

# Nielsen Life360 Approach

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# Mobile Surveying – Why It's Important

- Goes places other survey modes can't
  - In-the-moment data collection – eliminates recall bias
  - On-the-go data collection – increases survey coverage area



# Mobile Surveying – Limitations

- Disadvantages

- Mobile device = shorter attention span (Callegaro, 2010)
  - More break-offs than online
- Face obstacle of coverage error
  - Difficult to reach populations without smartphones
- Screen size/Question type issues (Peytchev and Hill, 2010)



**To optimize response, use short, spontaneous surveys**

# Nielsen's Smart Phone Research

- **Life360:** Derived from early work in digital ethnography
  - Electronic approach of gathering details of attitudes, preferences and behaviors (Lai et al. 2009)
  - 5 studies since 2008
  - Toolkit for gathering in-the-moment data
- **Components:**
  - Time-Use Surveys
    - Current behaviors, thoughts, and feelings
  - Visual Data
    - Photos and captions at end of each survey
  - Pre-Survey Data
    - Baseline information and demographics



# Life360 – Two Approaches

## Prompted approach

- Pre-installed SODA app
- Alarm reminds panelists to take a survey periodically
- Surveys are short and ask in-the-moment questions
- Photo of “what you are focused on now”



**Most useful for time-sensitive research (e.g. World Cup)**

# Life360– Two Approaches

## Self-Initiated Approach

- Pre-installed SODA app
- Panelists initiate survey app whenever they *do* something:
  - Buy a product
  - Eat or drink
  - Watch a sporting event
- Surveys are short and ask specifically about the event being measured.
- Field staff is important



**Most useful for routine, intermittent research (e.g., diet study)**

# Case Study: 2010 FIFA World Cup

- Goal: Capture information about respondent media use and consumer behavior during the 5 weeks of the FIFA World Cup Games
- Sample: 413 residents of South Africa
  - Non-probability, quota sample used to build panel
    - Telephone recruitment w/ quotas for age & employment status
  - Four cities: Johannesburg, Pretoria, Durban, and Cape Town
  - Four languages: Afrikaans, English, Sotho, and Zulu
- Field period: June 10 – July 12, 2010



# Measuring the World Cup - Objectives

- Assess the engagement and excitement
- Measure real-time effects of advertising
- Measure out-of-home viewing
- “Tell a story” about experiencing the World Cup
- Improve previous Nielsen digital ethnography methodology



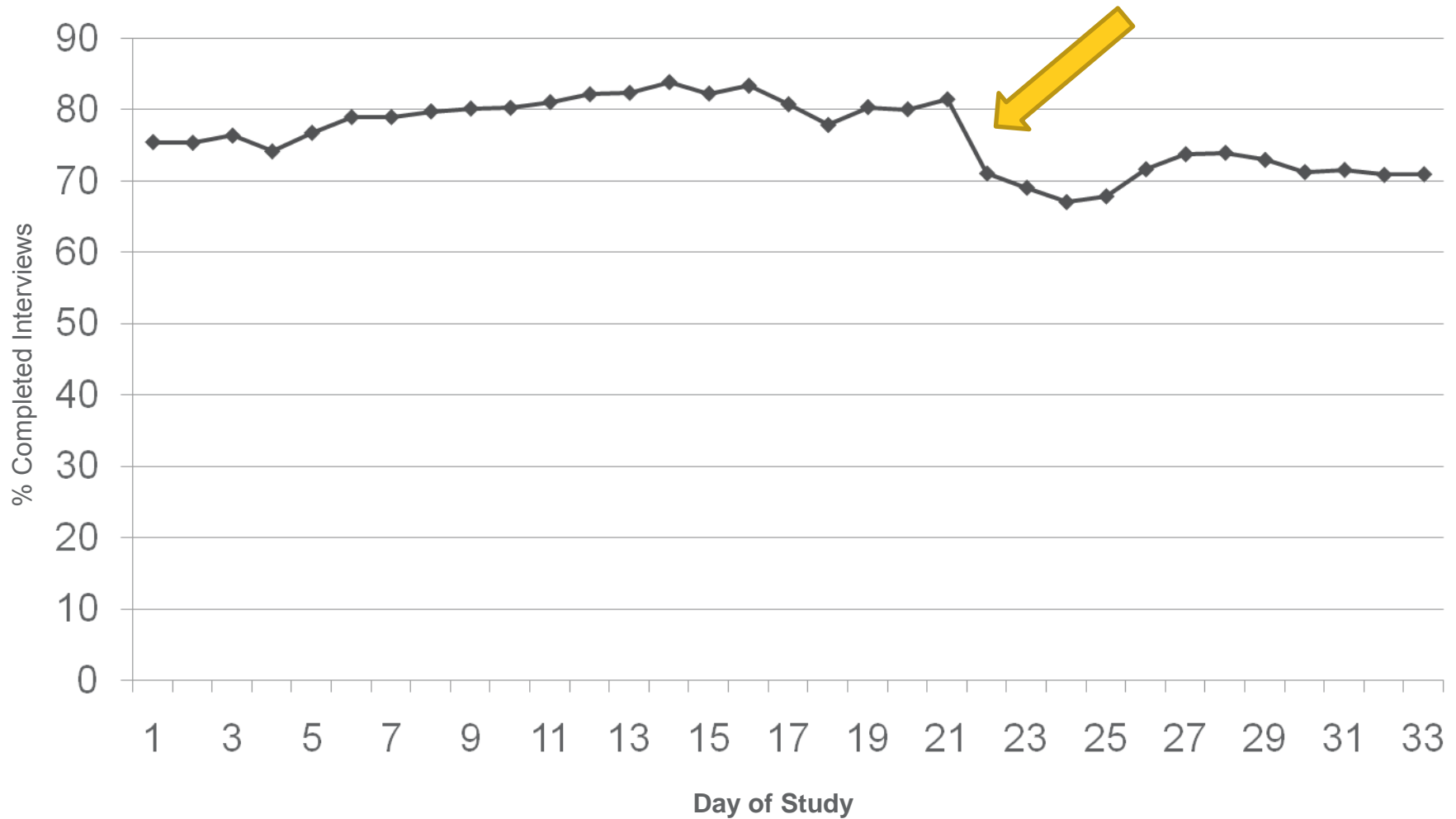


# Measuring the World Cup – Data Analysis

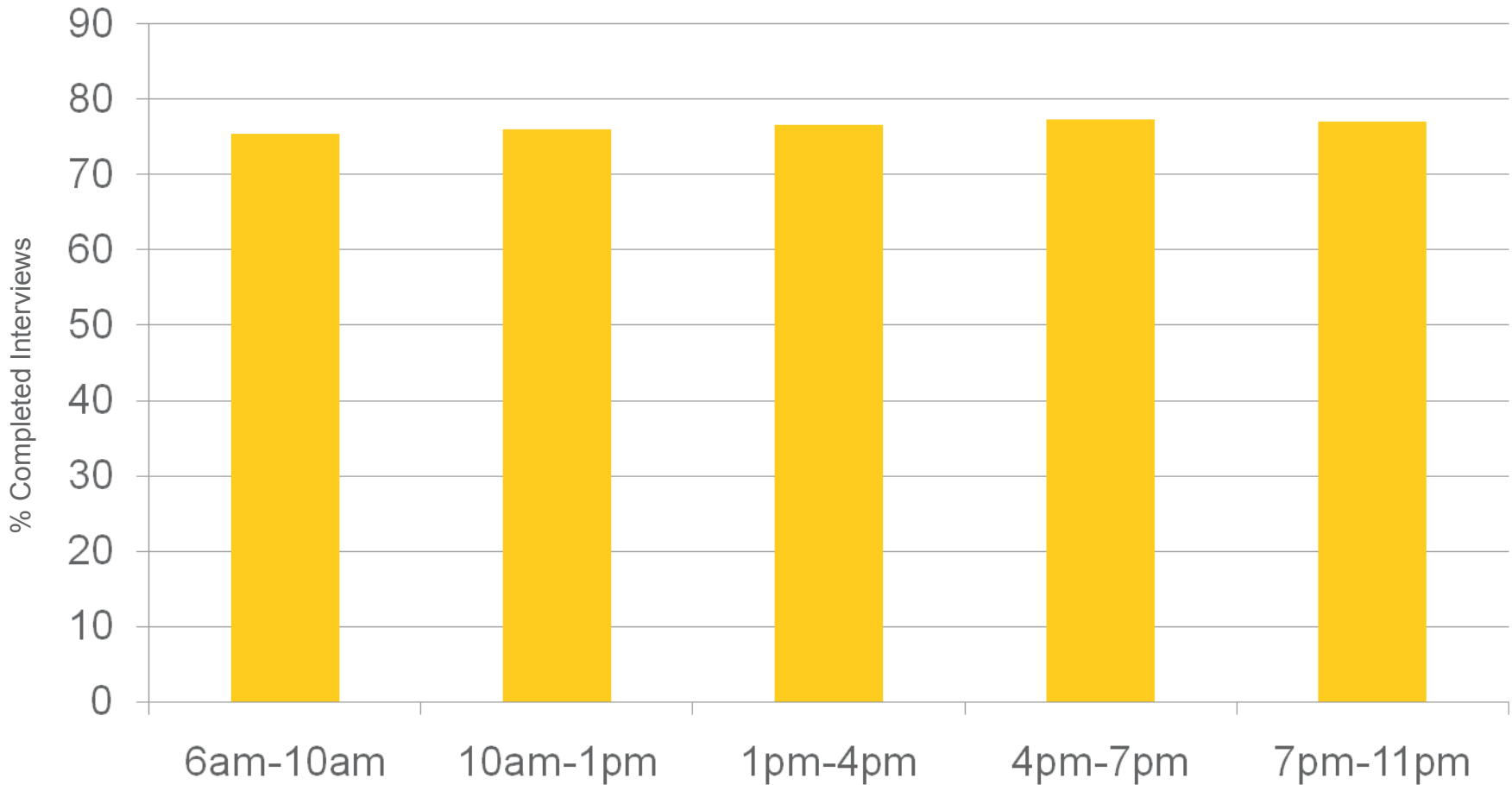
- Over 33 day period, total possible surveys:
  - 165 per respondent
  - 2,065 per day across all 413 respondents
  - 68,145 for entire field period across all 413 respondents
- Average completion rate for respondents: 76.7%
- Women = 79.0%; men = 74.4%
- No significant difference by age, work status, or language



# Percentage of Completed Interviews by Day

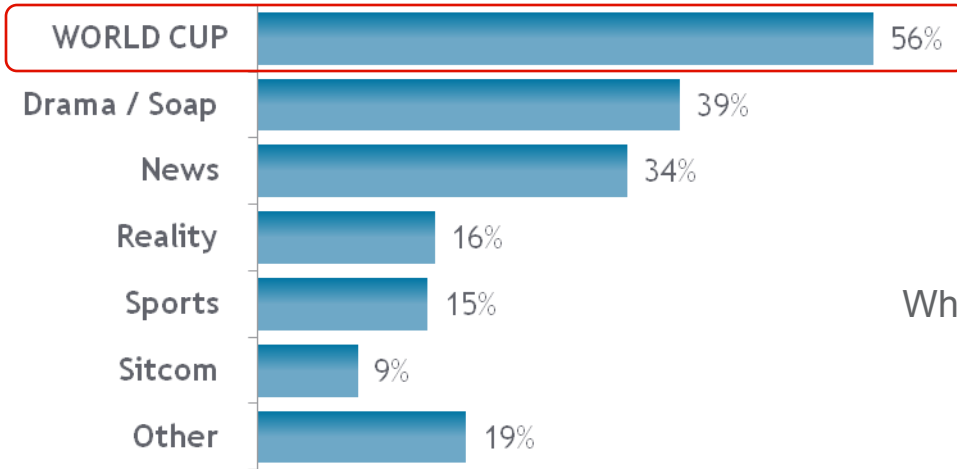


# Completion Rates by Time of Day



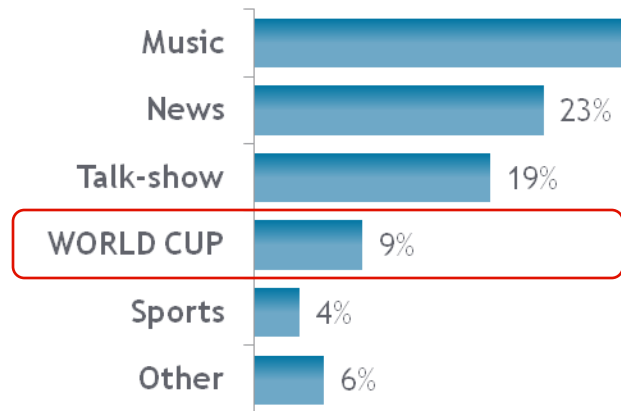
# Engagement and Excitement

What type of **TV programming** did you watch?



Typically Soap Operas and Drama's attract the biggest audiences in South Africa. These genres were surpassed by the viewership of the World Cup content during the tournament.

What programming did you listen to on the **radio**?



11 June - 11 July

\* excluding days without games

Source: Nielsen Life360 South Africa  
Adults 16+ in Johannesburg, Pretoria, Cape Town & Durban

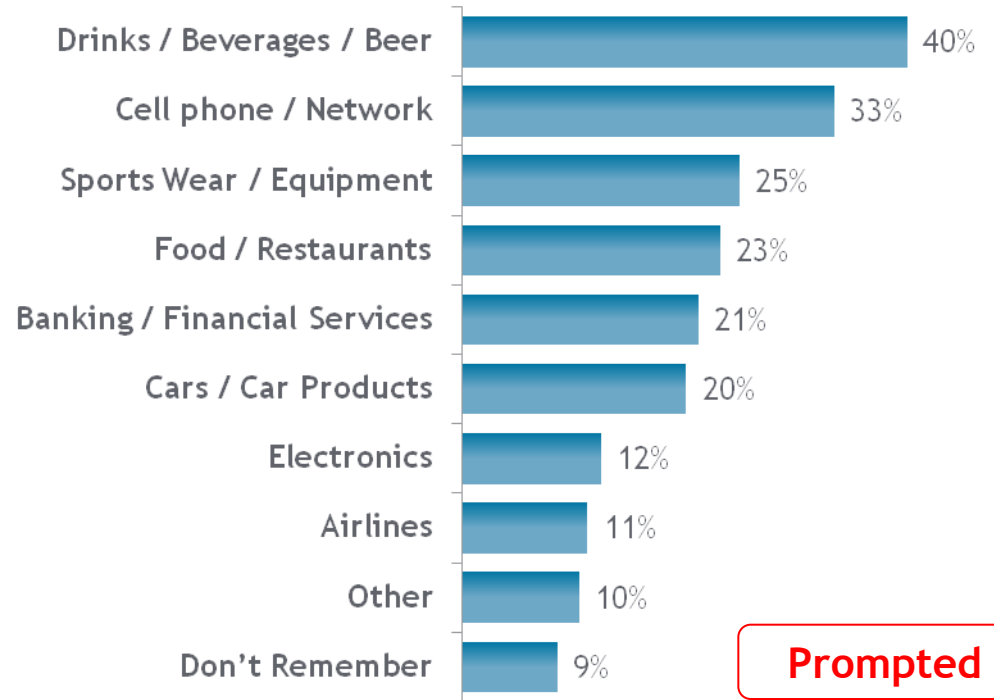
# World Cup Sponsors

What brands stood out to you today?



**Unprompted**

What ads have you noticed following sports today?



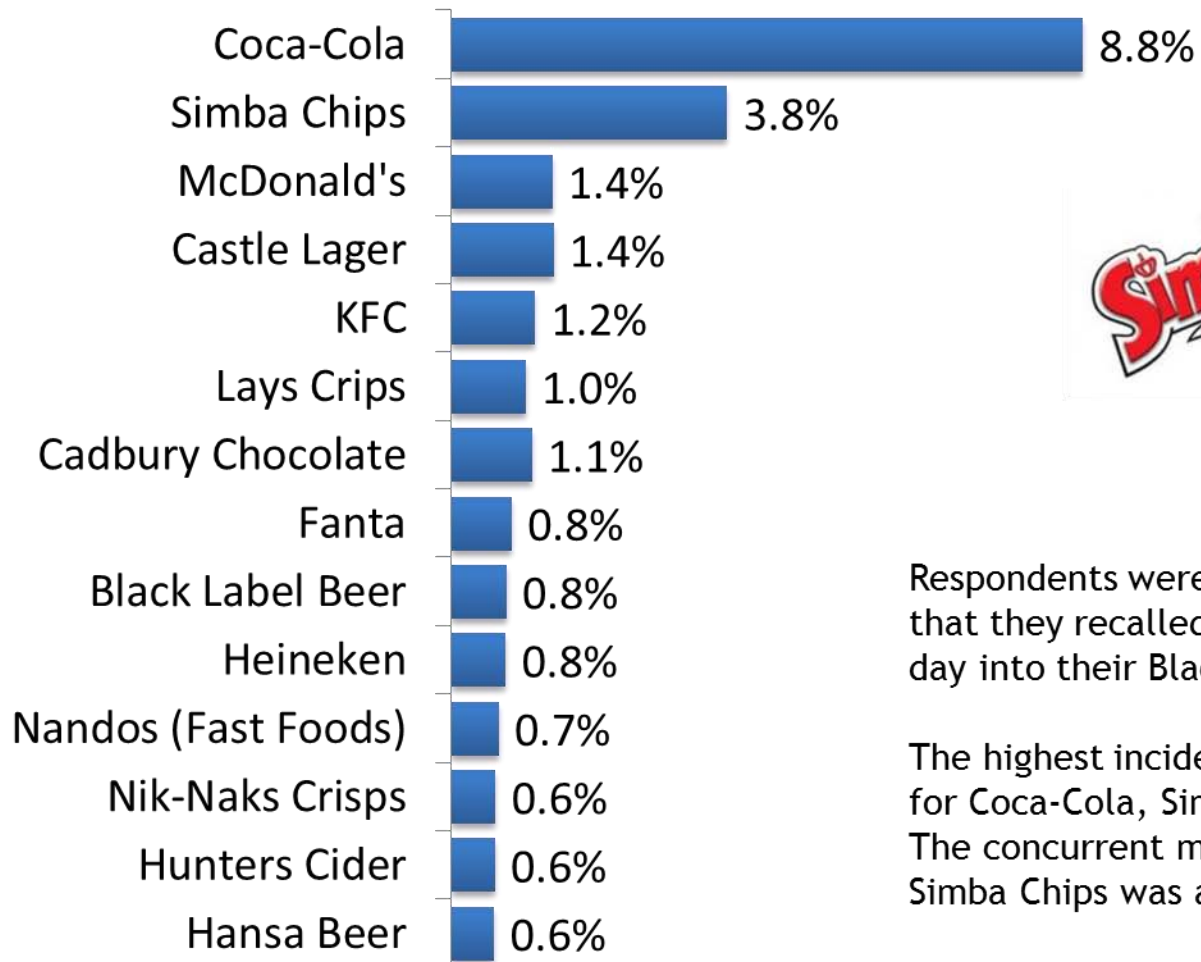
**Prompted**

11 June - 11 July

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# Purchasing Behavior – Food & Drink

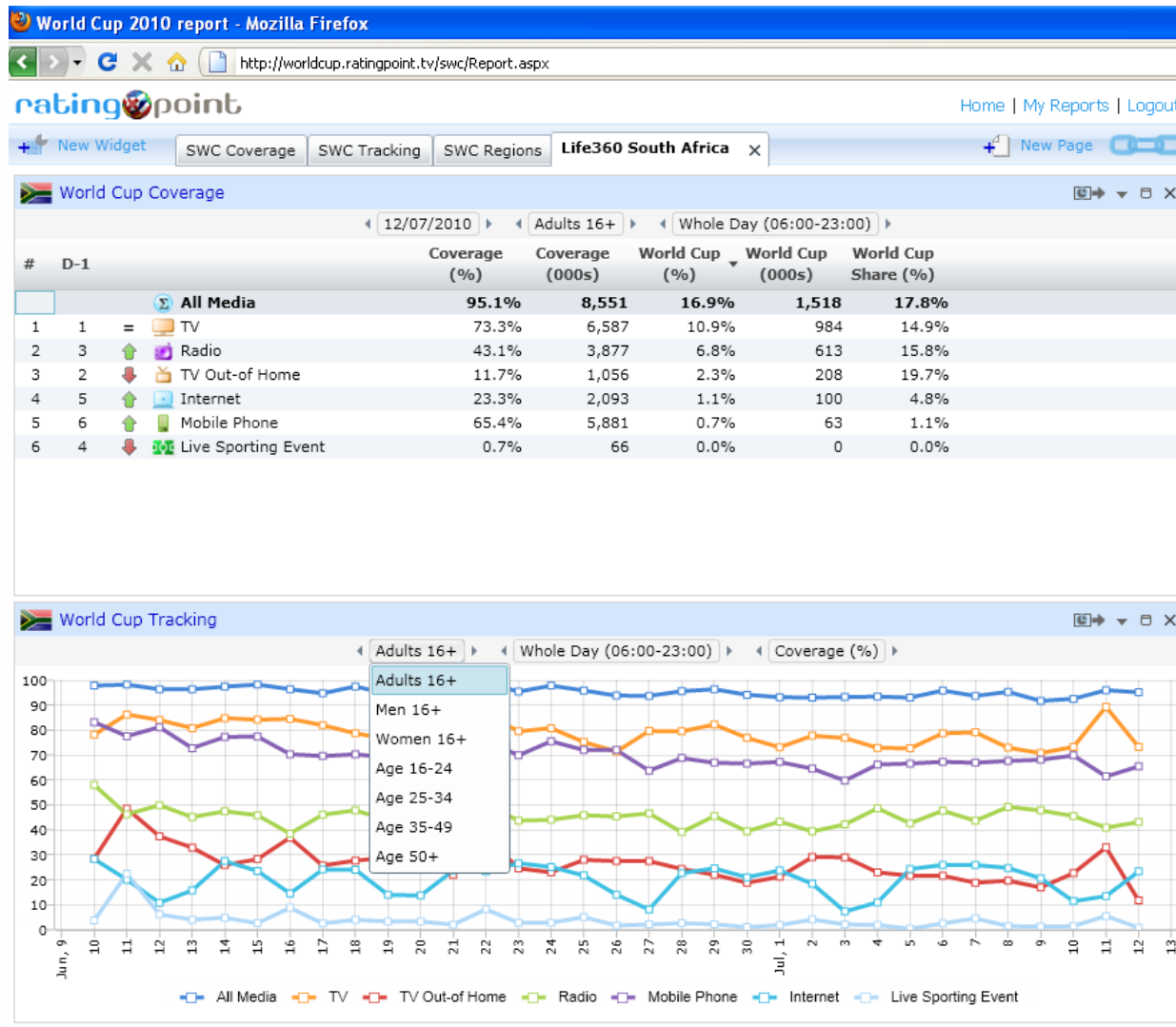
Please list brand names of all food and beverages you recall purchasing today



Respondents were asked to type the brands that they recalled purchasing during the day into their BlackBerry smartphones.

The highest incidence of brand recall was for Coca-Cola, Simba Chips and McDonald's. The concurrent mention of Coca-Cola and Simba Chips was also the highest.

# Life360 Reports in RatingPoint



During the World Cup, RatingPoint was available online providing clients with:

Unique possibility to track daily the **Life360 results** (only with 2 days lag)

Graphical and tabular representation of the results according to selected targets, variables and dayparts

# Conclusions

- Remarkable and sustained levels of participation
  - Break in series due to technical issues
  - All other measures show very little cross-time degradation
- Few differences noted were across demographics:
  - In-home / out-of-home most significant differences (women, older, not employed more likely to have in-home)
  - Overall, approach worked well across different subgroups
- Limits of study:
  - One country – period of national pride & unique event
  - Quota sample – limits generalizability
  - Potential for self-administration bias





# Smartphone Research – Potential Hazards

- Novelty Effect – Mobile smart phones and tablets are “in”, but how long will it last?
  - Important to choose interesting topics
  - Make it fun
  - Allow people to tell about themselves
    - Captions enhance this



# Smartphone Research – Potential Hazards

- Anticipation Bias: People want to be seen in a positive, interesting light.
- Alarming = Annoying: Take care not to “overalarm”
- Safety/Security: Take care when and where people take surveys



# Next Stop: London



# 2012 Olympics - Enhancements

- Geofencing: Build virtual wall around area (e.g., Olympic Park)
  - Survey panelists within the geofence
- Breadcrumbs: Use GPS trail to follow users throughout the day
- Barcode scanning: What did panelists buy?



# Thank You!!

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