveys ranging from 10 to 80 questions,” says Neil Dodgson, Sociable Pharma's managing director, “and the reporting can result in anything from 10 slides to 200 slides.”

Asked how easy it is to learn, he says: “You do have to get your head around how it works and understand the concepts behind it. It needs some explanation. But we've had a couple of training sessions by Skype and we've quickly got to grips with it. While some specialist knowledge is still needed to import the SPSS and get that part right, anyone with a knowledge of Office can run the reports with the survey in front of them.

“It is a newish product and so you need to know that's what you're getting. But on the positive side, we have gotten some very real time-saving benefits and every time there has been an issue, I've had very quick turnaround [from OfficeReports].”

Sociable Pharma has also found the templating feature to be a particular benefit compared to using Office on its own. “It is helpful to know you have generated 50 slides and they don't all look slightly different,” he says. “The feature to ‘create more categories like this,’ which allows you to replicate definitions when creating derived variables, has also been a time-saver.”

## More automation required

Sometimes the demand to produce PowerPoint can be overwhelming, especially when there are a lot of very similar reports, each with its own modifications, and when those reports repeat over time. For these, much more in the way of automation is required, in order to repeat what is similar but also manage to incorporate all the differences effectively. This is precisely the problem that Rosetta Studio exists to overcome.

Rosetta Studio is a report automation tool that takes outputs from most crosstab reporting systems and produces PowerPoint output. Version 4, released just over a year ago by Rosetta Studio International, a subsidiary of ATP Canada Software and Services Ltd., Newmarket,

Ontario, ushered in a completely refreshed interface, which now uses the same arrangement of ribbons and grouped palettes of tools found in Office.

The software has two different modes of operation: populate and generate. In populate mode, you start with a report already created in PowerPoint and the software effectively pulls the data into to that PowerPoint document. In the generate mode, you write your PowerPoint report from scratch within Rosetta Studio and it effectively pushes the results you select out to PowerPoint.

In either mode, the first stage is always to import the data. Rosetta Studio is a tool for rearranging plain old tables into slides and charts, so data in this context does not mean raw survey data but rather tabulated reports. It will scan just about any tabular report and intelligently identify all the components of the report, down to the rows, columns, labels and whether an individual figure is a frequency, percentage, mean average or significance value.

Dealing with significance tests in PowerPoint itself is always a laborious, manual process but Rosetta Studio allows you to treat significance values in a number of different ways – from color-coding the results to showing the significance level or reattaching the letter-codes that allow significant differences in pairs of values to be presented.

In populate mode, you essentially create a marked-up report template which will pull the data into place at the time you run or “populate” the report. The mark-up is achieved by writing a tag which refers to a value or a block of values in the underlying set of tables.

You then go through the PowerPoint slides and tag each value or group of values that go into either tables or charts in PowerPoint with a reference to where the data can be found in your set of tables. Tagging in Rosetta Studio is very sophisticated – apart from instructing it which table, row or column or subset of a table that a chart or table should be populated from, tags can also be contingent on items, such as finding or not finding specific texts or values in the tables. It effectively gives you a programming language for creating PowerPoint reports from a given set of tables.

**Pros**

- Works with just about any tab package for input
- Different “generate” and “populate” modes let you work with either custom or continuous research projects
- A very intelligent set of features for handling research data and managing change on tracking-type studies
- Can save astonishing amounts of time, especially on repetitive projects

**Cons**

- Takes effort to learn, especially in “populate” mode, so is less suitable for the occasional user
- Prices assume you are dealing in high volumes of work, to be cost-effective

**Pricing**

- Per year, \$9,000 for the first user; additional users at \$2,000 each or less. A version that is “generate”-only is available for \$4,000 a year.

This tagging, which is the first step when working in the populate mode, can be a fairly onerous process. You would only go to the effort of tagging and using the populate mode if you knew you were going to produce the report many times over. Hence a few years back, the generate mode was introduced, where you create all your slides from within Rosetta Studio without needing to do any tagging. You can then go into PowerPoint itself and finesse them into shape.

This is where it gets quite smart. When you generate a report in Rosetta Studio, rather than just doing it in PowerPoint, Rosetta knows exactly where each figure in any table or chart comes from and it maintains that link. So even when you move things around, remove values or update colors or text, you can still go back into Rosetta and get it to push all the data out again. So if you are working on an early set of tables and the final set arrives, you simply need to perform an update run and all of the values in your manually-finessed set of PowerPoint reports will be refreshed.

If that is not enough, you can go the full circle, because you can convert any generated PowerPoint report into a populate-ready report by getting Rosetta Studio to replace all the values with tags. This way, you can slip into populate mode without actually writing any tags. Reports can also be batched up and there is some run-time syntax that lets you sequence a whole series of reports to be run with different data files or report variants.

**The Rosetta Studio user experience**  
GfK uses Rosetta Studio in several of its offices in the U.S. and four other locations worldwide. Deborah Nastri

is senior research manager in GfK’s brand and customer experience division. She reports, “We introduced Rosetta Studio at the beginning of last year, with two days’ training from Rosetta, which was spectacular. We used the program for a year-long tracking study with six monthly and six trimester deliverables.”

While the reports may only run to around 60 pages or fewer, they tend to be dense with charts and figures, Nastri says. Her team learned both generate and populate modes but their work is exclusively around a consistent set of repeated reports, so they use generate mode, which means a greater overhead in setting them up the first time. “It took us about two weeks to get everything programmed,” she says. “But once we had done that, it was easy to use. The time savings have been spectacular. I would say it has cut 35 percent to 40 percent off the time we

would have spent on these reports.

“I haven’t had any issues with the program but you need to be knowledgeable about how to set up your project to use it efficiently. That is not a fault of the software – it’s about ensuring that it accommodates the changes correctly.”

She also describes a very responsive Rosetta

support team willing to give advice on additional tips and tricks that can save more time. “I’ll e-mail them if I have any questions and I always get a very quick response. They also frequently send out updates with small improvements they’ve made.

“Before Rosetta Studio came along,” she says, “I had to put in a lot of evening hours to get the reports ready in time. Once this program came along, that pretty much went away. You are definitely able to deliver your reports in a shorter time.”

Tim Macer, managing director of U.K.-based consulting firm meaning ltd., writes as an independent software analyst and advisor. He can be reached at tim@meaning.uk.com.

**REFERENCE**

<sup>1</sup> 2013 Confrimit Market Research Technology Report by meaning ltd., meaning.uk.com

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••• qualitative research

# A group effort

How researchers, recruiters and end clients can produce cheaper, faster qualitative

| By Andrew D. Cutler



## snapshot

Andrew D. Cutler outlines several ways – from fine-tuning screening criteria to shortening interview lengths – to wring more value from your qualitative research budget.

Let's face it: marketers are under intense pressure to save time and money, and these pressures inevitably spill over into the research projects that they commission. In these days of tight timelines and limited budgets, conducting high-quality marketing research may seem difficult, if not impossible. But fear not, intrepid reader. As this article will discuss, there are a variety of tactics to keep costs to a minimum and quickly turn projects around. When used judiciously, one or more of these steps listed below and in the accompanying table can provide you with valuable research output that can be as useful as the findings that much larger and more expensive projects would generate.

### How to save time

**Conduct the research online or by telephone.** When time is of the essence, technology comes to the rescue. Conducting marketing research via telephone or online survey has long been an inexpensive alternative to in-person (face-to-face) research. Although some information (e.g., non-verbal communications) is usually lost, these types of research achieve what is often a core purpose of research projects: obtaining factual, rationally-driven, scientific data. And these days, with the advent of Internet technologies such as Skype and Webcams, remote-location participants do not need to be hidden from view.

Furthermore, because recruiters can draw from a much larger pool of participants anywhere in the country, recruiting telephone or online respondents is often faster and more efficient than recruiting participants for face-to-face research. Professional recruiting organizations typically have databases of tens of thousands of potential respondents – sorted by a wide range of demographic, health-related and other variables – who are interested in participating in research and are only a phone call or e-mail or text-message away. It is possible in certain cases to schedule interviews/surveys to occur on a next-day (or even same-



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day) basis but it is generally advisable to allow more time from when recruiting starts to when the fieldwork actually begins. In other words, give yourself some breathing room or you may run out of air!

**Keep the screening criteria simple.** Despite the previously-mentioned treasure trove of potential respondents, recruiting can be a difficult and often thankless task. Finding participants who meet the precise screening criteria is often a needle-in-a-haystack endeavor. Screeners that contain pages and pages of exclusionary criteria not only make each individual screening session more time-consuming but also reduce the chances that the potential respondent will actually qualify for the research. But a lengthy screener may not even be necessary to reach the target audience.

Designing screeners is both an art and a science. Obviously, it is vitally important to limit the recruit to participants who can provide meaningful, useful feedback. That being said, however, it can be tempting to make the screening criteria more rigorous than is truly necessary. (Do you really need to limit the sample to physicians who write more than 50 prescriptions for hypertension medication per month?) Furthermore, some clients may ask for specific quotas on several different respondent types (e.g., 10 high-prescribers, 10 medium-prescribers and 10 low-prescribers of the client's product; half of the respondents in each segment must be high-prescribers of the competitor's product and the other half must be low-prescribers of the competitor's product). Inclusion of these kinds of screening criteria can be very valuable for providing insights into the attitudes and behaviors of specific respondent types. However, it comes at a price: longer recruits. In some cases, it proves impossible to fill certain quotas completely and decisions must then be made as to whom to recruit instead. In addition, there is the risk of having segments that are actually too small to make meaningful inferences, conclusions or recommendations.

**Start recruiting immediately.** It almost goes without saying that the more time the recruiters have to find the research participants and

schedule them, the more likely the recruit will be successful. However, it is also important to understand that experienced recruiters prioritize tasks depending upon how much time they are given and how difficult they anticipate the recruiting process will be. If they are recruiting specialists and primary care physicians, for example, they will likely focus on the specialists first. If they are working with two clients, one of whom has expressed a need to expedite the research, they will focus their energies on this client.

When partnering with a recruiting organization, make certain that they have a track record of success in finding the respondent type(s) you require (or have targeted). Ask them how many they have in their database. Explain that the project requires an unusually quick turnaround and a specific deadline. Ask them if they feel they can meet this timeline. If you've worked with these recruiters in the past and have a solid relationship with them, they will do everything in their power to meet your timing requirements. However, all recruits are subject to the laws of physics and the surest way to increase the odds of success is to start the recruit at the earliest possible opportunity.

**Finalize the research objectives ASAP.**

If you follow the steps outlined above, chances are you will have participants scheduled for research before you know it. Don't be caught unprepared. Make sure that you have a survey instrument or discussion guide in place as soon as possible.

Think of the process as a series of dominos. If you have a clear grasp of the research objectives early on, it becomes much more feasible to create the survey/guide in time for the first day of fieldwork. Consider holding a kick-off meeting within 48 hours of when the project is commissioned. This will enable all project stakeholders to discuss and finalize the project objectives, at which point the creation of the initial draft of the survey/guide can begin. Make sure that everyone at the meeting understands that it is imperative that the survey/guide be finalized by a specific deadline (day and time). Obtain buy-in from all parties on this date and have an agreed-upon plan for reviewing the survey/guide, so that those with the final say review it last. When it is your turn, do not hold the process up; go through the document, including any revisions (using tracked changes, please) and then pass it along to the next person in the chain. Immediately. Well done, everybody!

Strategies to save time	Strategies to save money
Conduct the research online or by telephone	Conduct the research online or by telephone
Keep the screening criteria simple	Recruit the minimally-needed sample size
Start recruiting immediately	Beware of hard-to-find respondents
Finalize the research objectives ASAP	Keep the interview length to a minimum
Expedite the final report	Opt for one report, not two

### Expedite the final report.

Preparing a final report is similar to a preparing a feast for your guests at a dinner party: It requires lots of time, patience and attention to details. If you try to rush it, you may just end up burning the soup.

That being said, it is interesting to note that even highly-experienced report-writers often come right down to the wire in their delivery of the document. If you request the report on November 14th, they will send it on the 14th, not (heaven forbid) on the 13th. This is partly attributable to the desire for perfection that these professionals have. (Why deliver something early, they may think to themselves, when I could make it even “more perfect” and deliver it on time?) However, it is also partly due to the fact that report-writers are human and if they know the report is not due for two weeks, they may postpone the inevitable as opposed to buckling down and getting to work.

Fortunately, this human weakness can be exploited, to everyone’s benefit. If you are writing the report yourself, then just bite the bullet and start writing already! (Sheesh!) If you’re not the report-writer, explain to the person writing the report that it needs to be turned around unusually quickly: specifically, by next Thursday at 5 p.m. Once the report-writer stops laughing in disbelief, he or she may say something like, “Well, I can do that but it’s going to cost you extra.” Time is money, so saving time can cost you money.

### How to save money

**Conduct the research online or by telephone.** Saving time can also save you money, however. Online and telephone research, in addition to offering the time savings mentioned earlier, also are less expensive than in-person, face-to-face research. Research facilities do not need to be rented; incidental expenses are not incurred; airline tickets do not need

to be purchased; hotel rooms do not need to be booked; taxi fares are non-existent; honoraria and recruiting costs are lower, and so on.

There are modest costs associated with online and telephone research, however. In the case of telephone interviews, in order for others to listen in, teleconferencing needs to be provided. If Webcams are utilized, these need to be purchased and shipped to participants whose computers lack built-in Webcams. If the survey (and/or other research material) is to be posted online, the services of a programmer may be needed.

But when all is said and done, the cost of conducting research in-person dwarfs the cost of these alternative approaches. Just as technology has made it possible to buy the latest Stephen King book online for half the price you’d pay at your local bookstore, technology has made it possible to obtain a robust sample of respondents from around the country at a fraction of the cost of in-person, face-to-face research.

**Recruit the minimally-needed sample size.** Much to the chagrin of many, there is no magical target number of participants that you must recruit to obtain meaningful research findings. Particularly when it comes to qualitative research, a simple dictum usually applies: More respondents is better. But the law of diminishing returns kicks in after a while. Choice of sample size hinges largely on how much you want to slice and dice the data. It also depends on the objectives of the study and the size and diversity of the target population. In a qualitative study, for each respondent type that you want to investigate, it is normally inadvisable to recruit less than 10 respondents. Fifteen would, of course, be preferable. The average is in the range of 15-20.

If your budget is strapped, consider running a small qual study with 15 respondents. This will let you dip your toe in the pool and get a sense of what

the findings would be if you were to (instead) interview a larger sample. While the results will obviously lack external validity (meaning that you cannot safely assume that the patterns would hold if you talked to more people), you will at least have obtained an in-depth understanding of how 15 individuals who meet your target criteria think, behave or feel.

**Beware of hard-to-find respondents.** Almas caviar, from Iran, is extremely rare and extremely expensive. One kilo (about 2.2 pounds) of the stuff will set you back about \$25,000. Sure it tastes good (although my brother-in-law would disagree) but it is not on my shopping list and I’m guessing it is not on yours either. Somehow, we have both managed to survive, and perhaps even thrive, on nourishment that satisfies our taste buds for a lot less. Sure, a grilled-cheese-and-tomato sandwich does not have quite the same cachet as caviar but it accomplishes much the same purpose, at a fraction of the cost.

The same principle applies in marketing research. It may be of interest to find respondents who are rare as Almas caviar but recruiting these types of respondents can be very expensive, due to the additional lengths that recruiters must go to find them. If you have a limited budget, you may need to reconsider the sample of respondents that you decide to interview.

As an example, let’s consider epileptologists – that is, physicians who specialize in the treatment of epilepsy. If you want to learn all about the treatment of epilepsy, talking with epileptologists would seem like the way to go, right? Well, actually, no. Even though epileptologists know a lot about epilepsy and its treatment, there are precious few in the United States and to interview a very small sample of them will cost you about as much as a jar of that Almas caviar. You would be wise to focus instead on neurologists, as they see an awful lot of epilepsy patients, are far greater in number and much less expensive to recruit. From both a research and an economic perspective, focusing your research on neurologists would make more sense.

**Keep the interview length to a minimum.** You may be familiar with the phenomenon known as interview-creep. A project that initially is

conceived as requiring 30-minute interviews gathers steam as marketing colleagues, advertising agency consultants and other project stakeholders request additional questions be included in the discussion guide. Eventually, you are looking at a 45-minute, or even 60-minute, interview. This is a problem if you are on a limited budget, as honoraria amounts increase with interview length.

The solution? Plan ahead. Limit or fine-tune the research objectives. Know in advance what your budget is and what sort of interview length you can afford to buy. Then make it clear to all project stakeholders that the interview length will need to be kept to 30 minutes (or 20 or 45).

The good news is that much can be accomplished in interviews that run 45 minutes or less. After 45 minutes, in fact, respondents often start to flag and the quality of their responses can begin to suffer. The law of diminishing returns starts to kick in.

So, to save money, keep the interviews focused and lean. Identify the key areas that you want to explore and stick to those. Go through the discussion guide and consider weeding out questions that are not germane to the project's objectives. Manage your colleagues' expectations and remind them of the maximum interview length. And be prepared to trim the discussion guide after the first few interviews.

**Opt for one report, not two.** In general, clients usually expect and ask for two deliverables: a topline report and a full final report. The topline report provides an overview of the research findings very shortly after fieldwork completion, while the final report, delivered later, goes into considerably more detail and includes verbatim quotations, conclusions and recommendations.

However, one size never fits all. Certain clients find that just a final report may be sufficient. In particular, clients who are in no hurry to obtain the results of the research may forgo the topline and just ask for a final report. (As always, time is money!) Alternatively, take the middle road. You may want to consider a document that goes into more depth than a traditional topline report but without some of the minutiae that a full final report would

include. Such a document, sometimes called an extended-topline report or a summary report, may provide everything that you and your client need to make informed marketing decisions.

If you are working on a shoe-string budget, then, determine what deliverable(s) are necessary and sufficient. You may find that a single report represents the optimal solution.

### Plenty of other ways

The strategies that I've outlined above are certainly not all-inclusive; there are plenty of other ways to save time and/or money as well. To list just a few additional examples:

- Review secondary data and previously-conducted research. This not only expands the moderator's baseline knowledge but also avoids redundancy in data collection. It may also save time and improve consistency by using the same screener(s) between research studies.
- Run a small pilot study beforehand. Doing this can be a useful way to test the waters and determine whether a large, comprehensive study actually makes sense. It can also provide insight into the proper scope of the study and may highlight areas where one or more of the previously-described time/cost-saving measures can be implemented.
- Create a small panel of respondents. This is especially advisable if you intend to conduct a series of studies and you are dealing with a hard-to-recruit target population. Plan on recruiting the best respondents from the first study to participate in the subsequent waves of research.

### Be well-positioned

Obtaining meaningful, actionable insights does not have to cost an arm and a leg nor does it necessarily have to take an inordinate amount of time. By taking one or more of the steps that I've described, you and your end client will be well-positioned to save time and/or money. **📌**

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# Cross crosstabs off the list?

A report on the 2013 Market Research Technology Survey

| By Tim Macer and Sheila Wilson



## snapshot

Now in its tenth year, the Market Research Technology report finds continued growth for mobile, access panels ascendant and a tentative embracing of VOC and CEM.

The annual Market Research Technology Report turns 10 this year. Formerly known as the Market Research Software Report, its organizers felt a change to emphasize technology was more in line with trends reflected in the survey findings. Carried out by Meaning Ltd. and sponsored by Oslo, Norway-based research company Conformat, it is the only survey on the market research industry that looks specifically at technology trends.

As interviews took place at the end of 2013 and into January of this year, the report published in March represents the 2013 survey. Encompassing the views of 240 companies in 35 countries, the survey is a combination of tracking questions that index trends over a period of years and questions-of-the-moment, on topics such as: voice of the customer (VOC) and customer experience management (CEM); research using mobiles and tablets; a reprise of text analytics, which was looked at in 2011; and some 10th anniversary questions considering the previous and the next decade.

The latest survey finds that mobile research is now showing rapid growth, after a slow start. It charts an increasingly dominant role for access panels as the sample source for online research and reveals the virtual extinction of crosstabs as a client deliverable. The industry is embracing voice of the customer and customer experience management but only to a very limited extent.

As always, we are grateful to those who made this research possible. Conformat, our sponsor; Quirk's Research Media and the Japan Market Research Association for helping us to pick up some valuable participants; Ascribe, who analyzed the open questions; and of course all the kind people who participated in the survey.

### Mobile research

Since the 2011 survey, we have asked companies to estimate how many of their online survey participants are attempting to take their surveys on mobile devices. This is not necessarily a reliable estimate, especially as 37 percent of those interviewed did not provide an esti-



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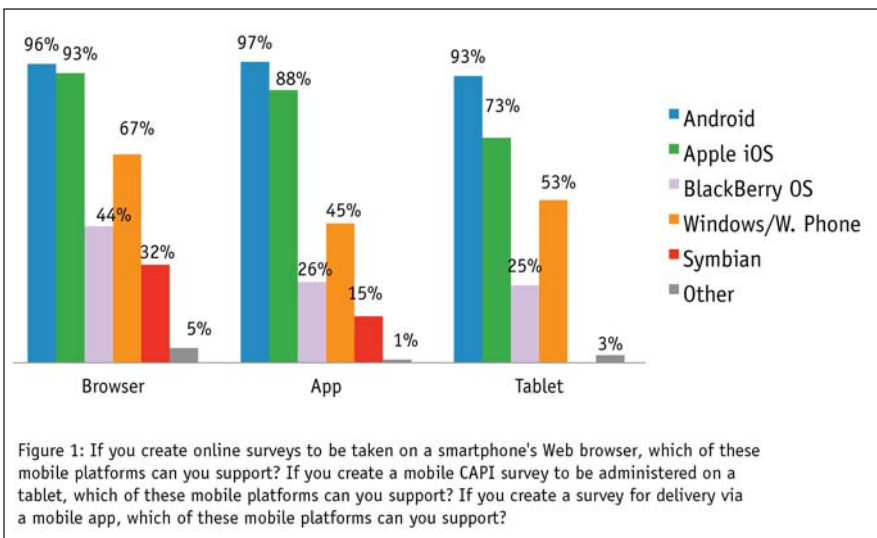
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mate. Of those who did, the estimate has risen each year and now stands at 16.4 percent of survey starts. It is well known that the proportion varies from project to project and in response to the sample source used: It tends to be higher among client-provided customer samples and lower among panels.

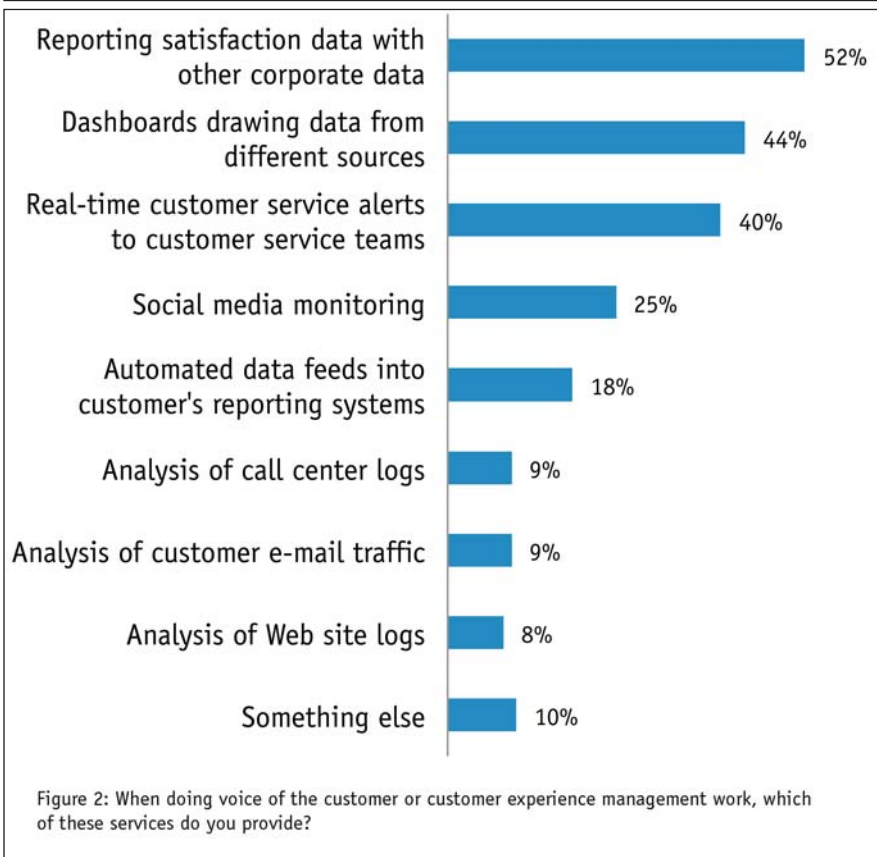
Unless surveys are optimized for mobile participation – and generally, most still are not – that now means one in six survey participants may find they are excluded from the sample. What makes this a serious problem is the very different characteristics this subpopulation has. Unfortunately it means even more pressure on the survey at a time when enterprises are increasingly looking elsewhere for marketing insights.

When mobile is the target of the research, the industry seems to be gearing up now: 70 percent of companies interviewed report they are able to run surveys on mobile with a browser-delivered survey and 42 percent can deliver surveys using a dedicated mobile app. A further 33 percent can mobilize tablet-based interviewing for interviewer-administered surveys.




We were interested in the specific platforms they could support; the results can be seen in Figure 1. Android and Apple iOS dominate, though Android appears to have the edge. This is more apparent when firms get to choose the hardware themselves for CAPI, where Android shows a 20 percent lead.

### Voice of the customer

Customer service is one area where the survey and traditional research appears to be under threat. The 2013



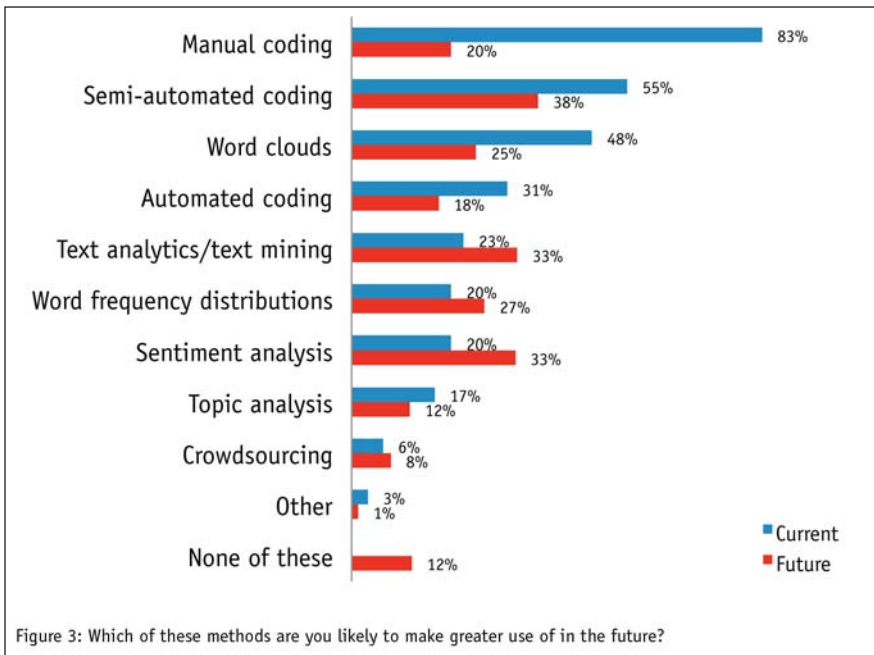
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Reichheld are used by 39 percent of those doing any c-sat or VOC work. Microsurveys such as those triggered by a QR code have achieved a foothold of just 17 percent. Customer communities languish with an 11 percent uptake.

Most observers agree that another important advance found in CEM or VOC work is the integration with other sources of information available to the enterprise, from Web site traffic and social media activity to customer interactions logged at customer service centers. A question asking which delivery-type services companies provided showed that market research companies generally are not offering the level of integration that enterprises get from the specialist VOC or CEM consultants that many of them are now turning to (see Figure 2).

There are positives to be seen. Fifty-two percent of companies report satisfaction data alongside other corporate data and 40 percent will break out of the usual reporting cycle and send an immediate alert for direct follow-up. On the other hand, the very low level of engagement with social media (25 per-

cent of companies and 71 percent did this type work, even if occasionally. Almost all of this subset of the sample (94 percent) offer customer satisfaction surveys but more novel methods are much less common.

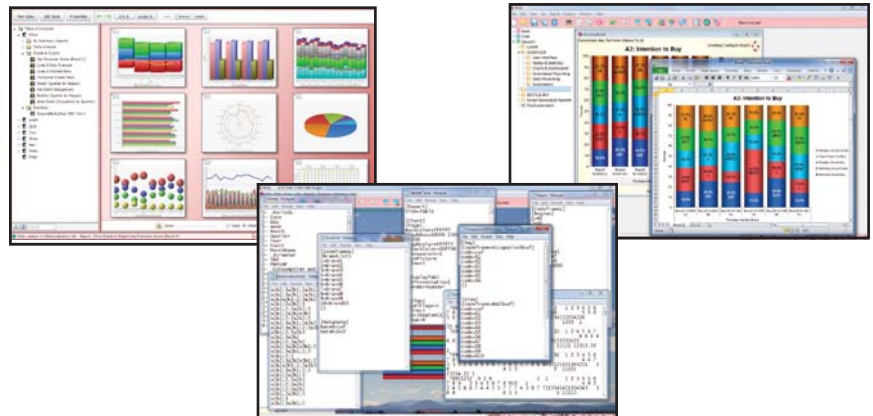
The survey found customer satisfaction, CEM and VOC was a major or increasing area of activity for 38 per-

cent of companies and 71 percent did this type work, even if occasionally. Almost all of this subset of the sample (94 percent) offer customer satisfaction surveys but more novel methods are much less common.

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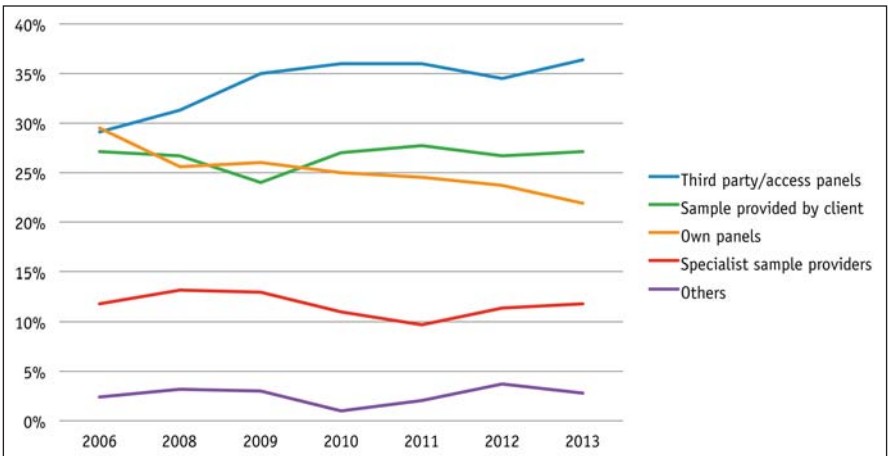


Figure 4: What proportion of your online samples come from each of these sources? Please express as a percentage. Base: All using more than one of these sources. (Did not collect data in 2007.)

Table 1: Volume of work undertaken by each interviewing mode, 2006-2013

	2006	2007	2008	2009	2010	2011	2012	2013
Online	40%	43%	48%	46%	47%	51%	51%	51%
CATI	27%	25%	26%	23%	27%	23%	21%	22%
Paper	21%	19%	14%	16%	13%	14%	10%	10%
CAPI	5%	7%	5%	8%	5%	6%	9%	9%
Mixed-mode	7%	6%	6%	6%	6%	6%	6%	6%
Mobile self-completion	n/a	n/a	n/a	1%	1%	0%	2%	2%
Other	0%	0%	1%	0%	1%	0%	1%	1%

Note: n/a = not asked

cent), call center logs (9 percent) and Web site traffic (Web logs, 8 percent) is worrying. If market research hopes to compete with the new breed of VOC or CEM consultancies, companies will need to embrace these more exotic sources of data and deliverables and provide the kind of integration that the consulting companies do.

### Computer-based text analysis

As the implications of big data continue to unfold, having better tools to process unstructured textual content would appear to be as important now as having a crosstab tool was 20 years ago. We asked some questions on the tools MR companies were using to help them sift through and analyze text two years ago, in the 2011 study.

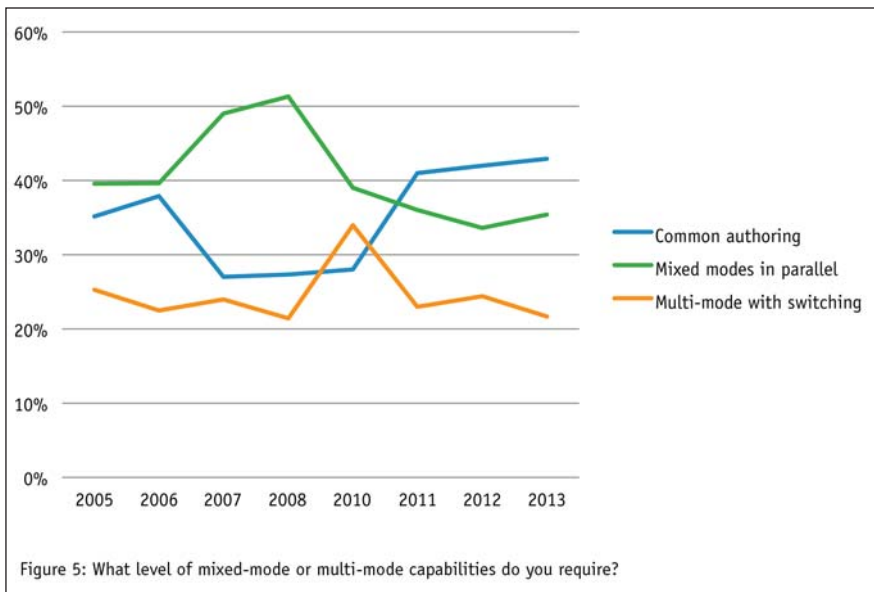
At that time, we revealed an industry still heavily dependent on manual or "human" coding rather than the automated techniques used by the specialist social media analysis consultancies or in other industries, though we did find interest in using these tools in the future.

We repeated several of these questions in 2013 to see what progress had been made. It seems "the future"

lies more than two years on. In 2013, the picture remains one where manual coding dominates and automated methods are rarely used (see Figure 3). However, the number of those with the faith that these tools will help them in the future has, if anything, declined.

The chief reasons cited for not using automated tools are (somewhat self-defeatingly) not having the right tools, along with concerns over quality of results from the tools and poor-quality data. It makes us wonder whether this is another area where research is finding it hard to move beyond the comfort zone of familiar methods.

To mark the 10th anniversary of the project, two questions probed what companies viewed had been the game changers and also the major disruptors. Well in the lead, on the positive side, was mobile, picked by 80 percent and ranked first by 50 percent. The biggest disruptor, by far, was the rise of the DIY survey tool (63 percent chose it; 30 percent ranked it first), followed by privacy concerns and mobiles displacing fixed-line telephony.



level of mixed-mode support judged to be an essential in any software being used. Three categorizations are used, the simplest being a “common authoring” environment; a more complex variant is to allow a survey to be deployed to multiple modes in parallel; and the third, most technically demanding option allows interviews to switch between modes at will.

Figure 5 shows that over the years, opinions have varied widely but that in the last few years, common authoring has emerged as the most popular choice of all three. Not that software developers can relax quite yet: over half (57 percent) of companies want their software to support either parallel modes or mode switching. <sup>11</sup>

### General trends

The other half of the study records a number of trends, a few of which go back to the start of the study in 2004. From 2006 we have asked about the volume of work done by different interview modes. It is a period in which online has consistently risen by a few percentage points, from 40 percent in 2006 until it reached 51 percent in 2011, where it has remained.

Online’s increase has largely been at the expense of CATI and paper. CAPI has also gained ground in recent years, thanks largely to mobile CAPI. But mobile self-completion is still barely making an impact: just 2 percent in 2013. The number of companies offering mobile has been rising though, from 6 percent in 2009 to 20 percent in 2013.

The survey has also tracked sample sources used for online research since 2006 (though not in 2007). Over the period, there has been a steady rise in reliance on access panels, which started at 29 percent of all surveys in 2006 and has now reached 36 percent (see Figure 4) but in the same period, the aspirations of companies to build their own panels appear not to have borne fruit. Their share has dropped from 30 percent in 2006, a whisker above the access panel, to 22 percent in 2013. In another question, companies have long predicted they will make less use of client-supplied samples in future. Like some badly-kept New Year’s resolution, the volumes have remained obstinately close to 27 percent throughout the whole period.

### The battle of mixed mode

A few years ago, many pundits were predicting that multimodal research would become commonplace. However, the evidence has not been there: mixed-mode has plateaued at 6 percent or 7 percent of volumes for the last eight years.

Mixed-mode can mean several different things and another question asked each year has identified the

Tim Macer is managing director and Sheila Wilson is an associate at meaning ltd., the U.K.-based research software consultancy that carried out the study on which this article is based. They can be reached at [tim@meaning.uk.com](mailto:tim@meaning.uk.com) or at [sheila@meaning.uk.com](mailto:sheila@meaning.uk.com). The 2013 Conformat Market Research Technology Report by meaning can be downloaded free of charge from [meaning.uk.com](http://meaning.uk.com).

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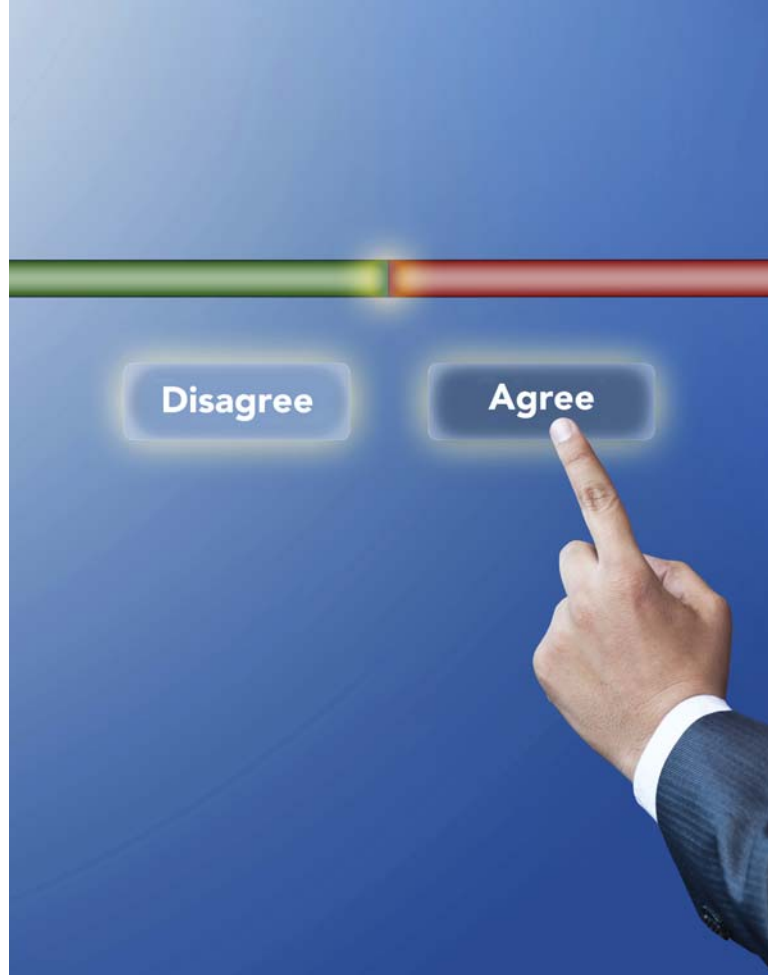


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# Does interesting have to mean different?

Assessing the value of visual scale enhancements

| By Sara Farbry



## snapshot

The author's research-on-research study examined the impact of different scale formats on results from a technology-readiness survey.

It is common knowledge in the research profession that survey respondents have become fatigued and bored while taking online surveys, leading to poorer data quality and lower response rates. Therefore, researchers have attempted to retain respondents' attention by incorporating methods that we hypothesize make the survey more interesting, such as gamification and creative formatting. One of these techniques is visual scale enhancements. But as these scale enhancements are introduced into surveys, researchers have to wonder if they affect respondents' ratings, particularly if there are plans to "upgrade" a tracking survey after it has been in field for a period of time. This article intends to show whether there is an ideal method for scale formatting by analyzing results from an experiment to test different formats in an online survey.

The experiment was embedded in the National Technology Readiness Survey (NTRS) conducted by Rockbridge Associates in early 2014. The study measures Americans' technology beliefs and behaviors and is based on a random, demographically-balanced sample of 1,230 U.S. adults age 18+, using online samples derived from two reputable national panels.

One of the survey's main objectives is to monitor consumers' propensity to adopt new technology using the technology readiness index, which is a validated scale based on 16 questions measuring positive and negative beliefs about technology. In the study, an equal number of respondents received these questions in one of four formats. The four variants tested were 1) traditional radio buttons in a table format (n=253, Figure 1); 2) sliders in a table format (n=265, Figure 2); 3) scroll bars in a table format (n=257, Figure 3); and 4) carousel rotation, where each attribute is asked one at a time (n=260, Figure 4).

The scales were compared on a number of factors to assess their psychometric properties. The factors include: measurement biases, to determine whether response tendencies varied by scale; reliability, to understand the impact of scale format on consistency of measurement; validity, to ensure the scale was measuring the correct



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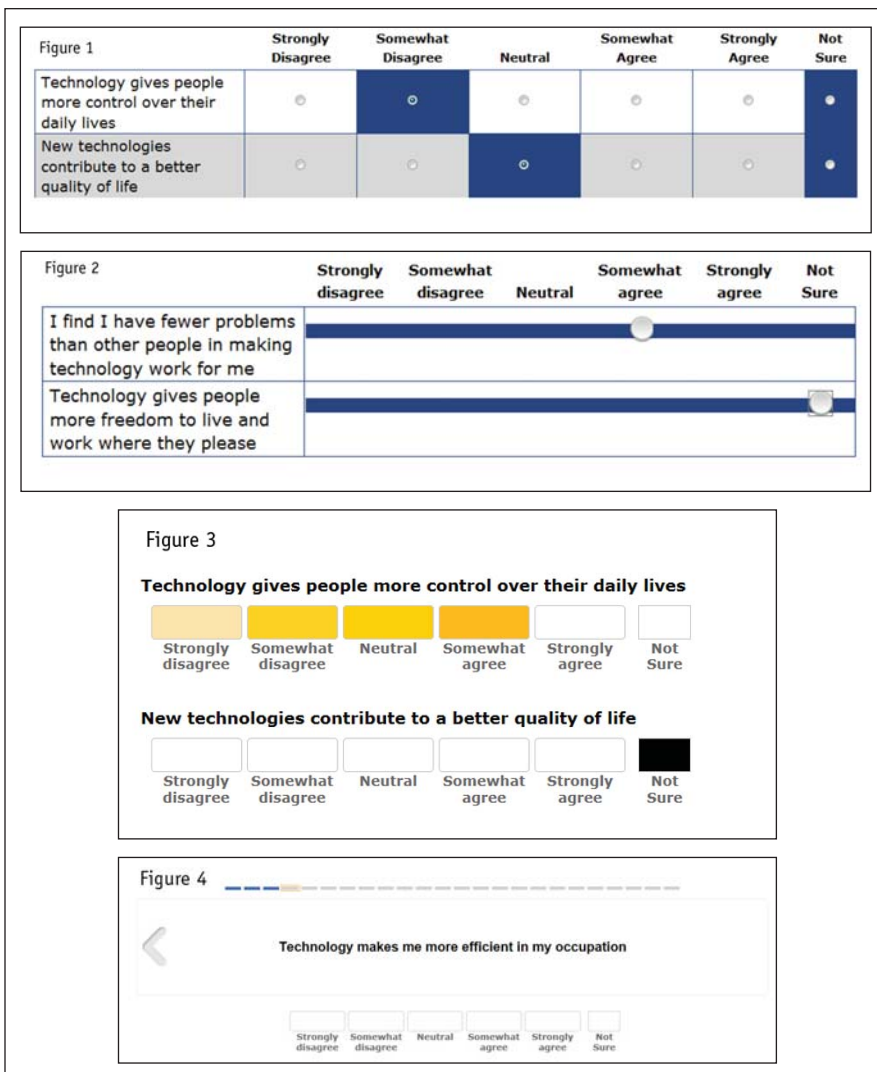
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construct; and quality, to encourage thoughtful responses.

### Estimate response tendencies

Looking at different measurement biases provides a way to estimate response tendencies. For example, some respondents may be more likely to agree with items regardless of content (acquiescence bias, or “yea-saying”) or to disagree with items (dis-acquiescence bias, or “nay-saying”).

A more radical response style exists where respondents endorse the most extreme response categories regardless of content (extreme response bias). The opposite of this is the midpoint responding bias, which is the tendency to use middle scale categories regardless of content.

These metrics are also of interest to researchers comparing results across multiple global markets because of cultural influences on response tendencies. To illustrate, the tendencies of East Asian countries are to provide ratings closer to the middle of the scale<sup>2</sup>

whereas those in Spanish-speaking countries are more likely to have “extreme” responses<sup>3</sup>. By identifying these “biases,” researchers are able to develop indexes that allow them to directly compare results across markets.

While there is not necessarily a right or wrong response tendency, there is evidence that different scale formats will result in varying responses (see Table 1). For instance, respondents who rated attributes in a table format are significantly less likely to have “extreme” responses but are more likely to provide responses in the middle of the scale; they are also more negative in their responses. Conversely, those using the carousel format are significantly more likely to provide positive ratings.

### A sound measurement instrument

Reliability and validity are important characteristics of a sound measurement instrument. Reliability refers to the general consistency of a measure and va-

lidity provides information on whether the scale is measuring what it’s supposed to be measuring. Knowing the impact of scale formats on these measures allows researchers to determine if and how the psychometric properties of the scale were affected. As an example, scales that are difficult to use or understand will lead to respondents rushing through their answers or providing inaccurate responses – garbage in, garbage out!

Reliability was assessed with two measures. One was Cronbach’s alpha, a standard measure of scale reliability. Another was a more rigorous measure of composite reliability (CR) using confirmatory factor analysis, a common technique for evaluating scales. In the latter approach, the CR was estimated for four individual subcomponents of the technology readiness index; the average CR is reported here. Both measurements of reliability demonstrate that all scale variants are highly reliable though not greatly differentiated.

A common method for assessing validity is the degree to which a scale correlates with a proxy measure that captures the same or a theoretically related construct; a flawed rating scale would create “noise” that would undermine validity. The 16-item technology readiness index was designed to gauge consumers’ level of techno-readiness, or propensity to adopt and embrace technology. An index intended to capture this construct should correlate with technology-oriented behaviors, including activities performed online, technology products owned and frequency of Internet usage, in order to be valid measurements. The results reveal that all scale formats provide a valid form of measurement though the carousel and scroll features perform slightly better. (Table 2). All scale formats are correlated with the number of tech activities consumers perform (download books online, use Skype, etc.) and technology devices owned, though only the carousel and scroll formats correlate with Internet access frequency.

### More thoughtful responses

A high-quality measurement ensures respondents understand what is being measured and leads to more thoughtful responses. Three measurements were examined to evaluate the quality of each scale format: the non-



Table 1: Measurement biases

	Table	Slider	Scroll	Carousel
Acquiescence bias* – avg. no. attributes agreed with (out of 16)	7.1	7.5	7.1	7.5
Dis-acquiescence bias* – avg. no. attributes disagreed with (out of 16)	4.8	4.8	5.3	5.2
Extreme response bias – avg. no. attributes rated extreme high or low (out of 16)	4.1 L	5.4 H	5.1	4.8
Midpoint bias – avg. no. attributes rated in the middle (out of 16)	4.1 H	3.7	3.6	3.3 L
Avg. no. positive attributes agreed with (out of 8)	3.5 L	3.6	3.6	3.7 H
Avg. no. negative attributes agreed with (out of 8)	2.9 H	2.9	2.7 L	2.8

\*Negative attributes have their scales flipped  
Significance was tested by comparing a group to all other groups combined; H denotes significantly higher than other scales, L denotes significantly lower than other scales

contingent response bias, the average number of item non-responses and the proportion of respondents who straightline their responses.

The non-contingent response test (NCR) provides data on the “tendency to respond to items carelessly, randomly or nonpurposefully.” It is measured by collecting opinions of one concept but asking it two ways – one with a positive meaning and one with a negative. For instance, if a respondent “agrees” with

both “I enjoy being outdoors” and “I do not enjoy being outdoors,” then they are likely providing inaccurate responses.

Straightliners provide little to no variation in responses to attributes, which would indicate they provided random responses and could potentially result in faulty data. Straightliners are identified by measuring the variance across the scale items of interest. A variance of zero would mean the respondent gave the same answer to all items.

Item non-response is measured as the average number of attributes with a response of “Not sure.” While researchers want respondents to be honest about their lack of knowledge on a topic, we don’t want respondents to answer with “Not sure” due to poor scale placement or some other factor related specifically to the scale.

As the results in Table 3 show, there is a slight advantage to using the scroll scale format and a potential disadvantage with the slider scale format. The data suggests that respondents are more likely to respond consistently when attributes are presented with the scroll format in that these respondents are more likely to have the same opinion of the attribute when the wording is reversed.

Though none of the scale formats had a particularly high level of item non-response, these issues are somewhat more prevalent with the slider scale format. However, it is possible that these results were influenced by the lack of visual differentiation of the “Not sure” point in the slider scale and it may have been interpreted as



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Table 2: Scale reliability and validity

	Table	Slider	Scroll	Carousel
<b>Reliability</b>				
Cronbach's alpha	.87	.84	.86	.84
Composite reliability	.80	.77	.80	.76
<b>Validity</b>				
Pearson correlation between level of techno-readiness and number of "tech" activities performed	.41**	.39**	.36**	.39**
Pearson correlation between level of techno-readiness and tech devices owned	.26**	.26**	.31**	.32**
Pearson correlation with level of techno-readiness and frequency of accessing Internet	.10	.11	.16*	.15*
**Significant at the .01 level	Chrombach's alpha ( $\geq .9$ excellent)			
*Significant at the .05 level	Composite reliability (.7 threshold)			

Table 3: Quality measures

	Table	Slider	Scroll	Carousel
Non-contingent response bias: Proportion who "pass"	62%	61%	67%	61%
Item non-response: Average number of items with a "Don't know" response (out of 16)	.21	.34	.18	.21
Straightliners: Amount of variance in responses	1.4	1.6	1.4	1.4

Table 4: Summary

	Table	Slider	Scroll	Carousel
Measurement biases	More negative responses	Most extreme		More positive responses
Reliability	----- All reliable -----			
Validity			----- Most valid -----	
Quality measures		Highest item non-response*	Best non-contingent response results	
*May be influenced by "Don't know" not being visually differentiated				

the "strongest level of agreement" because respondents have a tendency to assume the very last point on a scale is the "strongest."

The level of variance in responses is generally consistent across all scale formats. This suggests that neither format has an advantage or disadvantage in encouraging straightlining.

### Has a slight advantage

Given the limited amount of variation in the findings, there is not one scale format that provides exceptionally better data in terms of biases, reliability, validity and quality compared to other scale formats, meaning all formats would be acceptable to use during data collection. Nevertheless, the evidence suggests that the scroll format has a slight advantage in validity and in ensuring more consistent responses. The results also show that it is important

to differentiate item non-response points on a scale, such as "Not sure" or "Not applicable," on all scales. Results for the slider scale suggest that respondents potentially confuse a high rating with "Not sure."

If a researcher is considering changes to an existing tracking study to keep respondents engaged, it is likely that results will change slightly simply by the implementation of a different scale format. For example, transitioning from a table format to a carousel format could generate an artificial improvement in ratings (Table 4).


One of Rockbridge's tracking study clients was interested in evaluating different scale formats but because there was concern that a changed format would influence results, Rockbridge conducted an experiment where half of the sample received the scaled items in a traditional, radio-button style and

half received the items with the carousel feature. Not only was Rockbridge able to confirm suspicions of a change in results but the data could be calibrated to reflect the data collected with the original format.

Online survey research has traditionally been conducted using Internet Explorer but is quickly being superseded by other browsers, including those on mobile devices and mobile apps designed for survey panelists. Given the different technology for non-IE browsers, extensive testing should be done to ensure consistent formatting across all main browsers. Also, a mobile device itself could influence ratings because of factors like the entire scale being compressed to fit smaller screens.

It's also possible that these findings would change if tested with different types of scales. A five-level, fully-labeled agreement scale was used in the NTRS (with a point for "Not sure") but results may have differed if a seven-level, partially-labeled scale had been used or if it had different anchors.

### Become more prevalent

There are plenty of opportunities to make research surveys more interesting by using a variety of visual components to collect opinions from respondents and these enhancements will become more prevalent as advances are made in survey design technology. As new enhancements are implemented, consideration needs to be taken in evaluating the results, especially if they are applied to existing attribute batteries in a study with a tracking history. 

Sara Farby is senior director of methods at Rockbridge Associates Inc., a Great Falls, Va., research firm. She can be reached at 703-757-5213 ext. 17 or at sfarby@rockresearch.com.

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# Iceberg ahead

Does the market research industry have a Titanic data security problem?

| By Isaac Rogers



## snapshot

The author offers five questions to ask fieldwork partners to ensure that research project and respondent data is being adequately safeguarded.

As research continues its digital evolution, research firms and their providers are sharing more and more massive amounts of confidential information online. In our zeal to utilize new capabilities to conduct research studies while reducing their time and cost, researchers often neglect to check the security protocols of their partners and suppliers.

Today, we have huge amounts of confidential client and respondent data being transferred across unknown and potentially insecure data infrastructure. And like the Titanic's fateful meeting with the iceberg, one day our lack of attention to the security of that data could tear apart what we have built thus far.

There are a variety of steps researchers should take to better understand how their fieldwork and technology partners manage security. While it may seem like a massive challenge to properly scrutinize your suppliers, in reality there are a few basic steps even a "techno-novice" can take to choose the right suppliers for their critical projects.

### Committed to security

Today's researcher works with a variety of partners to execute even a relatively uncomplicated project. Recruiting firms, local focus group facilities, online platform providers and a host of other service providers all may collaborate at various points in the life of a project. And each of those suppliers either comes in contact with or produces the sensitive data in your project. So how can a researcher ensure their partners are committed to security?

Here are five simple questions you can ask of your fieldwork partner to better understand their awareness of and focus on the importance of data security. Most reliable vendors should be able to quickly and easily answer these questions by producing their existing documentation or credentials; if they can't make this information readily available to you, it can be a sign they are ill-equipped to manage your



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project's data – which could leave you and your clients exposed.

### 1. Can you provide me your data handling procedures, accreditations or compliance documents that would be applicable to this project?

A competent technology vendor or fieldwork partner should maintain up-to-date IT policies that govern data security and use. These policies will typically outline how their

internal staff will store, access and use your data during the course of a typical project. Policies should exist for all aspects of their IT infrastructure and will detail the vendor's methodologies and best practices. Some researchers might fear receiving a raft of documents in a highly technical language understood only by "software people," but rest assured, these policies are typically written in plain English and easy to understand.

### 2. Have your IT policies ever been audited? Do you maintain certifications or compliances related to security?

Assuming your vendor maintains security documentation, you may want to ask if they have ever been audited or tested for compliance. Many high-quality suppliers maintain some level of HIPAA, PCI, ISO or other standards-based certificates and some vendors have even undergone external audits of their policies, which can be a good thing, proving their processes have been stress-tested. A quick conversation with your supplier's IT management or security officer will give you some idea of their history with technology audits and security certifications.

### 3. How will my data (or my client's data) be stored? How will it be transferred?

Competent technology partners or fieldwork suppliers maintain secure, encrypted solutions for data. Any vendor you work with should maintain an encrypted, secure file management system for storing your content. These types of systems ensure only the right people in that company can access your information internally. These systems are commonplace in today's corporate environments and should not be optional for handling your critical information.

One of the most important components to look for should be a secure file transfer system. Your partners should have a way to send and receive files via a secure online portal or encrypted transfer solution. While these tools might seem complicated, they are actually very easy to use; no sophisticated technical skills should be required.

### 4. Who will be working on my data? Do you conduct IT security training?

Your supplier might have the best policies in the industry but if the project-level staff aren't properly trained on data security, the fancy technology can fail. A good sign that your vendors take security seriously is regular IT security training for ALL employees. Many firms train new staff on IT policies and then con-



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If your research includes any kind of health care or pharmaceutical work, you might want to ask if they have ever trained on adverse event reporting. While this type of training isn't quite as common, it's a good indicator that your supplier has managed a similar project before.

### 5. Can you remove or destroy my data after my project? Can you provide a certificate of destruction?

This is one of the most commonly overlooked data security issues in market research: the post-project maintenance of data. That secure client list you provided your recruiting partner or the confidential product marketing material uploaded to your technology platform's site might live far longer than you anticipate. Many times the researcher moves on to their next project and doesn't take the time to go back and request removal of secure content. And because the fieldwork partner might not know exactly when you are "done" with the data, that content might sit on their servers for months or even years. It's good practice to request confirmation from your supplier in writing that all project data has been deleted or purged from their systems.

As project budgets become leaner, some researchers cast a wide net and bid each piece of the project to a variety of suppliers in search of the best deal. Pricing should be a major source of competition in our industry but one cannot make all of their decisions based on the cheapest resource available. The lowest-cost provider may also be the one who invests little in their internal systems to protect your client's valuable data. Work with partners you have vetted and fully trust before handing them any confidential content.

### Steps you can take

The above five steps can help ensure you are choosing the highest-quality suppliers and partners. But what are some steps you can take to further reduce the risk of a data security issue?

**Kill your e-mail.** OK, so that

might be a bit tongue-in-cheek, but in all honesty, e-mail is likely the No. 1 riskiest way to transfer sensitive data between yourself, your client and your research partners. In fact, a 2013 study by the data security firm Symantec found that out of 277 data security breaches, malicious attacks represent merely a third of all offenses! Human error and system glitches account for the overwhelming majority of issues regarding data security breaches. While the hackers

might get the headlines, the bigger threats lie elsewhere.

Many security experts will point to the common e-mail as the single biggest threat to data security. In market research, a staggering amount of project data flies across the Internet via e-mail attachments; this practice is extremely risky and a huge threat to high-security projects. A simple typo sends that secure file to the wrong in-box or accidentally attaching the wrong file exposes

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confidential client data to the wrong recipient. We've all been guilty of sending e-mail to the wrong person, which is precisely why it should NEVER be used to send secure data.

Luckily, there are many simple solutions that allow you to easily share secure content with your suppliers. All of your vendors should already have a secure file transfer system or digital drop-box with password-protection and encryption. Use this kind of system to transmit confidential content. If your supplier doesn't provide this type of system, it should be a red flag.

However, you can always set up your own portal. Anyone can choose

from a variety of low-cost online solutions (Egnyte, Accellion and others) that provide password-protected and -encrypted file sharing.

Many of these solutions cost a few hundred dollars a year and are well worth the effort to use. Additionally, your end-client might have just such a system or a secure FTP server that you can use to share content.

**Minimize your exposure.** When clients are providing their customer lists or confidential product data, it can often be tempting to just say "Send me everything in case we need it later in the project." In reality, that practice opens you up to unnecessary risk. A better approach is to define exactly what is needed from your client and request only that content.

A common example is client customer data; these client lists are used in the recruiting process and often contain rich customer profile, demographic, transactional or even behavioral data. Much of that extra information contains personal, sensitive information about customers that should never be shared with a recruiting firm unless absolutely necessary to the project. Instead, take the time to strip out the extraneous content and share only the important contact details.

**Keep participants informed.** While we often think of client-provided data as the main source of secure content, the participants themselves can generate a tremendous amount of sensitive information during the course of a research project. While participants often provide this information willingly as a part of the overall engagement, one of the most common complaints we hear from participants is the lack of transparency during the recruiting process.

In countless cases the recruiting firm is never told of the type of confidential or private data the

## While these tools might seem complicated, they are actually very easy to use.



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consumer may need to provide to the researcher until the day of the focus group or the first time they log in to an online discussion. This not only infuriates the respondent, it also creates the potential for a breach of confidence if the situation is not resolved effectively.

Researchers should be as transparent as possible to their recruiting firms so they can prepare the participant for the level of information sharing that may be required. This transparency allows participants to opt-out early during the process. Additionally, signed or explicitly confirmed data release documents should be used in many, if not most, projects. These data release waivers are a great way to ensure the participant knows exactly how and where both the researcher and the sponsoring client will use the shared personal information. Several industry resources provide example releases, or you can have an attorney draft one for you for a nominal fee.

**Use industry resources.** Pay attention to the security briefs and association standards in the industry. We have a wealth of organizations that serve our industry to provide knowledge and best practices when it comes to how the researcher should approach data security. The ease of digital data sharing has made this aspect of research a critical area of concern and there are fantastic advocates within these organizations who can help researchers navigate the new digital waters.


### Plan for the threats

While I'm no expert on the sinking of that historic ship (although I did see the movie!), the actual experts lay much of the blame on aggressive speed and timelines posed for the ship's first voyage. In their haste to speed across the Atlantic, they didn't take the time to plan for the threats on the horizon. Even as other ships reported icebergs in the area, the Titanic sailed with little heed to the warnings. Ironically, that same "full steam ahead" mentality is what causes many of today's market researchers to ignore the risks in data security, even as we hear news of massive data breaches in the retail

and financial sectors.

Unless all of us in the industry address this potential problem, both with ourselves and with our vendors, we are likely to face a massive disaster that could lead to suffocating regulation and a loss of all trust among our respondents. A single project could one day hit that looming threat on the horizon and we all might have to deal with the fallout.

The good news is that you can take a few extra steps today to insulate yourself from much of the risk

by understanding the role of data security within your own research. If that fateful day comes when the industry must deal with a publicized security failure, you will be in a better spot to assure your clients and participants that their confidential data is being treated with the respect it deserves. 

Isaac Rogers is chief innovation officer at 20/20 Research, Nashville. He can be reached at 615-777-2020 or at isaacr@2020research.com.

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●●● online research

# Made Marian

How sex surveys launched online qualitative research

| By Jennifer Dale



## snapshot

A profile of the early days of online research, through the eyes of Marian Salzman, who was there from the beginning.

Not long after President George Bush vomited on the prime minister of Japan, a hip, young advertising professional changed the face of marketing research. In 1992, Marian Salzman found herself blazing a path through cyberspace that became the genesis of online marketing research. As she tells it, though, it was just one page in the diary of a year when “everything was going completely haywire.”

“I found myself one day not knowing what the Internet was and the next day being in the Internet business,” she says. By 1993, the virtual focus group facility Salzman launched was running 15 to 20 focus groups a week.

The serendipitous tale begins on a New York City day in early 1992 at the offices of advertising agency Chiat/Day, famous at the time for creating memorable ads for Apple, Nickelodeon, Benetton, Nissan, L.A. Gear and more. As president of BKG America, a trendy youth consulting firm operating out of Chiat/Day’s New York office, Salzman was a young free spirit, anticipating the future and finding her niche in market research. She was also a rising star in the industry, well-known for her provocative sex surveys which were published by magazines like *Glamour* and *Esquire*.

A major challenge for Salzman at the time was finding people to answer her survey questions honestly. “One of the hardest things about doing sex surveys is you really can’t find anyone to test the questions with,” Salzman says. “Even your own friends are never going to tell you whether they would sleep on the wet spot.”

As she pondered this seemingly insurmountable problem, her phone rang. On the other end was a respected acquaintance who was writing a book on the Internet. The only thing Salzman had heard about the Internet to that point was that it had something to do with army communications. “I remember putting down the phone and turning to my colleague and saying, ‘Cindy, J.C. Herz is writing a book about the army!’,” Salzman says.

Her ignorance didn’t last long. A chance encounter a few days later with an investment



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banker at *Rolling Stone* would ignite her bravado and launch the future of online qual. "This guy named Tom Cohen at *Rolling Stone* asked me which online service *Rolling Stone* should go with and I didn't want to admit I didn't know what an online service was," she says.

That evening, with no computer knowledge, she struggled to install the America Online (AOL) software for nine agonizing hours. "I'm sitting in my apartment trying to install this disk and I am in a complete, complete sweat, like a sweat I'd never worked up in the gym. I finally got the disk working at 4 a.m." Sure she would not be able to get a CompuServe or Prodigy connection working in such record time, Salzman confidently recommended AOL.

While *Rolling Stone* never went with Salzman's recommendation, she did meet Bob Smith, then general manager of AOL's community programming, in the process. "As he's walking out of the room, I said, 'By the way, I have a business plan for you. I want to have online market research ability.'" Keen on the pros-

pect, Smith negotiated a deal and in just a few short weeks AOL had invested \$35,000 to design a private chat room for conducting online focus groups for Salzman and her new partners, Cohen and Chiat.

Salzman's spontaneous request for "unreal real estate" changed the world of marketing research forever. On December 12, 1994, *Ad Age* reported that Chiat/Day was "going interactive in a big way" by hiring Salzman to run its new "Emerging Media" unit. Soon after, Salzman and her partners launched American Dialogue, later renamed CyberDialogue.

### In high demand

With exclusive access to online research with people 29 years of age and under, and her own private chat rooms, Salzman was in high demand. "Five different ad agencies would let me work on the same pitch because I was the only way to do online focus groups. I'd be working for every single agency. We were doing 15-to-20 groups a week. My wrists should have fallen off."

With both reverence and sarcasm, Salzman explains: "I was at a point where I should have been growing up but being online in the beginning made me revert back to my 20s. I was so psyched to be part of something that was really new and was really exploratory."

Admittedly, Salzman had a few things to learn. "When Steve Case and Ted Leonsis took AOL from 2400 to 9600 baud, as the market research partner I wrote Bob Smith this scorching e-mail saying 'Guys, you're destroying my business. No human can type as fast as you're speeding the modem up!'"

AOL at the time was building relationships with Time Warner, MasterCard and other companies to expand their user base and saw American Dialogue's database of research panelists as another way to increase membership. Existing panels, once migrated to AOL, became online consumers ripe for the asking.

### Intense scrutiny

Just who was on the Internet, how they behaved and whether people were presenting themselves falsely was a subject of intense scrutiny. "I remember with Marriott, I had to actually do a face-to-face group and then a cyberspace group to prove that they were the same kind of people." It wasn't until Salzman attended an AOL mixer that she discovered the truth. While "online, every woman was Sharon Stone and every guy was Kevin Costner," real-life encounters confirmed that Salzman was tapping into the average American.

While working with Lee Clow, Chiat/Day's creative director, Salzman discovered a surprising truth. "At that point, the average American woman had become a size 14. She was 5-foot-4-inches and weighed 168 pounds. We were able to quantify that a woman on AOL was no different. She really was America."

While Salzman and her colleagues knew they had a pulse online, they also knew who the participants really were. Participants were compensated for their time and she always had their personal contact info and Social Security numbers to verify identities.

While the energetic pioneer typed



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on, consumers eagerly shared their experiences. From automobiles to zit cream, Salzman was getting it all. "We had a lot of very cool, interesting projects," she says.

Promotion on AOL's front screen gave Salzman even more opportunity to grow her valuable panel. "I didn't have to stumble around and look for people to work on questionnaires. I could find somebody 24 hours a day, seven days a week to talk to and ask questions of."

By 1994, Salzman had teamed up with others to conduct the first benchmark study of Internet users. Proprietary and never published, the Citizens of Cyberspace study looked at early Internet users and led Salzman to predict both the growing use of online and the "revenge of the audio-visual nerds."

### The forefront of social media

In all the hubbub, Salzman also found herself on the forefront of what today is called social media. "I hosted the first-ever online wake after Kurt Cobain died [in 1994]. We filled the largest room at that point and Courtney Love came in ranting and raving. I had no idea I was making history."

Not only was Salzman able to elicit in-depth perspectives from participants, she also found new freedom. "I could do my work from anywhere at any time, as long as I could plug my computer into a phone line."

Despite celebrating alongside AOL when it reached one million members, Salzman and partners sold the company for "less than \$250,000" after just three short years, profiting little, if at all, from the sale. Understanding why Salzman decided to sell, both early and low, is a challenge, even for her. "I can't explain to you why. It's so dumb in hindsight. Because we didn't think there was a future in it..."

Ironically, while Salzman was tip-tapping away on her keyboard, the line of people who would eventually get rich off her ideas was growing. "I was living the change, I didn't realize how important the change was. It was such a part of my life."

Without giving much thought to her future investments, Salzman

eagerly accepted an opportunity to work in the Netherlands for TBWA/Chiat/Day's Europe/Middle East/Africa operation, where she lived until returning to New York in 1998. "It was boring after a year and a half. They asked me if I wanted to move to Europe and be in charge of new media and that sounded really cool."


Salzman's experience in Europe was similar to the U.S., but progressed much faster. "When I first got to the Netherlands in 1995 they would say 'She's Internetting.' People would gather around my desk and watch me send an AOL instant message. By the end of '97, I think there was 50 to 60 percent Internet penetration in Amsterdam. It became mainstream very quickly."

When asked how AOL communities of years past compare to social media today, she nails the distinction with ease. "On AOL, people felt anonymous. Today everyone is online. Facebook is your offline life brought online."

Salzman identified the challenges of online panel management early

and restricted participation in online focus groups as a result. "We would only let you do two groups a month and we would only leave you in the panel for nine months."

### Greet us at the door

Thoughtful and insightful, Salzman scoffs at Second Life, sees a future in real-time research and environments researchers using images more online. Today you'll find her using Facebook "begrudgingly" and replying to e-mails in brief, tweet-like fashion. Whatever the future holds, my money's on Salzman being there to greet us at the door. 

Jennifer Dale is president and CEO of InsideHeads LLC, a St. John, Virgin Islands, research firm. She can be reached at [jdale@insideheads.com](mailto:jdale@insideheads.com). This article is an excerpt from an interview conducted while gathering information for the upcoming book *Online Qual, The Complete Guide*, by Jennifer Dale and Susan Abbott, to be published by Paramount Publishing. The author wishes to thank Abbott for her editing and fact-checking on this article.

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# Q

## Names of Note

■ *Revelation Global*, a Portland, Ore., research company, has appointed **Thyra Rutter** as senior sales executive. Rutter will be based in Los Angeles.

■ *Hard Rock International*, Orlando, Fla., has promoted **Nora Swire** to director, marketing, hotels and casinos. Research will be among her responsibilities.

■ **John Cioni** has joined *Relevation Research*, Barrington, Ill., as account director.



Cioni

■ **Alan Gellman** has been named CMO at *Esurance*, San Francisco. Research will be among in responsibilities.

■ **Glen Griffiths** has joined *Olson Research Group Inc.*, Yardley, Pa., as senior vice president, new product design and development.

■ London research company *Illuminas* has hired **Steven Maskell** as senior vice president and **Jocelyn Jackson** as research manager. Both will be based at the company's New York office.

■ *Research Now*, Plano, Texas, has named **Michael Bigby** as CTO.

■ Westminster, Colo., research company *Datalogix* has appointed **Jim Breyer** of Breyer Capital to its board of directors.

■ *Innovate MR*, a Los Angeles research company, has hired **George Llorens** as a member of its founding team. Llorens will be based out of the company's Westport, Conn., office.

Additionally, *Innovate* has hired **Kris Tarbet**, **Dave Gaston** and **Jason Poyser** as senior sales leader. Tarbet and Gaston will have overall responsibility for U.S. East and West coast sales. Gaston will be based in Charlotte, N.C.

Finally, *Innovate* has hired **Rick Wilson** to support its mobile survey solutions.

■ **Lori Lichorobiec** has joined *Research & Marketing Strategies*, Baldwinsville, N.Y., as communications coordinator.



Lichorobiec

■ London research company *BrainJuicer Group PLC* has hired **Jeff McDonald** as vice president, North America, and **Carlos Eduardo Chiba** as client director, Brazil. Chiba will be based in São Paulo.



Duran

■ Austin, Texas, research company *icanmakeitbetter* has hired **Rick Duran** and **Karen Spruill** as research manager.



Spruill

■ Los Angeles research company *Kelton Global Group* has hired **Courtney**

**Rothstein** as partner, brand strategy, in its New York office.

■ **Jeffrey Wright** has joined *Mystery Researchers*, Atlanta, as vice president, strategic development.

■ Hampshire, U.K., research company *eDigitalResearch* has hired **Caroline Ashley** as senior research manager and **Amy Appleton** and **Kirsten McLean** as research manager.



Hodgson

■ New York research company *Hall & Partners* has made two appointments in its London office, naming **Jeanette Hodgson** and **Marie Bennett** partner.



Bennett

■ *WCG*, a San Francisco marketing and public communications company, has hired **Rob Silas** as group director, analytics, and **Lauren Hougas** as senior manager, analytics. Both will be based in Minneapolis.

■ Honeoye Falls, N.Y., research company *KJT Group Inc.* has appointed **Mike Rosenberg** as president, global research.

■ London research company *TNS* has hired **James Conrad** as managing director, Brazil.

■ Research company *D3 Systems*, McLean, Va., has hired **Alicia Boyd**, **Kyle Block** and **Kerry Brown** as research analyst; **Jessica Beard** as assistant research analyst; and **April Bethune** as senior accountant.

■ **Neal Bibeau** has been named



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CEO of *Symphony Health Solutions*, a Horsham, Pa., research company.

■ *Tonic Insight*, a London research company, has hired **Daniel Hugget** as creative director.

■ London research company *YouGov* has promoted **Joe Twyman** to head of political and social research for Europe, the Middle East and Africa.

■ *Future Foundation*, a London research company, has appointed **Gavin Gordon** as vice president, sales, North America. He will be based in New York and will be responsible for *Future Foundation's* work in U.S. consumer trends and *nVision USA*, the company's consultancy service.

■ *Radius Global Market Research*, New York, has promoted **Bari Weinhausen** to director, qualitative research, U.S. She will be based in Palm Beach, Fla.

■ *Decipher*, a London research company, has appointed **Stacey Sterzel**

as its head of quantitative research.

■ Phoenix research company *MSS* has promoted **Susan Luebke** to director, global research and analytics. She will be heading its new London office.

■ *RP Translate*, Bristol, U.K., has appointed **Cressida Wordsworth** as manager, speech-to-text division.

■ *Q Research Solutions*, Old Bridge, New Jersey, has hired **Mario da Cruz** as senior vice president; **Michele Reisner** and **Eve Oster** as vice president, client services; and **Dawne Watts** as research director.

■ **Darren Sloper** has joined *Research Bods*, a Leeds, U.K., research company, as lead creative.

■ *Veris Consulting*, Reston, Va., has hired **Jeff Adler**, **Maureen Austen** and **Laura DeLano**. Adler will serve as managing director.

■ **Harry Mirpuri** has joined London re-

search company *FreshMinds* as director.

■ San Francisco research company *TrueSample* has hired **David St. Pierre** as CTO and vice president, engineering, and **Dyna Boen** as chief revenue officer.

■ Port Washington, N.Y., research company *The NPD Group* has promoted **Jim Kelley** to president, sports and leisure trends.

■ Paris research company *Ipsos* has hired **Nicole Smith** as vice president for its Calgary, Canada, office.

■ Costa Mesa, Calif., information services company *Experian* has appointed **Eric Haller** as executive vice president of *Experian DataLabs*.

■ San Francisco research company *Koski Research* has appointed **Alex Sene** as vice president.

■ London research company *Kantar Media* has named **Anna Reeves** global commercial director.



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# Q

## Research Industry News

### News notes

■ New Hampshire Governor Maggie Hassan signed a bill into law in late April that eliminates New Hampshire's restrictions on legitimate research, making the state safe once again for political polling. The law redefines push polling as telephone calls designed to appear as a survey but which are actually not for opinion research.

The law is the first statute in U.S. law defining bona fide survey and opinion research and is designed to protect companies conducting research. **The Marketing Research Association**, Washington, D.C., consulted in the development of the statute.

### Acquisitions/transactions

■ The Federal Trade Commission (FTC), Washington, D.C., has approved an application by New York researcher **The Nielsen Company** and **Nielsen Audio Inc.** to sell its LinkMeter cross-platform audience measuring services to Reston, Va., research company **comScore Inc.**, and to enter other arrangements supporting the divestiture.

The divestiture is required under the FTC order settling charges that Nielsen's acquisition of **Arbitron Inc.** would lessen competition in cross-platform audience measurement services.

■ **Kantar Media**, a London research

company, has acquired Barcelona, Spain, research agency **The Data Republic**, giving Kantar access to The Data Republic's proprietary technology, including Tuitele, which is designed to collect, measure, analyze and create visualizations of social media conversations around TV shows and TV advertising.

■ London research company **dunnhumby Ltd.** has acquired Berlin, Germany, advertising technology company **Sociomantic Labs GmbH**.

■ **Clarabridge**, a Reston, Va., software company, has acquired **Market Metrix**, a Larkspur, Calif., enterprise feedback management platform in the leisure and hospitality industries.

■ Geneva research company **Digital Luxury Group** has acquired **Luxury Society**, a Paris-based online community of luxury-industry professionals in 150 countries.

■ Predictive analytics software firm **FICO**, San Jose, Calif., has acquired big data technology company **Karmasphere**, Cupertino, Calif.

■ **J.D. Power and Associates**, a Westlake Village, Calif., research company, has acquired Orlando, Fla., software company **Korrelate Inc.**

■ Concord, Mass., research company **Zettics** has acquired **Velocent Systems**, Chicago.

■ Berkeley, Calif., crowdsourcing software company **IdeaScale** has acquired **Ideavibes**, an Ottawa, Canada, crowdsourcing platform provider.

■ London research company **Kantar Retail** has acquired **XTEL**, a Bologna, Italy, software firm, whose software supports sales strategies, including trade promotion management, retail execution and advanced pricing.

■ Austin, Texas, research company **Bazaarvoice Inc.** has acquired **FeedMagnet**, an Austin social media curation company, for \$9 million.

### Alliances/strategic partnerships

■ Research companies **IRI**, Chicago, Chicago, and **GuestMetrics**, Leesburg, Va., have formed an alliance, allowing IRI clients to access data on consumer purchases made on-premise. This data will be integrated with the existing IRI off-premise purchase information for food and beverage products purchased at grocery stores, mass merchandisers and other retailers, and consumed at home. IRI is also taking an equity position in the company.

■ New York researcher **The Nielsen Company** and **Integral Ad Science**, a New York advertising technology company, have expanded their partnership so that Integral Ad Science will power viewability measurement within Nielsen Online Campaign Ratings.

Additionally, Nielsen has partnered with Port Washington, N.Y., research company **The NPD Group** to jointly produce the quarterly U.S. Beauty Cross Channel Monitor.

■ New York research company **Kantar** and **Twitter**, Palo Alto, Calif., have collaborated on a five-year program called Data of Now, which will include new research products in the areas of advertising effectiveness, consumer insights, brand equity, customer satisfaction and media measurement. Additionally, the companies have agreed to expand the connections between select Kantar and Twitter data assets.

■ **MRSS India**, a Mumbai, India, research company, and Frankfurt, Germany, research company **Scnet Analysis** have partnered to launch SA#M, a joint venture designed to pro-



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vide a multi-sensorial research platform for product and concept development.

■ **InSites Consulting**, a Ghent, Belgium, research company, has partnered with Sydney, Australia, research company **Direction First** to further its Global Community Moderator Network in Asia-Pacific.

■ Reston, Va., research company **comScore Inc.** and **Yahoo!**, Sunnyvale, Calif., have integrated comScore's validated Campaign Essentials software with Yahoo's ad serving and reporting tools. The modified software is designed to measure audience reach within the Yahoo platform, then report back the data in real time to allow adjustment of the ad campaign.

## Awards/rankings

■ **The Association of National Advertisers (ANA)**, New York, is accepting entries for the Marketing Analytics Leadership Award. The award recognizes excellence in the application of analytics to drive more effective and efficient marketing. The \$100,000 prize pool will award \$50,000 to the winner's charity of choice and \$25,000 to charity for each of the two runners-up.

The deadline for submissions is July 15. Finalists will be announced in early September and the winner will be announced on stage at the ANA Masters of Marketing Annual Conference in Orlando in mid-October. For more information visit [www.analyticsaward.com](http://www.analyticsaward.com).

■ Tucker, Ga., research company **StandPoint** won the American Marketer of the Year Award for Marketer of the Year in the Market Research Innovation category from the **American Marketing Association**, Chicago, for its SCORE (scope, consult, originate, refine and evaluate) concept development approach and the company's TeamBuilder online assessment.

■ **Innerscope Research Inc.**, Boston, received a Great Mind Award from the **Advertising Research Foundation**, New York, for its paper, "Leveraging synergy and emotion in a multi-platform world: a neuroscience informed model of engagement."

## New accounts/projects

■ **Rentrak Corp.**, a Portland, Ore., research company, has expanded its contract with **Nexstar Broadcasting Group**, Irving, Texas, to provide TV measurement services to 39 Nexstar stations in 21 local markets.

Rentrak has also signed an agreement with **Hill Holliday**, a Boston advertising agency. Hill Holliday will adopt Rentrak's television ratings service and targeting tools. Rentrak has also signed a long-term, group-wide, local TV ratings expansion with **Bonten Media**, New York, across its 13 stations in eight markets.

Additionally, **WOW Factor Marketing Group**, a Coral Gables, Fla., advertising agency has adopted Rentrak's StationView Essentials local TV ratings currency, including its automotive information.

Finally, Rentrak has been selected by **Civis Analytics**, Chicago, to provide insights into corporate and political advertising campaigns by integrating Civis' predictive targeting with Rentrak's local television viewing ratings.

■ Paris research company **Ipsos** has selected **Realeyes**, London, as its provider for facial coding and body gesture response metrics.

■ **One Kings Lane**, a New York-based online destination for home decor, has selected Surrey, U.K., research company **EasyInsites** to build and manage its custom panel in the U.S.

■ Cedar Rapids, Iowa, media technology company **Syncbak** has chosen New York researcher **The Nielsen Company's** software development kit for Syncbak's portfolio of client applications, allowing Syncbak clients in local markets to measure audiences across mobile platforms and, later this year, include that viewing in their television ratings when streaming the same program and same advertising as the live television program.

■ **DJS Research Ltd.**, Stockport, U.K., has been named as an approved supplier for **Hybu Cig Cymru**, the body responsible for developing, promoting and marketing red meat in Wales.

■ Westport, Conn., research company **Toluna** has adopted London research company **The BrainJuicer Group PLC's** emotion measure FaceTrace into its global survey platform. This aims to allow clients to gauge emotional reactions to stimuli such as products, Web sites, packaging and ads.

■ **Cross-Tab**, a Mumbai, India, research company, has adopted the Beacon research and reporting platform from **Decipher Inc.**, a Fresno, Calif., research company. Perspective Research Services, London, has also selected the Beacon platform from Decrypt, the London branch of Decipher.

■ Delhi, India, research company **iData Insights** has partnered with **Market Publishers Ltd.**, Birmingham, U.K., allowing Market Publishers to distribute and sell iData's research reports.

■ Encino, Calif., research company **uSamp** has announced a 42 percent increase in European projects in the first quarter of 2014 and also announced enhancements to its Adaptive Profiling system, designed to increase survey completion rates, and its SampleCORE technology.

Additionally, uSamp has collaborated with **Crowd Computing Systems (CCS)**, a New York software company, to integrate uSamp's global audiences into those of CCS's WorkFusion platform.

■ Research company **Evolve Media**, Los Angeles, has begun including New York researcher **The Nielsen Company's** online campaign ratings in social video campaigns. The combination will allow Evolve Media's video platform, SpringBoard Video, to report ratings results.

■ **Roadchef**, a U.K. motorway service company, has appointed **eDigitalResearch**, Hampshire, U.K., to conduct a nationwide customer experience feedback program.

## New companies/new divisions/relocations/expansions

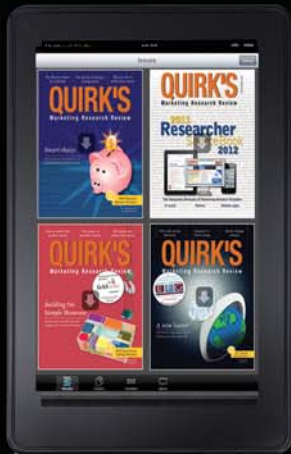
■ **Platt Retail Institute**, Chicago, has opened an office in Düsseldorf, Germany. Frank Rehme will lead the operation.



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■ **Focus Pointe Global**, a Philadelphia research company, has expanded its online division, Focus Pointe Online, to offer all clients its full suite of online research solutions.

■ **Berkeley Research Group**, Emeryville, Calif., has launched a predictive analytics division. John P. Kelly will lead the practice.

■ Research and media companies **IRI**, Chicago; **Latinum Network**, Bethesda, Md.; **Univision**, New York; **Telemundo Media**, Hialeah, Fla.; **UM**, New York; and **Rentrak Corp.**, Portland, Ore., have partnered to conduct a cross-industry study to drive thought leadership in marketing to Hispanics.

■ **Audiokite Research**, a New York startup offering song-specific research reports to independent musicians and labels, has opened its doors to the public. The company is online at [www.audiokite.com](http://www.audiokite.com).

■ Toronto research company **AskingCanadians** has launched **AskingAmericans**, an online data collection firm. The company is online at [www.askingamericans.com](http://www.askingamericans.com).

■ **SurveyMonkey**, Palo Alto, Calif., has announced plans to open an office in Dublin.

■ U.K. research company **The Pineapple Lounge** has opened an office in New York. Cheryl A. Gotthelf will lead the operation.

■ Mumbai, India, research company **MRSS India** has relocated its team members to an office separate from its parent company, Majestic MRSS, also of Mumbai.

■ **AOC Marketing Research**, Charlotte, N.C., has expanded its focus group facility to include four private client suites, each with a multipurpose testing room, lounge, office, restroom, entrance, exit and HVAC controls.

■ San Jose, Calif., research company **infoAnalytica** has opened two operation centers in Ahmedabad, India.

■ Research company **TV Eyes** has moved its U.S. headquarters to Fairfield, Conn.

■ Software company **Turn**, Redwood City, Calif., will open an Innovation Center on the campus of the University of Illinois,

Champaign, Ill., for research in data-driven marketing technologies. Turn will collaborate with faculty in research and development projects. The center is the company's first satellite location.

■ New York research company **Ipsos Healthcare** has relaunched its specialist fieldwork operations division, Fieldwork International, in Japan.

■ Ben Werzinger has launched **MoveMR**, a Rochester, N.Y., research company specializing in mobile qualitative approaches. The company is online at [www.movemr.com](http://www.movemr.com).

■ Researcher Mark George has launched **Quirk**, an insights consultancy in Melbourne, Australia. The company is online at [www.quirkresearch.com](http://www.quirkresearch.com).

### Research company earnings/ financial news

■ **Research Solutions Inc.**, Encino, Calif., has applied to list its common shares on NASDAQ.

■ **ComScore Inc.**, Reston, Va., has reported that its first-quarter revenue increased 14 percent to \$76.9 million, with the firm's net loss falling to (\$782,000).

■ Predictive marketing firm **AgilOne**, Mountain View, Calif., secured \$25 million in funding through a Series C investment round.

■ **Ipsos**, Paris, reported first-quarter revenues of 343.3 million euros, a decrease of 4.5 percent from the previous year. The decrease was attributed to currency fluctuations. Revenue increased 1.5 percent when measured on an organic basis.

■ **The Nielsen Company**, New York, announced financial results for the first quarter ended March 31, 2014. Revenue increased 12.9 percent to \$1,489 million.

■ **Breyer Capital**, Greenwich, Conn., has made a significant investment in Westminster, Colo., research company Datalogix.

■ **IMS Health**, Danbury, Conn., announced pricing of \$20 per share for its initial public offering of 65,000,000 shares of its common stock.



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# CALENDAR OF EVENTS

●●● can't-miss activities

**The International Quality and Productivity Center** will hold a conference, themed "Shared Services Exchange and Outsourcing," on **June 15-17** in **Greensboro, Ga.** Visit [www.sharedservicesexchange.com](http://www.sharedservicesexchange.com).

**The American Marketing Association** will hold its annual advanced research techniques forum on **June 22-25** at the Eldorado Hotel in **Santa Fe, N.M.** Visit [www.marketingpower.org](http://www.marketingpower.org).

**The International Quality and Productivity Center** will hold its Market Research Exchange conference on **June 22-24** in **Texas.** Visit [www.marketresearch-exchange.com](http://www.marketresearch-exchange.com).

**Worldwide Business Research** will hold its conference, "eTail Europe," on **June 23-25** at the Queen Elizabeth II Conference Centre in **London.** Visit <http://etaileurope.wbresearch.com>.

**The Neuromarketing Science and Business Administration** will hold a conference, titled "Neuromarketing Theory and Practice," on **June 24-25** in **Frankfurt, Germany.** Visit [www.neuromarketingtheorypractice.com/events](http://www.neuromarketingtheorypractice.com/events).

**The European Pharmaceutical Market Research Association** will hold its annual conference, themed "Embracing Change, Cultivating Opportunity," on **June 24-26** in **Brussels, Belgium.** Visit [www.ephmra.org/event/2014-conference](http://www.ephmra.org/event/2014-conference).

**Worldwide Business Research** will hold its Future Stores 2014 conference, themed "Bridging the Gap Between the In-Store and the Digital

Retail Experience," on **July 9-11** at the Omni Dallas Hotel Part West in **Dallas.** Visit [www.future-stores.com](http://www.future-stores.com).

**IIR** will hold a conference, themed "Shopper Insights in Action," on **July 14-16** at Navy Pier in **Chicago.** Visit [www.shopperinsightseven.com](http://www.shopperinsightseven.com).

**The Environmental Systems Research Institute** will hold a user conference on **July 14-18** at the **San Diego Convention Center.** Visit [www.esri.com](http://www.esri.com).

**The International Quality and Productivity Center** will hold its annual CMO Exchange Latin America conference on **July 16-19** in **Miami.** Visit [www.cmoexchangelatinamerica.com](http://www.cmoexchangelatinamerica.com).

**The International Quality and Productivity Center** will hold a conference, themed "Data Analytics for Financial Services," on **July 22-23** in **Boston.** Visit <http://bit.ly/1n3oFkK>.

**The International Quality and Productivity Center** will hold its annual customer analytics and intelligence conference, themed "Leveraging Analytics for Customer and Business Value Creation," on **July 28-30** in **San Francisco.** Visit [www.customeranalyticsevent.com](http://www.customeranalyticsevent.com).

**Worldwide Business Research** will hold its flagship conference, "eTail East," on **August 11-14** at the **Philadelphia Marriott Downtown.** Visit [www.etaileast.com](http://www.etaileast.com).

**The 2014 Pharma CI Conference and**

**Exhibition** will be held on **September 9-10** at the Hilton Parsippany Hotel in **Parsippany, N.J.** Visit <http://pharmaciconference.com>.

**The Marketing Research Association, Quirk's** and the **Market Research Executive Board** will host the Corporate Researchers Conference on **September 17-19** in **Chicago.** Visit <http://crc.marketingresearch.org/index.cfm>.

**The Merlien Institute** will hold a conference, themed "Market Research in the Mobile World Europe," on **September 23-26** in **Berlin.** Visit [www.mrmw.net/europe](http://www.mrmw.net/europe).

**Strategy Institute** will hold a conference, titled "Customer Experience Strategies Summit," on **September 24-25** in **New York.** Visit [www.digitalcustomerexp.com](http://www.digitalcustomerexp.com).

**The Council of American Survey Research Organizations** will hold its annual conference on **September 29-October 2** in **Denver.** Visit [www.casro.org](http://www.casro.org).

**Worldwide Business Research** will hold a conference, themed "Luxury Interactive," on **October 1** in **New York.** Visit [www.luxuryint.com](http://www.luxuryint.com).

**The Pharmaceutical Marketing Research Group** will hold its annual meeting of The PMRG Institute on **October 19-21** at the Hyatt Regency in **New Brunswick, N.J.** Visit [www.pmrg.org](http://www.pmrg.org).

**IIR** will hold its annual

conference, "The Market Research Event 2014," on **October 20-22** at the Boca Raton Resort and Club in **Boca Raton, Fla.** Visit [www.iirusa.com/research/event-home.xml#](http://www.iirusa.com/research/event-home.xml#).

**Research & Results** will hold its annual conference on **October 22-23** at the MOC Convention Center in **Munich, Germany.** Visit [www.research-results.com](http://www.research-results.com).

**The Qualitative Research Consultants Association** will hold its annual conference on **October 15-17** at the Hilton New Orleans Riverside in **New Orleans.** Visit [www.qrca.org](http://www.qrca.org).

**Worldwide Business Research** will hold its mobile shopping conference on **October 28-30** at The Wigwam, Litchfield Park, in **Phoenix.** Visit [www.mobileshoppingspring.com](http://www.mobileshoppingspring.com).

**Worldwide Business Research** will hold a conference, titled "ProcureCon for Digital and Marketing Services," on **November 15-17** in **Dallas.** Visit [www.procurecondm.com](http://www.procurecondm.com).

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To submit information on your upcoming conference or event for possible inclusion in our print and online calendar, e-mail Alice Davies at [alice@quirks.com](mailto:alice@quirks.com). For a more complete list of upcoming events visit [www.quirks.com/events](http://www.quirks.com/events).

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**Decoding the New Consumer Mind:** Kit Yarrow, Professor & Author, Golden Gate University

**Hacking the Future of Food:** B. Bonin Bough, VP Global and Consumer Engagement, Mondelez International

**Insights to Actions:** Ravi Dhar, Professor, Yale School of Management

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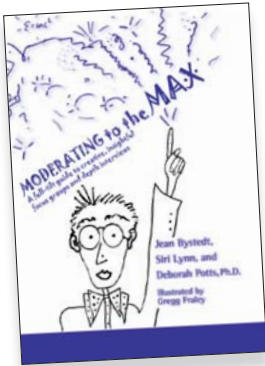
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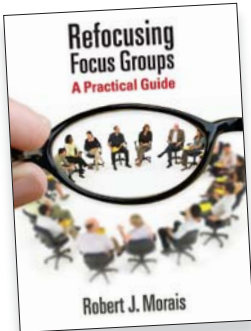
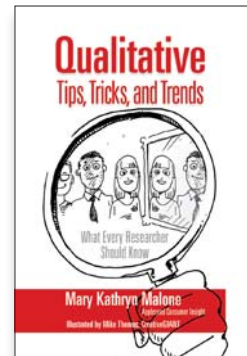


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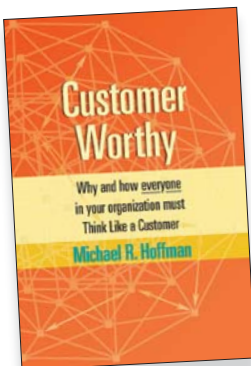
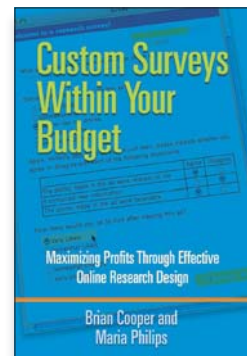
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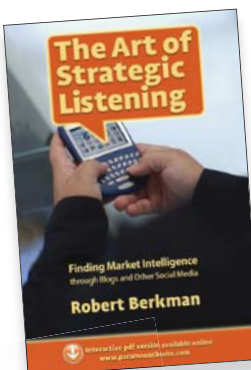
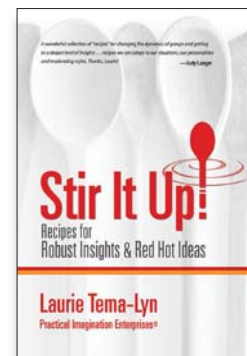
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# BEFORE YOU GO ●●● issue highlights and parting words

●●● cover-to-cover

## Facts, figures and insights from this month's issue

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Although 20 percent believe that auto ads are not to be trusted, 16 percent say they buy the cars despite not trusting the ad.

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This does everything a seasoned researcher would expect a desktop crosstab tool to do.

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When partnering with a recruiting organization, make sure they have a track record of success in finding the respondent types you are targeting.

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Online's increase has largely been at the expense of CATI and paper.

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There is a slight advantage to using the scroll scale format and a potential disadvantage with the slider scale format.

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Pricing should be a major source of competition in our industry but one cannot make all of their decisions based on the cheapest resource available.



## Come have a cocktail with Quirk's in the Windy City!

With three successful Cocktails with Quirk's events behind us, we've left our mark on Dallas, New York and Los Angeles. Chicago is next! In conjunction with IIR's Shopper Insights in Action conference at Navy Pier this July, Quirk's will host a free networking event for researchers on Monday, July 14th, from 7-10 p.m., at Timothy O'Toole's Pub.

As always, 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\\_chicago](http://linktrack.info/cocktails_chicago).

## Coming in the July Quirk's

### ●●● conjoint analysis

Steven Struhl explains how to fine-tune Web-based messaging with conjoint.

### ●●● mobile qualitative

Steve August presents a case study on how Mondelez used mobile qual to check the packaging design of a line of snack chips.

### ●●● shopper insights

Bazaarvoice draws from its studies to explore what works and what doesn't in in-store advertising and media.





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