MOBILE RESEARCH AT SCALE

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Feeling the Pulse of Hundreds of Millions of People Worldwide

Find us at:
Booth: Halle 2, 225
Innovation Stage: Thu, 11:20h
2 out of 3 out of 7.6bn population are mobile
24 min. average market research survey length
Get Creative
### Getting Quality Right

**User Response Quality**
- Users answer truthfully
- Fraud detection
- Duplication prevention
- “Trustscore” algorithm

**Survey Quality**
- Users answer meaningfully
- Better user experience increases data quality
- Dalia advises adaptation of questionnaires to mobile

**External Validity**
- Users are representative
- Advanced statistical techniques (MRP) or quota-sampling
- Automated weighting & quality adjustment
Effect of Great Survey Design

- Speed of data collection increase: 3-5x
- Survey completion rates increase by up to: +70%
- Costs can be reduced by min.: -50%
Respondents are not robots
Goal

Provide accurate information from respondents

There are many ways that surveys do this:

Explicit: Things that respondents notice

Implicit: Things that respondents don’t notice
Explicit

Questions are confusing
Questions are too hard to answer
Questions are boring or repetitive
Questions don’t apply to respondent
Questions force respondents to answer a certain way
Implicit

Questions are leading / biased
Questions are encouraging a certain interpretation

When was the last time you purchased an electric vehicle?

Have you purchased any of the following items in the last two years?

Select all that apply:

- Smartphone
- Laptop
- Bicycle
- Mattress
- Electric Vehicle
- None of the above
How do we measure Survey Quality?
Benchmark Survey

“Soft launch” with 100 respondents

Compared to global benchmark data

Fix quality issues before full launch

Did you have any of the following issues with the survey?

Please select all that apply

- Some questions were too confusing to understand
- Some questions were not applicable to me
- The survey had technical issues / didn't work correctly
- The topic was not interesting
- Some questions had spelling or grammar mistakes
- The survey was too long
- The questions were overly repetitive
- The survey did not display correctly on my device
- The survey took too long to load / was slow
- None of these
Live-Feedback

Option to flag individual questions in real-time

More explanation about their feedback

Find specific errors and room for improvement.
Human Assessment

Scoring System
0 = none of these were an issue
4 = there were major issues

Clutter
- Long answer option lists
- Long questions
- Too much text

Measurement
- Questions do not measure anything useful
- Questions are indirect and miss the point

Difficulty
- Respondents don't know or can't remember answers
- Respondents are forced to think too hard

Bias
- Leading questions
- Unbalanced answer options
- Respondents forced to answer a certain way
Key Takeaways

To transition to a mobile-first world at consistently high quality, it’s essential to ensure survey quality (next to user quality and external validity)

To get survey quality right, we need to find good ways to consistently measure it 1) from a respondents point of view, 2) for the quality of the results
Thank You!

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