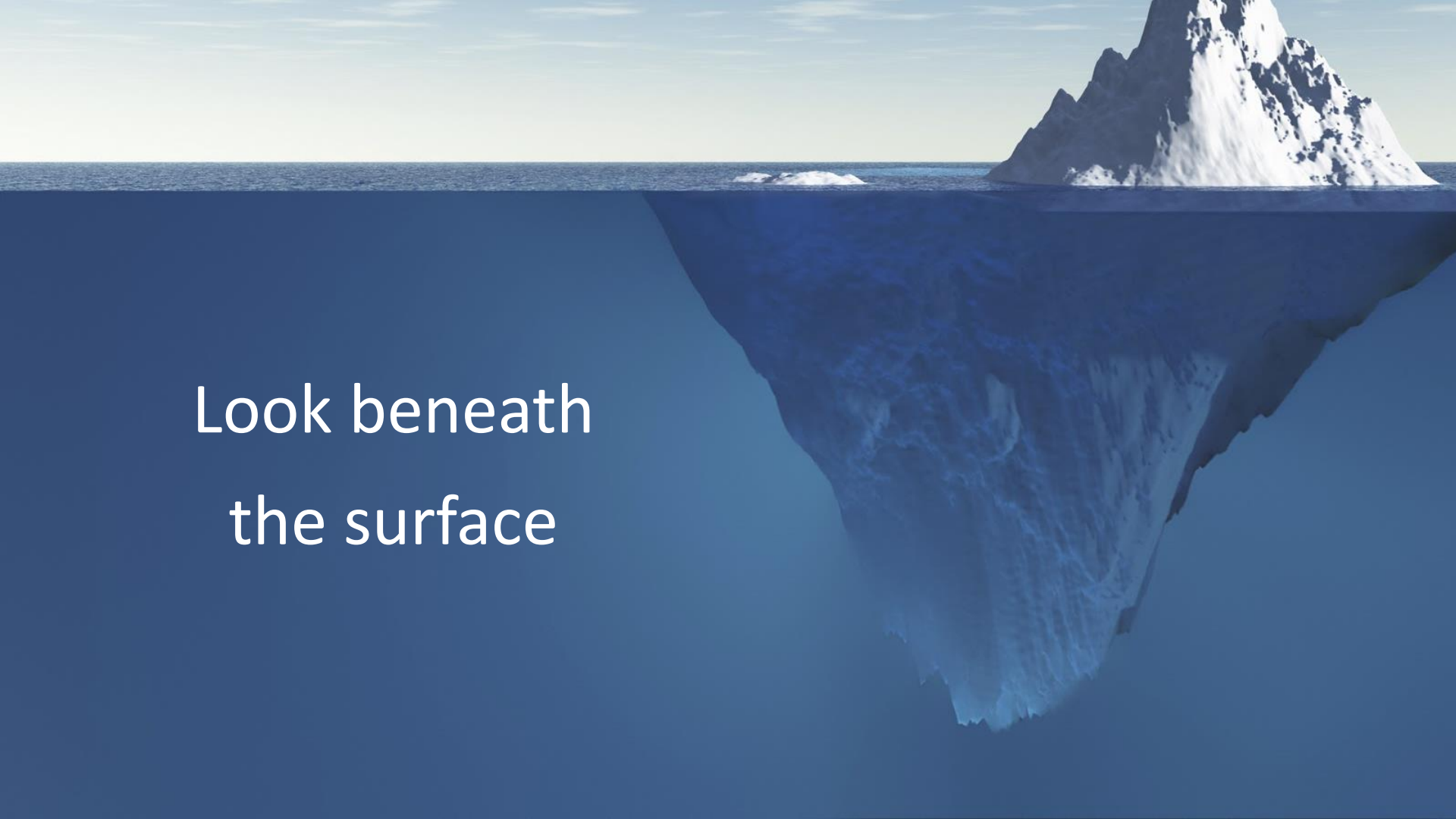
Splice It, Dice It and Stitch It Back Together

Getting the basics right with automation!

Elizabeth May
Vice President Asia-Pacific

research now®

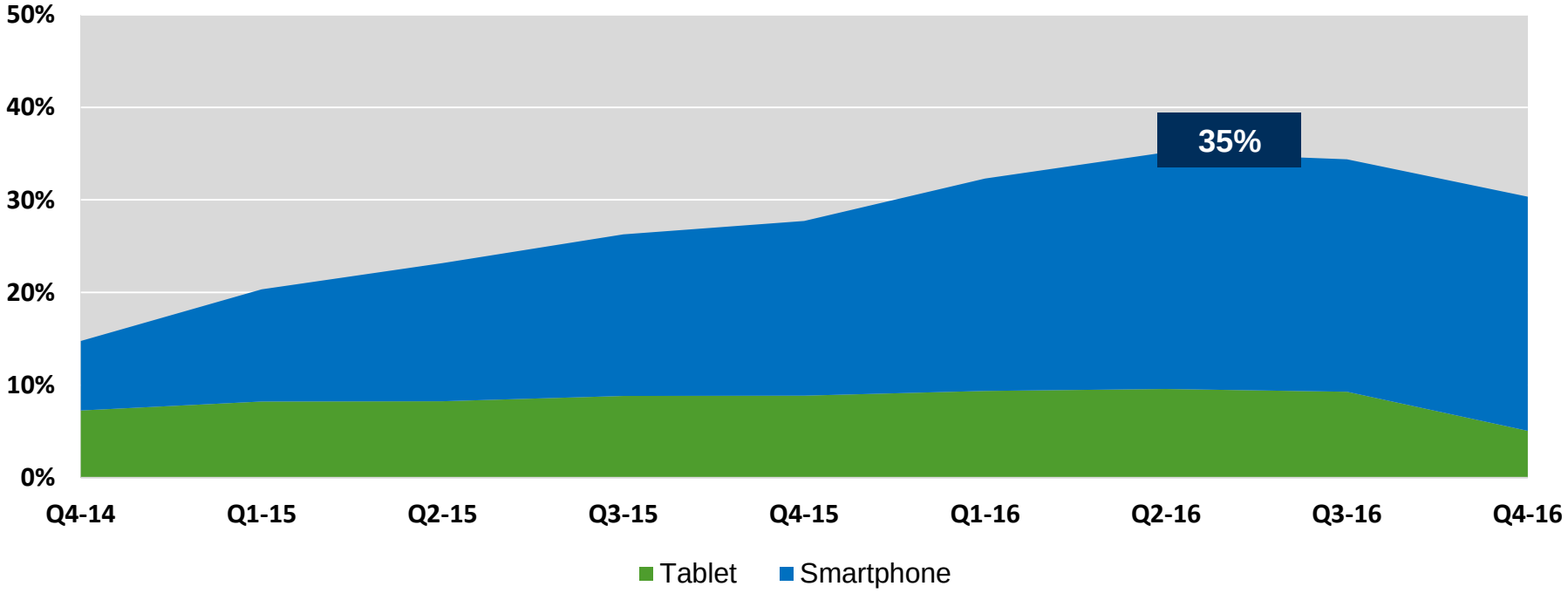
Fundamentals


Look beneath
the surface

The State of Market Research

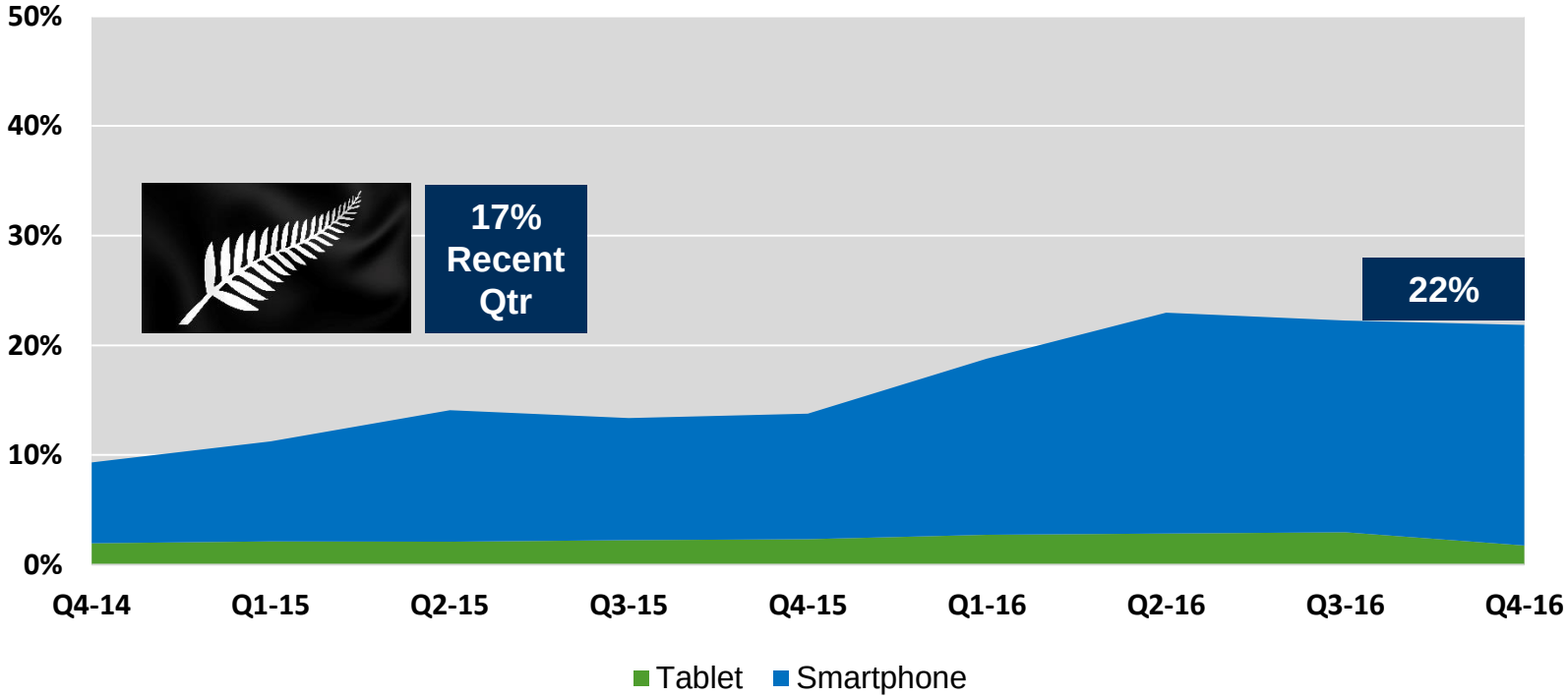
Research Now panels global traffic

>50% of new panellists



Research Now panels Asia-Pacific traffic

APAC survey activity by mobile tracks far behind global trends



Tracker Lengths in APAC get longer

APAC surveys were the longest in 2015 and even longer in 2016

USA

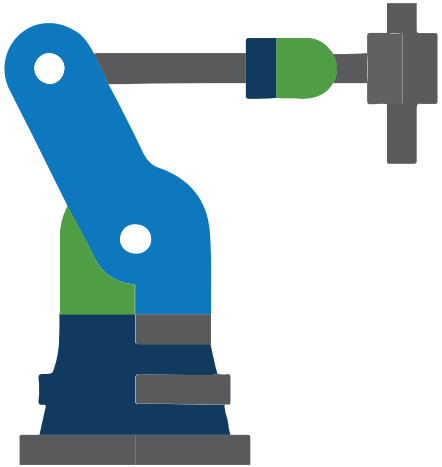
EMEA

APAC

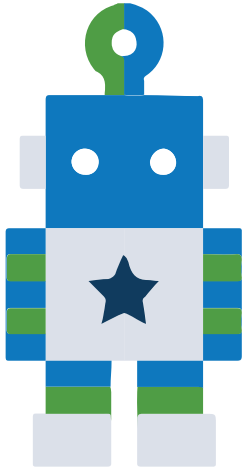
2015 2016

The Future

(Still) Mobile



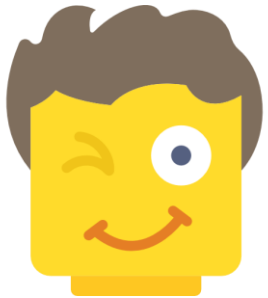
Automation



Machine Learning / AI

Who are you?

How researchers approach mobile

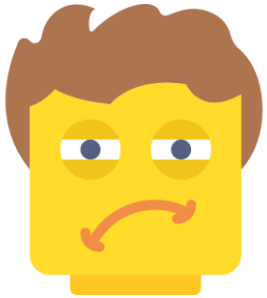


Embrace change

- Try to be device agnostic
- Try to change design, question wording, scales

Adapt reluctantly

- Recognise the need for change
- Continue with some non-optimised practices, at least as a stop-gap measure



Block smartphones

- Block participants who want to enter surveys on smartphones

The Problem

Stalwart clients & researchers

What if?

Happiness is not the belief that we don't need to change; it is the realisation that we can.

-Shawn Achor

How?

Survey Modularisation

Not new, but has proved challenging

Which parts of the survey are broken up in to modules and who sees what?

Intricate designs with complex skip logic have been a burden

The data looks a mess!
How to derive the right data?

How do I know it is the right data? Data consistency?

Survey Modularisation – Splicing Technique

Adapt an established KPI-focussed survey approach

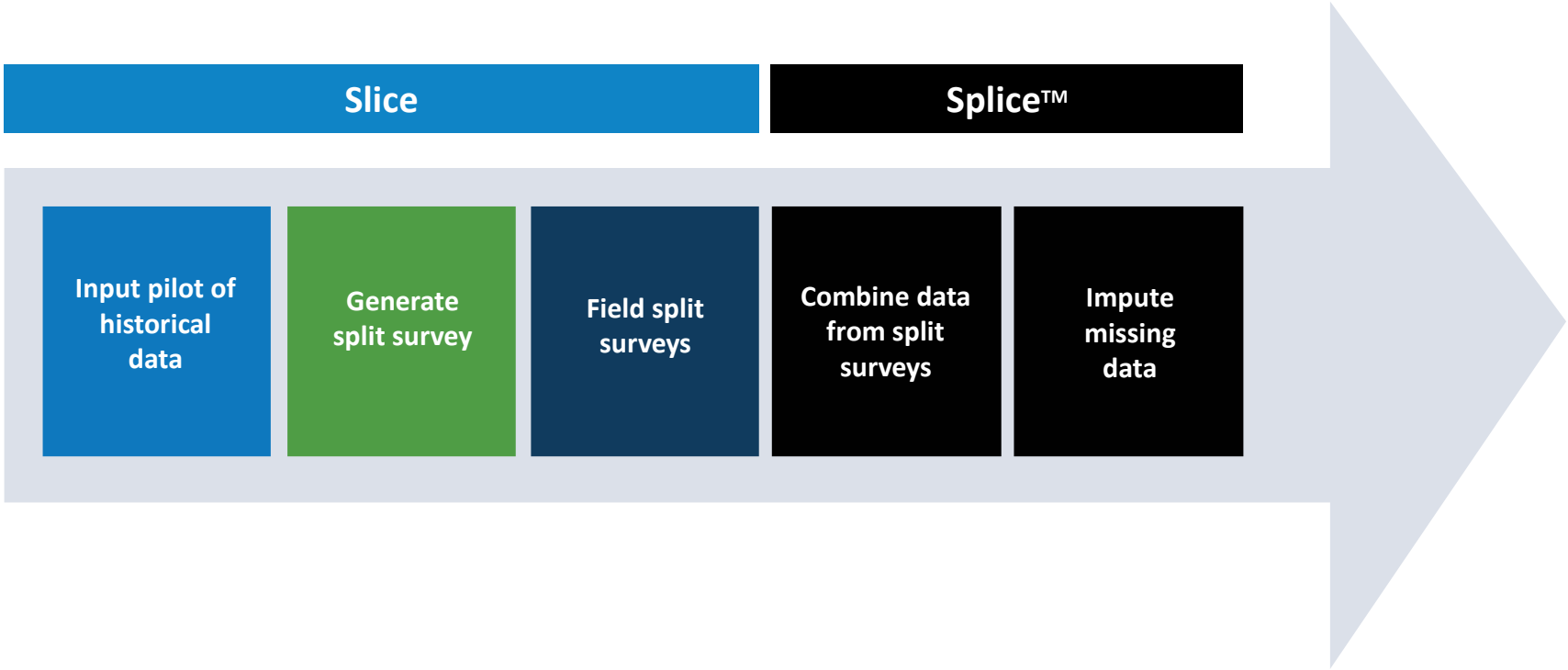
Make the survey mobile friendly

Automate front-end modularisation and back end imputation

Generate accurate data

Improve data quality and participant experience

Approach and Process



Splits (Qn. Groups) & Blocks (People Groups)

Automation creates a shorter survey - respondents see some of the survey but not all

Level 1 Design	Block 1	Block 2	Block 3	Block 4	Block 5	Block 6	Block 7	Block 8	Block 9	Block 10
Split 1	■			■		■	■			
Split 2		■	■		■			■		
Split 3						■	■	■		■
Split 4			■	■	■				■	
Split 5	■	■		■			■			
Split 6	■		■		■				■	
Split 7		■				■		■		■
Split 8			■			■			■	■
Split 9	■			■				■	■	
Split 10		■			■		■			■

Australia Case Study

Long-Term Tracker

Set up using 3 months' tracker data

Intricate survey design required 40 blocks

Imputed 1789 variables

Japanese Case Study

Adhoc Sports

Set up using previous adhoc wave data (or 10% of overall completes after Soft Launch)

4-split 4-block survey design

n=299 vs n=301

Comparative Analysis Approach

Across full and imputed data

Quantitative Comparison

- Statistical similarity
- Visual similarity
- Tabulation similarity

Qualitative Comparison

- Bad verbatim rates
- Drop off rates
- Median time to complete (LOI)

Statistical Accuracy

Device	Binary Questions	Categorical Questions
	91%	92%
	93%	95%

Accuracy Rate is defined as the ratio between the number of questions for which the imputed and the real data are similar. A significance level of 98% was used.

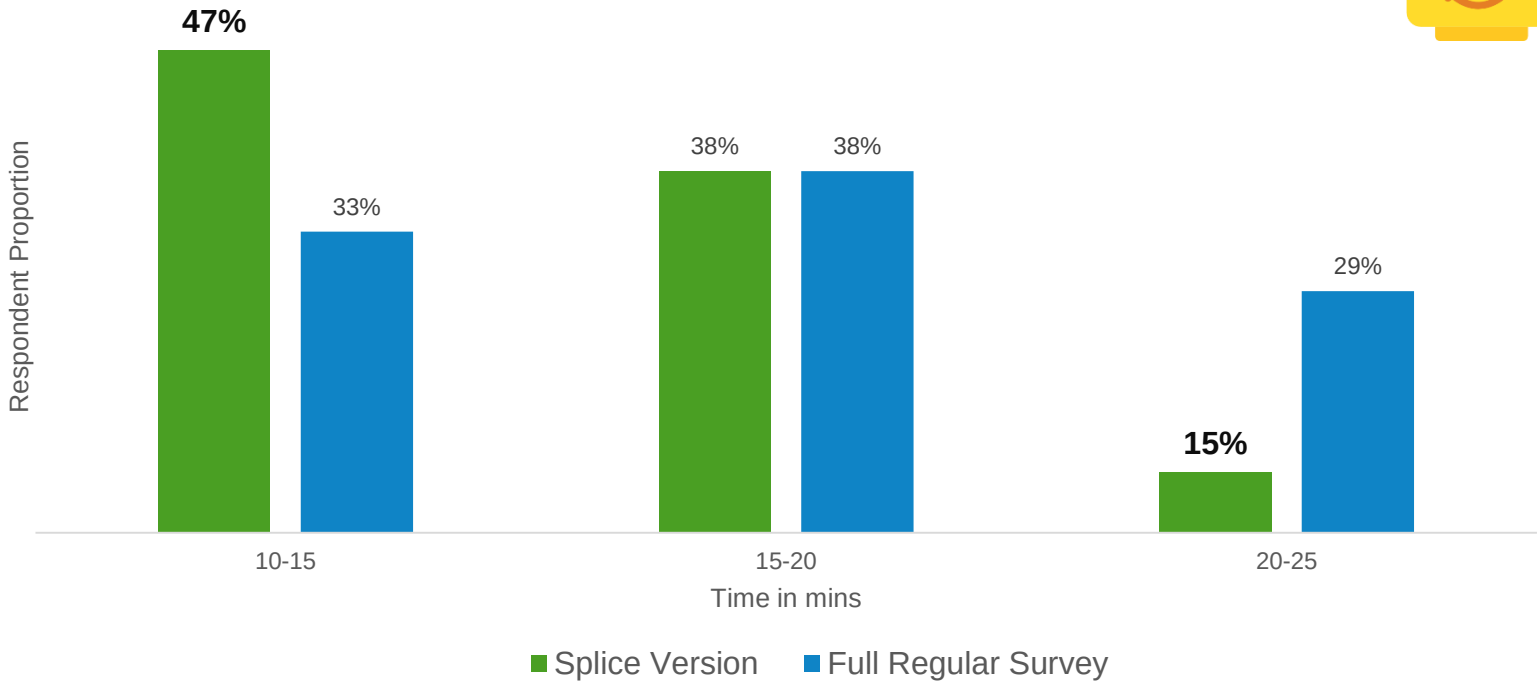
Panellist Metrics of Satisfaction

Splice survey with a high uplift for the mobile version

Agree/Strongly Agree	Full Survey	Splice Survey (Overall)	Splice Survey (Mobile)
Median LOI	32 minutes	**25 minutes**	
Survey was well written	45%	**45%**	**64%**
Allowed to express opinion	42%	**43%**	**69%**
Time and effort required	38%	**39%**	**44%**
Overall experience	41%	**43%**	**67%**

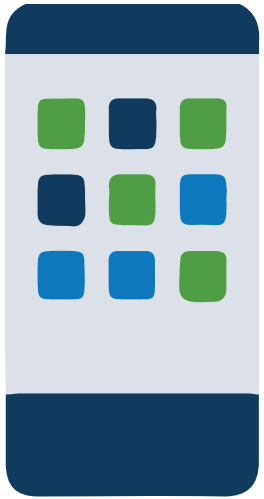
Better for All Respondent Types

Better experience for both the slower and quicker respondents



Mobile Attractive & Better Representativeness?

Bringing more delight to those who want mobile surveys



36%+

More mobile-first survey takers on the spliced study version

Case Study Takeouts

- Data quality is comparative whilst qualitative measures are improved
- Much happier survey takers – they love it on the mobile
- Shorter survey is more mobile attractive; 25 minutes is still not short enough
- Keep the screener simple and short. Screener mandatory questions could not be “modularised”
- Design new trackers with simpler skip logic
- Adopting shorter surveys may lower the cost per complete by around 25%-50%

What our client said

"The business needs the best and most **innovative research** insights to remain at the **head of our industry.** It's great to see how this technology-focused technique delivered a **positive impact** for the **mobile engagement** research experience."

Head of Strategy (APAC)
@ Global Strategy & Insights Company

Takeouts

Reaching mobile audiences is crucial; be creative

Better (shorter) surveys mean a better experience & data quality

Modularisation is a viable solution, but not the panacea

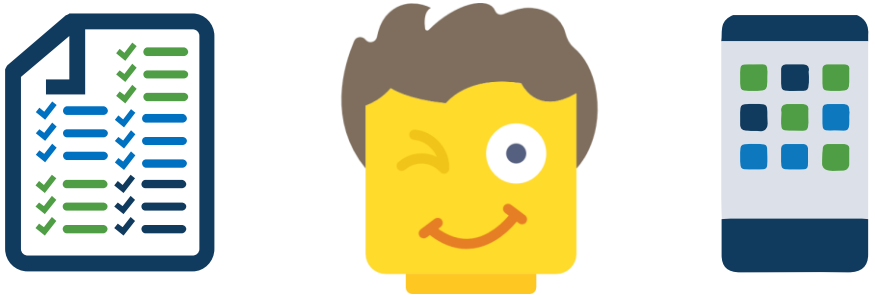
Success in MR will be driven by innovation, automation, efficiency, and continuous improvement. Embrace change!

Prevention is better than cure

Good design principles still matter;

determine best practices

Our Vision



Embrace Change Now

Splice It, Dice It and Stitch It Back Together

Using split questionnaire design to improve data quality, efficiency and the participant experience

Elizabeth May
Vice President Asia-Pacific

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