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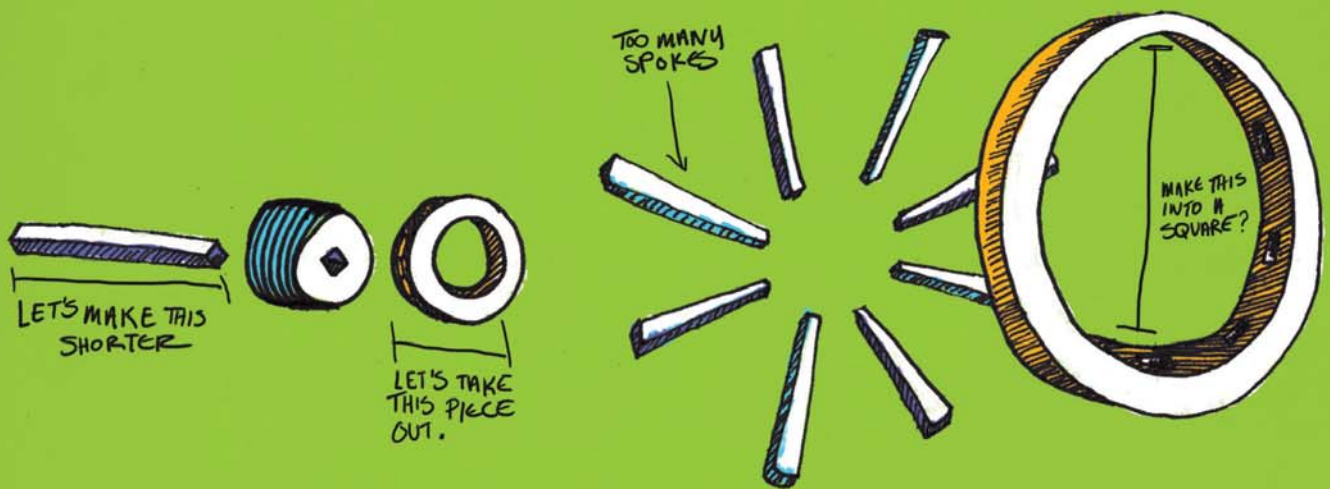
The value of thinking
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Quirk's Marketing Research Review
May 2017
Volume XXXI Number 5
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Why you should treat your employees like volunteers

<https://goo.gl/g3a01b>

... events

Buzz from the #QuirksEvent

Attendees were all a-Twitter during the 2017 Quirk's Events! We had 832 registrations for the #QuirksEvent in Irvine, Calif., and 1,273 registrations for Brooklyn, N.Y., held on February 28 – March 1 and March 21-22, respectively. We asked you to share your thoughts throughout the event and you delivered!

Attendees shared some great tidbits during event sessions:

@sarahbfaulkner

Smart insights on moments of truth #mrx from Dave Decelle from @netflix: use in the moment surveys to avoid recall bias! #QuirksEvent (Irvine, Calif.)

@UpwordsInsights

More than 50% of US drivers say they are better than the average driver #overconfidencebias #mrx #QuirksEvent (Brooklyn, N.Y.)

@stevejnicosia

The Goldfish Effect: the avg human attention span is 8s - about the same as a goldfish. #QuirksEvent (Brooklyn, N.Y.)

A huge thank-you to everyone who joined in on the #QuirksEvent conversation – even if it was to #humblebrag about your Big Bird and Curious George sightings! If you haven't already, follow us on Twitter @QuirksMR.



Q

// E-newsworthy

Needle in a haystack: Tips for recruiting respondents in B2B

www.quirks.com/articles/2017/20170325-1.aspx

Changing the public's perception of marketing research

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Coffee break: A supplier and a corporate researcher chat about their non-traditional paths to MR

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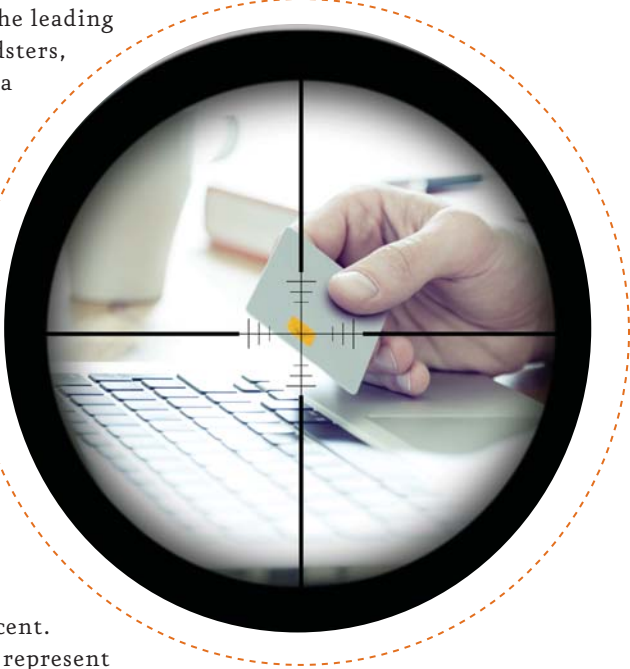
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●●● financial services research **Millennials wary of fraud attacks**

Millennials are the leading target for fraudsters, according to new data from Toronto-based Equifax Canada, which flagged this age group for 49 percent of all suspected fraud applications in its fraud management database last year. Millennials (aged 18-34) are followed by Generation X (aged 35-50) at 30 percent and Baby Boomers (aged 51-69) at 18 percent. Seniors, meanwhile, represent roughly 6 percent of all fraudulent applications. On average, attempted fraudulent applications across all age groups have increased by 75 percent over the last two years. Equifax surveyed 1,569 Canadians ages 18-65. A probability sample of the same size would yield a margin of error of +/- 2.5 percent, 19 times out of 20.



Surprisingly, Millennials took the top spot for checking their credit report (26 percent) to help spot signs of identity theft. Older Canadians (55 and older) and college- and university-educated Canadians are significantly more likely (over 95 percent) to have done at least one thing to protect their personal data over the past 12 months.

The survey also found that Millennials are significantly more likely to say there are some situations in which they would not report fraud (26 percent), while older Canadians are nearly always going to report fraud if they are a victim (+90 percent). Of additional concern, 41 percent indicated they didn't believe fraudsters would target them because they didn't have enough money.

●●● hispanic research **Hispanic CPG shoppers will hunt for fave brands**

A study by Burbank, Calif.-based ThinkNow Research investigated CPG brand loyalty and behavior among Hispanic and other consumers across several CPG categories (including toothpaste; laundry detergent; bottled water; toilet tissue; shampoo; and dishwashing soap) and found that white non-Hispanic consumers showed the highest level of brand loyalty overall at 59 percent, followed by Hispanics at 55 percent and African-Americans at 54 percent.

When it comes to Hispanic consumers, the study found that almost 40 percent of bicultural Hispanics said they will go to another store or come back another day if the brand they usually buy is not available where they usually shop, a sentiment held by 35 percent of less-aculturated Hispanics.

Additionally, 22 percent of bicultural Hispanics said they would go to another store to purchase the brand they usually buy, compared to 18 percent of less-aculturated Hispanics.



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CX pros' advice also germane to MR

Earlier this year an e-mail from the Customer Experience Professionals Association landed in my in-box with a link to a PDF compiling a collection of 2017 predictions from a variety of CX industry pros. (The whole document is a good read and, at 21 pages, won't take a ton of your time: www.cxpaprof.org/learn/publicresources.)

Many of the trends and issues that the CX people mention are also relevant factors in marketing research – which is not a surprise, intertwined as the two disciplines are. This was especially apparent as I read responses to a question soliciting advice for those new to CX. As I read them, it was easy to hear them being directed at someone new to marketing research. (Heck, a lot of the advice is even worthwhile for industry veterans!):

“Find a mentor and build a strong relationship with that person. All the classes, certifications, Webinars and white papers in the world cannot take the place of an experienced, battle-scarred mentor.” -- Sarah Simon, Confirmit

“Network, network, network. Transforming the customer experience is tough – and can often be lonely. However, you are never alone. The ever-growing community of global CX professionals is like a big family – we are all here to support, counsel and encourage each other. Make the most of the network.” -- Ian Golding, CX consultant

“Develop a clear storyline (WIFM) for each of your stakeholders and learn about change management. Adopting CX practice is just like embedding any other change in a large, complex organization. Build your CX strategy or plan but work with a change-manager to figure out how you might establish momentum and sustainable change.” -- Tony Hillson, Service Design NZ Ltd.

“Learn about the different paths of expertise in CX, pick the one you are best suited for but don't forget to branch out and learn skills in the other areas.” -- Tabitha Dunn, Concur

“Understand what your role is – what are the goals and outcomes you've been asked to achieve? CX is such a big field – it's easy to feel overwhelmed and want to boil the ocean.” -- Jeannie Walters, author/speaker

“Be committed – and build hard skills, not just soft skills.” -- Greg Tucker, Tucker and Company

“Determine how to unite the vertical (frontline, middle management, executive) and horizontal (cross-company functions) and gain alignment on vision, strategy and roadmap. Celebrate the quick wins along the way.” -- Karyn Furstman, Safeco Insurance

“This is a discipline that requires right-brain/left-brain thinking. Make sure you are a good listener ... and understand that your role is to unite the organization to understand the customers' perspective and holistic journey – and to make others successful. Check your ego at the door.” -- Jeanne Bliss, Customer Bliss

“Look for your partners. HR and IT are underutilized resources (in our survey of journey-mapping practitioners, only 7 percent invited HR and only 30 percent included IT). Build bridges with these capabilities in



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Joe Rydholm can be reached at joe@quirks.com

order to accelerate your improvements.” -- Jim Tincher, Heart of the Customer

“Have a strategy and a plan focused on impact and value. Find others who have been on the journey. Learn from them. Ensure you have a roadmap and can tell stories about your success and the opportunities in the organization's journey – both past and what's coming. Talk to the natural leaders in the organization, paint the picture for them and include them in your planning.” -- Diane Magers, CXPA

‘Show results’

In response to a different question, Confirmit's Sarah Simon also could have been referring to MR as she enumerated some of the challenges facing CX in 2017: “1. ROI is critical. Practitioners need to put their voice of the customer to work and show results or risk seeing their budgets put to work elsewhere. 2. Broader multichannel data collection adoption. Plummeting response rates will push data collection into new territory – out of necessity – making multichannel data capture a reality. Even for those CX organizations not inclined to want to expand to multichannel VoC, their hands may be forced in order to be able to continue capturing customer intelligence.”



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●●● advice for researchers

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Director of Insights, Branded Research, Inc.
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With so many factors to consider when conducting research, is the survey-taking experience of panelists important for success?

Researchers prioritize many factors when executing research but panelist experience is often an afterthought. Yet, an engaging panelist experience is vital to producing quality results with more completed surveys and more thoughtful responses. Our panelists aren't data points. They are real people who make survey-taking part of their lives. Our MintVine community is so engaged 89 percent of panelists are even willing to take surveys while on vacation. High-quality user experience is key to successfully capturing MintVine panelists' valuable insights and opinions.



Jacqueline Rosales
Chief of Operations, SoapBoxSample
jrosales@soapboxsample.com
BLOG: www.tellaleten.com



What are some of the biggest challenges when adopting passive metering?

The challenges range from technology implementation and respondent adoption to the actual data. There is a ton of it and it is totally unstructured. It takes time, experimentation and the willingness to dive in and find the connections between seemingly unrelated data points. We've had a lot of success helping clients find those nuggets of data gold they would never have uncovered with surveys alone, but clients have to be willing to partner and experiment alongside you.



Kerry Sette
VP, Head of Consumer Insights and Research, Voya Financial



What is your advice for motivating researchers who prefer quant-based methods to use and be comfortable with qual?

My primary strategy since joining Voya has been to simply show them what qualitative can do. Since joining the company, I've conducted many focus groups and online bulletin boards. My latest approach has been to build an ongoing feedback loop, a qualitative community for real-time consumer feedback. The demand for insights has been incredible since the launch of this initiative as we've been sharing insights across the entire organization. It's truly a win-win for both our insights and research team at Voya.

Have a question you'd like to have answered? Submit it to info@quirks.com.

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IN FOCUS

••• a digest of survey findings and new tools for researchers



// Survey Monitor



••• health care research

Seeking pain relief wherever they can find it

Study names 5 pain management trends

While everyone experiences occasional moments of temporary discomfort for the sake of personal growth, marketing research firm Packaged Facts estimates that over the past year there were 105 million American adults – equivalent to 42 percent of the age 18+ population – suffering from the type of debilitating pain that impedes rather than improves quality of life. The findings are based on a consumer survey published in the

new report *Pain Management in the U.S.: Consumer Strategies*.

For the average adult, quality of life has obvious significance. While a universal definition of quality of life may prove elusive, it strongly relates to personal health, comfort and happiness, with higher quality of life translating to higher degrees of these qualities.

Pain, when it is not effectively treated and relieved, has a detrimental effect on all aspects of quality of life. This negative impact has been found to span every age and every type and source of pain in which it has been studied, notes Packaged Facts.

“Incidence of pain in the U.S. is widespread, indicating a significant

market for any type of pain relieving remedy,” says David Sprinkle, research director, Packaged Facts. “Pain management and understanding the options available is paramount for the millions of pain sufferers in need of remedies that alleviate their symptoms and help restore everyday functioning.”

Here are five top trends in pain management for 2017, according to Packaged Facts:

1. Growth in alternative therapies. While alternative therapies are certainly not new, they are an emerging trend in the U.S. as consumers embrace a natural lifestyle approach to health and wellness. The strong relief ratio achieved by these providers fuels this trend and the popularity of these health care specialists will likely continue to grow. As of 2016, roughly 23 percent of adults trust homeopathic medicine and 22 percent prefer alternative medicine to standard medical practices.

Further, the survey found that among adults who suffered from debilitating pain within the past year, 68 percent visited a traditional health care professional such as a family/general practice doctor or specialized doctor. However, nearly four out of 10 sufferers visited an alternative health care provider, such as an acupuncturist, chiropractor, massage therapist, etc. – a point that shows strong acceptance of alternative methods, whether used in place of traditional health care or in tandem.

2. Heavier focus on health and diet. Health and diet considerations play a key role in helping consumers manage their pain. Indeed, food and diet are considered part of 45 percent of pain sufferers’ preferred approach to managing minor everyday pain and 23 percent of their preferred approach to managing the “worst pain imaginable.”

Further, consumers are hungry for information and tools that can help



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them lead healthier, more productive, more fulfilled lives – a hunger that only increases among those challenged by illness and pain because they are that much further removed from those intuitively human goals. Health and diet tools – ranging from vitamins and supplements to functional foods and beverages to organic and natural and beyond – have a significant role to play in satiating that hunger and achieving the universal goal of a more fulfilled life.

3. Exercise and weight management part of broader treatment. While weight management is a challenge for many, it is more prevalently so among those challenged by pain-centric illnesses and conditions. Illness and the pain associated with it can curtail activity, from everyday functions to specific behaviors closely associated with health and wellness. Exercising regularly takes a hit, as does the ability to control weight, and the likelihood of being overweight skyrockets.

Nevertheless, when paired with diet and healthy lifestyle efforts, incorporating moderate bouts of exercise to manage weight can be part of a broader pain management treatment strategy as excess weight can compound or exacerbate already existing pain.

4. Rising interest in homeopathic and functional pain medication. Consumers want products to be multifunctional and pain relievers are no different. Pain sufferers exhibit significant interest in retail products that can help treat their pain while featuring value-added functional claims.

Makers and marketers should consider adding homeopathic or herbal qualities that can help users feel like they are doing something healthy for their entire body and not just eradicating their pain. The aromatherapy and essential oils market has gathered steam from the natural health and wellness megatrend.

5. Caffeine for more than just coffee. While the power of caffeine continues to drive sales of coffee and energy drinks, sating the appetites of consumers seeking an energy boost,

it is also recognized as a pain remedy, particularly for migraines. For example, consider Excedrin Extra Strength, which promises that its “combination of active ingredients – acetaminophen, aspirin and caffeine – offer a fast-acting, non-prescription headache pain reliever alternative.”

Studies also suggest that caffeine has a broader scope of pain reduction potential, ranging from serving as a useful complement to opioid analgesic use among patients with advanced cancer to complementing acetaminophen in addressing acute back pain.



●●● media research TV anywhere, everywhere

Millennials make up nearly half of the U.S. ‘cordless’

When it comes to TV and video content, Millennials refuse to be tied down – with cable cords, telephone wires or any other conventional delivery “pipe.”

According to GfK MRI’s Survey of the American Consumer, which surveys around 25,000 people in-person annually, Millennials (ages 18 to 34) account for 43 percent of the “cordless” population – those who have never had cable, satellite or fiber optic TV service and those who have cut the cord. That is by far the largest generational subsection of the cord-free group. Almost one-third (30 percent) of all U.S. Millennials are cordless, compared to just 16 percent of Boomers.

These untethered Millennials turn to streaming for TV and video, spending two-thirds (65 percent) of their viewing time streaming via a TV set or other device. That is almost double the proportion for cordless Boomers (36 percent), who instead spend the majority (56 percent) of their viewing time watching live TV on a TV set over the airwaves.

GfK MRI also found that, compared to all Millennials, those who have cut the cord are more likely to use some key streaming entities. Their favorites are fairly standard – YouTube, Netflix, Hulu and Amazon Prime – but they also over-index for smaller entities like Crunchy Roll (241), Twitch (167) and the Adult Swim App (146).

Cordless Millennials place a premium on being independent, preferring to watch TV or video whenever and wherever they want. They are most likely to define “TV” as anything they can watch on any device – a TV, laptop, smartphone or tablet. And when they sit down to watch TV or video, they are most likely to go to a specific show on a streaming service – with one-third (34 percent) of cord-free Millennials citing this as their default viewing strategy.

The study also shows that Millennials are hard to reach because they are 44 times more likely to be cord-free than the average U.S. consumer. Cordless Millennials also do not use much media except for Internet – they are heavy streamers and heavy binge-viewers but light on overall TV watching.

“One in three Millennials is living without a cord – so understanding this population is a major priority for advertisers and marketers,” says Karen Ramsbacher, SVP of consumer insights and trends at GfK MRI. “These viewers are huge fans of quality programming and content but they are not fond of being told where, when and how they should watch it. They view streaming services as well worth the money and producers of the best shows ‘on TV.’ Appealing to this unusual combination of untethered living and discernment about content represents a sweet spot for marketers representing millions of brands worldwide.”



●●● health care research

Your money or your life?

Large medical bill seen as worse than serious illness

Americans are concerned about health care costs and coping in a variety of ways, some of which might not be sustainable in the long run (for instance, avoiding the doctor), according to a study conducted by researcher Ipsos for Amino, a San Francisco-based health care information company. However, almost half of Americans are currently budgeting at least \$50 per month for health care so there's hope that the category could become a more prominent personal finance issue as better and more accessible transparency tools emerge.

Generally, as health care costs rise, so do Americans' fear and confusion. Three-quarters (74 percent) say their health care costs have gone up in the past few years. More than half (53 percent) perceive being diagnosed with a serious illness as being just as bad as receiving a large medical bill that they can't afford. An additional 10 percent think receiving a large medical bill is actually worse than a serious illness.

Unemployed people (63 percent), people over 55 years old (63 percent)

and lower-income earners (60 percent) are the most likely groups to find a large medical bill more or equally detrimental to being diagnosed with a serious illness. Alongside fear there is confusion: 64 percent of Americans want to lower their health care costs but don't know how.

The majority of Americans have received medical bills they couldn't afford. Over half (55 percent) say they have received a medical bill that they did not have funds set aside to pay at some point. Women (62 percent) are more likely to report that they have received a medical bill they couldn't afford, as compared to (47 percent) of men.

Today, more than one-third of Americans (37 percent) say they could not afford an unexpected medical bill for more than \$100 without going into debt.

Nearly half of women (44 percent) would go into debt if they received an unexpected medical bill of \$100 or more, as compared to one in four men (27 percent). With the cost of health care rising, fewer than one in four Americans (23 percent) are able to cover an unexpected medical bill more than \$2,000.

When it comes to avoiding high medical bills, maintaining good insurance coverage (39 percent) is the top strategy used by Americans. Yet roughly half (49 percent) agree that their insurance doesn't provide them with enough information to determine their health care costs. Millennials (57 percent) are among the most likely to agree.

And less than a third (32 percent) currently contribute to a health savings account (HSA) that allows them to save money tax-free for medical expenses.

More than half of people (55 percent) call ahead to ask medical providers about the cost of treatment before booking an appointment or procedure.

One in five (19 percent) report that not going to the doctor is their

main strategy to avoid paying high medical bills.

More than half of people without insurance (56 percent) avoid the doctor altogether. Millennials (27 percent) are also a group more likely to avoid costs by avoiding the doctor.

But Americans aren't trying everything to lower their bills, as only 7 percent of people would research doctors, facilities or costs ahead of time to avoid high bills. Less than half (46 percent) of Americans budget at least \$50 per month for health care. They are more likely to be budgeting at least \$50 monthly for food (79 percent), transportation (59 percent) and debt payments (49 percent)

Those who have received an unexpected medical bill in the past are significantly more likely to budget for their health and medical expenses (54 percent) than those who have not (37 percent).

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For those who do budget for their health care, 34 percent save for doctor visits and services, 28 percent for prescription drugs and 28 percent insurance premiums.

Americans are most concerned about the cost of major surgeries or emergencies (33 percent), yet only 15 percent are setting aside funds for such unexpected health costs. Insurance premiums (24 percent) are also top ranked in terms of Americans' concerns around rising health care costs.

Neglecting to save for medical expenses may be partially explained by lack of awareness. For example, the median network rate (what a patient plus their insurance company would pay combined) to fix a broken arm in America is \$1,100, yet most Americans (46 percent) estimate it costs less than \$500. Only 7 percent of Americans estimated within the correct price range.

These are findings from an Ipsos poll conducted February 23-24, 2017 on behalf of Amino. For the survey, a nationally representative sample of 1,006 U.S. adults over the age of 18 was interviewed online, in English. The

precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents surveyed.



●●● hospitality research
Room for more communication

Hoteliers outline guest-service gaps

A survey of 72 global hotel brands by Santa Clara, Calif., communications firm Avaya highlights current

gaps and opportunities in engaging and retaining guests. Survey respondents aligned around three particular issues as they seek to improve the guest experience: guest engagement, communication and services. Many companies, however, are seeing significant opportunities by taking advantage of mobile, multichannel communications for both guests and staff and updating standard, in-room devices with new applications and capabilities.

Gap #1: Engaging guests. Fifty-five percent of hospitality companies say they struggle to engage their guests during the booking process, while 70 percent say they struggle during and after the visit.

Gap #2: Communication between guests and staff leaves a lot to be desired. Sixty percent of survey respondents say the inability of their staff to effectively communicate with guests is a “main factor” diminishing the guest experience at their properties.

Gap #3: Service(s), please. Sixty-two percent of global respondents said the quality of the guest experience at their properties would be significantly improved by enhanced in-room and on-property guest services.

As for the opportunities, since most guests are on the move during their stay – as well as a large portion of the staff dedicated to serving them – respondents recognize that mobile apps offer an opportunity for improving service (48 percent). In fact, 81 percent of respondents are planning to create high-functioning apps over the next five years.

Sixty-nine percent of respondents find value in an updated room phone that would become key to a fully-integrated digital experience, with 11 percent of those seeing large potential when it's connected to a guest's mobile device.



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●●● mothers research Mama's always online

New moms flock to the Web

To find out how a major life event changes the way consumers interact with online content, Verto Analytics conducted a study of new mothers in the U.K., defined as women who reported having at least one child under 18 months old, and compared their online behavior to those of the general adult population in the U.K. (ages 18 and older) to determine if there was a significant difference in their daily digital behaviors.

As detailed in a blog post by the firm's Connie Hwang, the firm found, unsurprisingly, that new mothers wake up and get online early: they start using mobile apps by 5 a.m., and activity peaks between 1 p.m. and 6 p.m. Web site activity on PCs peaks in the late evening, at around 8 p.m. – presumably after the babies have been put to bed.

New mothers are well connected: Verto Analytics data shows that new mothers have higher device ownership across most of the digital device types when compared to the general population. In addition to having an especially high rate of smartphone ownership (96 percent of new mothers report owning a smartphone, compared to just 71 percent of the popula-

tion), they also index particularly high on home entertainment devices such as video game consoles, smart TVs and streaming media players.

New moms tend to use search, shopping and social media Web sites most. How do new mothers spend their time online? Based on the data, the following Web sites and app categories are among the most popular among new mothers: search and reference (e.g., Wikipedia, Answers.com and Google); shopping (e.g., Amazon, eBay and Boots.com); and social and communications (e.g., Facebook, Twitter, Pinterest).

This also aligns with trends observed among the general population. However, while search/reference, shopping and social media Web sites have a slightly lower reach among new mothers compared to the general population, they all account for a greater share of the amount of time that new mothers spend online.

New moms spend more time online. The study data shows that new mothers spend more hours online per month than the average online user, regardless of which device they're using. On average, new mothers

spend more than 112 hours per month online via PC (20 percent more than the general population) and nearly 76 hours per month online via mobile device (10 percent more than the general population). New mothers index especially high in time spent on PCs, as their online engagement tends to be dominated by web usage rather than app interaction.

New moms prefer social platforms with privacy controls. Messaging apps like Facebook Messenger and WhatsApp have higher-than-average reach among new mothers compared to the general population, while major social media properties such as Facebook, YouTube and Twitter index lower. Notably, Google+ and Pinterest also index high among new mothers.

The firm's takeaway on social usage among new moms? Social media platforms that allow a consumer to control access/viewership to content or share content with a smaller subgroup (such as family members or friends) appear to be more popular among new mothers, while more public forums, such as Twitter, hold less appeal.



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IN FOCUS

Product and Service Update

●●● research communities
Vision Critical debuts Sparq 3 platform

Integrates with enterprise systems

Canada-based software firm Vision Critical has released Sparq 3, its new customer intelligence platform for insight communities. Information provided by members remains in the platform, providing profiles that reflect changes in their lives, attitudes, behaviors, preferences, activities and needs, allowing community managers to use the profile information and historical participation to micro-target specific groups of members. The retained history in the Sparq 3 platform allows organizations to search and collect information that may have been gathered across multiple activities from many different segments to answer new questions without starting from scratch. They may uncover the information they need even without initiating new activities. Most organizations have multiple sources of customer information, each providing a single, siloed point of view with little or no context. This may be demographic data from a CRM, for example, or transactional data from a point-of-sale



quirks.com/articles/2017/20170504.aspx

●●● innovation research

Digsite offers one-day sprints

Get feedback on products, CX, etc.

Software firm Digsite, Madison, Wis., has launched 1-Day Digsite Sprints, a solution for optimizing product concepts, positioning, graphic designs, customer experiences and more in 24 hours. The platform provides a forum for engagement between organizations and their target end-users where participants can discuss questions, mark up images and upload photos or videos. Users can iterate with participants in real-time, pin key responses and download reports. www.digsite.com



system. Typically, this provides a snapshot of a customer at a specific point in time – it shows what customers are doing (i.e., purchased x, returned y) or their status in a profile variable (i.e., single, married, divorced).

Sparq 3 enables brands to add context to these other sources of data through Web-standard and RESTful APIs that support integration with enterprise systems like CRM and loyalty databases. Transactions can be viewed in the light of recent changes to a customer profile, for example, and then activities can be deployed to provide additional information about attitudes and motivations for a more holistic view of the customer's relationship with a brand. www.visioncritical.com

●●● health care research
Reckner introduces Qual EDGE

Adds quant to health care qual

Chalfont, Pa., research firm Reckner Healthcare has introduced QualEDGE, a new health care field-work solution designed for qualitative

research for health care professionals. QualEDGE enables researchers to add a quantitative element to their qualitative research and provides live reporting, allowing researchers to view results and receive alerts as they come in. For example, it would be used for patient chart exercises, to view and respond to target product profiles and for pre/post-interview questions. The product is flexibly-priced to enable research agencies to achieve online efficiencies for qualitative projects. www.recknerhealthcare.com

●●● internet of things
ComScore service monitors connected-home products

Computers, tablets, smart TVs and more

ComScore, Reston, Va., has introduced ComScore Connected Home, a syndicated service based on its Total Home Panel – a research platform that measures consumer behavior across home network-connected devices. Connected

Home gives insight into usage of products like computers, mobile phones, tablets, streaming sticks, smart TVs, Internet of Things devices and more.

Subscribers to comScore Connected Home receive measures including device penetration, usage frequency, engagement time, household demographics, OEM and OS market share and cross-device activity patterns to gain insight into how these products are used in the home today. Clients access these metrics through a Web-based user interface with flexible reporting capabilities.

The foundation of Connected Home is comScore's Total Home Panel, a single-source research platform designed to measure the realities of cross-platform media consumption today. Since beginning to scale the Total Home Panel in early 2016, comScore has grown the panel to measure activity across a nationally distributed sample of more than 12,500 households with more than 147,000 active devices per month and 62,000 active devices per day.

www.comscore.com

●●● online research Platform collects insights from variety of tools

Think Tank from Focus Pointe Global

Focus Pointe Global, a Philadelphia research company, has introduced its new FPG Think Tank platform. FPG Think Tank is a collection of online platforms that provide insights from its opt-in research participant database. It includes: FPG Communities, a qualitative online community platform; FPG Polling; Gauge mobile app, a lifestyle mobile app that provides instant reactions to a product, concept or social issue; and STARS Product Use Research Experience, a review program designed to generate customer reviews to specific products online.

www.focuspointeglobal.com

www.quirks.com

●●● idea generation Idea Mill gets consumers involved in ideation

Aims to produce 20 validated messages

Philadelphia-based research firm TRC has launched Idea Mill, an idea generator that incorporates consumers into the ideation process. The product is designed to help product developers and research professionals produce 20 validated messages or can be used to reevaluate existing products. Respondents are asked to evaluate starter ideas and to also contribute their own ideas. The process produces a range of product possibilities and ideas while evaluating them in real-time. Idea Mill uses TRC's Smart Incentives gaming technique along with its proprietary algorithm to further refine long lists and multiple ideas.

www.trchome.com

●●● Briefly

■ Seattle-based videoconferencing platform Discuss.io has launched Discuss.io 360 Immersion, which enables the viewing of a 360-degree videostream on the Discuss.io platform. The offering allows marketing and insights teams to observe in-home ethnographies as they happen in real-time by using a headset that is typically used for virtual reality applications.

www.discuss.io

■ Research facility IdeaSuite has added new virtual-reality testing capabilities to its Portland, Ore., facility that will allow VR developers, market researchers and usability analysts to test their VR products. Researchers can also observe and record users' interactions with VR hardware components and virtual environments.

www.idea-suite.com

■ Location platform Skyhook, Boston, has released Skyhook Context 2.0,

which provides location precision for marketers to engage with opted-in mobile consumers using Wi-Fi signals and geospatial insights.

www.skyhookwireless.com

■ Shelton, Conn., researcher SSI and Hawaiian Airlines have launched a new rewards program, Opinions Take Flight, which allows HawaiianMiles members to earn award miles by participating in surveys and sharing opinions. It will also grow SSI's B2B U.S. sample membership and provide SSI clients more access to consumer and business travelers' opinions.

www.surveysampling.com

■ Boston-based market intelligence firm InCrowd has introduced MicroQual, a qualitative research solution that applies the principles of micro research (brevity and iteration) to the qualitative research process for health care. MicroQual automates and streamlines the process of coordinating and executing qualitative virtual research and enables teams to schedule and conduct a series of micro meetings – brief, virtual meetings with participants as short as 20 minutes.

incrowdnow.com

■ Toronto-based firm research strategy group inc has integrated a room-scale virtual reality studio into its offices and research approaches. The studio will use photographers and 3-D content developers to help gain insights from research respondents.

www.rsginc.net

■ U.K. research video platform Voxpopme has launched its on-demand video feedback app in Ireland, adding to the firm's video insight communities in the U.K., Australia, Singapore and North America.

site.voxpopme.com

■ U.K. researcher OnePoint Global has made the source code of its mobile survey platform available, allowing research and customer experience industries to access and use the company's mobile software tools on a software-as-a-service or custom-build basis. The open-

source approach enables clients to create and build their own mobile survey solutions, integrate survey modules within their existing survey platform architecture or take a white-labeled approach. www.onepointglobal.com

■ Westport, Conn., researcher Critical Mix has launched its OneOpinion survey member panels across several European markets, making them available in Spain, France, Germany, Italy and the Netherlands. The firm will expand OneOpinion into additional countries throughout 2017. criticalmix.com

■ Cross-media measurement company RealityMine, Toronto, has released TouchPoints Canada with passive mobile data. The study captures data on Canadians age 16+ and shows how TV, digital, mobile, radio, PC, game console, over-the-top video viewing and other behaviors interact, giving context to media behavior throughout the day. www.realitymine.com

■ Fayetteville, Ark., researcher Field Agent is building on its mobile research capabilities in the U.K., offering the same mobile research methods as its U.S. counterpart. www.fieldagent.net

■ Researcher FocusVision, Stamford, Conn., has relaunched an upgraded version of its video content management system, now branded as FV Video Insights, which will work with FV360, the firm's focus group video technology. www.focusvision.com

■ In Nairobi, Kenya, research platform mSurvey and communications company Safaricom have launched Consumer Wallet, a platform that quantifies offline consumer spending habits and trends. Currently in beta, Consumer Wallet uses mSurvey's mobile messaging platform to track and measure Kenya's cash economy over time, giving insight into the spending habits of the offline consumer. msurvey.co.ke

■ Cincinnati-based researcher Ascribe has expanded its Ascribe Surveys panel-targeting capability to provide access to Android smartphone users, with validated samples in the U.S., Australia,

Brazil, Canada, Germany, Italy, Japan, Mexico, Netherlands, Spain and the U.K. goascribe.com

■ TRP Research, based in the U.K., has adopted Questback's feedback platform to underpin its media omnibus surveys, TRP Surveys, and its bilingual media response panels in Wales and Scotland. www.questback.com

■ Great Neck, N.Y., research firm Lieberman Inc. reports a successful first use of its Line Optimization Technique, a tool from its newly acquired company, FRC. The client, an automotive parts supplier, sought to minimize its portfolio. After the study uncovered redundancy in the current portfolio, Lieberman recommended reducing the line by half. Findings also indicated an opportunity for a portfolio extension to leverage unmet market needs, as well as a five-target solution highlighting the key market targets. www.liebermanresearch.com

■ Cambridge, Mass., firm ZyloTech has launched an artificial intelligence-powered platform for customer analytics. The platform helps companies solve data-quality issues and analyze customer data for insights in support of omnichannel marketing operations. zylotech.com

■ Point Inside, a Bellevue, Wash., shopping and engagement solutions firm, has launched its Deals Personalization tool, allowing retailers to use historical shopping information along with a shopper's in-store physical location to provide personalized deal recommendations through a retailer's branded mobile app. www.pointinside.com

■ Canada-based research solutions firm itracks has released the itracks GO 2.0 platform, an online qualitative research suite. The new platform builds on the firm's current GO platform and includes a new look, branding capabilities, a new video recorder interface and several enhancements. www.itracks.com

■ U.K. research company Liveminds has introduced Behavioural Recruitment, a method that uses Facebook data to recruit research participants based on

actual (versus claimed) behavior. liveminds.com

■ Loyalty program provider Maritz Motivation Solutions, St. Louis, has introduced decision sciences to the loyalty space, providing marketers with insights to predict consumer behavior. Decision sciences uses data analytics and behavioral science to uncover leading indicators, allowing marketers to predict customer defection. www.maritzmotivation.com

■ Researcher Ipsos has launched Connect:Digital in partnership with New York-based analytics company Moat. Connect:Digital is a holistic approach to pre-testing digital ads that uses creative impact measures and digital trading measures to help brands redefine paid view criteria and establish more meaningful brand outcomes. www.ipsos.com

■ Research firm Kantar Millward Brown, New York, has expanded the Ignite Network, its brand marketing analytics platform, in the U.S. The expansion allows marketers to: measure the effectiveness of a wider scope of mobile campaigns, including those with smaller impression sizes; evaluate the impact of mobile advertising on more niche, hard-to-reach audiences; and make decisions to plan and optimize mobile advertising investments based on more granular insights into campaign performance. www.millwardbrown.com

■ Oslo, Norway, researcher Confrimit has launched Confrimit Horizons Version 22, the latest version of its software suite. Additions to the suite include: updates to Confrimit Genius Text Analytics; a new Model Builder module; the launch of the Confrimit AskMe mobile survey app; delivery of Confrimit Survey Designer; enhancements to Confrimit CRM Connect for Salesforce; a variety of new CATI features to streamline operations; and Language Localization for Action Management. www.confrimit.com

■ In Wilton, Conn., researcher Toluna has reported that the company will increase its global survey respondent capacity by 20 percent during the second half of 2017. corporate.toluna.com



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Can quantitative research succeed without qualitative support?

| By Laura Cusumano

snapshot

Laura Cusumano argues for the value of using qual to inform and enhance the quant research process.

There is nothing new about the slow decline of qualitative research over the past 10 years. It has been driven by many factors: increasing costs in an environment with increasing demands on research budgets; the need to quantify market trends and behaviors in significant detail; fragmented target audiences in the purchase decision; markets with increasing complexity and segments; increased reliance on technology by researchers and respondents ... the list goes on and on. Even though it is slowly becoming a lost art, qualitative research still has an invaluable and unique role in many types and aspects of market research. One of its most impactful roles is to support and complement quantitative research.


As shown in the accompanying chart, qualitative research can be intertwined with the quantitative process in several different ways and at different stages: methodology selection; sample design; screener development; survey design; resolving questions and inconsistencies; and determining next steps. There are several ways to exploit the value of qualitative direction and insight within each step of the process to direct, clarify, refine and optimize value.

Some quantitative firms see the need and value of the qualitative complement. They consistently integrate qualitative research into their studies. If they do not have the capacity in-house, they have established relationships with firms who do.

Unfortunately, many quantitative researchers are not using qualitative tools to complement their quantitative research. For example, why aren't researchers building qualitative research into standard operating procedures of online research? The most common excuses are that doing so requires time and money. However, qualitative studies do not have to ruin an already-tight schedule. There are many extensive panels available for recruiting respondents from even the most esoteric populations in a timely fashion. The cost does not have to be significant as these qualitative samples are relatively small and the research is most commonly conducted using Web-assisted phone interviews which can be scheduled relatively quickly and with short notice.

In addition, most quantitative studies may only require one or two qualitative components integrated into the quantitative plan. Qualitative direction at various points in the quantitative plan does not have to be time- and cost-intensive. Generally, these qual components can be as small as 10 Web-assisted in-depth telephone interviews, depending on the number of segments and the complexity of the sample. Often the most useful and powerful input is from exploratory research before the screener is even drafted. These qualitative interventions can be essential in getting the online research right the first time.

The most sensitive barrier surrounding this issue may in fact be recognizing "We don't know what we don't know." The inclusion of qualitative components requires we researchers and end-user clients acknowledge that we may have critical information gaps or misconceptions that

 quirks.com/articles/2017/20170505.aspx



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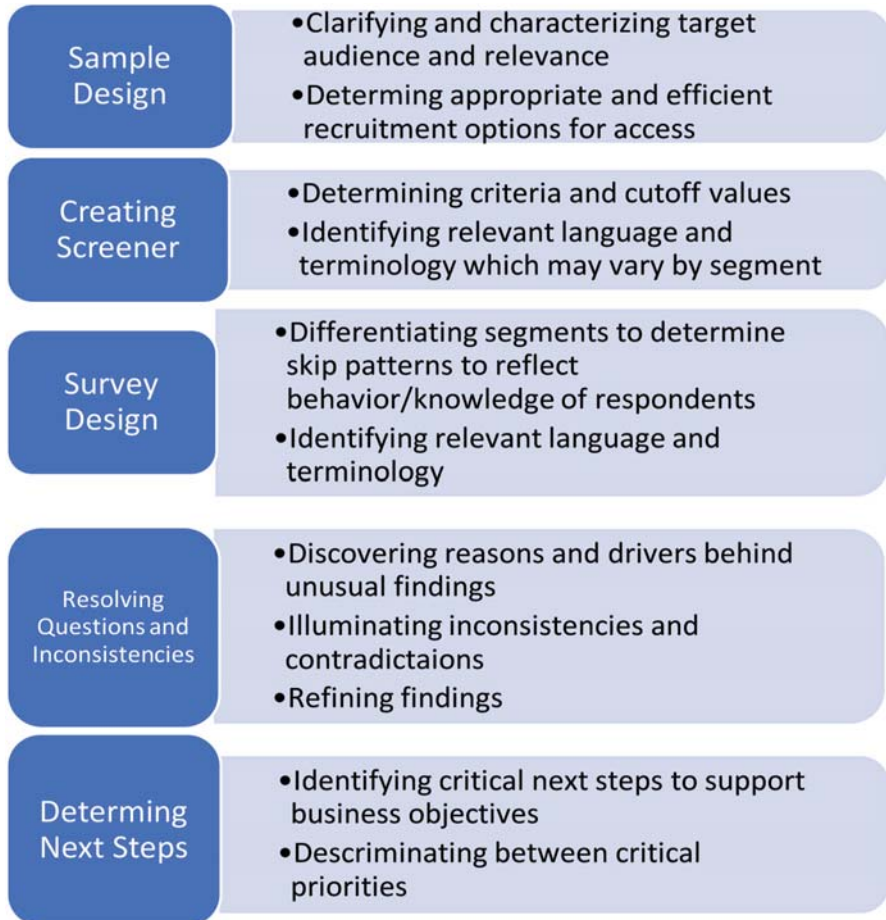
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could distort research findings. Yes, we are fallible. This can be compounded when a quantitative researcher has limited experience with, understanding of or comfort in the qualitative arena. In some circles, there is even a perception of a pecking order in which the quantitative researchers look way down to the second-class qualitative researchers and their contributions.


Sometimes, when a quantitative firm recommends integrating qualitative research to its client it can be seen as adding extra, non-essential work and expense; as a lack of understanding the market issues or as challenging the client's market knowledge. Conversely, agencies can be hesitant to suggest qualitative research within the quantitative project for the very same reasons. Including qualitative research can be systematically considered, like pretesting and soft-launching online surveys, and not viewed as a lack of expertise or market intimacy on the part of the quantitative firm or the end-user client.

One last essential consideration is the design and execution of the qualitative research. It is important that it be truly qualitative and conducted with the same rigor as a standalone qualitative project. This is especially key when doing exploratory research prior to starting the online process. This research should go beyond a series of closed-ended or pre-directed questions and have some degree of iteration versus a strictly linear approach. The goal is to characterize and better understand the peg instead of forcing the peg into the preconceived hole.



Using a skilled moderator for this research is critical. Not all quantitative researchers are qualified or are interested in conducting the qualitative research. Selecting the right moderator, using the right tools and plan will provide valuable results to complement the quantitative research.

Even if the information and insights from the qualitative are of more of a confirmatory nature, the time and

expense can be justified. After all, what's the value of spending months and tens of thousands of dollars on a body of quantitative research that has missed some crucial market characteristic or dynamic that could have easily been recognized and integrated before fielding through the effective use of qualitative? 

Laura Cusumano is a St. Louis-based marketing research consultant. She can be reached at lcusumano@msn.com.

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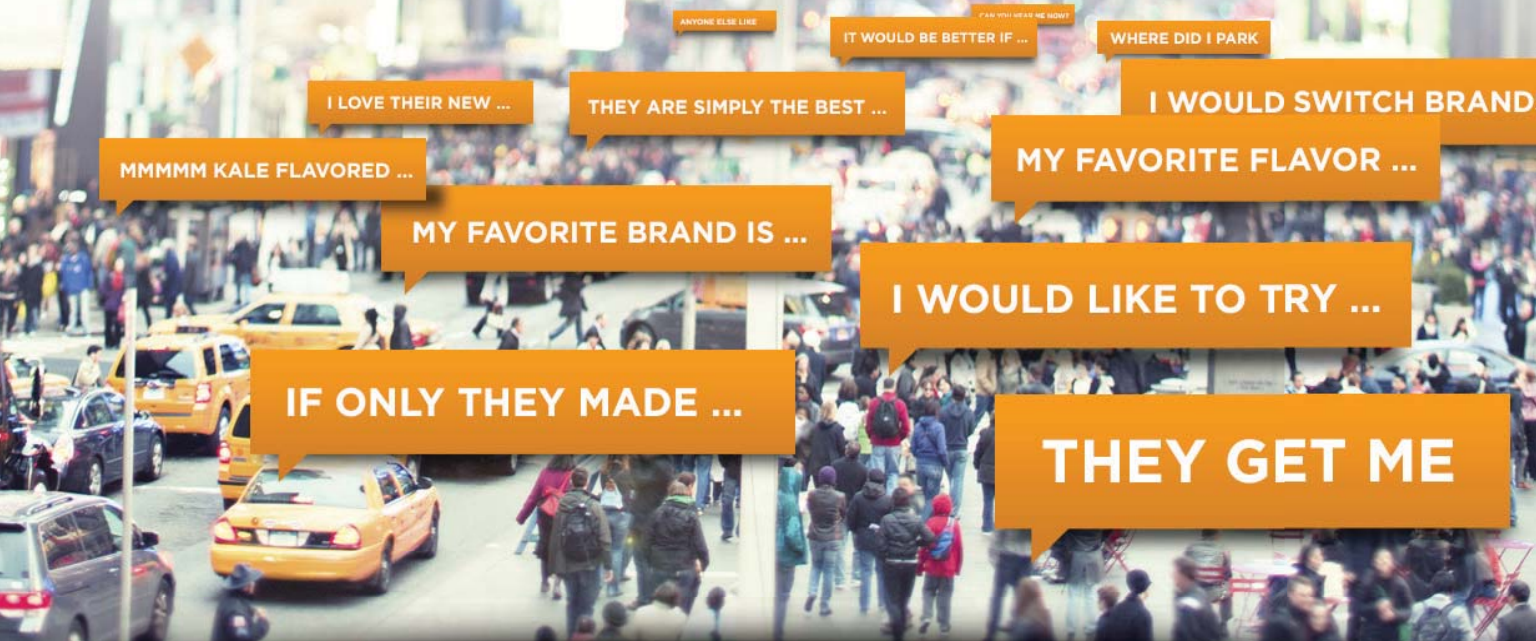
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Craving insights

Understanding child obesity in Latin America

| By Zoe Dowling and Ana Tereza Horta



snapshot

Two research firms used an integrated research approach to investigate the context, reasons, behaviors and potential solutions to child obesity in Latin America.

Latin American countries have historically had a troubled relationship with nutrition and food supply. For many years, hunger, malnutrition and its consequences impacted mortality and the quality of life negatively across the region. However, in recent years, we have seen a radical shift. On the one hand there has been a significant decrease in incidences of those diseases that are characteristic of poverty and food shortage. On the other hand, there has been an increase in obesity, not only among adults but also – and most concerning – among children.

Good eating habits in childhood build good eating habits throughout those children's lives. That is why childhood obesity is so disturbing. An obese child has 60 percent chance of becoming an obese adult, which may lead to several life-threatening diseases and a low quality of life.

A study by the World Health Organization (WHO) showed that as a whole, Latin America has the largest proportion of overweight preschoolers, compared to African and Asian developing countries. Specific numbers include the 120 percent growth of child obesity in Brazil over the last 20 years. The estimate is that 30 percent of children in Brazil are now overweight or obese. Mexico is already considered the No. 1 country in the world for child obesity.

Three questions

In 2016, Stamford, Conn.-based research company FocusVision joined forces with Brazil-based Albar Research to conduct a study to understand the trend towards childhood obesity in Latin America and what could be done about it. The team sought a comprehensive and in-depth understanding of the region's child obesity problem. There were three core questions they wanted to answer: What is the distance between a child's real and their "ideal" diet? What prevents children from having the ideal diet? What needs to be done to fight obesity?



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enabled the moderator to present stimuli to enrich the discussion.

Phase 2 – Listening to the parents

For this stage, the team carried out a 30-minute online quantitative survey with parents of children between 18 months and 12 years old using FocusVision’s Decipher platform. Neither the children nor anyone in the household could have a health problem, except for a family history of obesity, but they did not need to have the risk of obesity to participate. We asked respondents about their child’s current eating habits (food choices, daily routines, eating times, etc.) sources of nutrition knowledge and support, grocery shopping attitudes and behaviors and ideal diet. The quantitative data helped us to understand the prevalence of different food groups in children’s diets (Figure 1).

Phase 3 – Exploring and engaging with families inside the home

Sixty participants from the online survey were selected to take part in this third phase. Using a digital mobile and Web platform allowed consumers to engage in qualitative research activities, such as mobile diaries, insight communities

In order to get to the answers, the team investigated current diets, the key factors for their diet choices and what would be the ideal diet from the family’s point of view.

Covering Brazil, Mexico and Colombia, they targeted sample with a geographical spread so as to be representative of the general population in those countries.

The team not only wanted to investigate thoughts, opinions and emotions of parents but also to see firsthand their children’s daily habits and routines. They also wanted to hear from the experts: health care professionals closely involved with managing and treating children’s weight and nutrition. Getting this full view required an integrated approach, mixing both qualitative and quantitative techniques over three phases.

Phase 1 – IDIs: Getting the experts’ perspective

The project started with one-on-one, in-depth interviews (IDIs) with pediatricians, endocrinologists and key opinion leaders. These lasted approximately one hour and covered topics that included parents’ and children’s nutrition behavior, motivation and factors impacting diet as well as obesity problems and treatments. The interviewing technology allowed the team to engage respondents remotely all over the countries involved, face-to-face via Webcam, and

Figure 1

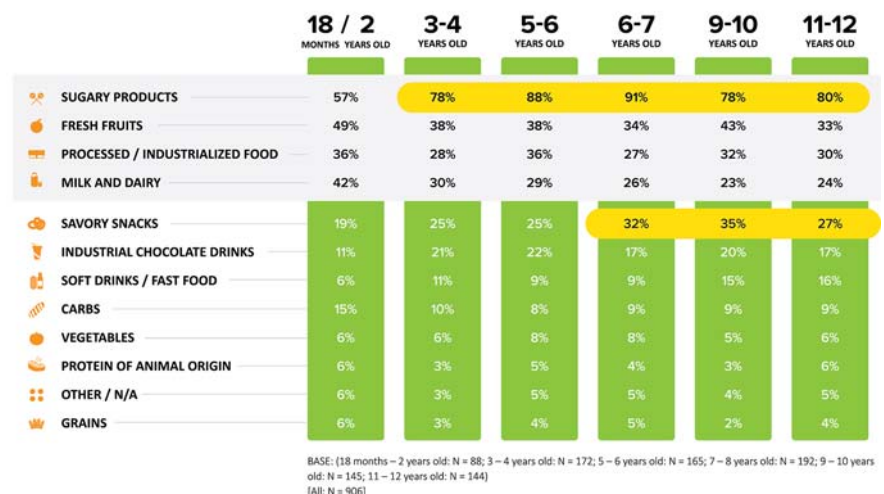




Figure 2: By capturing pictures and thoughts at mealtime using a digital mobile platform, respondents were able to show their actual meals so researchers could understand how they were being presented.

and bulletin boards, with the ease and style of their favorite social media app. Through journals, with images from their meals (Figure 2) and other interactive activities, they were able to have a full and detailed conversation about daily eating habits.

Chubbiness is a sign of health

In Latin America in general, there is a perception that a chubby kid is cute and that a bit of chubbiness is a sign of health. According to the WHO, 70 percent of obese children's mothers only consider their child "chubby."

But not knowing that their child has a health problem that needs treatment is only the tip of the misinformation iceberg. Parents are still lacking enough information about proper nutrition. It starts with their own eating habits, which are usually very bad. Children tend to replicate their parents' tastes and behaviors. Instead of setting an example, parents want kids to eat what they don't eat themselves. Many physicians told stories about how parents are not willing to change their lifestyles. This was the main challenge for parents and physicians: changing habits and breaking behavior patterns that have been carried out by generations. According to the professionals, the best way to convince families to break behavior patterns is by making them truly understand the importance of this change and the consequences obesity can bring: diabetes, high blood pressure, pulmo-

nary and cardiovascular problems, just to name a few. When parents get scared, their behavior can change.

The research also found that parents don't always refer to a professional for guidance and hence end up mistaken as to what is appropriate and healthy food for children (Figure 3). Public health care systems are overwhelmed and unable to meet the demands of large populations, making access to guidance a problem. The misinformation is not only about what obesity is and the kinds of problems it may bring but also about what healthy food actually is. We learned from experts that many families consume processed powder juices and "baked snacks" (such as potato chips, for example), believing they are making healthy choices.

One big indicator of this lack of information is that most parents who participated in our survey said they were confident that their children's diet is balanced. However, they also admitted to often giving their children soft drinks for lunch and sandwich cookies, chocolate and chocolate drinks for breakfast (lunch and breakfast being, in this order, considered by them the two most balanced meals).

Important gap

It was very interesting to notice that, after responding to the survey, and then completing the meal journal for a week and hence giving the topic much thought, respondents realized that

there is an important gap between the ideal diet and real life. At first, they always said they give their kids the best possible nutrition but after putting everything "on paper" they realized they could do better. That is when many of the parents felt that they needed more guidance in order to get things right.

But it is still not that simple. There are other problems to add to the mix. Parents working full-time, without enough time to prepare and have meals with their children, need to entrust this responsibility to a third party, who might not be so concerned about the quality of the food offered. And thus, many times frozen meals are the solution. In addition, full-time working parents often feel very guilty about not spending enough time with their kids and so give them everything they want and don't establish firm boundaries (in Latin American cultures, food is deeply related to leisure and family time).

Plus there is an increase in sedentary lifestyles. Children stay indoors more and like to play video games. Tablets and smartphones are widely used by busy parents to distract children who sometimes just need to move a little bit more.

As if all that was not enough, many health practitioners mentioned that kids up to the age of 10 do not have any vanity about their bodies, so being chubby is not something that seems like a problem for them. Moreover, they are constantly exposed to media that shows them ads for sugary, processed fast food.

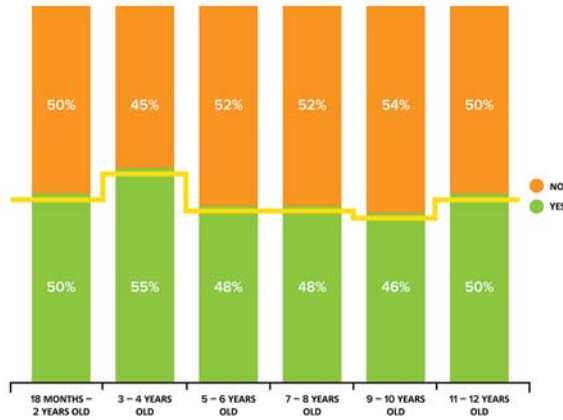
This is the complex equation leading to obesity in all layers of Latin American society – from the highest to the lowest socioeconomic levels. Lower classes have difficulty accessing healthier foods since they are usually more expensive than the ultra-processed food with lower nutritional value. And the higher socioeconomic families have a very active social life (birthday parties, movies with popcorn and soft drinks, restaurants, etc.) and so tend to indulge more.

Potential economic problem

The overwhelming increase in child obesity in Latin American countries is disturbing as a public health issue itself but in economic terms it is also a potential problem. According to

1/2

Of the respondents said they consult with health care professionals specifically about their children's nutrition



[Q22a] Have you ever taken your child to a health care professional to talk specifically about their nutrition / eating habits?
 BASE: (18 months - 2 years old: N = 88; 3 - 4 years old: N = 172; 5 - 6 years old: N = 165; 7 - 8 years old: N = 192; 9 - 10 years old: N = 145; 11 - 12 years old: N = 144) [All: N = 906]

Figure 3: Quantitative data showed that a child's age doesn't impact the percentage of parents consulting health care professionals about children's nutrition habits.

the Organization for Economic Co-operation and Development (OECD), an obese person incurs 25 percent higher health expenditure than a person of normal weight in any given year. Obese people earn up to 18 percent less than non-obese people.

The best way to overcome obesity, our respondents agreed, is through

education and awareness, not only at home but also in schools.

It's clear that several stakeholders have a shared responsibility in this challenge. Governments need to build awareness campaigns, encouraging a better structure and access to the public health care system and creating tax programs to encourage local,

organic food production and hinder access to industrialized, ultra-processed food. Schools need to be involved with educating children about nutrition, the problems and dangers of obesity and the value of maintaining their health and good eating habits. The media could be encouraged to limit space for advertising unwholesome foods and give more space to nutrition education campaigns. Parents and relatives need to be educated and willing to change habits as well as being more clear and consistent with children when feeding them. Finally, health care professionals must continue to provide guidance and inform people regarding all the implications of good and bad eating habits.

An integrated approach across all these groups should drive a change in behavior and ultimately have a positive long-term impact on health and the economy.

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snapshot

The authors compare and contrast the social media habits of Millennials to other generations.

●●● millennials research

Going (digital) native

Exploring Millennials' social media use

| By Aron Levin and Brian Lamar

Social media has transformed the way companies communicate with their consumers and has given consumers unique ways of communicating with/about companies, sharing their consumer experiences, good and bad, with their friends/followers. As a result, brands have less control over their image and messaging than ever before.

This article introduces a research methodology for measuring the extent to which consumers communicate about brands and consumption experiences on social media. Realizing that consumers now have a large degree of control on brands' images and more influence over other consumers' brand perceptions, our methodology includes survey questions for measuring how a consumer is influenced and influences others on social media, related specifically to products/consumer experiences.

Naturally, we expect that our measures of social media influence will vary by age. In particular, Millennials (18-34) are expected to be unique from other generations in their use of social media as consumers and the



importance that it plays in forming attitudes toward products and brands. In 2015 Millennials overtook Baby Boomers as the largest cohort in the United States: There are now 75.4 million Millennials (18-34) in the U.S., compared with 74.9 million Baby Boomers (51-69). As “digital natives,” who have grown up in a world of unprecedented growth in technology, Millennials present challenges and opportunities to marketers. Millennials have largely shunned traditional forms of entertainment and media and spend an average of more than three hours a day on smart-phones (Kantar 2015).

New research methodologies for understanding Millennials’ consumer behavior are now necessary. This article explores one such method and, after introducing it, we will explore our use of it to collect and analyze quantitative data that highlight differences and similarities between Millennials and other generations.

Largely irrelevant

Many Millennials claim that traditional advertising is largely irrelevant to them. “Millennials communicate with each other far more than any advertising campaign can. When trying to figure out whether something is worth buying, Millennials will go to their friends and social networks to see what people think. They use this collective filter to sort out research and other word-of-mouth style information when making decisions.” (Newman 2015, “Millennials don’t respond to ads.) Further, as digital natives, perhaps it is no surprise that they are more likely than other generations to skip and use technology to block ads (eMarketer 2015). Yet, despite of their claimed likelihood to avoid commercial messages, Millennials are twice

Figure 1: Social media platforms regularly used

Platform	Total	Younger Millennials 18-24	Older Millennials 25-34	Gen Xers 35-50	Baby Boomers 51-65
Facebook	91%	88%	94%	92%	91%
Instagram	38%	59%	50%	29%	17%
Pinterest	35%	42%	45%	31%	23%
Reddit	10%	16%	13%	10%	2%
Snapchat	20%	39%	26%	11%	6%
Tumblr	13%	26%	14%	8%	5%
Twitter	42%	43%	52%	43%	30%
Vine	10%	13%	16%	8%	3%
YouTube	68%	78%	72%	66%	56%

Figure 2: Number of friends/followers across all social media platforms

Platform	Total	Younger Millennials 18-24	Older Millennials 25-34	Gen Xers 35-50	Baby Boomers 51-65
0-50	29%	17%	26%	32%	44%
51-100	23%	30%	19%	20%	22%
101-300	22%	23%	24%	24%	14%
301-500	10%	10%	14%	7%	5%
501-1000	7%	7%	8%	8%	2%
1001 or more	8%	12%	7%	8%	3%
Unsure	3%	0%	2%	1%	10%

as likely as any other generation to share ads online, according to a recent study (Mulloy 2016).

Our research aimed to combine demographic and attitudinal measures and extend existing work by a) creating measures of social sharing attitudes and behavior and b) collecting data to reveal how Millennials compare with other generations on these measures.

Going beyond the study of demographics (descriptive measures related to Internet/mobile/social media usage, such as how much time is spent on mobile devices and social media, as well as numbers of friends and/or followers on social media), these measures allow us to examine how often Millennials

engage in brand-related sharing behavior, which could mean tweeting about a visit to a restaurant or tagging a brand in a post on Facebook.

The research reveals insights on how to identify which consumers are social media influencers, thus enabling marketers to better understand the challenge of reaching these consumers in ways that encourage them to influence others.

Phenomena that are not necessarily unique to Millennials – such as ad-skipping and -blocking and watching shows on Hulu, Amazon and Netflix – are creating new challenges for marketers who are trying to get their brand noticed and differentiated in an increasingly complex sea

Figure 3: Attitudes toward social media (% agree/strongly agree)

*Capital letters indicate significant differences across age groups at 90% confidence level

	Total	Younger Millennials 18-24 (A)	Older Millennials 25-34 (B)	Gen Xers 35-50 (C)	Baby Boomers 51-65 (D)
Base size	800	200	200	200	200
If my friend posts about a brand on social media, it impacts whether or not I use that brand.	46%	51% D	61% ACD	44% D	30%
I feel that it is important to let my friends know what brands I love on social media.	48%	52% D	65% ACD	50% D	28%
I feel that it is important to let my friends know what brands I don't like on social media.	44%	48% D	56% D	45% D	30%
I take advantage of perks/deals offered on social media.	65%	73% CD	78% CD	63% D	47%
Social media connects me with the brands I love.	60%	71% CD	76% CD	58% D	37%

of entertainment and advertising. Thus, the social media sharing and influencing that is examined in the current research is especially important as marketers seek new ways to reach consumers, particularly social media-active Millennials who access sites through their smartphones.

Methodology

An online survey was administered to a national sample of 800 U.S. consumers recruited from an online consumer panel. Millennials comprised half of the sample. Quotas were established for 200 younger Millennials (18-24) and 200 older Millennials (25-34). For comparison purposes, 200 members of Generation X (35-50) and 200 Baby Boomers (51-65) were also surveyed.

Demographics

The total sample across the four age cohorts is 54 percent female, 46 percent male. Millennials differ from other generations on income (less likely to have a household income > \$75,000) and marital status (more likely to be single). The data also show significant differences in ethnicity between Millennials and other generations, with young Millennials being the most diverse with 42 percent non-white.

Indeed more active

Digigraphic measures have been included in the current study and the data clearly show that, with the exception of Facebook, Millennials are indeed more active on other social media platforms, especially Instagram,

Pinterest and Snapchat.

Not surprisingly, Millennials overall lead the way in terms of usage of various social media platforms (Figure 1). However, some differences emerge when comparing younger Millennials to older Millennials. Facebook and Twitter usage may have topped off at the older Millennial age group as younger Millennials are less likely to use these. Younger Millennials appear to be moving to other social media platforms such as Tumblr.

Another measure of digigraphics is the number of friends/followers on social media. This will obviously impact how influential an individual is on social media. When they post, especially about their experiences as consumers, how many people are potentially listening? As seen in Figure 2, 29 percent of younger and older Millennials report having at least 300 friends/followers, compared to 24 percent for Gen X and just 10 percent of Baby Boomers.

Very few differences exist when comparing the number of friends/followers between younger and older Millennials or between Millennials and Gen Xers. Despite the temptation to assume that Millennials are the only generation that is plugged-in constantly, our data show that Gen X is on par with Millennials on several of the measures. It is especially interesting to see that the Gen X cohort is just as likely as older Millennials to have more than 500 friends/followers.

Impact of others' posts

We added several measures of consumers' attitudes toward social media and the impact that others' posts have on their attitudes/purchases of brands/products. A series of questions was asked to gauge this impact, with the results summarized in Figure 3. Interestingly, the table reveals that older Millennials have a larger impact than all other generations on brand/product attitudes and behavior and older Millennials also appear to be more likely than other generations to be influenced by others on social media, with 61 percent who agree/strongly agree that "If my friend posts about a brand/product/service on social media, it impacts whether or not I use that brand," compared to 51 percent for younger Millennials, 44 percent for Gen X and 30 percent for Baby Boomers. The following analyses include gender as well as age, in order to better understand how consumers differ in their brand activities and influence on social media.

Overall, Millennials connect with brands and allow social media to influence their purchase decisions much more than other generations. They're also more likely to potentially influence others' purchase decisions by sharing their experiences on social media. Older Millennials are slightly more involved than younger Millennials in connecting/sharing brand experiences. Females are more likely than males in all generations except younger Millennials to agree that "Social media connects me with the brands I love." In addition, across all age categories, females are significantly more likely to take advantage of perks or deals offered by brands on social media.

The findings in the current research are consistent with those of a large-scale study by Ipsos in 2016 which found that about half of respondents had made a positive or negative post about a consumer experience. Our findings also parallel those of Ipsos, as we found that consumers are slightly more likely to post positive experiences than negative ones. (Ipsos 2016)

As the findings in Figures 4 and 5 illustrate, Millennials and Gen Xers claim to be more likely to share positive restaurant experiences on social media than negative restaurant

Figure 4: "Now let's pretend you have just eaten at a new restaurant in your neighborhood. You had a great experience. How likely are you to post about a positive product or service experience on social media?" (% agree/strongly agree)

	Total	Younger Millennials 18-24		Older Millennials 25-34		Gen Xers 35-50		Baby Boomers 51-65	
	N=800	Male n=65	Female n=135	Male n=68	Female n=132	Male n=122	Female n=78	Male n=112	Female n=88
Top 2 Net (Agree/Strongly Agree)	49%	45%	62%	47%	66%	49%	50%	24%	40%

Figure 5: "Now let's pretend you have just eaten at a new restaurant in your neighborhood. You had a very bad experience. How likely are you to post about a negative product or service experience on social media?" (% agree/strongly agree)

	Total	Younger Millennials 18-24		Older Millennials 25-34		Gen Xers 35-50		Baby Boomers 51-65	
	N=800	Male n=65	Female n=135	Male n=68	Female n=132	Male n=122	Female n=78	Male n=112	Female n=88
Top 2 Net (Agree/Strongly Agree)	44%	40%	47%	47%	56%	41%	50%	27%	41%

experiences, while Baby Boomers state they're equally likely to share a positive or negative experience. With the exception of Generation X, females are significantly more likely than males to post about positive experiences.

Similar to sharing positive experiences, females are more likely than males to share negative experiences, although the differences are not as large except within the Baby Boomer generation.

Different in many ways

For many years, Baby Boomers were by far the largest age cohort in the U.S., and thus represented the generation whose attention was most coveted by marketers. Although both cohorts are roughly the same size, Millennials are different in many ways from Baby Boomers and Generation X. Millennials are unique in terms of uses of technology and therefore research methodologies must keep up with technological advances. Further, as we have demonstrated, the Millennial generation can actually be subdivided into two distinct groups, younger Millennials (18-24) and older Millennials (25-34), each with very distinct attitudes and behaviors regarding sharing brand/consumer experiences on social media.

The research methodology introduced in this article could be modified

to help better understand the next big generation that marketers have their eyes on, often referred to as Gen Z, those 12-17 who are even more connected to technology/social media than Millennials. This generation makes up 26 percent of the U.S. population and contributes \$44 billion to the economy. By 2020, they will account for one-third of the U.S. population, certainly worth paying attention to and conducting further research on. ¹¹

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●●● qualitative research

Listening as an act of love

12 considerations from professional listeners

| By Laurie Tema-Lyn

snapshot

Laurie Tema-Lyn offers tips, tools and advice on how researchers can become better listeners.

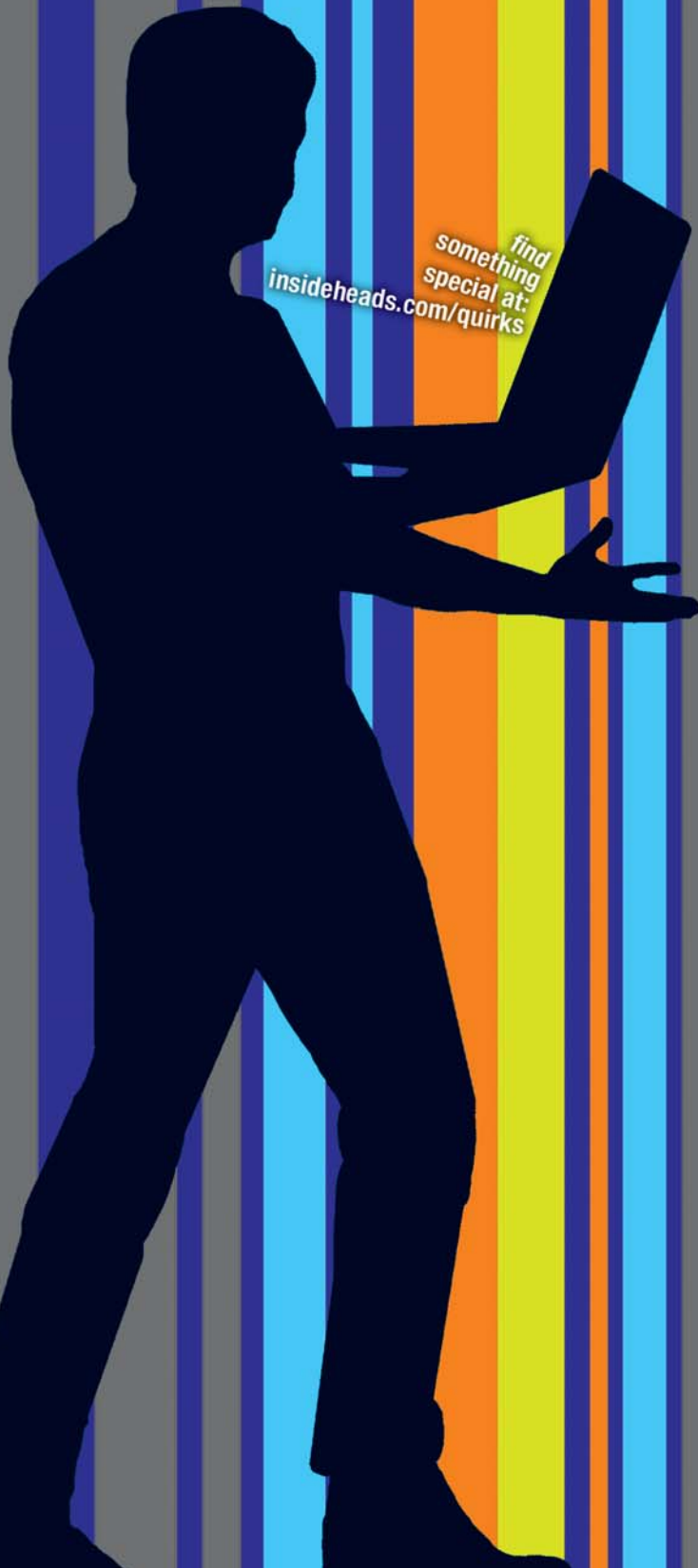
As a longtime qualitative research consultant, I have felt the honor, privilege and responsibility of the work that I do. When I'm at my best, I listen with caring – deeply, fully, with non-judgmental regard. I listen to learn, to understand, to capture the voice, emotions, perspectives and ideas of the research participants who trust me to listen and faithfully share what I learn with clients. My higher-order goal is to help guide clients to create products, services and messaging that will have value in people's lives.

So when I heard Dave Issay, founder of StoryCorps, speaking on Krista Tippett's *On Being* radio show, talk about "listening as an act of love," my ears perked up.

After all, listening is such a crucial skill for qualitative researchers, whether you are moderating a consumer group, in the back room observing or even engaged in social media listening. Thus, powered by love, curiosity and a desire to learn more, I set out on

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a quest to hear from other respected professionals in a range of fields to see how they listen effectively.

My 13 interviewees (whom I will refer to by first name only): investigative reporter; award-winning journalist; RN; elder-care specialist; tri-lingual social worker; attorney; detective; storyteller; American Sign Language English interpreter; first-grade teacher; sketch artist; music director/conductor; and an executive director of a zoo.

I wanted to gather their tips, tools and advice that would be relevant for the marketing research community. Based on some of my learning, here are 12 considerations to help you improve your listening abilities.

1. Listening is complex. To do it well encompasses a host of right attitudes and skills. These very words contain judgment within them; “well” and “right” are to some degree situational, which is why I’ll call them considerations. They are meant to offer suggestions to reflect upon and see how they fit within your given research practice.

2. Listening is not just what happens between the ears. It certainly involves seeing and, for many interviewees, is much more than that – it’s a body-holistic experience. To illustrate: several years ago, I attended a concert of the world-renowned Scottish percussionist Evelyn Glennie. I didn’t know her back-story and was just there to enjoy the music. She came onstage beautifully attired ... and barefoot! Her performance had me dancing in my seat. Why barefoot? Glennie lost her hearing at age 12 and yet she hears through her body. Her deafness seems to enhance her musicianship. Aside from her global music tours, she lectures around the world on her art of listening.

When I talk about “whole-body listening” in the world of marketing research, it’s a reminder that we can pay attention to what we hear, what we observe and what we feel (skin, bone, muscle) on the inside. It’s not so strange when you think about it for a moment. Have you ever listened to a story that made the hairs stand

up on your arms or made your eyes well up with tears?

3. Listening is an active process not a passive one. Every listener has something they want to get out of an engagement. These interviewees, for whom listening is critical, are conscious about their listening. They have goals for their listening, strategies to achieve their listening goals and tools or techniques to focus their listening.

4. There are certainly barriers and problems with listening! The average person can speak at about 150 words a minute but we think a thought in mere milliseconds. So, as the humorist Fran Lebowitz once wrote: “The opposite of talking isn’t listening. The opposite of talking is waiting.” If you are in waiting mode, you may not really be listening at all but mentally rehearsing what you want to say as soon as the speaker gives you an opening. If your listening goal is to gather connections and ideas, here’s a tool to experiment with. Make the listening process very deliberate by jotting down key notes of what the speaker is saying in one column AND periodically tune into your thoughts by writing quick notes of your internal connections and ideas (even if they seem to be unrelated to the topic) in another column. That active, in-and-out process frees you up to listen better.

5. “Para-imaging” to paraphrase understanding, generate connections and ideas. Illustrator Harvey spontaneously coined this term in our listening conversation. Harvey is a non-stop image maker who has accompanied me on 150 consumer and client team sessions for which our ultimate listening goal was to create ideas for new products, services, packaging and positioning. When Harvey listens, his mind forms images which he sketches, without self-censoring, in colorful markers. The illustrations capture what he has heard. Showing the sketches to others helps generate even more ideas. Experiment with this approach even if you believe you lack artistic talent: Don’t just take word notes but sketch stick figures, symbols, icons. You are likely to find

this to be a helpful addition to your repertoire of listening tools.

6. Imagine yourself in another’s body; develop an empathetic approach to listening. The investigative reporter relayed a story about how she came to feel empathy when interviewing a woman who had been imprisoned for murder. She could feel how the woman’s circumstances and pressures led her to commit the crime. While this was a dramatic situation, the importance of empathy was underscored by the majority of my interviewees.

7. Recognize what’s going on inside yourself as you listen. What assumptions, biases or prejudices do you have before you begin the research? What are you carrying into the research environment? These powerful words of advice were offered by the social worker, nurse, clinician and storyteller. These professionals often deal with people in times of crisis and pain. Whether the research topic is likely to be a sensitive one, e.g., women who experience urinary incontinence, or a less intimate one, e.g., experiences in casual-dining restaurants, I find it’s worth taking time in advance of the research to download my own and my clients’ incoming expectations. Acknowledging and capturing these comments and emotions helps free up our ability to listen. Although, as the storyteller I spoke with emphatically stated, while there is no such thing as “objective” listening, becoming aware of and taking responsibility for our internal prejudices and beliefs certainly helps.

8. Lack of sufficient time is an enemy of good listening. Investigative reporters may have several days, weeks or even months to build a story. Geriatric specialists know that it may take numerous assessment conversations to understand what is really going on in an elder’s life and what services are necessary to address needs. We qualitative researchers may have 60 minutes or two hours to get our learning. Is that enough time? And when clients expect that a list of 50 questions will be answered by eight participants, can

you really listen well? Are you inviting your respondents to tell you what is really going on for them or just getting top-of-mind superficiality? How much time do you really need to conduct a research event? It's a question worth pondering and considering in your next qualitative research design.

9. Create the invitation to the speaker. Of course, listening is inextricably entwined with speaking. Is the speaker a willing participant in the process? Does the speaker feel comfortable talking? Does the speaker feel respected and their opinions valued? Ross, the private investigator, for one, is not always a welcome guest when he shows up at someone's door. Neither is Mary Kay or Linda, who interview dementia patients to assess their needs. Yet Mary Kay describes her listening as a "spiritual" practice. She helps an elderly person open to her by making a personal arc, by finding the person's soft spot, like gardening or grandkids, and shares a warm human connection. In marketing research, some clients consider it inappropriate for a researcher to talk about anything personal. They perceive a few minutes spent during introductions prior to a research event as time wasted. In my experience, those few minutes learning a tidbit about each person's humanity and not just the topic we're there to discuss are critical to the success of the research.

10. The whole truth and nothing but? As researchers, we strive to uncover the truth behind respondents' statements. Do they really buy and use your brand? Do they prefer this ad copy over another? Why would they buy this new product if available in the market today? We engage various techniques to engage System 1 thinking before the rationalizing brain takes over. This is an issue for the detective and attorney as well. Their listening is focused on getting the facts and seeing how the stories fit into the structure of the law. They listen for specific and consistent details. They keep focusing their questions and guiding interviewees to re-experience events. Detective Ross pays close attention to body language and physiological signs especially where words

and body language suggest a disconnect. According to Ross, "People want to tell you the truth – except psychopaths. I look for the sweat on the lips, the telltale signs." As researchers, we need to pay attention to the truths that come from body language and facial expressions and not just the words that people express.


However, here's something that quite surprised me from Shane, the American Sign Language interpreter: reading body language and facial expressions is a whole different thing! Facial expressions convey grammar – lowered eyebrows a "W" question; raised eyebrows a yes/no question. What happens when a sign-language interpreter suspects the deaf speaker is not being forthright? According to Shane: "I interpret the message that is given, even if it is a lie. It is entirely their right if they want to communicate a lie." (But there is a different practice when interpreting for court matters.)

11. Respect the silences. As researchers, we are concerned when there is silence in response to a query. Backroom clients can get particularly anxious. I've learned to relax when that happens. The pauses, like rest notes in music, can be purposeful. Sometimes people just need a little time to think, to recall a memory or to figure out internally how they react to a given question or stimuli. And yes,

sometimes the silence is in response to an unclear or poorly-worded question. Conductor Lyn's words of wisdom to marketing researchers is to focus on the voice, not just the content. "What is the timbre [tonal quality] of the voice, the speed, the confidence and the content?" That type of listening will help a researcher better understand a respondent's emotional context as well as their content responses.

12. "Be invisible. It's about them, their knowledge, stay in the background." These words of advice were offered by reporter Marcella. She has had great success with an interviewing style that is humble, transparent and yet persistent. Yet how many of us follow that advice? In an effort to put on a good show for the back room, I've seen researchers with big personalities do more talking than listening.

Talk less and listen more

As so many of my interviewees reminded me, if our job is to gather the voices of consumers, customers or prospects, then our mantra as research consultants might be to talk less and listen more. Or, to paraphrase the words of the 13th-century poet Rumi, "First, listen." 

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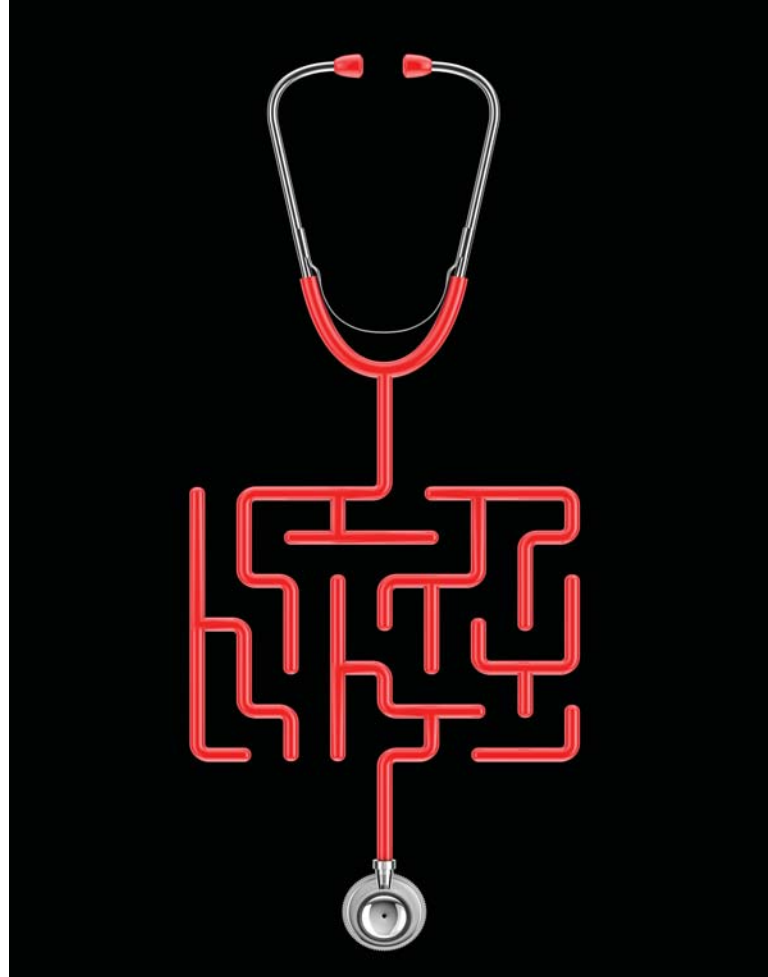


●●● health care research

Sounding out the diagnosis

Conducting cognitive interviewing with physicians

| By Zarif Islam



snapshot

The author looks at examining physician decision-making through simulation-based cognitive interviewing.

Ask anyone in pharmaceutical marketing about their top challenges and most will undoubtedly include the difficulties associated with understanding the physician's treatment decision process. From a marketing standpoint, this critical task comprises outlining what the decision-making process is as well as identifying points at which it can be influenced in order to drive particular behaviors. This is arguably one of the most fundamental responsibilities of health care market researchers. Is treatment largely a function of patient characteristics? Is it more likely to be shaped by brand perceptions or habit? Or can treatment decisions be better explained by insurance coverage and access?

These questions are not easy to answer but they lie at the heart of marketing research efforts to generate relevant insights that ultimately enable manufacturers to better address the needs of physicians. The challenge, of course, is how best to uncover these insights.

Broad contours

As researchers we rely on a range of quantitative and qualitative methodologies to dissect the physician decision-making process. Qualitative techniques are most typically found at the front lines of these efforts. Although quantitative research utilizing structured questionnaires certainly plays a key role, it is generally through qualitative that the broad contours of physician decision-making are explored, hypotheses developed and subtleties in physician thinking unearthed. One underutilized but very powerful qualitative research technique for penetrating the physician's decision-making process is cognitive interviewing.

Cognitive interviewing, also known as "think aloud," involves having research participants "speak aloud any words in their mind as they complete a task" (Charters, 2003). This method has been proven to provide useful information regarding decision-making in a health care setting (Aitken, 2000) as it allows researchers to identify what information



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is given most importance by physicians when treating or managing a patient and how that information is used to reach specific prescription choices. Researchers then make inferences about the reasoning processes that were used during the task based on “direct verbalization of cognitive processes” (Fonteyn et al, 1993).

Given the practical difficulties of conducting cognitive interviews with physicians as they treat real patients, health care researchers will sometimes approximate cognitive interviewing through one of two means. The most common route is through physician review of anonymized patient charts. The less-commonly applied approach is through having the physician engage with actors who are hired to play the part of patients.

In the first approach, physicians are asked to gather a few charts of patients they have previously treated. Over the course of the interview, physicians are asked to explain their rationale for the treatment choices they made for the patient in each chart. While this approach is useful in that it avoids the vague generalizations that plague qualitative interviews shorn of any specific patient context, it falls short of true cognitive interviewing. When using patient-charts as a basis for discussion, physicians are temporally removed from their thought process as it occurred when they saw the actual patient. The passage of time, compounded by failures of memory, can impair their recall of their actual experience with the patient. In addition, the physician may be prone to post-hoc rationalization designed to maintain the appearance of unimpeachable and professional decision-making. Perhaps most importantly, it is often difficult for the interviewer to elicit retrospectively the physician’s doubts, perceptions of risk and consideration of alternatives when the future was uncertain and the outcome of treatment unclear.

In the second, less-frequently employed approach, trained actors are brought in for the physician to “treat.” As the physician goes through his interaction with the patient-actor he is asked to verbalize his thoughts. This methodology allows researchers to pinpoint what kind of strategies are

being used by physicians in real-time and how they are acquiring and using the information they are being presented with. With proper training of the patient-actors, specific scenarios of interest to researchers can be created. Physician reactions to subtleties of body language and verbal communication can also be examined.

Like the review of patient charts, however, this methodology comes with its own set of challenges. Hiring and training actors can be expensive and time consuming – particularly if the research is to be conducted across central locations in multiple geographies. To the extent that the number of actors deployed is limited, so too are the patient scenarios that can be presented to the physician, unless the realism of the exercise is to be compromised by having a single actor appear as two or more distinct patients.

Addresses the shortcomings

Simulation offers another, potentially superior approach to leveraging the power of cognitive interviewing with physicians as it addresses many of the shortcomings of patient chart review and patient-actor methods. The use of simulation to conduct cognitive interviews is not new and dates back at least to the 1980s, when it was demonstrated to be an effective means of exploring problem-solving strategies among physicians. In these early exercises, researchers introduced patients to physicians via paper or audio-visual presentations and asked physicians to think aloud as they dealt with the management of these patients. Among the virtues of this approach highlighted in the literature is that simulation allows investigators “to approximate the clinical environment while controlling for other variables found in real-life situations” (Fonteyn et al, 1993). Researchers also demonstrated the ability to integrate treatment outcomes by emulating longitudinal changes in the patient presentation, thus adding another dimension of realism to the simulations (Barrows et al, 1982). Validation studies of these approaches have also been conducted and suggest that the findings from such simulations reflect real-world

behavior (Holzemer et al, 1986).

Since these approaches were published, computer hardware and software improvements have brought us to the point that the gap between artificial laboratory tasks and the real world can be further reduced. Leveraging these technological capabilities into next-generation digital simulation platforms built around the treatment of virtual patients present intriguing possibilities for broadening the practical use of cognitive interviewing with physicians. Early work we have done with a novel virtual patient simulator affirms the potential of simulation-based cognitive interviewing in probing physician treatment decision-making.

This particular simulation platform is built around the examination and treatment of simulated patients. It resembles a simple, electronic medical record system.

The simulation is divided into three tasks: 1) the patient examination, 2) treatment selection and 3) scheduling of follow-up visits. In examining the patient, the physician can access information regarding patient history, clinical presentation and laboratory tests. Commentary and concerns expressed by the virtual patient or virtual caregiver can also be integrated into this task. All information is then programmed to update on subsequent “visits,” allowing researchers to explore physician response to treatment outcomes. In the treatment choice screen, physicians select from a range of actions, including prescribing of medication, surgery, referral or ordering of diagnostic tests. Once one or more actions have been selected, the physician then indicates when the virtual patient should return for a follow-up visit.

Our pilot tests of this simulation platform were conducted through central location, one-on-one interviews in which the physician respondents were given an iPad loaded with the virtual patient simulation. As the physicians engaged with the simulation to examine and treat the virtual patients, they were asked to think out loud, as in standard cognitive interviewing protocols. This process resulted in useful verbalization of thought processes, as illustrated in this quote from a physi-

cian treating a virtual patient suffering from schizophrenia:

“I’m going to go back to the patient because I want to review her history. She’s currently on Haldol and Lexapro but she’s quite, she has a lot of positive symptoms of psychosis and these are the symptoms that are typically most responsive to anti-psychotic medication. So I have to assume that either the dosage of medicine she is on is inadequate or, or she is non-compliant with medicine, or the medicine is just not working for her. So, I have a couple of different possibilities there that are going through my mind...”

“I’ve reached the conclusion now that the problem is non-compliance. We have a medication that has helped her in the past so we want to try giving it to her and let’s say he [the caregiver] comes back in a week or something, says he’s giving it to her orally and she does indeed, she is indeed somewhat better. Then okay, I would propose to them that we give this as a once monthly injection. Let’s give the decanoate as, let’s try Haldol decanoate, that way we don’t have to take it every day.”

We can see that the physician is clearly “treating” a patient in real-time while considering potential

outcomes and consequences, much in the way she would in a real practice setting. Through the course of the research, physicians like this one tended to speak in the present tense. They also tended to voice uncertainty and consideration of differing treatment options – along with their perception of the pros and cons associated with these options. Our sense is that the digital nature of the simulation supported a “suspension of disbelief” in the artificial nature of the task, as well as greater sense of engagement, as physicians believed that their actions would have consequences for the virtual patient in subsequent visits.

This idea that computer-based simulation is perceived as more realistic has also been demonstrated in other studies conducted in health care settings (Zary et al, 2006). In sum, we have found that digital simulation in cognitive interviewing can produce valuable insights into physician decision-making processes more cost-effectively than patient-actor approaches and with potentially

greater subtlety and depth than is typically obtained through retrospective patient chart reviews.

A solid foundation

Given the importance of understanding medical treatment decision-making – in this case, from the perspective of the physician – health care marketing researchers may want to reexamine the potential of cognitive interviewing. As outlined here, many of the traditional obstacles to effective cognitive interviewing with physicians can be overcome through the use of digital simulation support. Moreover, while the use of digital simulation can be considered innovative, it rests on a solid foundation of historical research and experimentation in the world of health care. Accordingly, it is a low-risk approach positioned to address some of the challenging research issues confronted by health care market researchers. ¹

Zarif Islam is an analyst at KMK Consulting Inc., a Morristown, N.J., research firm. He can be reached at zarif.islam@kmkconsultinginc.com.



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●●● respondent cooperation

Think like a respondent

How to follow consumer research's golden rule

| By Sarah Faulkner



snapshot

Sarah Faulkner explores strategies for how we can make surveys less onerous for respondents.

We've probably all seen examples of awful questionnaires or discussion guides. If you want more, there are plenty online – check out @MRXshame on Twitter for some hilarious ones. The crux of the issue is that we, as marketing researchers – client or vendor side – have all been guilty of designing surveys that we would never want to complete ourselves. We conveniently forget or ignore how tedious those grid questions are, how annoying it is to answer the same question worded slightly differently multiple times, how impossible it is to remember something you bought six months ago and how your attention span starts to wane after 10 or 15 minutes.

There are significant consequences of bad questionnaire-writing, in the form of bad data and unreliable results, from straightlining or random responses from the people who do finish your survey to chronically underrepresenting certain groups from people who drop out. For example, Quirk's published a compelling study in February 2016 ("The impact of survey duration on completion rates among Millennial respondents") which found that there's a major dropout inflection point among Millennial respondents after 15 minutes.

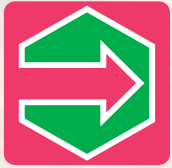
Education and training are critical to master good research design and quality but even if we have a good foundation, we can still lose touch with the people who respond to and participate in our research. To that end, I want to offer a few simple suggestions that we can all start applying today to help us create research we would actually want to participate in ourselves.

Be someone else's respondent. Sign up for some online quantitative research panels or apps as a respondent. Try to cover a range of different types; for example: a traditional online panel like e-Surveys, a shopper-focused app like Field Agent, a customer experience-oriented app like SurveyMini and a gamified research app like The Prыз



quirks.com/articles/2017/20170509.aspx

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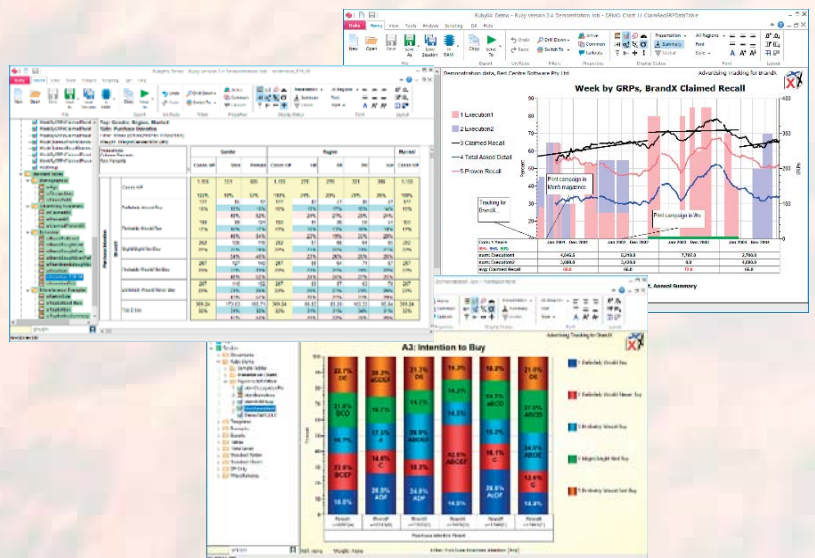


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Manor from Upfront Analytics. Always be honest – if they’re screening out marketing researchers, you can’t participate. But for the ones you can complete, you’ll get great ideas for what works, what to avoid and how to make survey research more engaging. Nothing builds respondent empathy faster than taking a poorly-designed survey!

One recent trend I’ve observed from being a respondent is the addition of an “are you paying attention” question to quantitative screeners, presumably to screen out bots or respondents who randomly click on responses. One version has a multiple-choice question with one clear right answer among other clearly incorrect responses. Another clever approach has a very complex-looking question with lots of response options but if you read the entire question closely, it tells you to ignore the preceding instructions and just pick answer x.

I would not recommend signing up for qualitative panels though. They should all have industry screen-outs and even if they don’t, the chance of messing up someone’s research in a qualitative setting with small base sizes is just too high. However, if attending a researcher colleague’s focus groups as a backroom observer is an option, you can still learn a lot by observing different styles of qualita-

tive research that you didn’t personally design.

Eat your own cooking. Take your own survey. No, you might not be the target consumer, but you are a human. If filling out that complex matrix question drives you nuts – and you wrote it! – imagine how someone who doesn’t care nearly as much about your category/business will feel.

It’s a good idea to follow this discipline as you’re writing a questionnaire and after it’s complete. If you need to, create a persona for yourself based on a target consumer when answering the questions. Assuming your questionnaire will be administered online, be sure to also go through an online test version of the survey as well. On a recent study, doing this caused me to reevaluate one of the screening criteria as I tried to evaluate the concept with fresh eyes and answer the associated questions as a respondent might.

Imagine sitting in that focus group or interview you’re designing as a participant. Is the entire discussion guide just questions being fired from the moderator? That doesn’t sound like a group I’d like to participate in! Where are the opportunities for the participants to engage in actual conversation instead of just responding to a list of questions? Even better, how can you build in creative exercises and activities that

add an element of fun or even competition to keep participants’ energy and excitement high?

Be sure to look with alien eyes at those creative exercises you planned. Are the instructions clear? If you didn’t know what you know about your product/brand/category, would it make sense to you? How long will it really take to find all those images or complete that story-telling exercise? This is especially important if you’re designing a new activity or applying an existing exercise to a new category or consumer group for the first time.

Phone a friend. Request peer-reviews of your questionnaires and discussion guides. If you’re on the client side, exchange surveys with colleagues for feedback, especially those outside your business unit/category if possible. On the supply side, you can also get feedback from co-workers but just be mindful of confidentiality if you go outside the client team. To do that, you can use an in-market ad or package instead of the test one as stimuli and, if necessary, remove any proprietary client questions.

If you’re an independent consultant or don’t have ready access to colleagues for any other reason, strike a deal with a few trusted professional contacts to do a “feedback exchange” for questionnaires, guides, etc., where you review each other’s materials on a regular basis. The confidentiality caution applies here too – either put a confidentiality agreement in place or strip out client-identifying details and confidential stimuli.

The purpose of this type of feedback is to get another expert researcher’s opinion and to overcome any knowledge bias you may have. For example, if you’ve worked in the health care industry long enough, you’ve almost certainly picked up terminology and classifications from the professional or provider side that may not be transparent or make sense to consumers in survey or discussion guide questions. Having someone with research expertise outside your own industry can help make sure questions and response options are worded in layperson language.

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way to understand the real survey-taking experience than pre-testing it with consumers (i.e., not professional researchers). There's a range of ways to approach this – from very quick and informal all the way to an additional phase of research, depending on existing knowledge, business risk and budget.

The most informal way to do this is to find people who fit the most basic criteria (e.g., pet owners, restaurant-goers, detergent buyers, vacation planners, etc.) in your workplace or among friends and family and go through your screener, questionnaire or discussion guide with them. In this context, it's most effective to administer it like a face-to-face interview where you read the questions out loud and mark their answers. You'll get some instant feedback as you go (e.g., facial expressions, questions about the questions, etc.) and you can also ask for direct input too. Explain at the start that your objective is to make the questions as clear and easy to understand as possible and ask for their honest feedback.


On the other end of the spectrum, if you're planning a large-scale research project (multiple legs or geographies, a very high investment or large potential business impact), doing a small qualitative phase up front to develop the questionnaire or guide can pay huge dividends. This also applies if you're going to be researching a category/industry that's relatively new to you and you don't necessarily know all the right consumer language, response options, category attributes, etc.

I recently worked with a client on a research project for a product type that falls in their general industry but not one with which they have specific experience. We were planning a quantitative study to both gather some fundamental category understanding as well as get some direction on possible benefit spaces. I proposed a two-phase approach where we would start with a few local in-home consumer interviews to provide a base level of knowledge and then design the quantitative questionnaire from there. As a result, the client got some great

insight from those interviews that we used to hone the benefit spaces, I designed a better quantitative study and I also provided some of the qualitative understanding to the final quantitative report to help explain the findings and shape the recommendations.

Make our research better

I hope this has given you some ideas about how to design research with the participant or respondent in

mind, putting yourself in their shoes. Whether you're learning to think like a respondent by actually being one or getting feedback from a professional researcher or layperson, we can all use these insights to make our research better – a little clearer, less complex, more engaging and, ultimately, higher-quality. 

Sarah Faulkner is principal and founder of Faulkner Strategic Consulting, a Cold Spring, Ky., research company. She can be reached at sarah@faulknerstrategicconsulting.com.



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6 TOP INCENTIVE PROCESSING AND PAYMENT COMPANIES



Finding participants and respondents for your research can be difficult. Sometimes, consumers need a little extra motivation to take the survey or participate in a study or focus group. In cases like this, it may be beneficial to find a good incentive provider to assist you in appropriately incentivizing your respondents.

Incentives can be an effective way to engage respondents for your research and keep them coming back. This can help you increase response rates and maintain respondent loyalty. When you partner with the right incentive company, it can also be a cost-effective way to continually receive meaningful insights for your research. The right incentive provider can deliver a program that will be most effective for your research, as well as provide a variety of incentives to fit your needs, whether it's cash, rewards or prepaid cards. They can even help you deliver the incentive to the respondent. Here is a list of companies that provide incentive programs and solutions for marketing research.



All Digital Rewards

Founded 2009 | 35 employees
Kathryn Felke, CEO

A leading market research incentive reward and payment technology company specializing in panel loyalty, recruitment, program development,



design, implementation, rewards and incentive issuance. Offering check fulfillment, Visa® prepaid card products, gift cards, merchandise and digital rewards. Our reward program management software solutions can scale from



quirks.com/articles/2017/20170533.aspx



Rybbon

Founded 2014
Jignesh Shah, CEO



Rybbon is the first complete system for managing research rewards. Researchers can easily send rewards anywhere in the world via branded e-mails. Integration with Qualtrics, SurveyMonkey and SurveyGizmo sends rewards automatically. Project-based tracking makes it easy to manage incentives for multiple programs with a clear view. Insightful reports help you stay compliant with tax and audit requirements. Choose from the top U.S. and global e-gift card brands and international Visa and MasterCard prepaid cards. Rybbon saves you money with 100 percent refunds on unclaimed rewards! Let Rybbon make incentives fast and easy so that you can focus on doing research.

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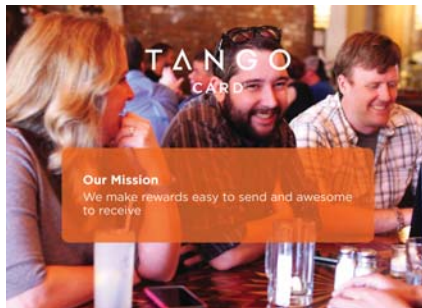
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Founded 1996 | 75 employees
Joe Kooima, CEO



Swift Prepaid Solutions is an open-loop (VISA®/MasterCard®) prepaid program manager delivering funds on behalf of clients in over nine currencies, safely and securely, to more than 160 countries. A global leader, Swift's technical and consultative approach provides innovative product offerings to exceed our clients' expectations. Virtual cards. Physical cards. Digital and mobile-enabled and with complete corporate oversight. Swift is on the leading edge of product development, delivering technology, tools and solutions to help clients gain a clear, sustainable advantage. As a top industry expert, Swift's unique focus on speed, choice, service and global reach serves as a sharp differentiator from the competition.

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Scotty Greenburg, Marketing

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Virtual Incentives

Founded 2008 | 30+ employees
Jonathan Price, CEO



Virtual Incentives (VI) provides the market research industry incentive solutions proven to increase response rates, strengthen engagement and maintain panel loyalty. Founded in 2008, VI partners with industry-leading businesses, including more than 40 Fortune 100 companies. VI is the leading provider of Visa rewards and Visa® virtual accounts and offers Virtual MasterCard® accounts, as well as e-gift cards from more than 600 merchants around the world. By simplifying order and delivery processes, solutions provided are cost-effective, flexible and completely customizable. With VI, there is no minimum order size, rewards can be delivered globally and superior customer service is provided to both customers and their clients.

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CALENDAR OF EVENTS

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featured

Toluna will hold a free event, 'Discover How Technology-Driven Insights Can Fuel Innovative, Agile Research Approaches and Transform Consumer Insight Programs,' on **May 4** at City Winery in **Chicago**. Visit bit.ly/2nFqbf4.

Elevated Insights will hold a Webinar titled, 'Beating the Cheaters in Qualitative and Quantitative Research,' on **May 4** at 1:00 p.m. CDT. Visit bit.ly/2p2saeP.

The Conference Board will hold its 13th Annual Customer Experience Conference on **May 4-5** at the New York Marriott Downtown in **New York**. Visit www.conference-board.org.

The Mid-Atlantic Insights Association will hold its Spring Symposium on **May 5** at the FHI 360 Conference Center in **Washington, D.C.** Visit www.insightsassociation.org/mid-atlantic-chapter-2017-spring-symposium-registration.

Worldwide Business Research will hold its B2B Online 2017 conference on **May 8-10** at the Chicago Renaissance Downtown in **Chicago**. Visit b2bmarketing.wbresearch.com.

The Insights Association will hold an event titled, 'NEXT: Advancing Insights Through Innovation and Research,' on **May 9-10** at the InterContinental New York

Times Square in **New York**. Visit www.insightsassociation.org.

MMA will hold its Mobile Marketing Leadership Forum on **May 9-10** in **New York City**. Visit www.mmaglobal.com.

The Atlanta/Southeast Insights Association will hold its Annual Conference on **May 15-17** in **Charleston, S.C.** Visit conta.cc/2ozsQLX.

ESOMAR will hold its Asia Pacific 2017 conference on **May 17-19** in **Shanghai**. Visit www.esomar.org.

The New England Insights Association will hold its Spring Conference on **May 18** at the Waltham Woods Conference Center in **Waltham, Mass.** Visit newenglandmra.com/event/nemra-neia-2017-spring-conference.

AAPOR will hold its Annual Conference on **May 18-21** at the Sheraton New Orleans in **New Orleans**. Visit www.aapor.org/Conference-Events/Annual-Meeting.aspx.

Insight Intelligence will hold the Market Research Summit 2017 on **May 25** at Hilton Tower Bridge in **London**. Visit www.insight-intelligence.com/mr-summit-2017-book-now.

LIMRA will hold its 2017 Marketing Conference on **May 31 - June 2** at the Renaissance Nashville Hotel in **Nashville, Tenn.** Visit www.limra.com.

MRIA will hold its 2017 National Conference on **May 31-June 2** in **Toronto**. Visit mria-arim.ca/events-awards/national-conference.

ESOMAR will hold its Summer Academy 2017 event on **June 6-8** in **Amsterdam**. Visit www.esomar.org.

The American Society of Trial Consultants will hold its annual conference on **June 8-10** at the Westin O'Hare in **Rosemont, Ill.** Visit www.astcweb.org/astc-conference.

The 2017 Pharma Market Research Conference (Bay Area) will be held on **June 13-14** in **San Francisco**. Visit bay-area.pharmamarketresearchconference.com.

Applied Marketing Science will hold a Journey Mapping Workshop on **June 14-15** at The Cornell Club in **New York**. Visit ams-insights.com/training-coaching/upcoming-workshops/journey-mapping-workshop.

LIMRA will hold its 2017 Big Data Analytics Conference on **June 19-21** at Loews Annapolis in **Annapolis, Md.** Visit www.limra.com/bigdataconf.

EphMRA will hold its 2017 Annual Conference on **June 20-22** in **Amsterdam**. Visit www.ephmra.org.

KNect365 (IIR) will hold its 2017 OmniShopper conference on **June 20-22** at the Hyatt in

Minneapolis. Visit marketing.knect365.com/omnishopper.

The Strategy Institute will hold its Digital Marketing for Financial Services Summit on **June 21-22** at The Westin Harbour Castle in **Toronto**. Visit www.financialdigitalmarketing.com.

NMSBA will hold its Shopper Brain Conference - USA event on **June 22-23** in **Chicago**. Visit www.shopperbrainconference.com/chicago.

AMA will hold its 2017 Advanced Research Techniques (ART) Forum on **June 25-28** at the Hyatt at Olive 8 in **Seattle**. Visit www.ama.org.

The Merlien Institute will hold its MRMW Asia-Pacific 2017 event on **June 28-29** in **Singapore**. Visit apac.mrmw.net.z

The 2017 Pharma CI Asia Conference and Exhibition will be held on **July 13-14** in **Singapore**. Visit asia.pharmaciconference.com.

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

Q

Names of Note

In Memoriam...

■ **Sandy Cooper** died on Feb. 11 following a battle with cancer. Cooper joined *Burke Marketing Research* in 1963 and served as its CEO. In 1980, he launched health care survey firm *Cooper Research*. Cooper was also the second board chair of CASRO and oversaw early drafting of the CASRO Code of Standards.

■ *The Advertising Research Foundation*, New York, has appointed **Scott McDonald** as its president and CEO.

■ **Jan Gooding** has been named president of the *Market Research Society*, based in the U.K.

■ In Prague, social media analytics firm *Socialbakers* has appointed **John Malatesta** as CMO and executive vice president teleWeb sales.

■ In Washington, D.C., insurance company *GEICO* has named **Bill Brower** assistant vice president of marketing and **Joe Pusateri** marketing assistant vice president.

■ Researcher *Kantar*, London, has appointed **Julie Kollman** as chief research officer.

■ **Peyton Burke Lewis** has joined Greenville, S.C., firm *BRIGHT+CO Marketing* as client services lead.

■ Atlanta-based researcher *Moore & Symons* has named **Sue Symons** as senior vice president; **Cynthia Bishop** as vice president; **Amity Moore Joyce** as senior executive interviewer; Elaine Russell as IT director; and **Sharon Bayuk McBurnette** as business manager and senior recruiter.

■ *Circle Research*, based in London, has appointed **Yasmin Kang** as project manager.



Kang

■ Research firm *Hotsplex*, headquartered in Toronto, has

added **Dan Young** as chief behavioral scientist and **Aron Galonsky** as managing director of U.S. business.

■ Canada-based research and polling firm *Leger* has hired **Michelle Carter** as senior vice president and managing director for its Toronto office.

■ In Bend, Ore., nonprofit organization *Women in Research* has hired **Michelle Andre** as its new managing director.



Andre

■ Wayne, Pa., researcher *Focus Forward* has hired **Andrew Postell** to its senior management team as vice president of sales and marketing.

■ Chicago-based firm *C+R Research* has promoted **Katherine Figatner** to senior vice president and partner.

■ Researcher *J.D. Power*, Costa Mesa, Calif., has appointed **Jacob George** as vice president and general manager of Asia-Pacific operations, based in Shanghai.

■ *MFour Mobile Research*, Irvine, Calif., has hired **Darren Clark** as COO.

■ Boston-based analytics and data management software company *Cambridge Semantics* has appointed **Dan Szot** as vice president of sales for its life sciences division.



Szot

■ New York-based marketing technology company *Tapad* has appointed **Steffen Svartberg Kristiansen** as head of its Nordic operations.

■ Fort Collins, Colo., translation company *Global Accent* has hired **Bob Bernhart** as project coordinator to help accommodate growing capacity.

■ Atlanta-based research firm *CMI* has appointed **Steve Flynn** as VP of client solutions.



Flynn

■ Franklin, Tenn., workforce intelligence firm *Work Institute* has appointed **Lindsay Sears** as associate vice president of research and analytics.

■ Research firm *brinc* (Branded Research Inc.), San Diego, has hired **Susan Huey** as vice president of sales and solutions and **Thomas Burdick** as associate vice president of sales and solutions.

■ Research-based strategy consultancy *Whitman Insight Strategies*, based in New York, has promoted **Scott Kotchko** to president and has added **Nicholas Casci** as an analytics associate.

■ Great Neck, N.Y., research agency *FRC*, A Lieberman Company, has



quirks.com/articles/2017/20170513.aspx

appointed **Renee Feldman** to its recently-created qualitative practice as vice president.

■ Ewing, N.J., firm *Zeldis Research Associates* has promoted the following: **Amy Rey** and **Kristina Witzling** to executive vice president; **Christine DiMeola** to vice president; and **Monique Corchado** to director, finance and administration.

■ *Aragon Research* in Palo Alto, Calif., has appointed **Adrian Bowles** as vice president of research and lead analyst for artificial intelligence.

■ *Aimpoint Research* has appointed **John Huffman** as director of research for its Columbus, Ohio, research center.

■ Columbia, Md., marketing agency *Merkle* has appointed **Zhengda Shen** as president of Merkle Asia-Pacific.

■ Software and information solutions firm *Deltek*, Herndon, Va., has appointed **Natasha Engan** as senior vice president of Deltek Global Consulting.

■ Cedar Knolls, N.J., marketing agency *Marketsmith Inc.* has named **Laura Buoncuore** as vice president and creative director.

■ *SIS International Research*, headquartered in New York, has appointed **Andrew Edsall** as business development director APAC, based in the firm's new Tokyo office.

■ **Ken Dulaney** has joined Palo Alto, Calif., firm *Aragon Research* as a research fellow.

■ Chicago-based researcher *Shapiro+Raj* has promoted **Nizam Sayeed** to chief technology officer and managing director of its digital insights and intelligence practice.

■ **Peter Feld** has been appointed CEO and management board member of Nuremberg, Germany, researcher *GfK*. Feld succeeds **Matthias Hartmann**, who agreed with the Supervisory Board in Aug. 2016 to leave the company.

■ **Laura Duguid** has joined *Doyle Research Associates*, Chicago, as qualita-

tive research and innovation specialist.

■ Consumer insights software platform *Cubeyou Inc.*, New York, has hired **Florian Kahlert** as its COO.

■ Data solutions firm *Norstat* has appointed **Rosie Ayoub** as managing director of *Norstat UK*. **Remek Gabrys** has also joined the London office as business development manager.



Ayoub

■ **Josh Chasin**, chief research officer for Reston, Va., firm *comScore*, has been elected to the *Advertising Research Foundation's* (ARF) board of directors. Additionally, Vice President of Analytics **Ray Pettit** has been renominated to the ARF's board of curators.

■ Media company *Viacom Inc.*, New York, has appointed **Kern Schireson** as executive vice president and chief data officer.

■ **Bill Cash** has been named director of business development for Warren, N.J., researcher *Lightspeed Health*.



Cash

■ *Kantar* has appointed new leadership for *Lightspeed*, its digital data collection company: **Caroline Frankum**, previously CEO, Europe Middle East and Africa, has been promoted to global CEO, while **Nick Nyhan** has been named chairman of *Lightspeed* in addition to his role as chief digital officer at *Kantar*. Former CEO **David Day** is leaving *Lightspeed* for a role at the U.K. Foreign Office.

■ Los Angeles-based researcher *SoapBoxSample* has expanded its sales division with the addition of **Anthony Bean** as senior account executive.

■ *Bedminster*, N.J., health care information technology company *Zelis Healthcare* has appointed **Millie Tan** as CMO.

■ Research and advisory firm *The Relevancy Group*, Boston, has appointed

Ross Rubin as director of research development and **Joe Laszlo** as research director and principal analyst. **Claire Gallagher** has also joined the company as business development manager.

■ *Olson Research Group Inc.*, Yardley, Pa., has appointed **Brendan Sammon** as senior account executive.



Sammon

■ *MFour Mobile Research*, Irvine, Calif., has hired the following: **Michael Mullen** as quality assurance engineer; **Richard Tsu** as quality assurance analyst; and **Punam Wattamwar** as senior quality assurance analyst. The firm also named **Cameron Massa** as a survey fielding team member for the operations team and **Jacob Savage** as a solutions development representative for the sales team.

■ *Researcher ORC International*, headquartered in Princeton, N.J., has appointed **Alena Rossini** as managing director, Singapore.

■ *Kantar North America* has appointed **Nick Langeveld** as EVP, strategic alliances. He will be based in New York.

■ *Illumination Research*, Cincinnati, has hired **Andrea Martin** as an insight strategist.

■ **Karyn Schoenbart** has been named CEO of Port Washington, N.Y., researcher *The NPD Group*. **Tod Johnson**, who served as chairman and CEO of the company, will continue full-time as executive chairman.

■ London-based research company *Future Thinking* has appointed **Jessica Herridge** as research director for its communicate team.

■ Stockholm-based software company *Cint* has appointed **Michael Teng** as vice president of partner solutions for its data and technology business unit.

■ Customer experience consultancy *Strativity Group Inc.*, Hackensack, N.J., has named **David J. Nash** as senior director – customer strategy and analytics and **Andrew McInnes** as head of sales for the firm's technology division.

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Research Industry News

News notes

■ **Link**, the advertising copy testing solution by research agency **Kantar Millward Brown**, New York, has completed the Marketing Accountability Standards Board (MASB) metric audit process. MASB's process, the Marketing Metric Audit Protocol, assesses connections from marketing activities to marketing metrics to financial performance.

■ **UC Davis Extension**, Davis, Calif., is now accepting applications for the Applied Sensory and Consumer Science Certificate Program. Applications are due Sept. 15 for the fall 2017 program.

Acquisitions/transactions

■ **The Dieringer Research Group Inc.**, Milwaukee, has acquired Wisconsin-based **Probe Research Services**. The company has also hired Jill Carnick as account director.

■ Quality improvement software firm **Minitab Inc.**, State College, Pa., has acquired San Diego-based analytics technology company **Salford Systems**.

■ **Research America Inc.** has acquired **Roda Marketing Research Inc.**, enhancing its work in health care and pharmaceutical research. The Roda Marketing Research team is expected

to move from its current location in Jenkintown, Pa., into nearby Research America offices in Willow Grove, Pa., operating under the MSP Analytics brand. Adele Roda, owner and president of Roda Marketing Research, will continue to work within the new structure.

■ Health care analytics company **SurveyVitals Inc.**, Springtown, Texas, has acquired **Novaetus Inc.**, an administrator of CAHPS surveys. Lori Moshier, founder and president of Novaetus, will join SurveyVitals as CAHPS program director.

■ E-mail marketing and automation software firm **Campaign Monitor**, San Francisco, has acquired customer data platform **Tagga**. With the acquisition, Campaign Monitor will provide access to behavioral data, enabling marketers to capture data and create behavioral profiles for customers to drive a greater return for their business.

Alliances/strategic partnerships

■ Data analytics company **Meetings Analytics** has joined sales and marketing firm **ZS**. Kimberly Meyer and Peter Matthews, founders of Meetings Analytics, will lead ZS's meetings analytics solution area from the firm's office in Evanston, Ill.

■ Pennington, N.J., research consulting firm **Cambiar** and London-based agency **Keen as Mustard Marketing** have formed a strategic alliance. The two companies will work together on strategic consulting and marketing projects for clients in the U.S., U.K. and EMEA. Simon Chadwick, founding and managing partner of Cambiar, will also join the Mustard board as an advisor.

■ Chicago research firm **Halverson Group** is partnering with the crowdsourcing research platform **Collaborata** on a nationwide, cross-category study called Politics and Purchase Power: Do

People Really Put Their Money Where Their Party Is? The study aims to uncover which brands are at risk of landing on a boycott list and what deeper motivations are at play. Questions to be answered include: Could a brand lose (or gain) consumers along party lines? Are there situational factors that drive political purchase decisions? Are certain categories more vulnerable? How can motivations for boycotting be leveraged as opportunities?

■ In New York, software company **Remesh** has formed a partnership with digital research solutions firm **eC-Global Solutions** to bring Remesh's artificial intelligence platform for market research to Latin America. The Remesh platform allows brands and agencies to pose open-ended questions to a group selected from eCGlobal's community of consumers. The partnership will provide online focus group-style conversations to media and entertainment, consumer goods, telecom and other industries, as well as global and local research agencies within the region.

■ London-based researcher **E-Tabs** and Paris-based research software firm **Askia** have formed a new strategic partnership to develop a dashboard designer application for market research which can be used as a standalone tool or linked with the Askiavista analysis software.

■ Morrisville, N.C., marketing technology company **MaxPoint** has partnered with San Francisco-based researcher **InfoScout** to use shopper-level insights to help CPG companies and retailers measure their marketing programs. The partnership allows digital advertisers to reach audiences based on where and when they shop, as well as the products in their baskets.

■ Warren, N.J., researcher **Lightspeed** has formed a strategic partnership with Boston-based emotion recognition software firm **Affectiva** to capture



quirks.com/articles/2017/20170514.aspx

emotional coding within its surveys. Lightspeed has also introduced Emotion Analytics across the Americas, Europe and the Asia-Pacific regions. Emotion Analytics allows researchers to quantify emotion from Lightspeed panelists in real-time through Affectiva's emotion recognition technology built on an automated facial coding system.

■ **Univision Communications Inc.**, New York, has formed a partnership with Pittsburgh-based polling and market intelligence company **CivicScience** to provide research on Hispanic consumers and emergent trends. The partnership will combine Univision's Hispanic audience with CivicScience's polling and data analysis platform to give insights to advertisers, brands, political organizations and investors.

■ Analytics and insights firm **Kantar Shopcom**, Wilton, Conn., has formed an enhanced partnership with omnichannel identity resolution firm **LiveRamp**. The partnership makes Kantar Shopcom's data available for people-based targeting and measurement through the LiveRamp IdentityLink Data Store.

■ Chicago-based researcher **IRI** has formed a strategic collaboration with information services company **Experian**. The joint effort will give Experian clients access to IRI ProScores, an audience targeting solution built from household purchase data that predicts the likelihood of consumers to purchase specific CPG brands and categories.

■ Researcher **brinc** (Branded Research Inc.), San Diego, has formed a partnership with **GlimpzIt**, a San Francisco-based machine learning platform. GlimpzIt allows consumers to use pictures, video and text to answer unstructured and open-ended questions and uses its AI technology to detect patterns in behavior and uncover consumer emotions. The data collected

by GlimpzIt enables brinc to create conversations and surveys with specific demographics in mind.

Association/organization news

■ **The Advertising Research Foundation** (ARF), New York, has appointed Scott McDonald as its president and CEO. Josh Chasin, chief research officer for Reston, Va., firm comScore, has been elected to the ARF board of directors. Additionally, Vice President of Analytics Ray Pettit has been renominated to the ARF's board of curators.

■ Jan Gooding has been named president of the U.K.-based **Market Research Society**.

■ In Bend, Ore., nonprofit organization **Women in Research** has hired Michelle Andre as its new managing director.

■ In Wakefield, Mass., the **Association of Sports Analytics Professionals** has launched its operations. The association aims to advance the use of analytics in the global sports business industry and drive greater collabora-

tion among representatives in sports business, industry and academia.

Awards/rankings

■ **The American Marketing Association** New York has selected the following as 2017 inductees to its Marketing Hall of Fame: **Gary Briggs**, VP, CMO, Facebook; **Jon Iwata**, SVP, marketing and communications, IBM; **Jim Stengel**, former global marketing officer, Procter & Gamble and president/CEO, The Jim Stengel Company; and **Jerry Wind**, professor of marketing, The Wharton School.

New accounts/projects

■ **Univision**, New York, has signed a multi-year agreement with **Nielsen Audio** that covers all of Univision's 64 owned and operated stations in 16 markets and its national radio network.

■ U.K. research firm **DJS Research Ltd** has been selected to conduct a research project on behalf of the Leicester City Football Club. DJS Research will engage with fans of the club and measure their satisfaction with services and

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accessibility for supporters with a disability. The firm will also explore the potential for improvements to King Power Stadium.

■ New York brand intimacy agency **MBLM** has rebranded **Wyng**, a marketing platform formerly called Offerpop that allows brands to build and run campaigns that drive participation and increase consumer influence. As Wyng's branding agency, MBLM produced a new brand promise, name, identity, video and Web site.

■ India-based research firm **MRSS India** is collaborating with three development agencies: **America India Foundation** (AIF), **Aga Khan Foundation** (AKF) and **Population Council**. The AKF project aims to improve the quality of education in Muzaffarpur, Patna and Samastipur. MRSS India will provide technical support in analyzing the data and prepare the report. The AIF project will evaluate the learning resource centers in parts of Odisha. MRSS India will execute a quasi-experimental design and mixed-method for data collection. The Population Council project involves MRSS as an advisory member for its project titled, *Climate-induced Disasters in Odisha, India: Impacts, Adaptation and Policy Implications*.

New companies/new divisions/ relocations/expansions

■ Digital innovation company **Delvinia**, based in Toronto, has opened a new office in Quebec which will be led by Daniel Brousseau, who will serve as vice president and general manager. Cassandra Blais will also join the Quebec team as a business development associate.

■ Philadelphia-based researcher **Focus Pointe Global** has rebranded with a new logo tag line and Web site.

■ Scottsdale, Ariz., health care research company **The HSM Group** has merged with New York-based marketing company **Disruptyx**, rebranding as **NEWRISTICS** to align with a focus on decision heuristics science. **NEWRISTICS** has also introduced two new products: subscription pricing for

message heuristics for pharmaceutical brands; and **CHOOSE**, a new heuristics-based algorithm for qualitative and quantitative message testing.

■ U.K. research company **BrainJuicer** held a general meeting on March 22 to approve resolutions to change its name and to put a new long-term incentive plan for senior managers in place. Shareholders were asked to approve the proposed name change from BrainJuicer Group PLC to System Group PLC. The rebranding launched with effect from April 1.

■ Predictive marketing software company **Rocket Fuel Inc.**, San Francisco, has opened an office in Prague that will focus on development of the data science behind the company's artificial intelligence and machine learning.

■ In New York, **Evoke Group**, a collection of health marketing companies, has created **Fabric**, a multicultural agency that will partner with pharmaceutical and other wellness clients, as well as other Evoke Group agencies, to navigate the evolving cultural landscape and identify insights that can create more culturally-inspired brands. Roger Salazar has been appointed as managing director and will lead the new agency.

■ **MarketVision Research** has relocated its corporate headquarters from Blue Ash, Ohio, to a new office in Cincinnati to support its growth.

■ Researcher **BDRC South Africa**, which operated independently for more than 10 years, has rebranded as **BDRC Africa** and has realigned with U.K. research agency **BDRC Group**.

■ France-based communications company **Havas Group** has rebranded **Havas Health** as **Havas Health & You**, joining together the agencies of **Havas Health** with the consumer health marketing communications practices across **Havas** companies. Donna Murphy will be CEO of the new enterprise.

■ London-based inbound marketing consultancy **The B2B Marketing Laboratory** has opened a new office in Singapore. Georgiana Verdonk Sim, vice

president, Asia, will work with Verity Dearsley, the firm's managing director, to head up the new office.

■ **The Retail Industry Leaders Association** (RILA), based in Arlington, Va., and professional services company **Accenture** have collaborated to launch RILA's (R)Tech Center for Innovation, a new initiative that explores the impact of technologies like artificial intelligence and virtual reality on the retail industry. **Accenture** will work with RILA to shape the overall program, conduct joint research and bring together retailers and technology start-ups to explore the industry changes that are being driven by digital technologies.

■ Marketing firm **SIGMA Marketing Insights**, based in Rochester, N.Y., has expanded into the Boston area with new offices in Rockland, Mass. Gregg Sullivan will join the senior team and lead efforts in the new market.

■ In Iasi, Romania, research company **Verve** has moved to larger offices due to its growing team. **Verve Iasi** grew 50 percent last year and plans to further increase staff numbers over the course of 2017.

Research company earnings/ financial news

■ Paris-based researcher **Ipsos** reported overall revenue of approximately €1.8 billion for 2016, with an organic growth of 3 percent during the year. For the fourth quarter of 2016, Ipsos reported revenue of €517.4 million, down 1.8 percent from the same period in 2015.

■ U.K. research firm **Join the Dots** reported £9.8 million in revenue for 2016, a growth of 26 percent. The firm has also added Lucy Hampson, Covie Williams and Jessamine Hopkins as senior research executives.

■ For 2016, Oslo, Norway, researcher **Confermit** reported a 60 percent increase in new business sales over 2015.

■ Researcher **Macromill Inc.** has successfully completed its listing on the First Section of the Tokyo Stock Exchange.



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2017

Focus Group Moderator Directory

Following is a list of over 210 moderators at 115 firms. These firms have paid to be included in the magazine version of the directory. The directory has three sections. The first section lists all the firms alphabetically and includes their contact information along with the names of the moderators they have on staff. The second section cross-references firms by the industries and markets they specialize in and the third section is a personnel cross-reference of the moderators. For your convenience, this directory is also available at www.quirks.com. (The online version lists 1,000 moderators at nearly 900 firms.)

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A searchable version of this directory is available at www.quirks.com





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Greg Carter is Senior Vice President at Consumer Opinion Services Inc. He has been with the company for more than 30 years, is a principle/owner and is their lead qualitative research consultant.
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EurekaFacts is a full service research firm. We have experienced, professionally trained, English and Spanish bilingual moderators, on-site recruitment and focus group facilities easily accessible by subway/bus. Expertise includes focus group moderation, cognitive and in-depth interviewing, usability testing. Audiences served: physicians and health professionals; Latinos, Hispanics; consumers; B2B; government; employees; hard to reach populations; educators/school administrators; multicultural audiences; children, teens, parents and seniors. Areas and fields served: concept and ad testing, consumer, social marketing, nonprofit, customer satisfaction, transportation, impact assessments, telecommunications, healthcare/pharmaceuticals, Health IT. For a facility tour, click the YouTube icon.



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First Insights specializes in usability testing, focus groups, ethnographic studies and contextual interviews. We've conducted research projects on Web sites, mobile apps and dozens of new product concepts via in-person and remote interview methods. Our team has deep experience across a variety of industries and can offer complete project management solutions. From facility selection, screener development, creation of a moderator's guide, expert moderation and report development, we deliver actionable recommendations. Visit our Web site for moderator bios and details on our services.



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Marc Engel has led over 1,500 focus groups, interviews and ideations over the past 15 years, drawing on his diverse background that includes not only marketing research, but also law (member of the California Bar), marketing, writing and product naming. Perhaps most valuable and unique to his work as a moderator is his comedy experience: stand-up, improv, sketch and emceeing. Adept at making people of all ages and backgrounds comfortable sharing their feelings and opinions, Marc makes the sessions he runs more engaging for participants and more enlightening for his clients.

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For over 20 years, Gary Rudman of GTR Consulting has specialized in custom qualitative market research among kids, teens, gatekeeper parents and young adults (ages 21-35). We also offer our gTrend macro-trend syndicated studies on teens and young adults.

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Nancy is an experienced moderator, skilled listener and effective communicator. She incorporates both qualitative and quantitative techniques to uncover growing consumer trends, define target markets and provide insight into marketing challenges.

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Mr. Henne received his training in survey methods and survey research design from the Eagleton Institute at Rutgers University. He has been engaged in the survey research field for over 30 years and has conducted thousands of in-depth interviews and focus group sessions. Clients include: the CDC, the SEC, the University of California at San Francisco, the National Science Foundation, the Environmental Protection Agency, Millward Brown, HRW International, and pharmaceutical companies, such as Gilead, Sanofi-Aventis, Pfizer, Eli Lilly, and more. He is a member of AAPOR, Insight and the NGLCC.

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As the owner of a focus group facility I have conducted thousands of focus groups and IDIs over my 30 years of experience in market research. I am a bilingual/ bicultural moderator with experience in a wide range of categories and markets, specializing in Hispanic consumers of all ages in the U.S.

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Insights in Marketing (IIM) is a marketing research firm that delivers in-depth and actionable insights so you can have every confidence your decisions are inspired by the consumer voice. Our professionally-certified moderators have years of client and supplier side experience across many industries and consumer segments, including CPG, durables, beauty, technology, spirits, financial services, retail, travel and entertainment. Due to our strengths in emphatic and discriminative listening, our moderators always knows exactly where to go and what questions to ask to elicit the learning you need. IIM's research approaches are custom designed for your company, addressing key issues and delivering the most impactful results. We aren't just your research firm, we're your partner.

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Issues and Answers Network Inc. is a global marketing research firm providing cutting-edge quantitative, qualitative and hybrid methodologies - everything from survey and sampling design, in-house data collection and project management to data analysis, if needed. Four professionally-certified moderators will manage all aspects of qualitative projects - a sampling of experience includes focus groups, one-on-one interviews, dyads, triads and mini-groups - all conducted in multiple industries including alcoholic beverages, apparel, consumer durables, food, pharmaceuticals and telecommunications, just to name a few.

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Isurus is a boutique firm that delivers insights to clients in B2B and consumer markets. We help clients understand their markets (customer journey/personas, segmentation), explore opportunities (market sizing, product development, pricing), evaluate competitors (competitive intelligence, win/loss analysis), manage brands and messages (brand positioning, message/value proposition development) and improve the customer experience (NPS/VOC programs.)

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James Industry Research Group started with one goal: to do the best, most integrity-driven research for our clients. With over 20 years in the Casino and Gaming Industry, we are the leading research firm for the industry as well as the Official Researchers for the Global Gaming Expo (G2E). Our principles and moderators come from a variety of research backgrounds, and are Burke and RIVA-trained. Focusing primarily on our work for casino industry associations, casino operators, and the casino industry manufacturers has rewarded us with being widely recognized as the research solution of the industry. Contact us to learn how we use our experience in Casino and Gaming to benefit your project.

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Just Qual+ LLC is a boutique qualitative and quantitative health care marketing research firm with extensive live, global and online capabilities. Eric Swatek is a PRC-certified Expert Consultant who has

been serving both pharmaceutical and medical device clients since 1998. We have conversations with professionals, patients, consumers and caregivers in the U.S. and around the world.



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The KMR Research Studio – founded by moderators for moderators/clients/respondents and designed via their recommendations, uniquely satisfying their vision, while eliminating the pet peeves! Outside, an aesthetically calm setting with free/easy parking. Inside, a sun-lit backroom, with mahogany/cherry finishes and two fireplaces. A comfortable living room and full conference room set-up, with uninhibited video and dedicated concierge service. Respondents are relaxed and more forthcoming since we've eliminated the

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Listen Research is an experienced team of professionals that grew up in corporations and large research firms. We provide qual and quant research services to a diverse portfolio of clients. Our moderators have experience leading discussions with people from all walks of life, from business-to-business interviews with doctors and executives to friendship-pair groups with kids, teens/tweens and young adults. We provide outstanding analysis with results-oriented implications, enabling clients to hear what people think and make smarter marketing, advertising and product development decisions.

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Jan Lohs is known for qualitative research that brings depth of insight and understanding of consumers, B2B and employees. She is skilled at drawing out the personal stories that bring to light the unconscious drivers of attitudes and behavior. Insatiably curious and committed to excellence on every project, whether domestic or international, Jan is passionate about qualitative research!

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Premier bilingual Latina moderator with over 20 years of experience: moderating, IDIs and ethnography. Works in U.S., Puerto Rico and Mexico. Knows Latino population and degrees of acculturation. Expertise: ad testing, health care, retail, food products, consumer goods.



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Market Probe International has a dedicated team of moderators and qual managers. We offer traditional qual research as well as hybrid and virtual/online focus groups, IDIs and bulletin boards in the U.S. and worldwide. Excellent quality, timely performance and expertise derived from over 40 years of business operation. 20-plus-country international network with English-speaking moderators.



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Market Research Answers is a full-service market research consultancy providing qualitative, survey and statistical analysis services to B2B and B2C clients across many industries and product categories. MRA moderators are seasoned professionals who have conducted hundreds of focus groups and in-depth interviews with a wide range of business and consumer respondent profiles for small, medium and Fortune 500 companies. We have deep experience interviewing health care professionals/specialists and C-suite senior executives in the aerospace, food service, health care and hospitality industries. Our clients value our in-depth reporting and ability to mine insights which can be transformed into action items to improve the bottom line.



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The Martec Group, with offices in Chicago, Detroit, Green Bay, Wis., Frankfurt, Germany, Beijing and Shanghai, is a partnership of business-to-business and consumer market research professionals offering a full toolbox of qualitative and quantitative methodologies that have been developed to best meet our clients' needs. With a commitment to client relationships, Martec serves market segments that include, but are not limited to: automotive, chemical, children, medical/health care, building industries, utilities/energy, sensory/foods, financial/investment/banks and executives/management.



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Michelle Finzel since 2004

Michelle is experienced with qualitative and quantitative research methods, analyses, report writing, and presentations. She has trained at RIVA, is an expert public speaker, and can creatively assist with all manner of research needs, including online and in-person focus groups, telephone/online interviews, intercepts, online communities, and in-depth interviewing.



Maybe... Market Research & Strategy

Port Washington, NY
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Jennifer Larsen

Maybe... Market Research & Strategy combines nearly 20 years of cross-category experience in qualitative research with an eye toward innovation and creativity. The principal, Jennifer Larsen personally manages every project, combining large company experience with small company care. She also has a graduate degree in Psychology and is a Riva-trained Master Moderator.

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Dr. Mendoza was Research Director at Lopez Negrete Communications where she directed projects for Wal-Mart, Bank of America and Tyson Foods. Her Ph.D. is from the University of Florida in Marketing/Consumer Psychology. She has experience conducting focus groups, ethnographies, in-depth interviews, and cognitive mapping. She specializes in Hispanic decision-making and is Spanish/English bilingual.



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10 minutes with...

Jenny Crowley

Associate Brand Manager, Organic Valley

You graduated with a BA in communication arts and have a passion for improv. What special viewpoints or skills do you feel you bring to your position at Organic Valley?

Organic Valley is a farmer-owned co-op and cooperation is central to everything that we do. Everyone's voice is important when making decisions. That commitment to collaboration and teamwork echoes the "yes and..." teachings of improv, which is one of the reasons that I was attracted to the culture of OV. Improv has also taught me to have an open mind, stay present and actively listen, which I think are key to being a good marketing researcher.

Talk about a recent win for your team and what you learned from it.

My first big research project for Organic Valley was our brand health assessment, which was really exciting. We wanted to get baselines for brand awareness, preference, loyalty and cross-category purchasing. I refer to the assessment results on a daily basis. The scores serve as a foundation for our short- and long-term brand goals as well as inform the brand strategy.

Could you provide tips for researchers looking to leverage online communities to better understand consumer interest?

Online communities can be a great way to get actionable insights quickly. We've used them to test interest on new product concepts and better understand the morning routines of busy moms. The online communities tend to be small, around 25-30 participants, so it's crucial to be specific with your segmentation criteria in order to get feedback from your ideal target. And someone needs to be constantly monitoring the community and asking follow-up questions to get context to the answers given.

What new research products and/or methodologies are you focusing on in 2017?

We really want to understand the emotional why behind the buy, so we're exploring methodologies like behavioral science and observational fieldwork.

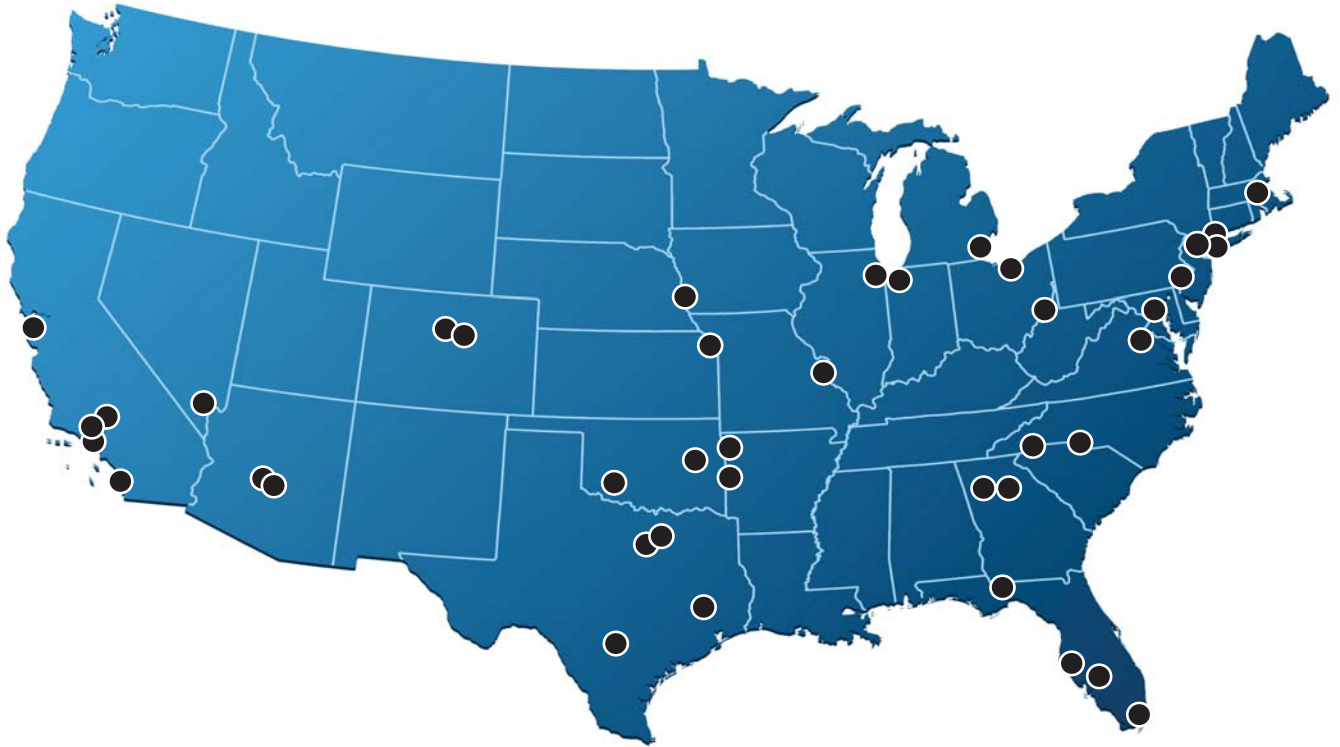
What excites you about coming to work each day?

Every day I know I'm going to learn something new. Oh, and we have free chocolate milk in the refrigerators at work!



“Everyone’s voice is important when making decisions. That commitment to collaboration and teamwork echoes the ‘yes and...’ teachings of improv, which is one of the reasons that I was attracted to the culture of OV.”

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