

A close-up photograph of a young Black man with a friendly smile, looking down at a smartphone held in his right hand. He is wearing a white button-down shirt. The background is a bright, out-of-focus outdoor setting, possibly a beach or park, with a clear blue sky and some greenery. The overall mood is positive and engaged.

Mobile research opportunities

*Ross Williams
Ipsos MediaCT*

Mobile research doesn't always mean asking questions

Ross

wakes up each weekday morning at 7:30 but struggles to rise often snoozing the alarm four or five times. After a quick check of his overnight emails he starts his working day in earnest around 9:15 sending emails throughout the day. The majority of phone calls are made during the afternoon with calls made to the US continuing into the evening. He spends the working day either at home, in south or north west London or travelling abroad. The US is the most popular location. His busiest days are Thursday and Friday when his diary is most full. AJ often sends email until after midnight and retires to bed around 12:30am.

At the weekend he sleeps in and often keeps close to home or travels away to the south coast of England. His main interests include sport, travel, online gambling and eBay! He also Tweets, especially when travelling and this is one of many mobile applications he uses. The music he listens to is a mix of 90's alternative and modern pop listening to Snow Patrol more than anything else.

Alarm clock

GPS / Location

Email

Calendar

Phone

Internet

Media player

Applications



Do you know this about me? **My mobile does!!**

Passive Measurement

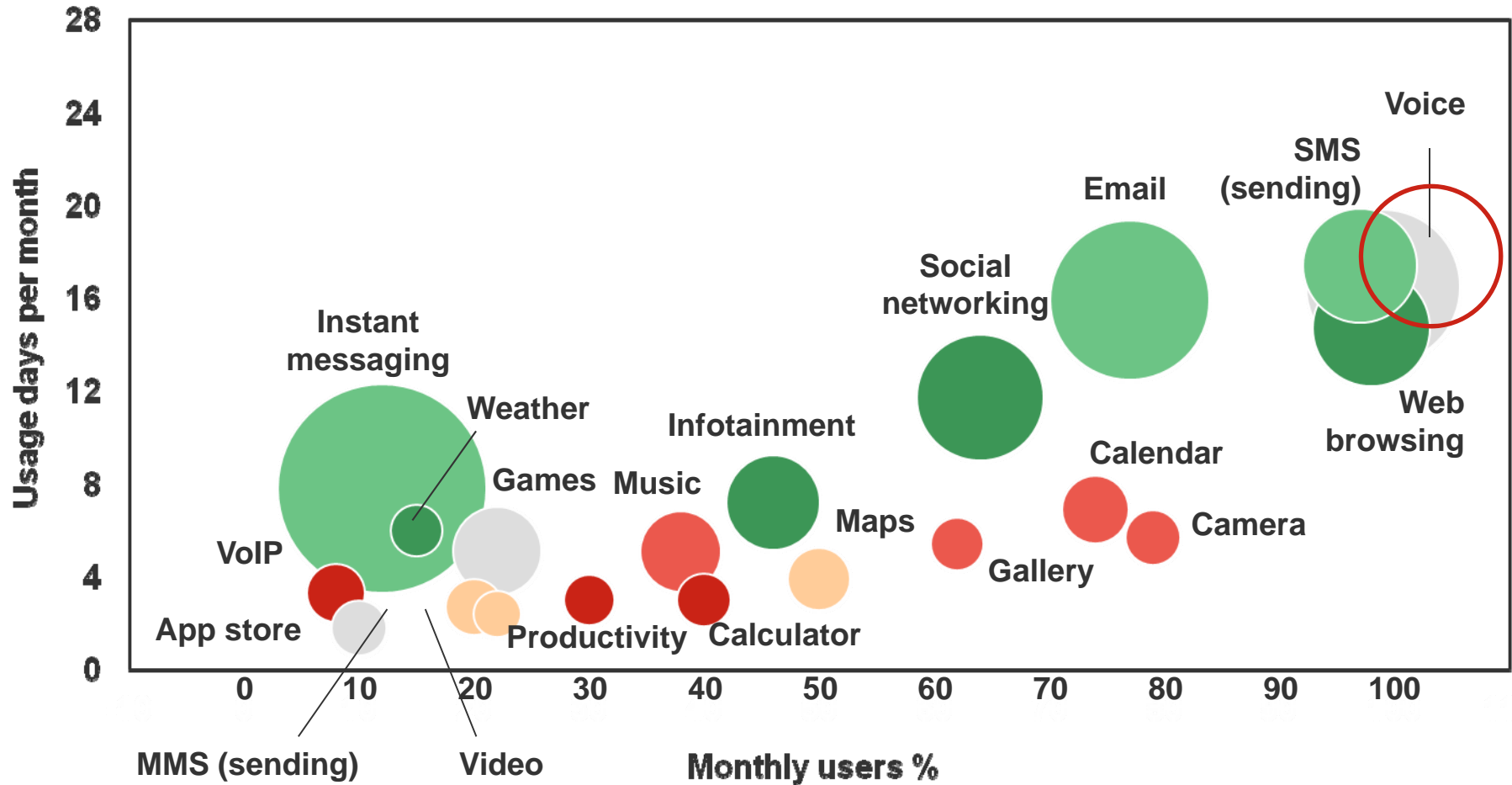


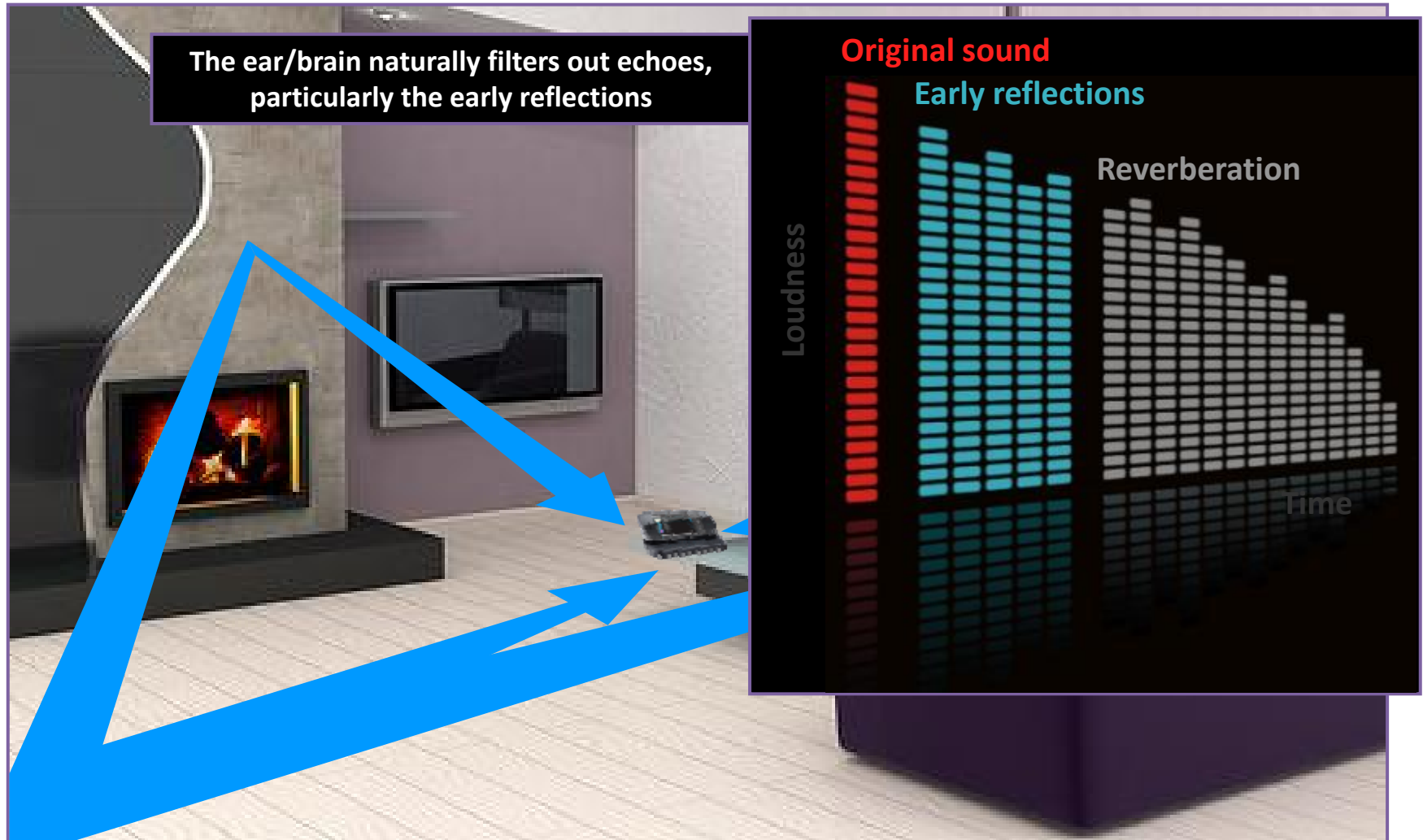
Passive measurement



Passive measurement outputs

Size of bubble = average number of usage sessions per week





Mobile Surveys



Integrating research opportunities into apps



....any many other apps available

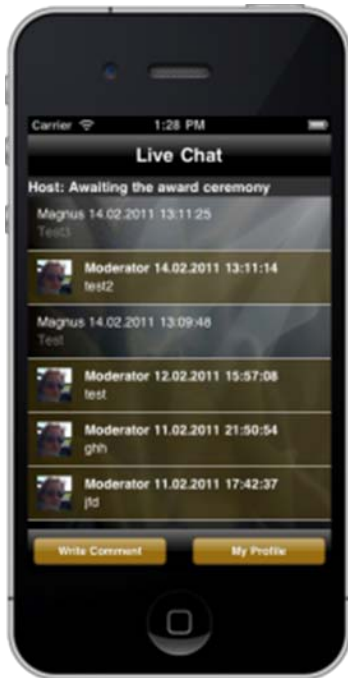
Passive

- Understand how the app is used
- How the app affects the phone usage
- Track adverts placed in apps
- Track impact of advert through subsequent activities

Active

- On air polls
- Customer feedback and testing new concepts
- Generating new ideas through listener co-creation
- Diaries and ethnography tasks

Evaluating content in real time



Developing a mobile radio listening diary

- Idea of recording radio listening
 - Out of home
 - When the experience is most recent
- Offers the ability to communicate reminders through the mobile device
- Potential for combining both active and passive listening



Harnessing Mobile Technology



GPS tracking integrated with diary data



Wed 16th, 18:10
A scramble on to the aircraft. Not sure why as we all have seat numbers. Nice welcome from Maria on boarding



Stressed



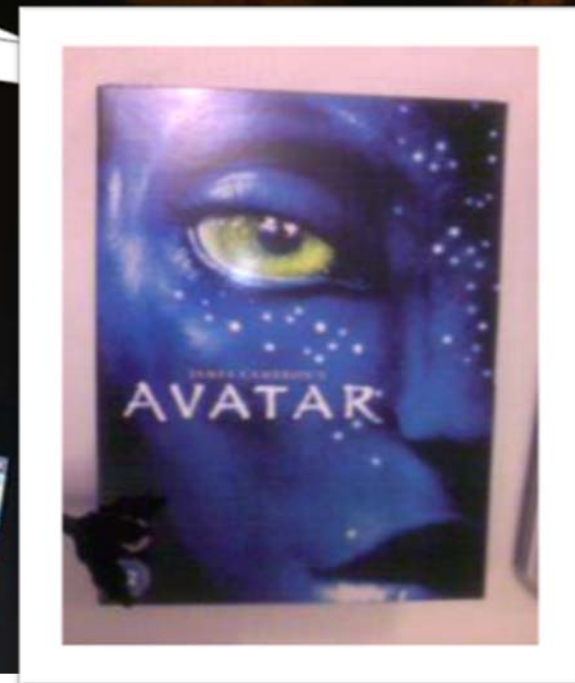
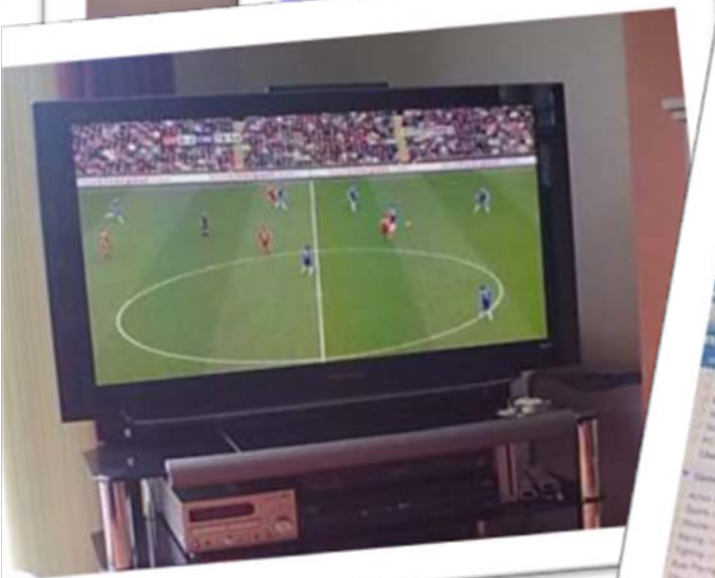
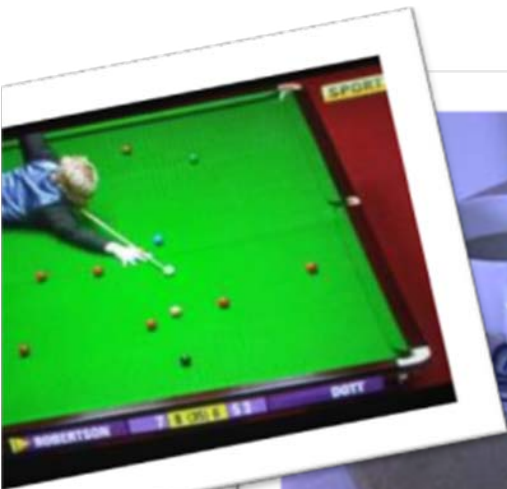
Wed 16th, 18:15
On plane with very little legroom. Working is going to be difficult. Can't complain as the flight was €40



Squashed



Visual Trend Spotting: Media

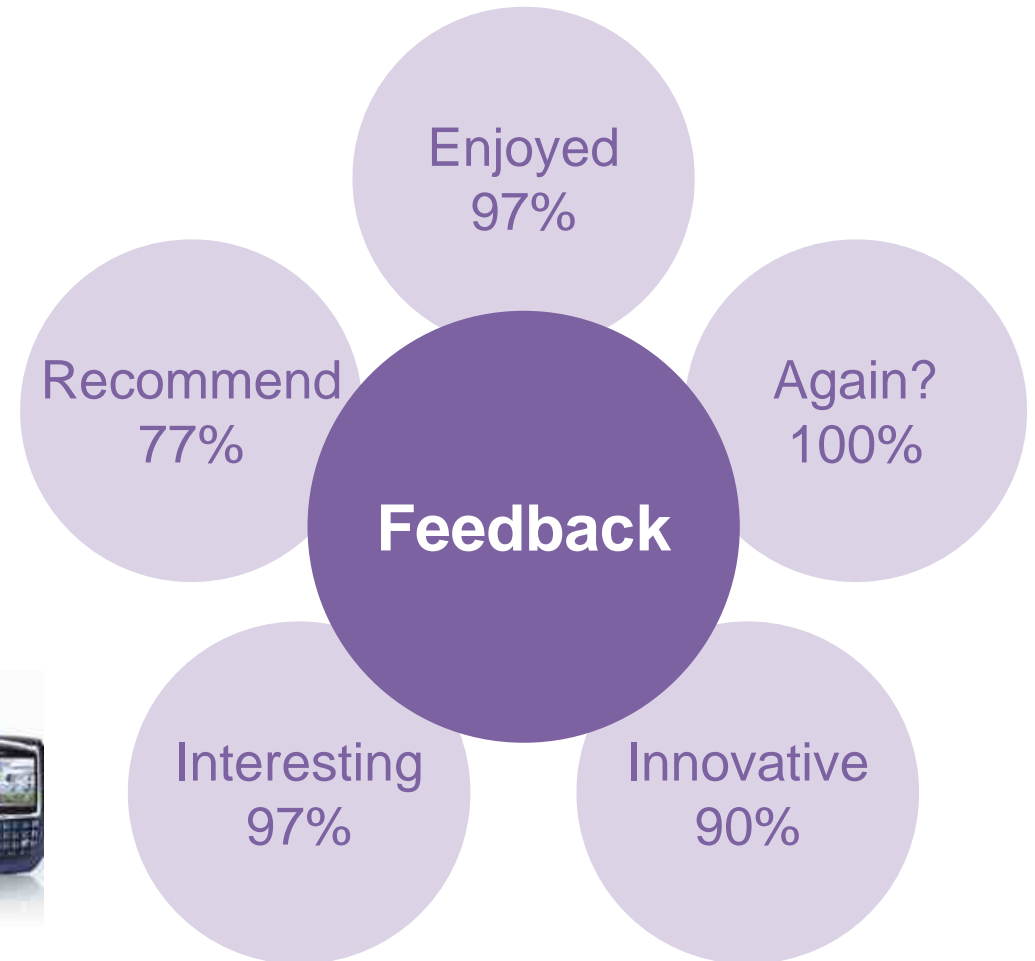


The Great British Weekend



Great British Weekend participants

We asked 300 Ipsos panellists to tell and show us what they were doing at the weekend using their own mobile phones



% Top Two Box (Strongly agree, Tend to agree)

* Small base: GBW total participants 37.

Data based on follow-up survey 31 respondents, 6 missing.

Mobile Research: Pros & Cons

PROs

Real time evaluation

No “lies” (passive measurement)

Deeper insights

Increases engagement

Customisable for Qual & Quant research

No extra devices needed

Convenient for respondents

CONs

Privacy issues

Multiple Operating Systems

No industry standard

Bias towards smartphones

Data costs?

Intrusion issues

Survey/Questionnaire length

Thank You

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