

# Avoiding the 'Hang ups' - Understanding Mobile Phone Self-completion Surveys

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Presented by: AJ Johnson, Vice President, Global Operations, Ipsos

# Ipsos around the world – present in 64 countries



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			Portugal	Syria	

## Fast Facts

- **Founded: 1975**
- **Head Office: Paris**
- **Total revenues in 2007: €927.2m**
- **Number of countries with Ipsos offices: 64**
- **Total number of countries we do research in: 100+**
- **Number of full-time Ipsos employees: 8,800**
- **Number of clients around the world: 5,000+**
- **Interviews conducted each year: > 10 million**

# Introducing the experiment



- To test the effects of **REGENCY**, **SURVEY PLATFORM** and **ENHANCED INVITATION** on survey engagement
- Pre-recruited from the **Ipsos Mobile Panel** based on intent to watch a number of prime time shows on the main UK commercial TV channel
- Those very likely to watch were placed in to one of six experiment groups

Online		Mobile			
Enhanced invite	Regular invite	Enhanced invite		Regular invite	
Next day	Next day	After show	Next day	After show	Next day

- TV shows chosen for the experiment were Emmerdale, Coronation Street, Harry Hill's TV Burp and Dancing on Ice screened Jan 29 – Feb 1 2009. We used Turf analysis to gain maximum TV show reach.
- **Three** questions (factual and non-factual) were asked via **mobile** or **online** to those who confirmed they watched the show
- Five minute **follow-up survey** sent to all who completed the experiment

# Choosing the technology



### Mobile internet

- Still only 10% of UK mobile phone users use internet
- Reliant on stable internet connection
- Issues with small screen and slow download speeds
- Different phone models, different browsers



### Mobile applications

- Participants need to download app to each phone
- Technical issues with installation and download



### SMS

- 70% of the UK population has a mobile phone
- The demographic of mobile phone users is more representative of the general population
- It's very easy to use and participants respond quickly!
- UK allows free text messaging, so participants pay nothing to take part in the survey



Source: Ofcom, UK Mobile Phone Usage, Feb 2009  
Ipsos MORI Tech Tracker, Feb 2009

# The Hypotheses



1. Mobile survey respondents' level of engagement is higher when the survey is administered at the time of the event (Time of survey)
2. Mobile survey respondents' level of engagement is higher than those of online survey respondents (Survey platform)
3. Mobile survey respondents' level of engagement is higher when an enhanced invitation is administered (Type of invitation)

Also looking to discover:

- Do mobile participants respond faster?
- Does the quality of survey responses increase...
  - With the use of mobile technology versus online?
  - When invitations are sent straight after the TV show versus next day?
  - When we enhance the survey invite?
- Whether participants reported any technical problems
- Satisfaction level with aspects of mobile survey completion
- Preferred method for survey completion
- Potential for different types of mobile research in the future

# Attempting to trigger and measure engagement



"Engagement" as a psychological phenomenon occurs when the mind is highly focused on a specific task or activity. Tasks or activities that the mind finds interesting, important, fun or challenging are more apt to create a state of "focus" or "presence"

William H. MacElroy, President, Socratic Technologies, Inc.

## How we attempted to trigger engagement

- Use of 'new' and 'different' mobile data collection platform over standard online
- Sending survey at a time when they have focused on the TV show
- Enhancing survey invitation using a range of engaging techniques

## How we attempted to measure engagement

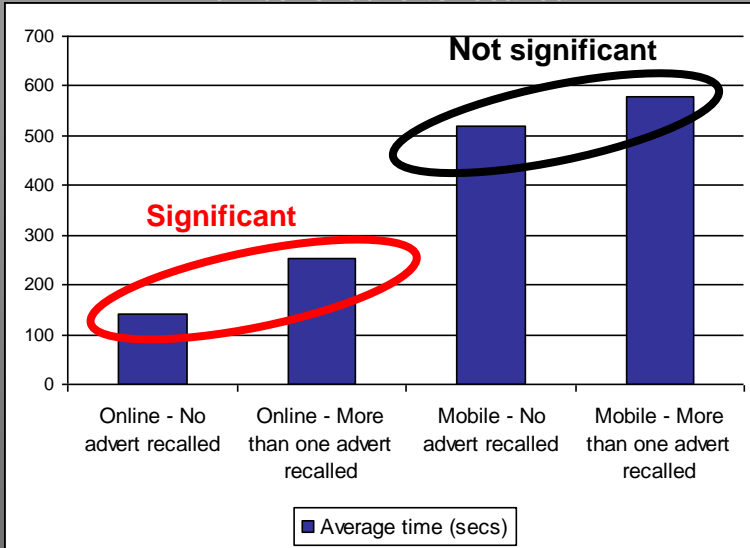
- Response / Screening / Dropout rates
- **Length of time taken to complete survey\***
- Accuracy of results to factual questions
- Length of response to verbatim questions
- Stated intent to take more surveys / recommend
- Increased agreement that survey is interesting, innovative, and different



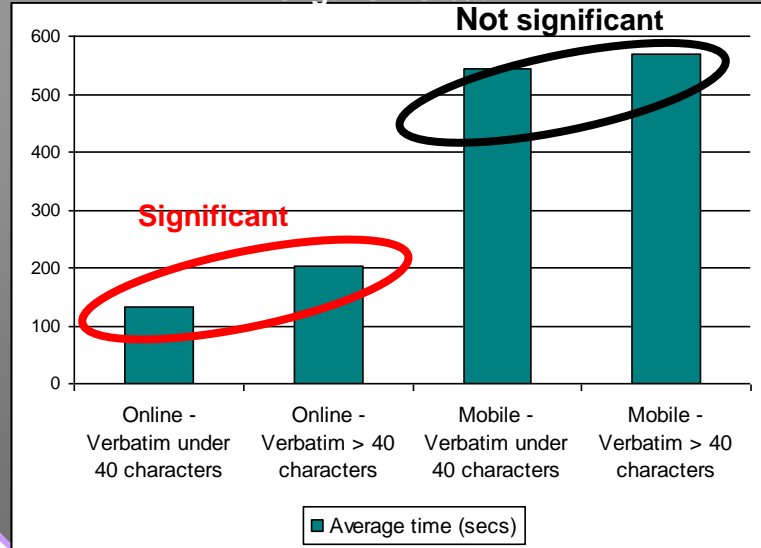
# The effect survey length has on quality



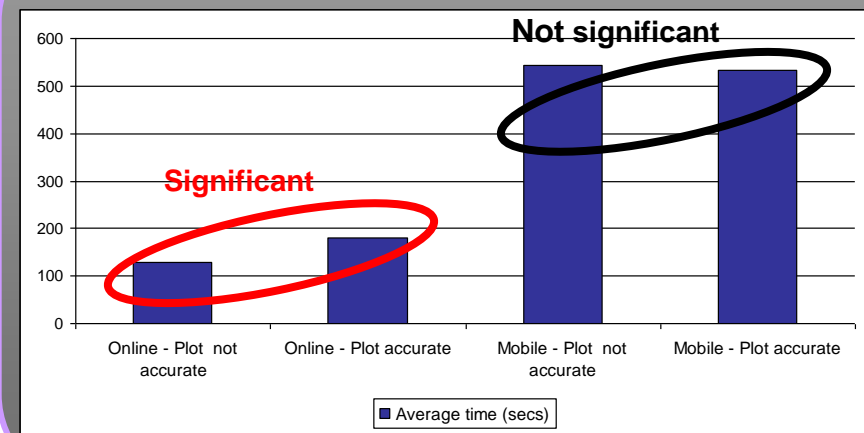
Number of adverts recalled



Length of verbatim








Accuracy of 'plot' question



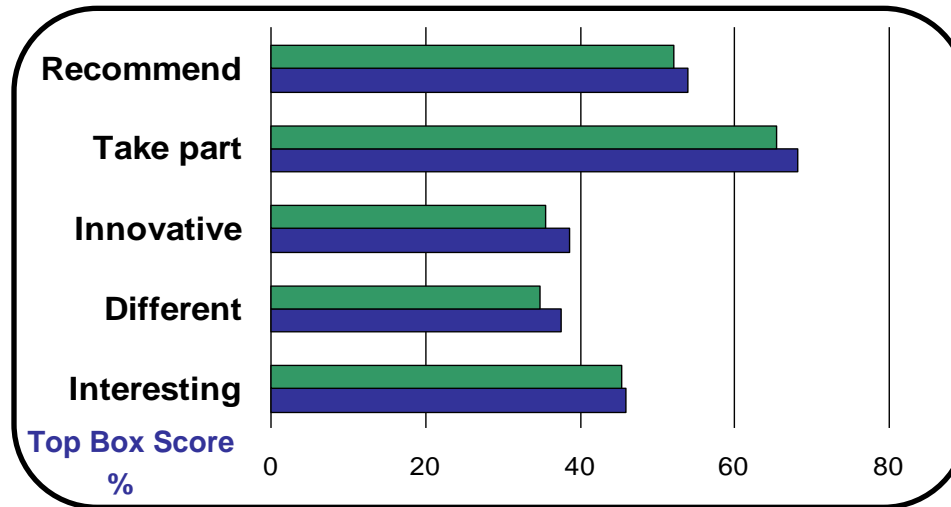
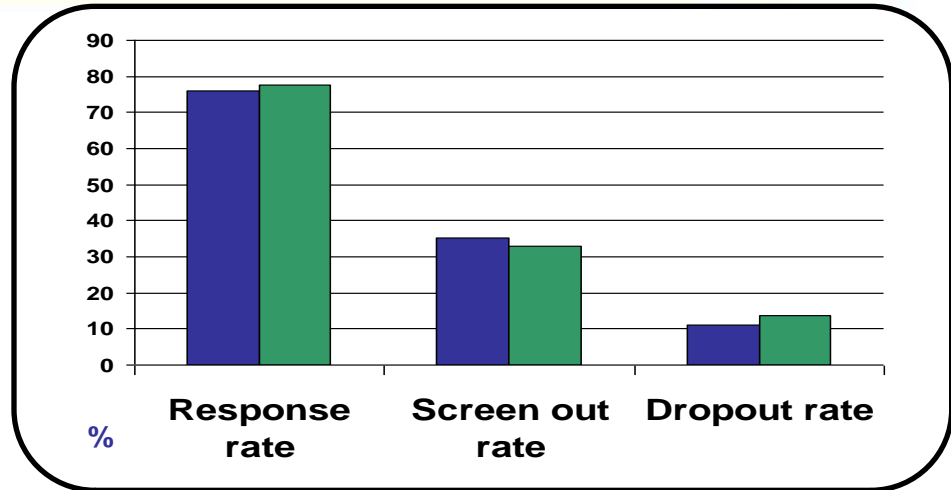
For participants who completed the experiment via mobile we found no clear association between completion time and these three measures of 'quality'


# Mobile (same day) versus Mobile (next day)



	Same Day	Next Day
	= <b>756</b>	= <b>1,273</b>
	= 20	= 21
	= 80.7%	= 76.2%
	= <b>0.84</b>	= <b>0.66</b>
	= <b>0.35</b>	= <b>0.33</b>

 \* Statistically significant



 Same Day  Next Day



# Enhancing the mobile invite



## Normal

Ipsos Media Survey - Dear Panellist - Your survey will follow.  
Thank you







## Enhanced

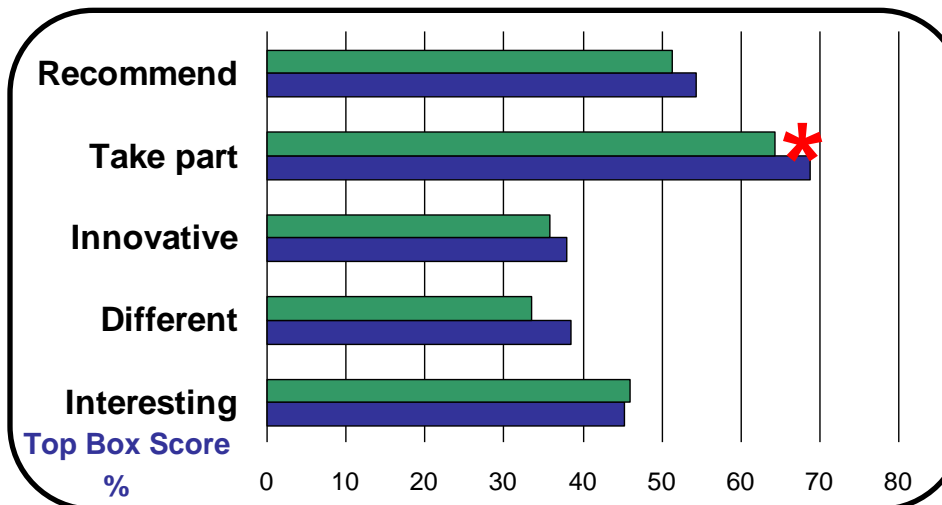
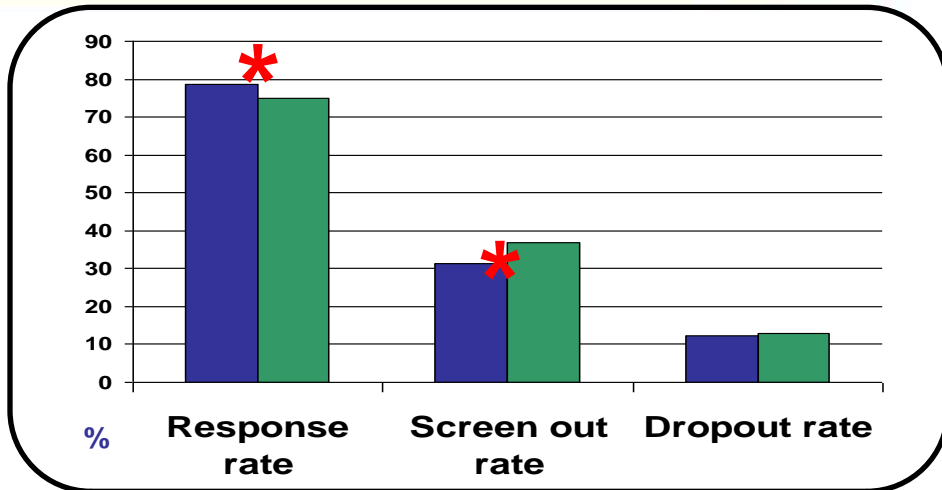
Ipsos Media Survey - Dear <[Name]<sup>1</sup>>, One of a select group<sup>2</sup>,  
your opinion is valuable<sup>3</sup> Replies are FREE<sup>4</sup> Earn 50 points<sup>5</sup> on  
completion. Q1 (Max 4)<sup>6</sup> follows. Thanks

1. Personal salutation
2. Making the participant feel that they are special
3. Stressing the importance of their contribution
4. Make sure participant understands completion will not cost them
5. Confirm incentive fee
6. Confirm maximum length of survey

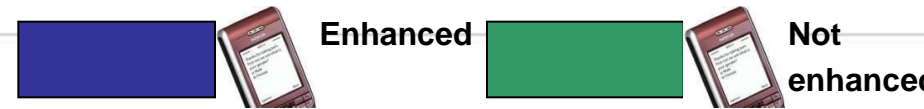
# Mobile (Enhanced) versus Mobile (Non-enhanced)



	Enhanced	Not enhanced
		
	<b>864</b>	<b>1,204</b>
	<b>23</b>	<b>19</b>
	<b>77.1%</b>	<b>79.9%</b>
	<b>0.78</b>	<b>0.72</b>
	<b>0.41</b>	<b>0.26</b>



\* Statistically significant

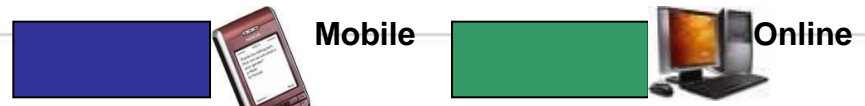
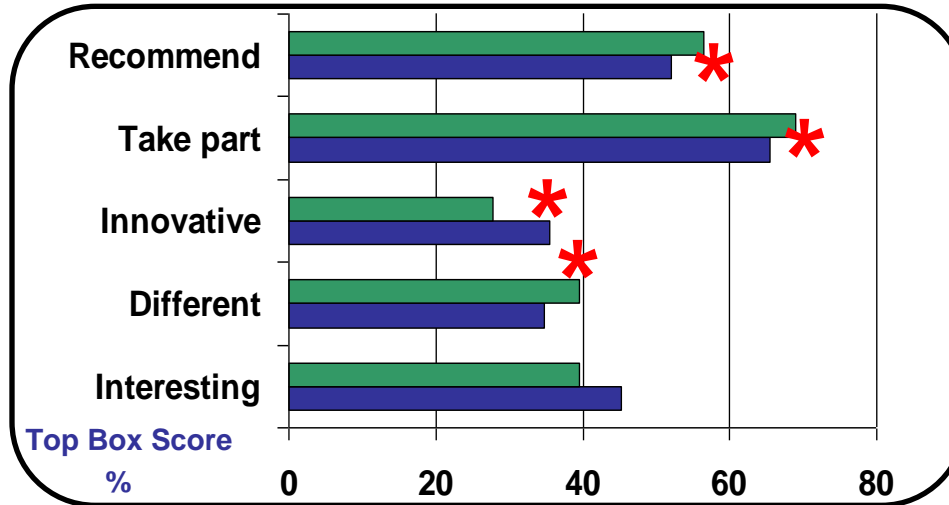
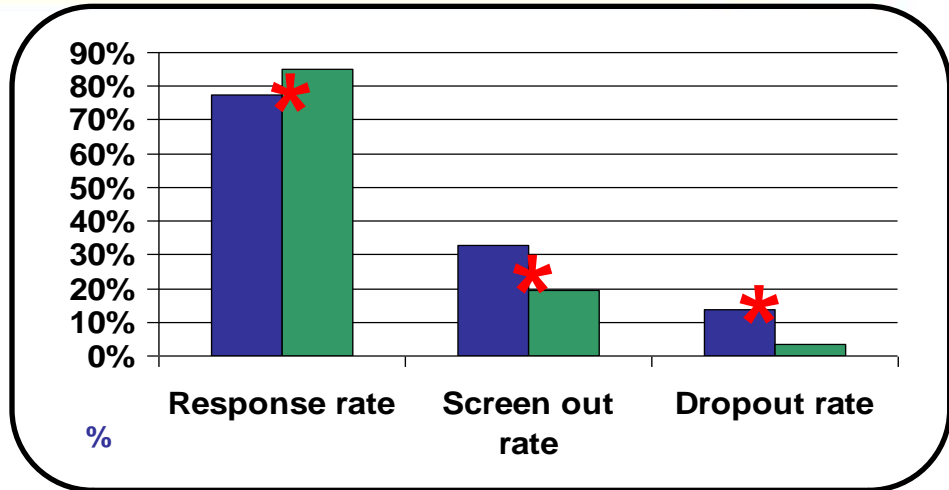


# Mobile (Next day) versus Online (Next day)



	Mobile	Online
	= 1,273	= 214
	= 21	= 34
	= 76.2%	= 71.8%
	= 0.66	= 0.36
	= 0.33	= 0.18

\* Statistically significant

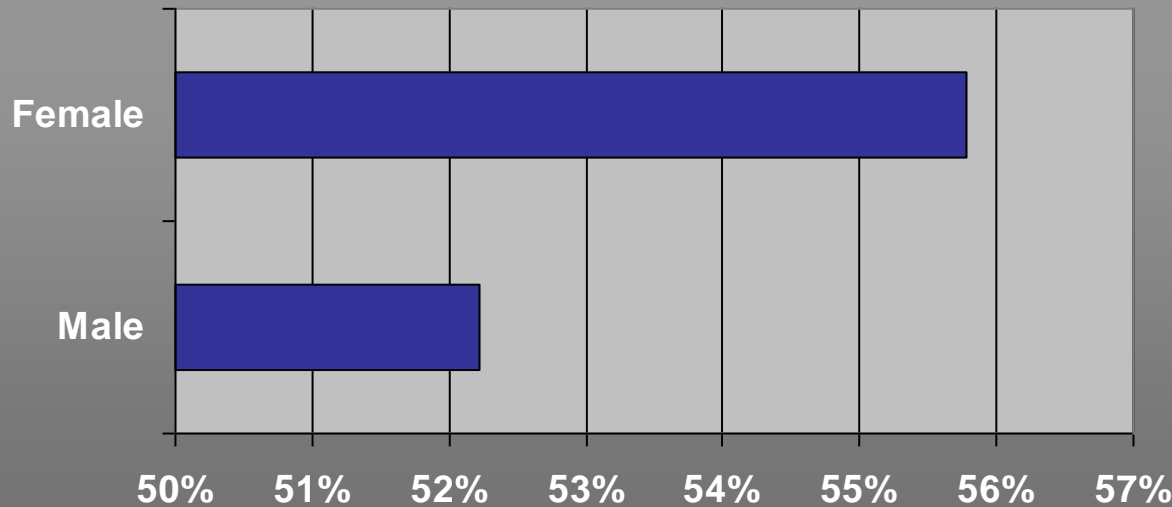


# Building a Quality Index



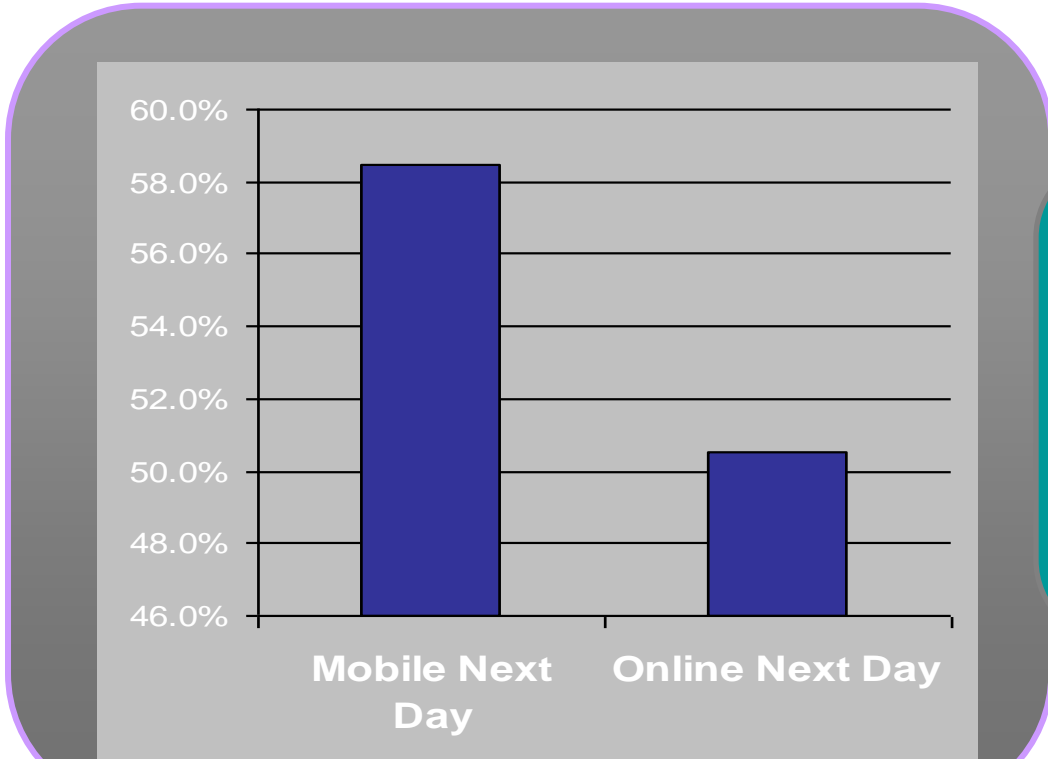
By combining Accuracy, Verbatim length, and Advertisement recall we created a quality index score for each participant

**Quality Index =**  **+**  **+** 



**'Quality Index' scores are significantly higher amongst female participants**

# 'Quality Index' – Mobile versus Online



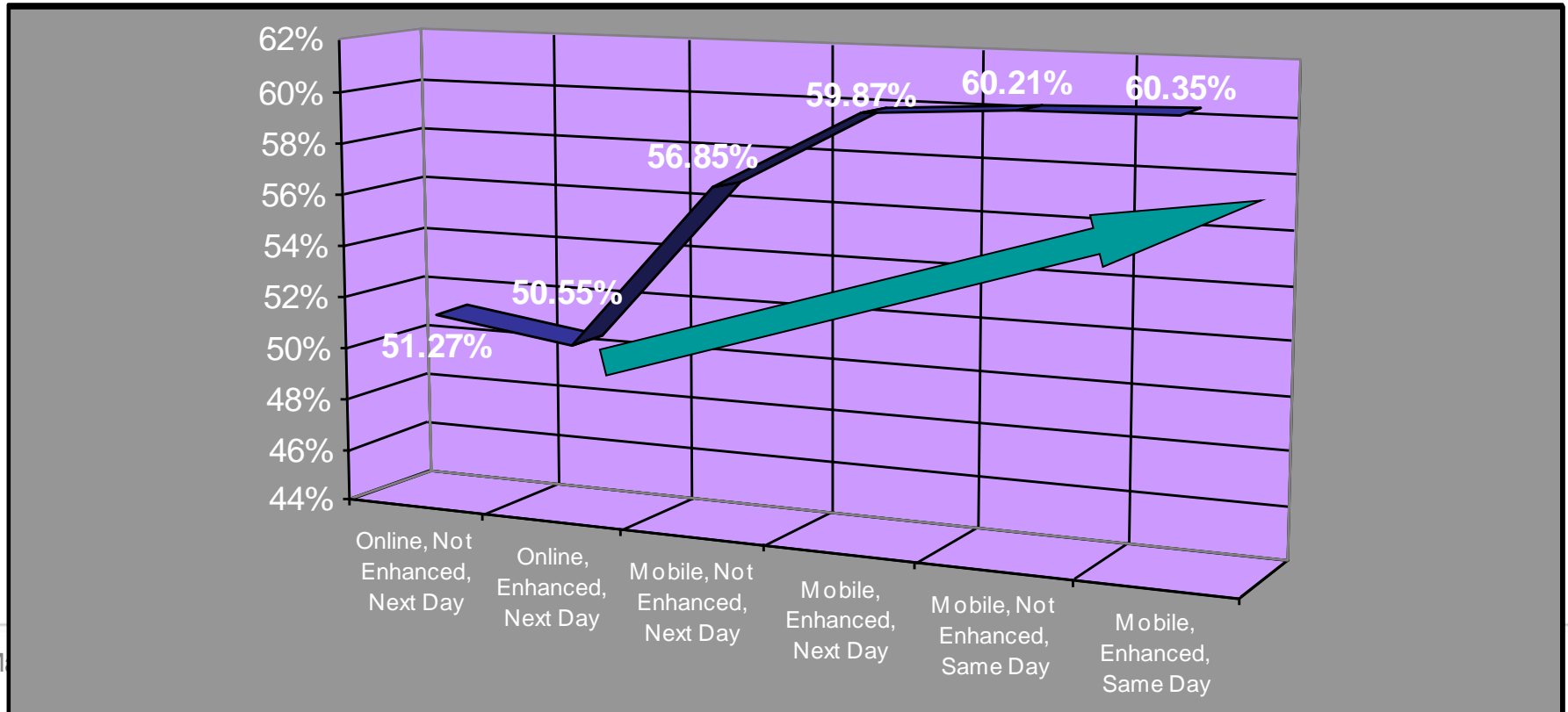
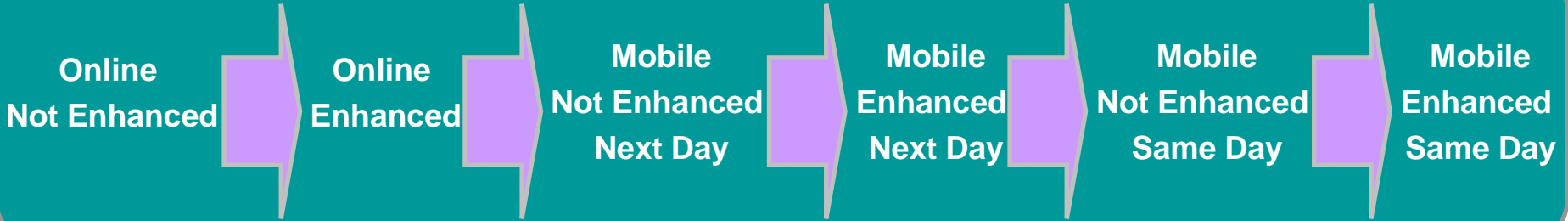
**'Quality Index' scores are significantly higher from mobile responders versus online responders**

**'Quality Index' scores were higher for MOBILE SAME DAY v MOBILE NEXT DAY and MOBILE ENHANCED v MOBILE NOT ENHANCED, but not significant**

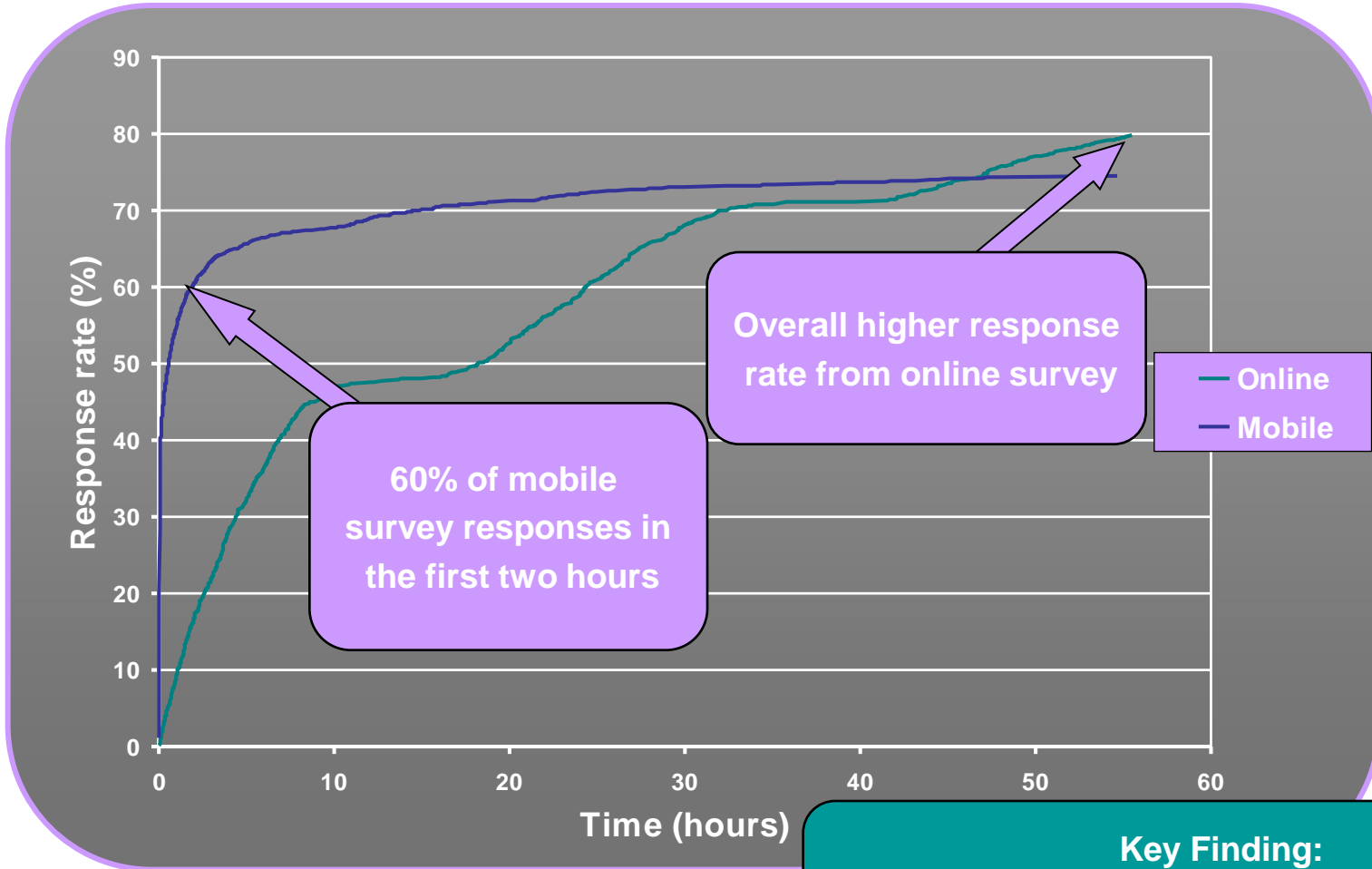
# Average Quality Index across the designs



Our expectation was



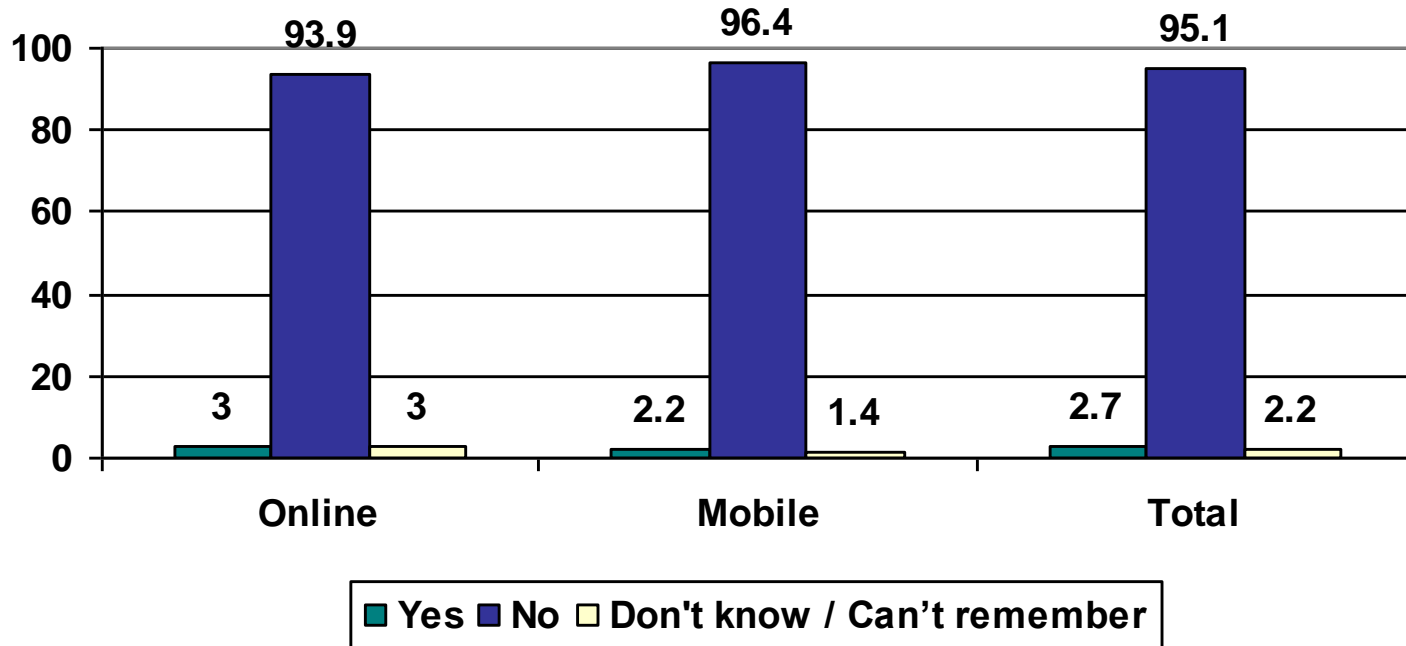
# Survey response times – Online versus Mobile



**Key Finding:**  
Mobile participants respond much faster but response rates are lower



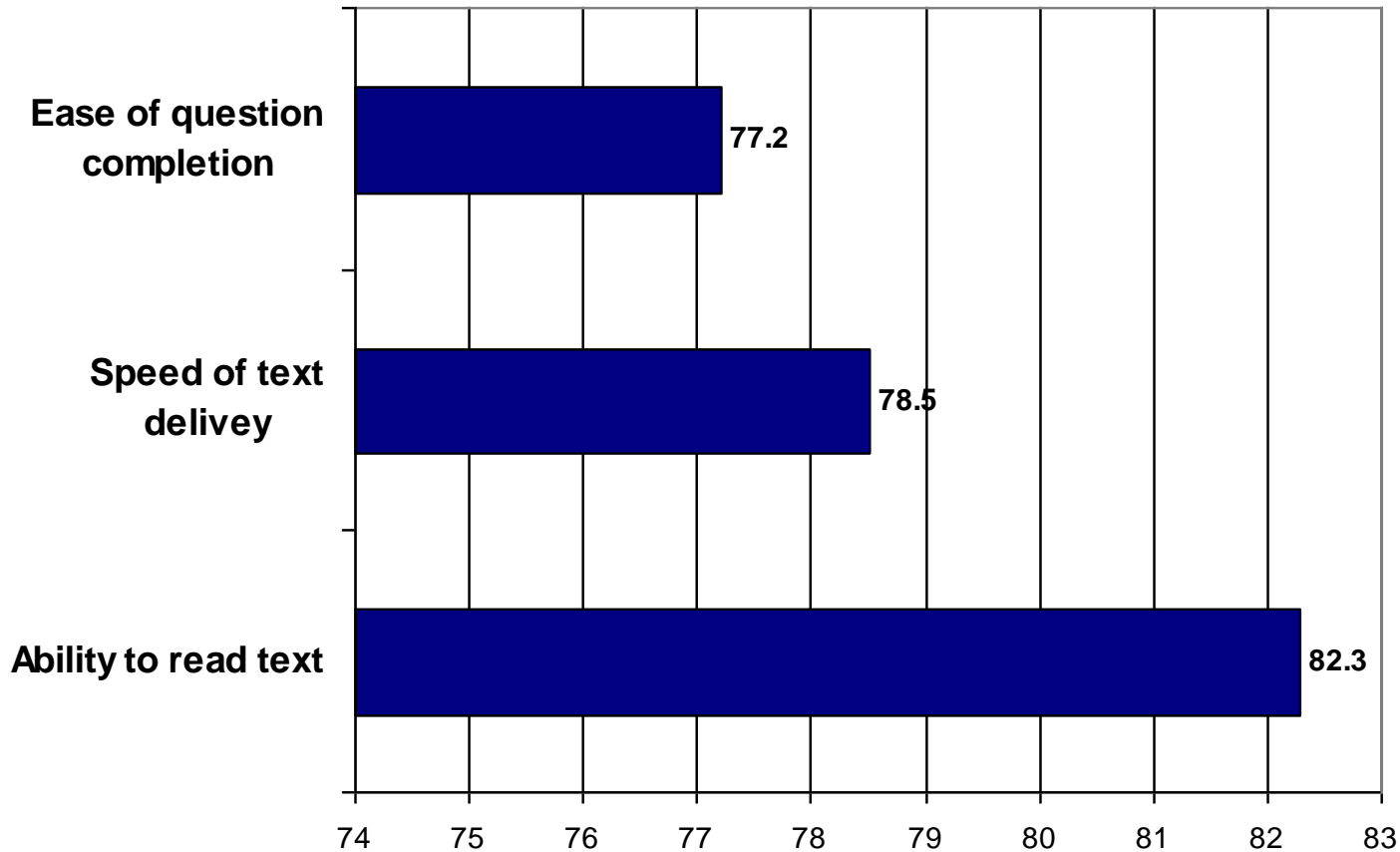
# Any technical problems?



**I wasn't shown adverts**

Phone jammed  
Survey froze  
Battery ran out  
No mobile reception  
Didn't receive the whole survey

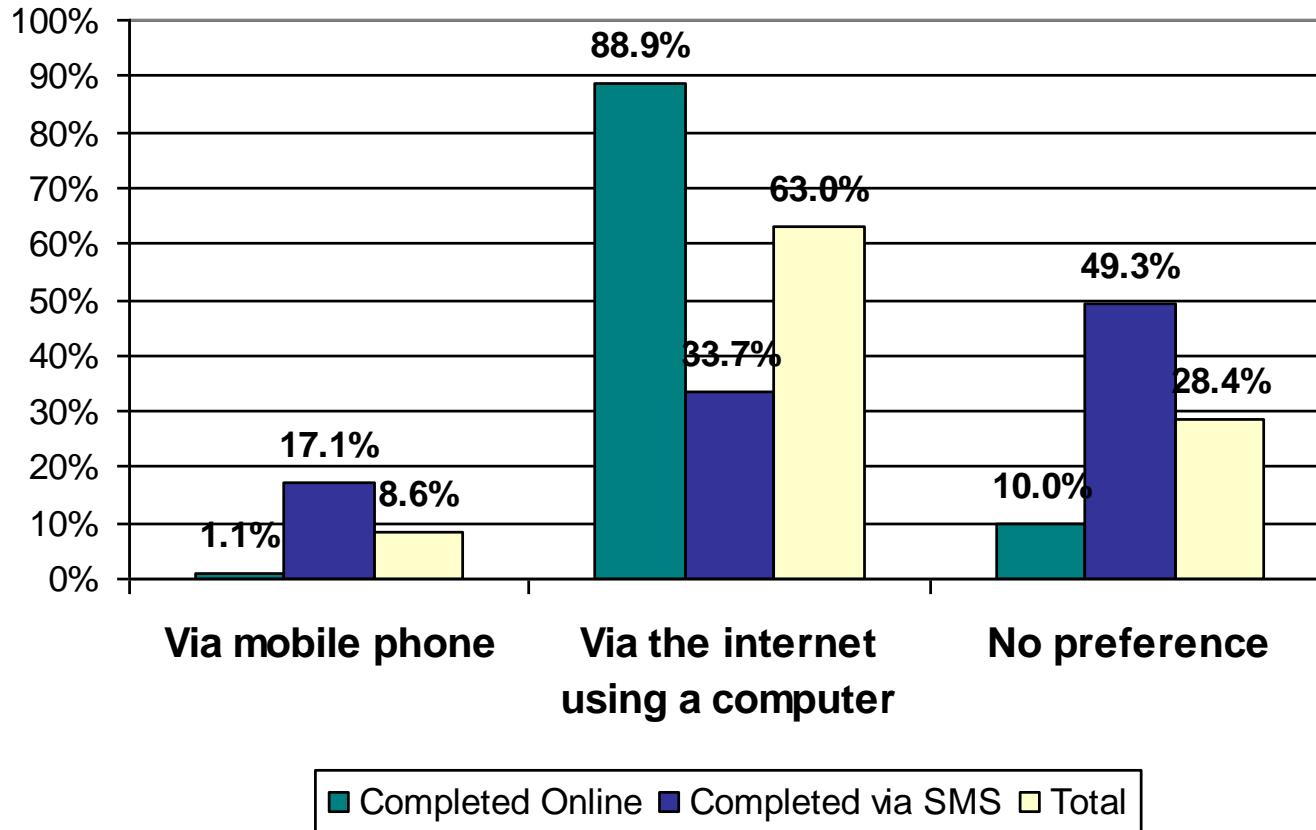
# Satisfaction with SMS completion



**% Top Box (Very satisfied)**

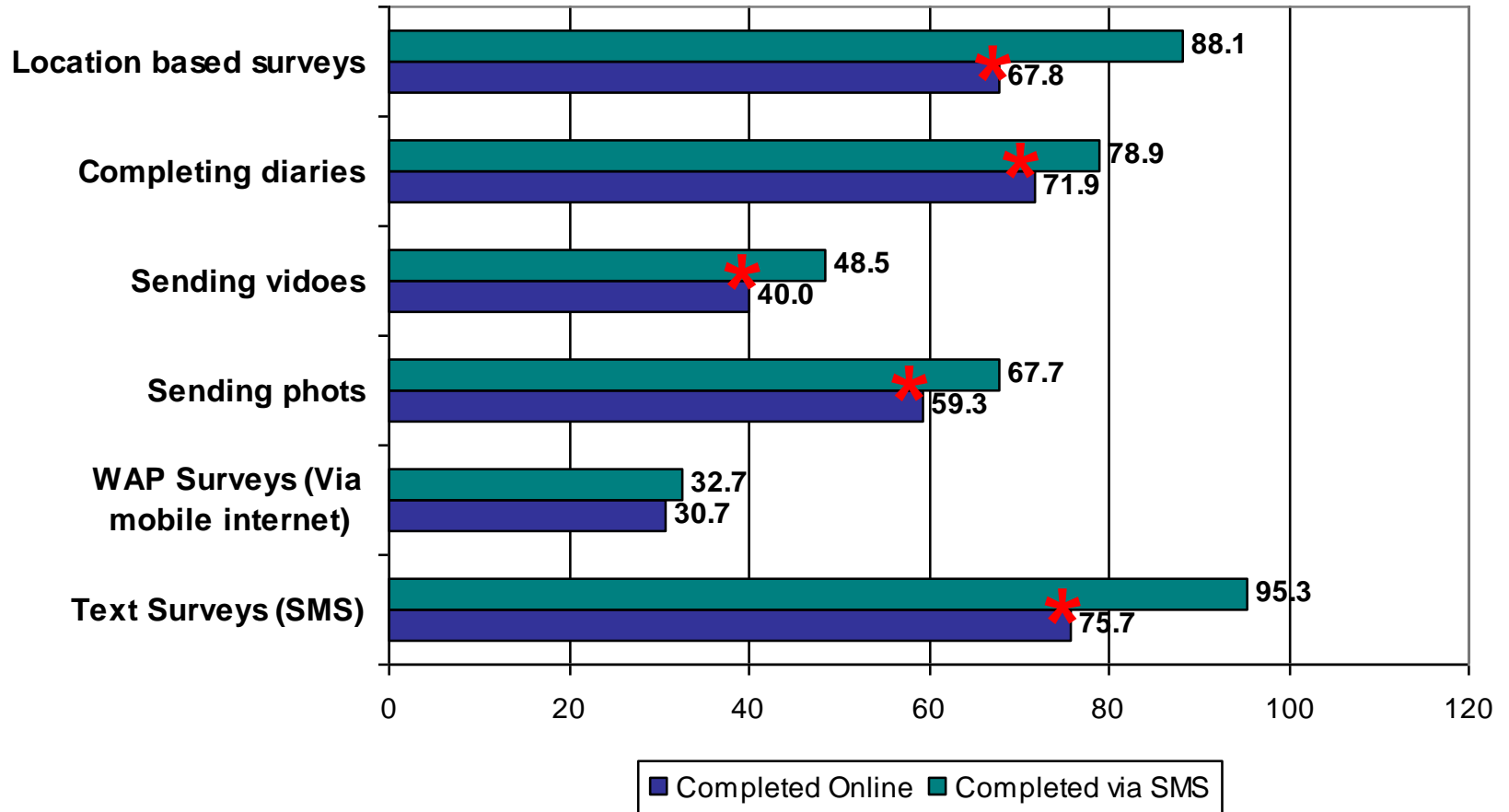
**Key Finding:  
High satisfaction levels with SMS survey completion**

# Preferred method of survey completion



**Key Finding:**  
**'The conversion effect'**  
Those who complete via mobile are more likely to state mobile as preferred completion method

# Future mobile research intent



% Top Two Box (Very likely, Fairly likely)

\* Statistically significant

Again we see the 'Conversion Effect'

# Happy participants



The text surveys are a good idea and of course your mobile is always on so they can be completed very quickly

You never miss a survey doing it this way

SMS was an interesting addition to the survey spectrum

I really enjoyed completing this survey. I thought it was an innovative way to be involved

Very enjoyable and easy to follow....this is the way ahead, using SMS you will get the answers quicker as opposed to it sitting in someone's inbox for however long...



**72%**

# Unhappy participants



I enjoyed taking the survey by mobile telephone but It is much more expensive as I have to pay for each answer I send

Receiving surveys by text was inconvenient due to me being at work at the time

It would be helpful to know how many text messages would be received before starting the survey as they just seemed to keep on coming

I didn't like the SMS survey as it became tedious and because the texts kept coming I didn't enjoy it. I much prefer doing it online

Sometimes have problems with the reception so may not be able to complete the survey



**28%**

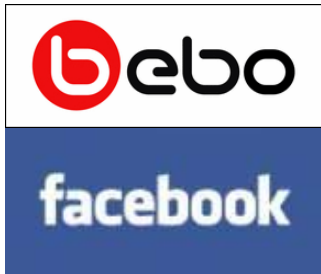
# Finally – The outlook for research via mobile phones



Mobile research - We're on the verge of the next big thing in market research

Mobile Research 09, London

Perhaps not, but the foundations are beginning to take shape!





# The opportunities of mobile access at Ipsos



It is becoming increasingly difficult to access busy and affluent groups in the developed world. The increase of mobile only households and DNC lists limits traditional access methods. The mobile phone offers an opportunity to reach people on the move in a markets where mobile devices outnumber people

Young people are increasingly reliant on the use on mobile phones to communicate. Usage is moving away from voice and texting to social networking via their mobile devices.

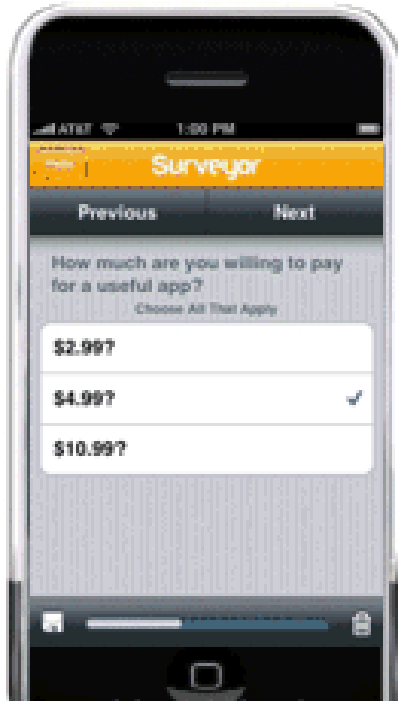
The developing world represents great potential for mobile. Mobile phone penetration surpasses fixed line and for many the mobile phone offers the single point of access to the internet. Almost all of the next 1 billion new mobile users will be from emerging nations\*.

# The challenges of mobile engagement

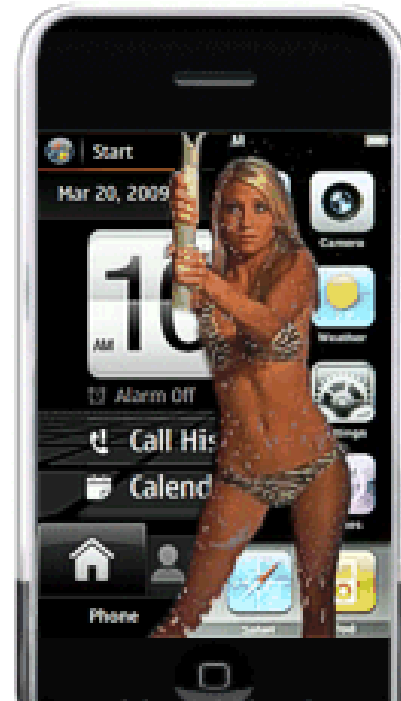


The attention span of the consumer is ever decreasing in a world that offers an increasing number of distractions. To be successful we must carefully consider how we can engage our survey participants

# Thank you



**How would you spend the next 5 minutes?**



Contact: [aj.johnson@ipsos.com](mailto:aj.johnson@ipsos.com)