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

% Completed Interviews

6am-10am
10am-1pm
1pm-4pm
4pm-7pm
7pm-11pm
**Engagement and Excitement**

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

- **WORLD CUP**: 56%
- Drama / Soap: 39%
- News: 34%
- Reality: 16%
- Sports: 15%
- Sitcom: 9%
- Other: 19%

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

- Music: 35%
- News: 23%
- Talk-show: 19%
- **WORLD CUP**: 9%
- Sports: 4%
- Other: 6%

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.

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?

- Coca-... 18%
- MTN 16%
- Adidas 9%
- Sony 5%
- McDo... 4%
- Nike 4%
- Visa 3%
- Hyun... 3%
- Kia... 3%
- Fly... 2%
- FIFA 2%

Unprompted

What ads have you noticed following sports today?

- Drinks / Beverages / Beer 40%
- Cell phone / Network 33%
- Sports Wear / Equipment 25%
- Food / Restaurants 23%
- Banking / Financial Services 21%
- Cars / Car Products 20%
- Electronics 12%
- Airlines 11%
- Other 10%
- Don’t Remember 9%

Prompted

Source: Nielsen Life360 South Africa
Adults 16+ in Johannesburg, Pretoria, Cape Town & Durban
Please list brand names of all food and beverages you recall purchasing today

- Coca-Cola: 8.8%
- Simba Chips: 3.8%
- McDonald's: 1.4%
- Castle Lager: 1.4%
- KFC: 1.2%
- Lays Crips: 1.0%
- Cadbury Chocolate: 1.1%
- Fanta: 0.8%
- Black Label Beer: 0.8%
- Heineken: 0.8%
- Nandos (Fast Foods): 0.7%
- Nik-Naks Crisps: 0.6%
- Hunters Cider: 0.6%
- Hansa Beer: 0.6%

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

• Breadcrumbing: Use GPS trail to follow users throughout the day

• Barcode scanning: What did panelists buy?
Thank You!!

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