



A Review of DIY Online Survey Tools

Threat or opportunity?

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Presented to BIG, London

1 April 2008

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Agenda

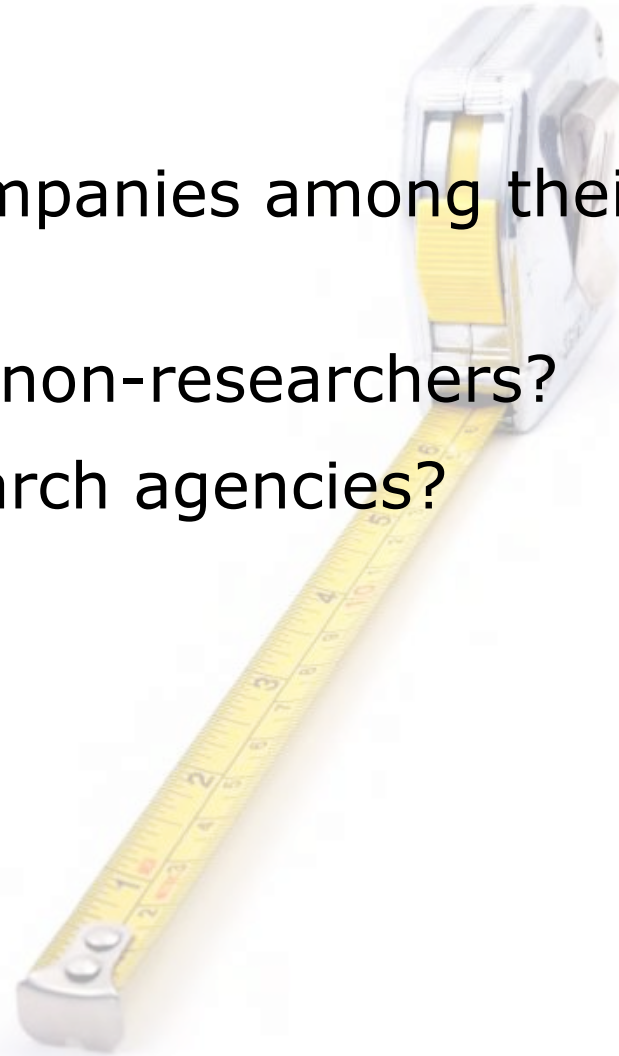
- What do we mean by DIY Surveys and Tools?
- Choices to make
- Avoiding the hazards
- 'DIY' tools available on the market
- Threat or Opportunity

*1. What do we mean by
DIY surveys and tools?*



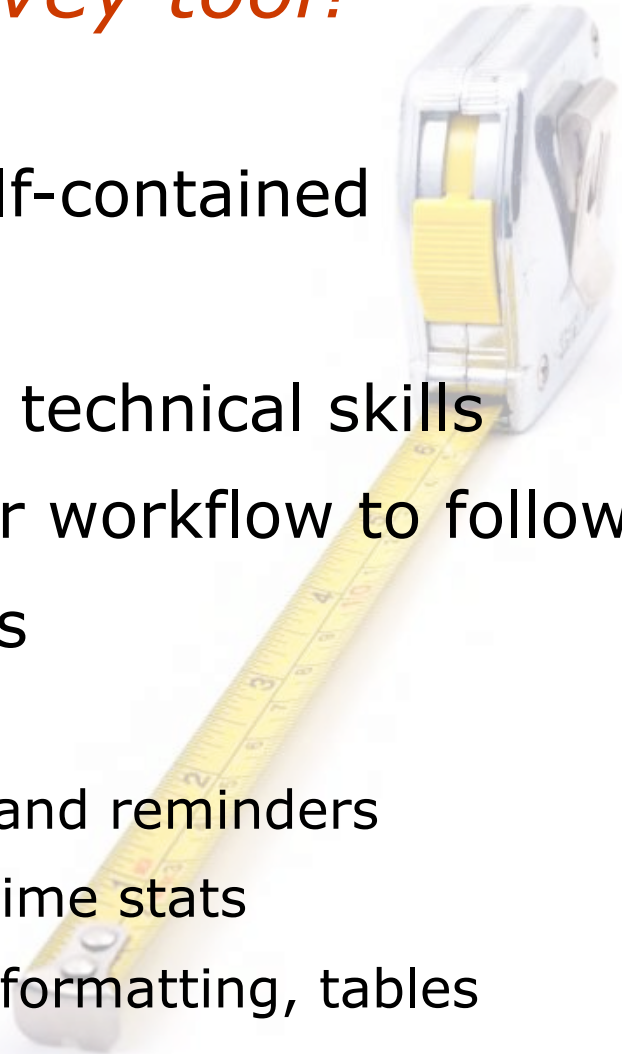
What are DIY Surveys?

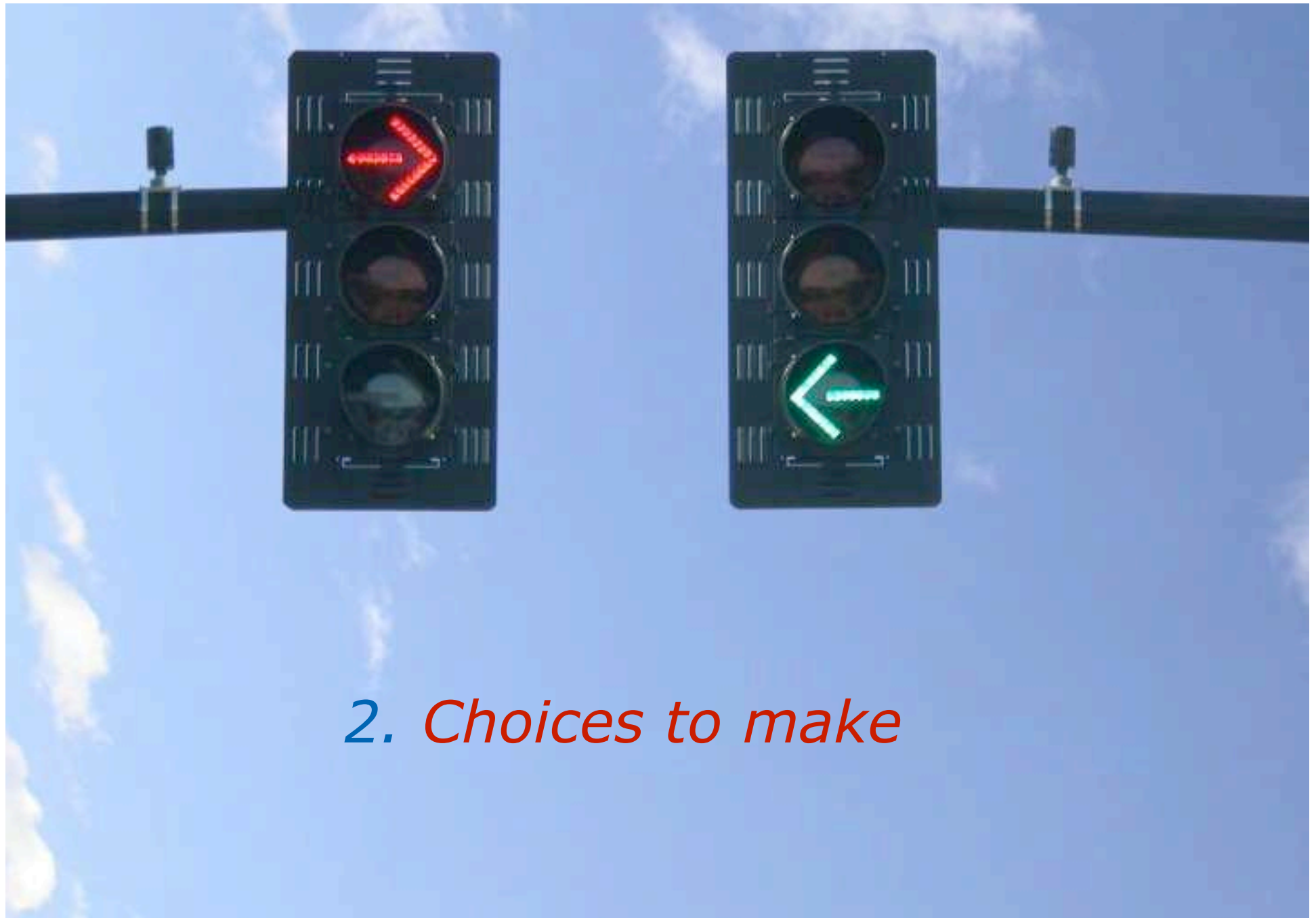
- Surveys carried out by companies among their customers?
- Surveys carried out by non-researchers?
- Surveys not done by research agencies?



What typifies a DIY survey tool?

- Allows researcher to be self-contained
- Low cost or affordable
- Does not require specialist technical skills
- Provides a simple and clear workflow to follow
- Provides tools for all stages
 - ▶ Survey authoring
 - ▶ Sample creation, invitations and reminders
 - ▶ Progress reporting and real-time stats
 - ▶ Data processing – editing, reformatting, tables



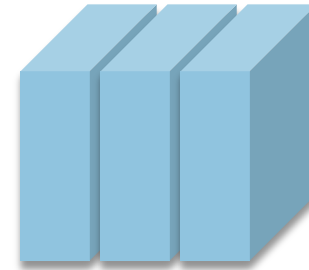
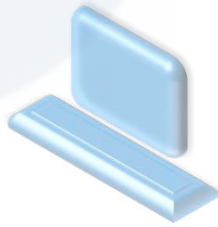


2. Choices to make

Choices to make

- **Desktop** versus **Hosted (ASP)**
- **Web only** or **Mixed Mode**
- **Cost models**
- **Integrated analysis** or **Export**
- **Essential features to look for**
- **Advanced survey design requirements**
- **Advanced operational requirements**

Using a desktop tool



ON THE DESKTOP OR LAPTOP

- Create survey
- Create sample
- Issue invitations and reminders
- Download results
- Edit and clean
- Analyse

ON THE WEB SERVER

- Upload survey files
- Deploy survey
- View progress

Using a hosted or 'ASP' tool



ON THE WEB SERVER

- Create survey
- Issue invitations and reminders
- Deploy survey
- View progress
- Analyse

ON THE DESKTOP OR LAPTOP

- Access host via web browser
- Download results

Hosted or Desktop?

Some key advantages

Hosted

- Much simpler deployment: easier to get going
- No software to install
- Independent of in-house IT
- Easier to collaborate with colleagues
- Avoids proliferation of versions of a questionnaire
- Usually low cost of entry

Desktop

- Design tools usually faster, more productive
- Can work offline
- Tool may support other modes such as CATI or paper
- Not dependent on an external supplier

Web only or Mixed Mode?

Web only (all hosted/ASP)

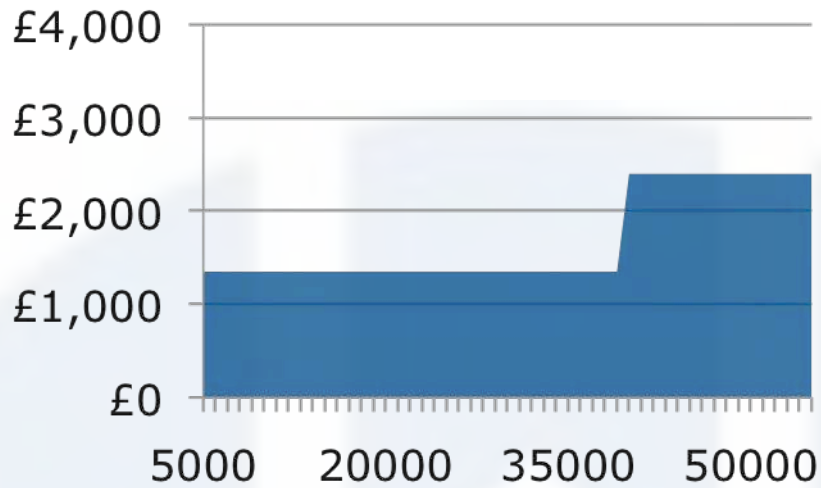
- Web survey features may be more developed
- Dedicated tool less complex to master
- Not paying for options not required
- Design method often truly WYSWYG

Mixed mode (+CATI, paper etc)

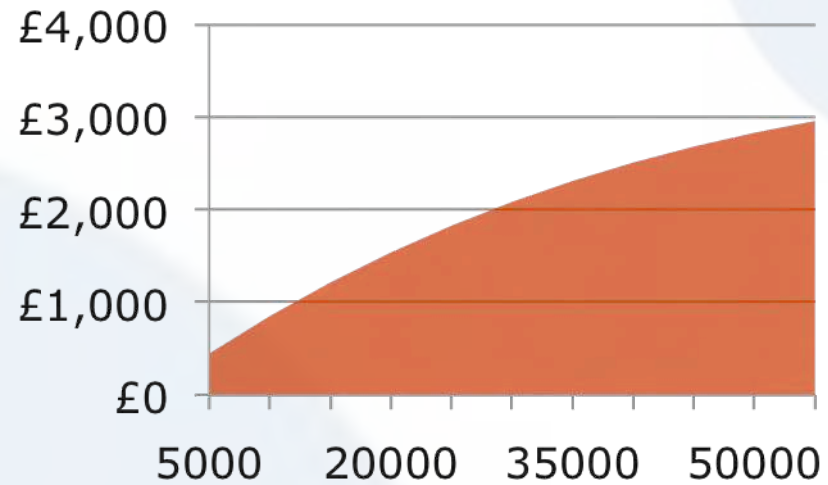
- Just one tool to learn for all surveys
- Can use more than one channel at once
- All results will feed into the same analysis method

Fixed cost or Pay per use?

Fixed cost



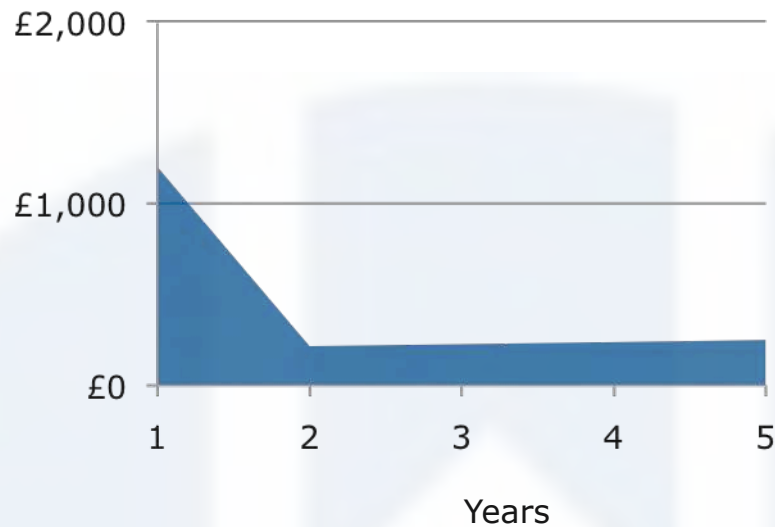
Pay per use



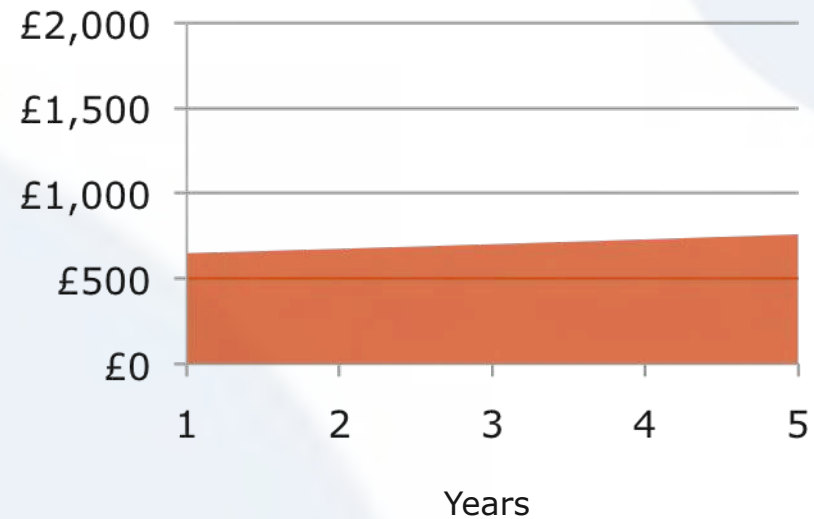
Source: median costs obtained by meaning from a range of software suppliers

Look at costs over 3-5 years

Fixed cost



Pay per use



Source: median costs obtained by meaning from a range of software suppliers

3. Avoiding the Hazards



Missing functionality

*Check the software meets all **your** essential considerations*

- ✓ Questions and grids
- ✓ Choice of style templates
- ✓ Choice of one or more questions per screen
- ✓ Progress bars
- ✓ Simple skip logic
- ✓ Randomisation of questions and/or answers
- ✓ Data is saved after each Q.
- ✓ Respondent can break off and resume without re-doing interview from start
- ✓ Personalised invitations
- ✓ Reminders to non-completes
- ✓ Authentication by ID or password
- ✓ Segregate completes from incomplete interviews
- ✓ Realtime response reporting
- ✓ Topline reports
- ✓ Absolutely no HTML required
- ✓ Export data to SPSS and Triple-S

Advanced operational considerations

some of these may also apply to you!

- ☑ Staggered invitation issuing
- ☑ Multiple languages and translations, with export and re-import of translated texts
- ☑ Non-roman alphabets (UNICODE compliant)
- ☑ Complies with accessibility criteria: W3C AAA, UK DDA
- ☑ Integrated panel management module
- ☑ Data protection - hosted within EU, or in US under a *Safe Harbor* agreement
- ☑ Response profile and drop-off reports
- ☑ Coding module for open-ended answers
- ☑ Mass coding for *Other specify* answers
- ☑ Interface to other software or databases via API (application program interface)

Common weaknesses we observe in web survey software products

HOSTED SOLUTIONS

- Inadequate tools for editing data
- Limited and inconvenient tools for analysis
- Inadequate exports
- Looped and rotated data difficult to analyse

DESKTOP SOLUTIONS

- Complex process when deploying on the web server
- Separate screen-layout step required to make a generic interview into HTML

Other hidden costs and time sinks

- Obtaining sample
 - ▶ From internal/company sources such as CRM systems
 - ▶ From sample providers, panel companies
- Setting up the survey
- Improving the look of the survey, adding graphics etc
- Handling invitations, reminders and bouncebacks
- Editing and cleaning data
- De-rotating data and retyping text labels prior to analysis

Other non-software induced perils

- Designing the survey as if it were on paper (or on the telephone)
- Interactivity for the sake of it which respondents don't know how to [or can't] use
- Gratuitous images that distract or influence results
- Population differences
- Modal influences – rating scales, verbatims
- Detecting fraud and *satisficing*

4. *'DIY' Tools on the market*



Hosted solutions: some examples

There are well over 100 to choose from

- **SurveyMonkey**
- **Demographix**
- **MarketTools Zoomerang & Ztelligence**
- **DataStat Illume**
- **Vovici** (was Perseus and WebSurveyor)
- **Confermit**
- **Globalpark**
- **mr Interivew** SPSS



Subscriber Resources

Zoomerang Features

Learn how to use 3 of Zoomerang's most powerful features in our recorded webinar: Skip Logic, Filters & Crosstabs



Zoomerang Services

Zoomerang Sample
Survey Coach Consulting
Survey Programming
Survey Translation
Confidential Deployment
Telephone Survey Deployment



Knowledge Base

SEARCH



Zoomerang Forums

Exchange survey ideas and advice with other Zoomerang users. Enter User Forums.



Create a New Survey

- » Create a survey from a template
- » Create a survey from scratch
- » Copy a previous survey



Recent Survey Results

Survey Name	Latest Response	Partials	Completes	Reminders
Student Satisfaction	No Responses	0	0	» Send
» View all surveys		Display: <input type="text" value="5 surveys"/>		



Recent Survey Drafts

Survey Name	Modified			
New Customers	09/04/2007	» Edit	» Preview	» Send
» View all surveys		Display: <input type="text" value="5 surveys"/>		

IMAGINE THE PERFECT RESEARCH SAMPLE

[Get a Quote](#)

Survey Coach

Confident Results

Live Training
Survey Design
Final Survey Review

[Get Started](#)

My Surveys

Your surveys are listed below. Click the name of a survey to manage, or choose a specific action by clicking an arrow icon.

Total Survey Completes for this Account: 0

Search:

[Learn More about Folders](#)

[Move To Folder](#) | [Manage Folders](#) | [New Folder](#)

My Surveys

Select

All	Status	Survey Filename	Launch Date	Completes	Analyze Results	Manage Survey	Launch Survey	Edit Survey
<input type="checkbox"/>	READY	360 degree appraisal		0				
<input type="checkbox"/>	ACTIVE	Student Satisfaction	Sep 4 2007 11:52AM	0				
<input type="checkbox"/>	READY	New Customers		0				

Display Per Page

Displaying 1-3 of 3 | [First](#) | [Previous](#) | [Next](#) | [Last](#)

Edit Survey

PREVIEW

SAVE

SAVE
for later

NEXT

Design Theme: Basic Blue

Last Saved: Sep 4 2007 11:33AM

Customer Satisfaction Survey for Product/Service

Edit Title | Edit Properties

3/21 3 GO

ADD PAGE

COPY PAGE

DELETE PAGE

EDIT SKIP



2

*How long have you used meaning limited's consulting services?

- Less than 6 months
- More than 6 months but less than 1 year
- 1-3 years
- Over 3 years
- Never used

Edit
Insert
Delete
Copy

Insert

ADD PAGE

COPY PAGE

DELETE PAGE

EDIT SKIP

3/21 3 GO

PREVIEW

SAVE

SAVE
for later

NEXT

Edit a Question

[CANCEL](#)[CONTINUE](#)[CHECK SPELLING](#)

This question is used in skip logic; therefore, you have limited edit capabilities.

If you wish to change the question type and/or edit answer options, you must first remove this question from skip logic. To do so, click "Continue" to return to the current page of the survey. Then click "Edit Skip." Next to this question, click "Remove."

Question?

What is your question? The text for your question appears in this field. Please type over text appearing in the space below. Tips and guidance for formatting your question. [Learn More](#)

How long have you used meaning limited's consulting services?

[CLEAR](#)

Answer Options:

Type the specific answers to your question over the text below. (Note each answer will appear on separate lines in the survey; type additional answer options on new lines.)

Less than 6 months
More than 6 months but less than 1 year
1-3 years
Over 3 years
Never used

 Randomize Answers Mandatory (require recipient to answer this question).

Illume Survey Designer: "Corp_demo_survey_LM" from Local Machine

File Edit Survey View Tools Repository Help

ROOT [25]

- LOGIN [1]
- SCREENER [3]
- IMAGEMAP [2]
- MATRIX [5]
- RANK [5]
- SUMCHECK [4]
- LOOPING_AND_PIPING [5]
 - C1
 - PROD1_QUESTIONS [4]
 - PROD2_QUESTIONS [4]
 - PROD3_QUESTIONS [4]
 - PROD4_QUESTIONS [3]

ID	Question
LOGIN	LOGIN
SCREENER	SCREENER
PRODCHOICE	Of the products below, which one are you most likely to purchase?
T5	T5
Q6	
IMAGEMAP	IMAGEMAP
SPANISH	En general, ¿qué satisfecho está con "The Computer Store"? ¿Diría usted que está...
MATRIX	How satisfied were you with the following aspects of the customer service provided by our company?
DISSATQUERY	You scored a {value:satscalc} out of 25 on our satisfaction scale. To what do you attribute this low satisfaction
RANK	Please rank the following brands according to their reliability. Place a "1" next to the brand that is most reliable, a
T1	T1
SUMCHECK	What percentage of your daily computer time is spent doing the following activities? Values must add up to 100.
T2	T2
LOOPING_AND_PIPING	LOOPING_AND_PIPING
FEEDBACK	FEEDBACK

Repository Drop

Go to item:

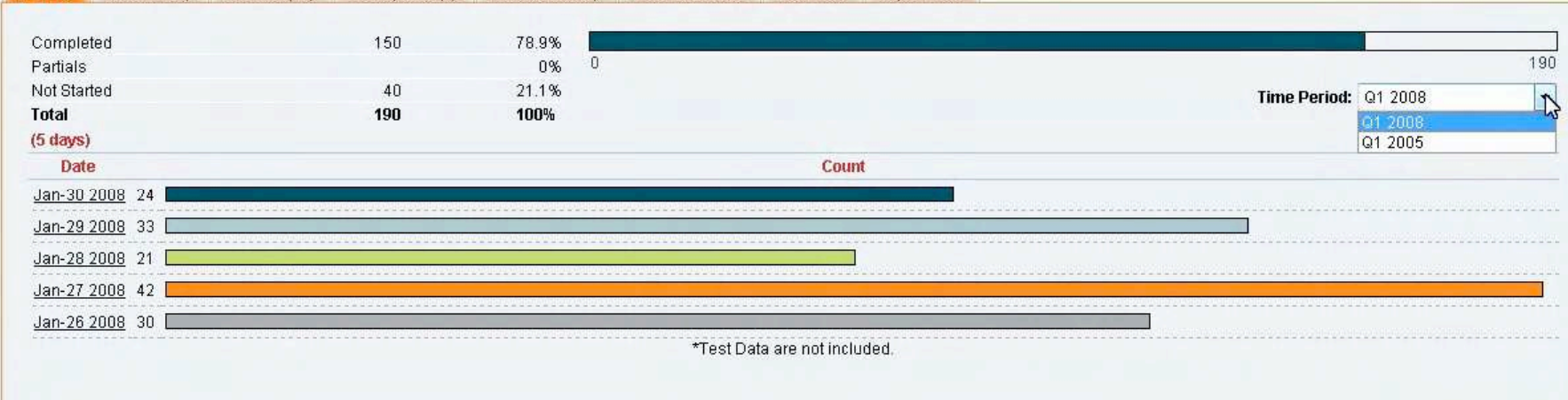
Customer A > Cust_Sat_Survey

Cust_Sat_Survey

Published Version

CSS Customer Satisfaction Survey (DEMO)

- General
- View Survey
- Queries (10)
- Participants (1)
- Data Dictionary
- Data Download
- Test Data
- Import Data



Confirmit - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://author.confirmit.com/confirm/authoring/Default.aspx

Google Search PageRank 12 blocked Check AutoLink AutoFill Options

Stop Node confirmit

Home Project Management Designer Translation Respondents Reporting End Users Survey Data User: Macer, Tim

Professional Designer Active Languages Survey Settings Launch Survey Quality Control Edit Template Export Survey Definition

Create New

- Project
- Panel

Go To

- Project List
- Panel List
- Favorites
- Tasks
- Reportal @ ...
- WI Template List
- Database Designer

Quick Find

Go

Toolbox

Questionnaire Tree

- Background variables
- Helper functions
- i35 - Survey on Software for
- Multiple questions per page
- i62 - Introduction (Info)
- q58 - Responsibility for IT an
- IF f('q58') == '3'
- THEN
- STOP - Thank you! (S
- i63 - The research you do (Ir
- q59 - Research activities (Mu

New Objects

- Single
- Multi
- Grid
- Open Text
- Info
- 3DGrid
- Loop
- Folder
- Block
- Page
- Condition
- Script
- Directive
- Stop
- Scale/List
- Quota
- IdeaMap

Save

General

Interview status after stop node Screened

Deleted

Exclude Translation

English

Title

Thank you!

Text

You are unfortunately outside the target group for this survey. We thank you very much for your interest in participating.

Japanese

Title

ありがとうございました。

Text

残念ながら、あなたは今回の調査の調査対象グループには当てはまりませんでした。この度は、本調査にご興味いただき誠にありがとうございました。

Project: Research Software Survey 2005 (p274387270) Language English Database Production US Site © 2005 FIRM

FIRM: Confirmit "Professional survey builder"



Confirmit - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://author.confirmit.com/confirm/authoring/Default.aspx>

Project log confirmit®

Home Project Management Designer Translation Respondents Reporting End Users Survey Data User: Macer, Tim

Overview Survey Settings Launch Survey Interview progress Project Log Export Survey Definition

AM		
13-May-05 03:20:04 PM	Wilson, Sheila	3 respondents loaded into database.
16-May-05 03:48:28 PM	Wilson, Sheila	870 respondents loaded into database.
17-May-05 04:17:38 AM	Wilson, Sheila	Status: production
17-May-05 04:25:38 AM	Wilson, Sheila	Status: production
23-May-05 07:46:51 AM	Andresen, Ole	45 respondents loaded into database.
23-May-05 08:03:13 AM	Andresen, Ole	0 respondents loaded into database.
30-May-05 05:50:14 PM	Macer, Tim	English Title of node "q55" changed: "Company size"->"Company size 2"
30-May-05 05:50:32 PM	Macer, Tim	English Title of node "q56" changed: "Country"->"Country 2"
08-Jun-05 01:35:57 PM	Macer, Tim	Status: closed

Project: Research Software Survey 2005 (p274387270) Language English Database Production US Site © 2005 FIRM

FIRM: Confirmit Project log — *audit trail of actions and changes*



http://reportal.confirmit.com - Confirmit Reportal - Microsoft Internet Explorer

Chart Designer

General Report

confirmit
reportal

Create New

- Report
- Template
- Data Source

Go To

- Report List
- Template List
- Data Source List

Quick Find

Report Number: Go

Report Name: Go

Toolbox

- Layout and Styles**
 - Report Master
 - Custom Texts
 - Page Masters
- Report**
 - Response
 - Questionnaire Text
 - Aggregated Table
 - Chart
 - Software packages
- Data Source**
 - Interview Start
 - Interview End
 - Interview Status
 - Background variables (Folder)
 - Helper functions (Folder)
 - q58 - Responsibility for IT and soft
- Filters**
 - Filters
 - q80
 - Interview Status
 - q18
- Visual Components**
 - Admin Menu
 - Active Filter Summary
 - Aggregated Table

General

Distribution Count

Chart Type Chart Style Column1Dbasic

Content Palette 10light

3D

Appearance Series in rows

Series Show table title

Axes Height 350

Legend Width 750

Chart Title

Font

	Region					
	Total	America		EMEA		
Total	319	100%	89	100%	178	100%
1	6	2%	2	2%	2	1
2	2	1%	0	0%	2	1
3	1	0%	0	0%	1	1
17	132	41%	40	45%	73	41
18	20	6%	7	8%	11	6
19	8	3%	4	4%	2	1
20	8	3%	2	2%	6	3
21	1	0%	0	0%	1	1
22	1	0%	0	0%	1	1
23	56	18%	16	18%	33	19
24	23	7%	4	4%	8	4
25	7	2%	1	1%	5	3

Preview (automatically)

Report: Kontiki 2005 (5733)

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Internet

Microsoft Internet Explorer window: Edit questionnaire - Microsoft Internet Explorer

Address: http://opst40-demo.3uu.de/www/edit_admin.php3?act=view&syid=177&__menu_node=edit

Navigation: Panel Projects Website Staff Options

Start » Projects » Survey menu » Edit questionnaire

Questionnaire of survey Copy of Demo: Employee survey

Buttons: Create new page, Preview, Change order, Question import

Questionnaire controls: Show subpages, Hide subpages, Show questions, Show filter conditions

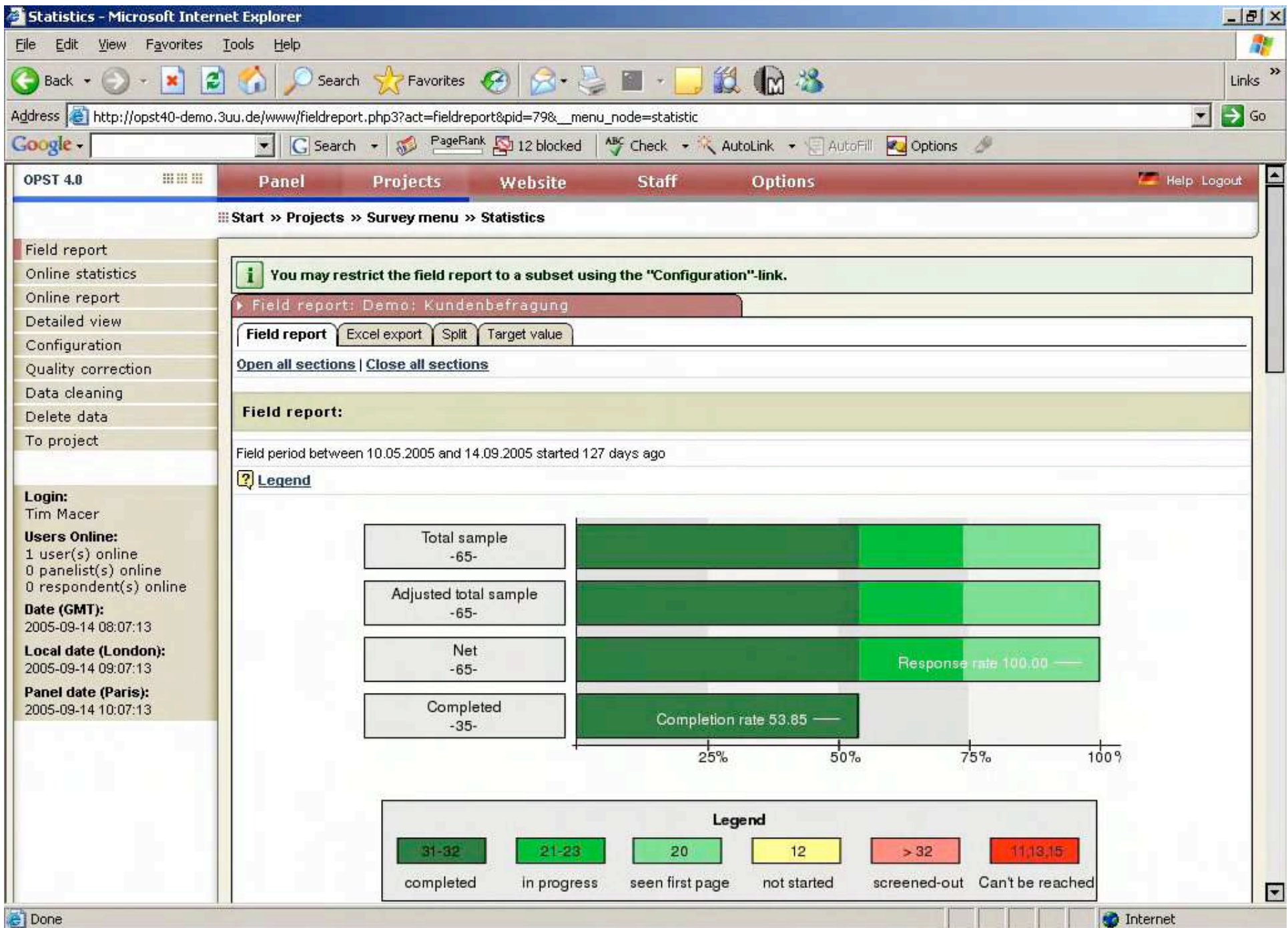
You are editing the survey in the language "Englisch".

Preview: http://opst40-demo.3uu.de/uc/messe_en/35ed/

pgid	Info	Title	Move	Options
969	<input type="checkbox"/>	Sprachauswahl	↑ ↓ ⇐ ⇒	🔍 📄 🌐 🗑️
970	<input type="checkbox"/>	Willkommen	↑ ↓ ⇐ ⇒	🔍 📄 🌐 🗑️
971	<input type="checkbox"/>	Aufgaben	↑ ↓ ⇐ ⇒	🔍 📄 🌐 🗑️
972	<input type="checkbox"/>	Arbeitsbedingungen	↑ ↓ ⇐ ⇒	🔍 📄 🌐 🗑️
973	<input type="checkbox"/>	Arbeitsplatz	↑ ↓ ⇐ ⇒	🔍 📄 🌐 🗑️
974	<input type="checkbox"/>	Informationen/Bildung	↑ ↓ ⇐ ⇒	🔍 📄 🌐 🗑️
975	<input type="checkbox"/>	Unternehmen	↑ ↓ ⇐ ⇒	🔍 📄 🌐 🗑️
976	<input type="checkbox"/>	Vorgesetzter	↑ ↓ ⇐ ⇒	🔍 📄 🌐 🗑️
977	<input type="checkbox"/>	Qualität	↑ ↓ ⇐ ⇒	🔍 📄 🌐 🗑️
978	<input type="checkbox"/>	Zufriedenheit	↑ ↓ ⇐ ⇒	🔍 📄 🌐 🗑️
979	<input checked="" type="checkbox"/>	Zwischenseite	↑ ↓ ⇐ ⇒	🔍 📄 🌐 🗑️
1299	<input type="checkbox"/>	How many times?	↑ ↓ ⇐ ⇒	🔍 📄 🌐 🗑️
980	<input type="checkbox"/>	Final page Endseite (status = 31)		🔍 🌐 🗑️

Legend: Plausibility check exists Hiding condition exists Trigger exists Actionscript exists uses an own template Is list element

Footer: http://opst40-demo.3uu.de/uc/messe_en/35ed/?preview_mode=1&closebtn=Close+preview



Statistics - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop

Address http://opst40-demo.3uu.de/www/fieldreport.php?act=fieldreport&pid=79&_d=GP4327da31bc191&fieldreport_netto_x=1#fieldreport_netto_x Go

Google Search PageRank 12 blocked Check AutoLink AutoFill Options

- Net participation

	Code	Absolute numbers (percent)
Total		65 (100.00%)
Completed	31,32	35 (53.85%)
Currently responding	21,23	0 (0.00%)
Suspended	22	13 (20.00%)

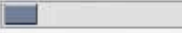
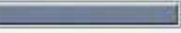
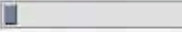

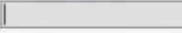

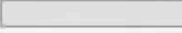

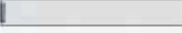

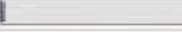

+ Net based on Codes > 20 (gross II)

+ Access by time

+ Access per day

+ Access per week

- Drop-outs by page

Page:	Drop-outs	proceeded to page
Startseite	 17 (20.73%)	 82 (100.00%)
Welche Software	 8 (9.76%)	 65 (79.27%)
Beurteilung uc	 3 (3.66%)	 57 (69.51%)
Aussagenbeurteilung uc	 (0.00%)	 54 (65.85%)
Preis-/Leistungsverhältnis uc	 1 (1.22%)	 54 (65.85%)
Beurteilung OPST	 1 (1.22%)	 53 (64.63%)

Done Internet meaning

SPSS InterviewBuilder - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Dimensions

Project: trtrt
User: Colin
Site: Site

Overview Edit **Advanced** Presentation

Grid Layout

Arrange subjects in columns Arrange subjects in rows

Subjects	Responses
Response1	Subject1
Response2	Subject2
Response3	Subject3

Question Type

Single Response Multiple Response

Response Order

Default

Display Responses

All Responses at

Question Subjects

Use the selections on left side together with the menu below to manipulate

Move Up | Move Down | Insert Above Selection | Insert Below Selection | Delete Selected | Append | Insert Shared List

Name	Subject Text	Picture
BrandList		
Brand_A	Brand A	
Brand_B	Brand B	
Brand_C	Brand C	
Brand_D	Brand D	
Brand_E	Brand E	
OtherOne	Other	

Responses

Use the selections on left side together with the menu below to manipulate

Move Up | Move Down | Insert Above Selection | Insert Below Selection | Delete Selected | Append | Change To Single | Insert Shared List

Name	Response Text	Type	Picture	Factor
NotAtAll	Not at all	Single Response		

Done Internet

SPSS: Dimensions InterviewBuilder (mr Interview)

SPSS ReviewProject - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Dimensions

Project: ttrte
User: Colin
Site: Site

ReviewProjects

Project Id: TTRTE
Project Name: ttrte
Description:

[View summary of project's case data](#)

Report:

	Active		Test	
Total	3		5	
Completed successfully	2	67%	1	20%
Active / In progress	0	0%	0	0%
Timed out	1	33%	4	80%
Stopped by script	0	0%	0	0%
Stopped by respondent	0	0%	0	0%
Interview system shutdown	0	0%	0	0%
Reviewed	0	0%	0	0%
Signal	0	0%	0	0%
<i>Undetermined Status</i>	0	0%	0	0%

Done Internet

SPSS: Dimensions InterviewBuilder (mr Interview)

Multimode desktop tools some examples

- **Askia** WEB PAPER SCAN CAI
- **Keypoint** Cambridge Software WEB PAPER SCAN
- **Remark Office*** Gravic WEB PAPER SCAN
- **snap** Snap surveys WEB PAPER SCAN CAI
- **Sphinx** WEB PAPER SCAN CAI
- **The Survey System** CRS WEB PAPER SCAN CAI

*Web forms approach

snap 7 - snicrocodile Customer Satisfaction Survey

File Edit View Tailor Window Help

Demographics and Lifestyle... Questionnaire - Design mode

Age

Name	Label	Type
Q7	Age of responde	Singl
Q8	Age of adult res;	Singl
Q9	Age of adult res;	Singl
Q10	Age of responde	Quar

Design Style Name Multiple Choice New...
Based On Default Rename

Tell us about

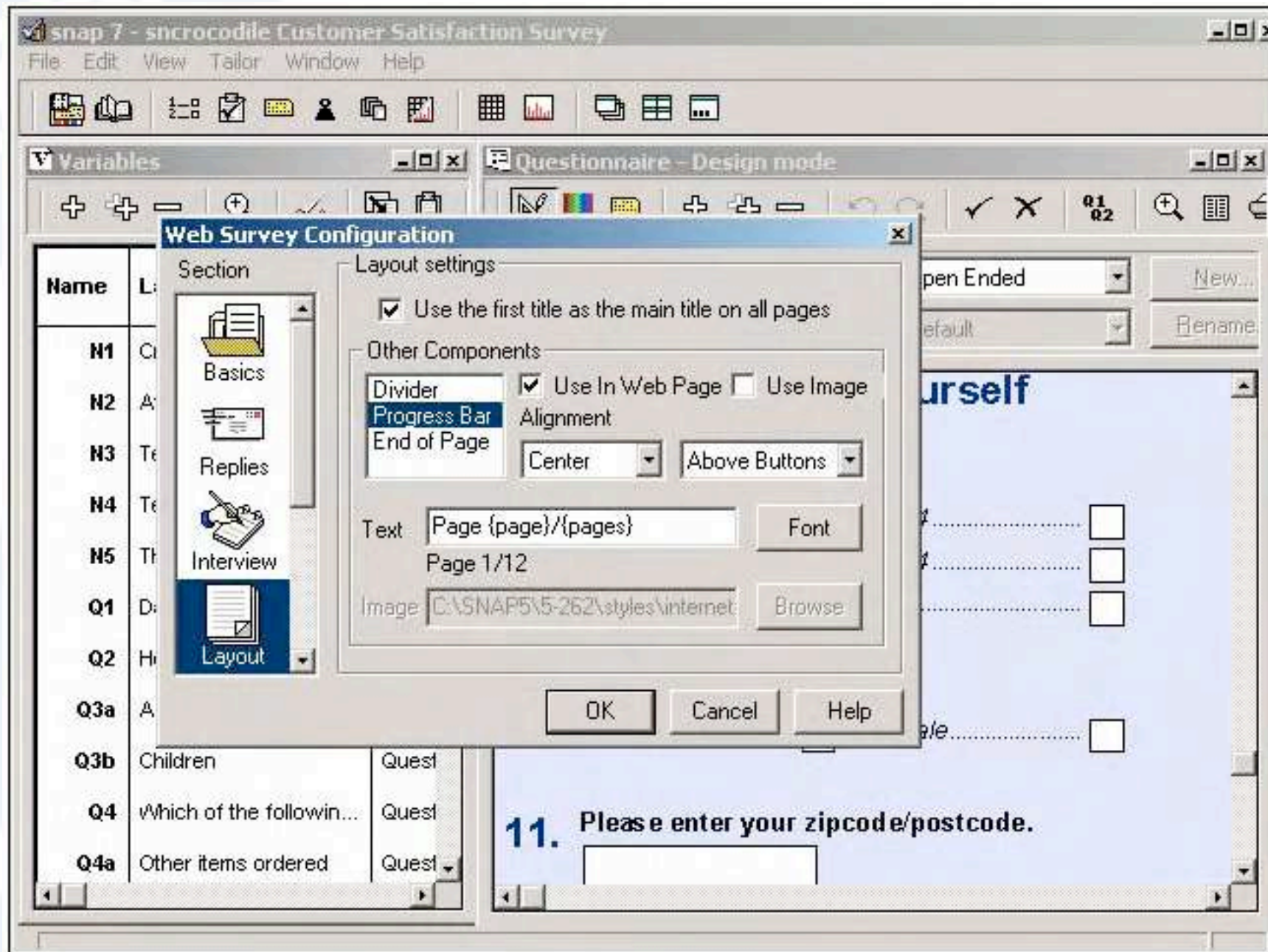
9. How old are you?
 Under 18..... 35-44.....
 18-24..... 45-54.....
 25-34..... 55+.....

-----Column Break-----

10. Are you male or female?
 Male..... Female.....

11 Please enter your zipcode/postcode.

1. What is your age?
 Under 10..... 45 to 60.....
 10 to 24..... Over 60.....
 25 to 44.....



Remark Office OMR Template Editor - Fantasticar.omr

File Edit Region View Tools Help

Page 1

- Gender

 Page 2

- Sales Transaction
- Delivery
- Overall Experience
- Repeat
- Comments
- SalesID

FantastiCar Customer Satisfaction Survey

Thank you for your recent purchase. We value your buying experience to be able to improve our sales experiences by answering the following questions.

Please tell us a bit about you

Gender: Male Female

Please rate your SALESPEOPLE

- The manner in which you were treated
- Sincerity and honesty in dealing with you
- Consideration of your time
- Ability to listen, understand and answer your questions
- Knowledge of the product features and benefits
- Fulfilled all commitments made

Please rate our SALES TEAM

- The vehicle price and/or payment discussed in a straightforward manner
- Explanation of warranty coverage
- The professional manner in which you were treated
- Fulfilled all commitments made

More about the buying experience:

	Fantastic!				Very Unhappy!
11. If you've contacted this store by phone, how satisfied are you with the way your call was handled?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. If this store handled the financing for your new appliance, how satisfied are you with the arrangements?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. If you saw a demonstration of this product, how satisfied are you with that experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Properties - OMR Region [Gender]

Properties

- OMR region properties**
Set overall properties for the region.
- Region item properties**
Set properties for items within a region.
- Question text and names**
Set question text and question names for the region's items.
- Tracking**
Set region as page, form, or respondent identifier.
- Database lookup**
Verify region's value in a database and optionally return additional fields.

Region Definition

Region name: Gender
 OMR type: Multiple
 Data type: Textual

Region Layout

Region orientation: Column
 Columns in the region: 1
 Rows in the region: 2

Possible Responses

Possible label scales:

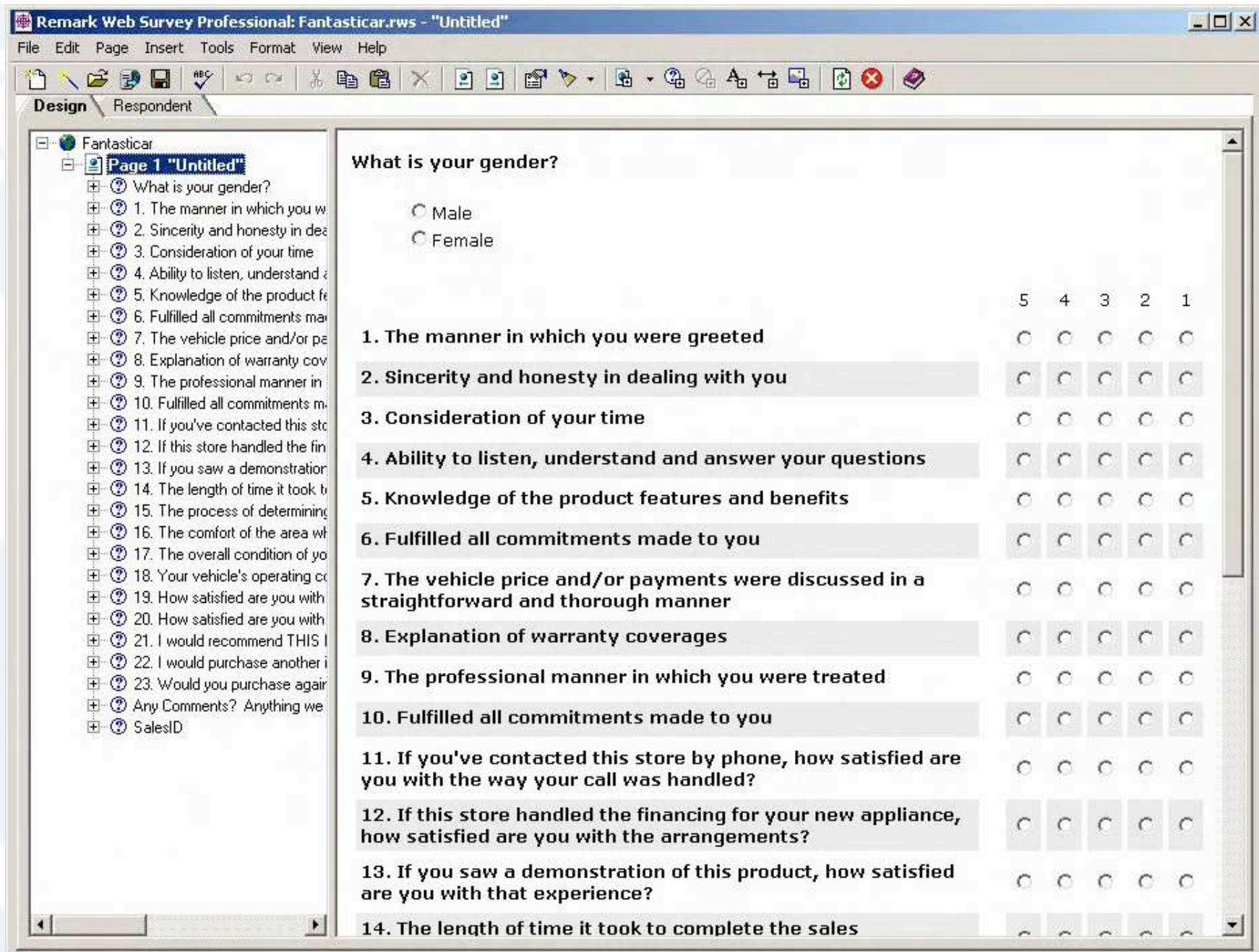
Labels	Values
Male	1
Female	2

Define Format (Grid Type Only)

Include region in read operation

OK Cancel

Displaying region properties [Gender]...



Remark: web survey from a paper survey

*5. DIY Surveys:
Threat or
Opportunity*



Threats

- Usurp professional MR
- Drive down costs further
- Lower response rates further by spamming respondents with poor quality surveys
- Blur the distinction between 'real' research and sales/marketing
- Inconsistent and contradictory findings within enterprises, as different units go it alone
- Devalue MR as a whole?

Opportunities

- Re-connects the researcher with the research and puts her/him back in control
- It is encouraging experimentation and the development of new methods
- Reduce the cost of research for everyone
- Allows research buyers to do more research
- Provides a route in for those who could not previously commission MR
- Encourage the MR industry to be 'up its game'...

Responding to the challenges

- Encourage would-be DIYers with consulting and advisory services to do it properly
- Get smarter and more efficient to narrow the price gap
- Have confidence in research professionalism and emphasise what DIYers will find difficult
 - ▶ e.g. sampling, specialist panels, international research, advanced techniques and modelling
- Partner with software providers



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