ALTERNATIVE MEDIA RESEARCH METHODS

An overview of alternative ways to conduct research when face-to-face contact is not an option

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GAME CHANGERS

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01.

ALTERNATIVE QUANTITATIVE APPROACHES

Mixed mode research, incorporating face-to-face with other methods, has been used in media measurement surveys for many years. Quality telephone, online or passive research methods can provide robust alternatives and give meaningful results.

Telephone research

Overview

Our call centre conducts telephone interviews on a range of consumer, media, business and policy issues – including our monthly political polling.

Interviews are conducted by skilled interviewers and take place through a dedicated Computer Assisted Telephone Interviewing (CATI) system.

Key benefits

- Our capacity allows for fieldwork to be conducted at speed.
- Flexible and robust sample frames: including national or local reach, alongside business and client supplied sample.
- Up-to-date feedback on screening and quota performance.
- Participants can book appointments and conduct interviews at times that suit them.

Key considerations

- Less appropriate where there is a requirement to show visual stimulus to participants.
- Typically harder to reach some audiences – such as young people.

Our approach

Based in Edinburgh, Ipsos MORI has one of the largest in-house research dedicated telephone operations in the UK, allowing us to conduct demanding, time-critical and large-scale studies.

Our resources include 150 CATI stations. This is supplemented by a 'CATI at home' team which is managed from Edinburgh of over 100 additional interviewers.

We purchase robust samples of telephone leads from specialist providers covering both landline and mobile samples. This includes both targeted and Random Digit Dialling (RDD) approaches.

Case Study: IPA Touchpoints

The IPA Touchpoints survey is an example of a large-scale audience measurement survey that Ipsos MORI conducts using telephone recruitment. On an annual basis we dial over 60,000 numbers and recruit a balanced sample of over 10,000 adults aged 15+ to take part in a 7 day diary and lifestyle questionnaire. The survey includes a helpline service to maximise participation among members of the public who never go online on a device of their own can complete the survey.

Case Study: Ipsos Political Monitor

The Ipsos MORI Political Monitor is our flagship political tracker, tracking voting intentions, satisfaction with political leaders, economic optimism etc. In 2019, it accurately predicted the outcomes of the General Election and European Parliament Elections. It consists of around 1,000 RDD telephone interviews monthly, with a mix of landline and mobiles.

Online: Push-to-Web

Overview

Push-to-web is a survey methodology that uses offline contact to 'push' people to go online and complete a web questionnaire. It is generally combined with other data collection modes in a mixed mode approach.

The push-to-web methodology has arisen in recent years as a possible solution to increasing problems with random probability telephone and face- to-face surveys (increased cost, declining response rates). Push-to-web surveys can use random probability sampling and cover the general population or specific sub-groups in a quicker and more cost effective way.

Key benefits

- Enables reasonable quality random probability surveys to be carried out at considerably lower cost than possible using alternative methods.
- Online survey methods are faster than their offline equivalents.
- The public is increasingly coming to expect online contact.
- Government digital transformation - enthusiasm to move data collection online.

Key considerations

- Fieldwork lasts for a number of weeks to allow for multiple reminders, and often multi-mode follow up (e.g. postal questionnaires).
- Questionnaires should be device agnostic, and an appropriate length to mitigate against drop out.
- The design of mailouts and materials is critical to maximising response rates.

Our approach

Typically, push-to-web surveys use a sequential mixed mode methodology:

- Sample members (individuals or addresses) are initially approached by mail and asked to participate in an online survey,
- Then, after one or two reminders, they are offered the option of participating through a second mode, usually a self-completion paper questionnaire.

This approach typically delivers an achieved sample with a response rate of around 7% to 25%, with around half of these responses completed online.

Ipsos MORI is at the forefront of push-to-web development and has undertaken experiments to identify key principles to maximise response and quality for push-to-web surveys.

Case Study

The BARB Establishment Survey is large scale survey that uses an address based sample and face-to-face data collection.

As a result of a decline in face-to-face participation over the past decade, the Establishment Survey has adopted an Online Second approach, whereby a small proportion of interviews are generated online. Non-productive addresses are selected and sent an invitation by mail to complete the same interview online.

A response rate of around 10% is achieved.

This approach is currently being trialled on PAMCo.

Online Survey Research

Overview

Online surveys are of course a popular, cost effective means of conducting research.

Respondents can be drawn from our dedicated Online Access Panel, or invited to take part in ad-hoc studies through the use of client-supplied sample or other forms of promotion.

Key benefits

- Respondent led, particularly useful for sensitive topics at risk of interviewer bias.
- Allows for stimulus to be shown, and for complex routing.
- Often cost effective with fast fieldwork period.
- Use of dynamic quotas to improve quality of sample.
- Unique reminders can be sent where sample is known.

Key considerations

- Requires respondents to have access to the internet.
- Panellists have opted-in to be invited to take part in research.
- Where possible, questionnaires should be device agnostic to maximise engagement.

Our approach

Ipsos MORI's Online Access Panel has over 300,000 panel members across Great Britain. Recruitment is multi-source, and includes integrated quality checks to guarantee the validity and robustness of the data. We also access panellists from other accredited research partners to improve reach of niche audiences.

Our i-Omnibus can survey a nationally representative sample of 1,000 or 2,000 16-75s in Great Britain in a matter of days.

Our i-Instant tool can deliver result in 24 hours after questionnaire sign off and is appropriate for short general population surveys.

Case Study: Brand Tracker

A public service broadcaster's Brand Tracker has been running for the past decade tracking the their performance across key metrics used to ensure they are meeting their remit requirements. Fieldwork is run online via the Ipsos Access Panel with 1,500 surveys conducted 4 times a year. Quotas are set on age, gender, region and social grade in order to get a representative sample of the whole of the UK and reach harder to reach audiences.

Case Study: London Survey

We have conducted a survey of Londoners, looking at issues such as housing, devolution and Brexit. We were able to interview 1,000 participants in a very difficult area to interview (London) in just over a week.

In the Moment Mobile Surveys

Overview

'In the moment' surveys, including diaries, using device agnostic online and mobile apps allow us collect data efficiently and effectively.

This includes use of photo/video capture, audio-recording, geo-tagging/triggering, and barcode/QR reading.

Note, we are also able to provide qualitative Mobile Diaries.

Key benefits

- In the moment studies are generally better than recall studies for frequently performed, habitual and low-salience behaviours, or emotional and sensory experiences.
- Mobile approaches offer continuous access to participants; wherever they are (in and out of home).
- Mobile allows us to capture contextual information – location/photos/video etc.
- Diary surveys can also be used to capture regular data.

Key considerations

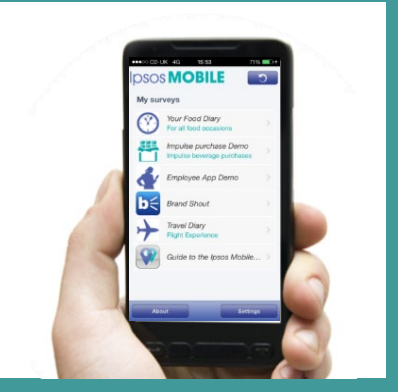
- Mobile studies should be short in length to maximise response.
- Not all members of the public use smartphones – though penetration is high and constantly improving. This method is likely to be less suitable for older audiences.
- Studies require client supplied sample, or the use of our Online Panel.

Our approach

Mobile apps allow us to conduct in the moment surveys and to gather rich contextual information.

Participants are invited to download the Ipsos Mobile app from their app store, and we push surveys to them using time- or location-based triggers. Notifications can be used as reminders.

Once a user has been through the identified location, the survey can be triggered on a number of different settings – for example, using a time delay, or knowing when they are stationary.



Case Study

Over 30 participants used Ipsos MOBILE to record their interaction with gambling advertising. This helped capture the ubiquitous nature of above and below the line advertising. Participants were able to also provide contextual information about where they were and how they felt at the time of submitting a response.

We conducted a geo-triggering survey in litter hotspots to judge the success of a clean-up litter campaign. Based on their GPS signal, each time respondents entered an area they were asked to complete a short survey of five questions to comment on the cleanliness of the area and to take pictures of what they could see.

Passive

Overview

The media and content world is in an ongoing state of fragmentation, where content and information is truly available on any platform, on any device and at any time for consumers. This is driven by the digital opportunities that are prevalent in the marketplace. This puts pressure on traditional recall methods (e.g. those used in Audience Measurement), making it difficult for participants to accurately remember exactly what, where and how they were accessing content. It is simply not possible or practical to extend the length and depth of the surveys that we place.

Ipsos has been focussed on investing, developing and deploying passive measurement techniques to solve this challenge.

We are now market leaders in deploying passive audience measurement technology, measuring not only what consumers are exposed to (broadcast Audio & Video), but also what they consume on devices such as smartphones, tablets, PCs and Laptops, via applications, websites and media players.

Key benefits

- Our passive audience measurement techniques allow the faster delivery of accurate exposure data of content and advertising (daily or weekly).
- Scalable and cost effective panels.
- Greater granularity of data.
- Single source cross media and cross platform.
- Longitudinal tracking of behavioural changes in consumption.
- Maximising the recruitment and operation impact, one recruit is followed by long term panellist participation.

Our approach

We put people at the heart of our passive research approach. We do not build meters or hardware, we do not ask people to carry or wear an additional device. Importantly we adopt a software approach to measurement. We have develop applications that once installed on our panellist smartphones turn those devices into powerful audio meters. These can be used to measure the exposure to broadcast content. The core application is MediaCell.

With this tool we can measure at a minute by minute level radio listening and TV viewing both live and time shifted via a representative, well managed, incentivised and longitudinal passive panel. The MediaCell application is deployed securely via Android on Google Play and via iOS on the App Store.

Passive

Ipsos are uniquely placed to manage the end to end process for our clients, including:

- Recruitment of the panels using different methods,
- On-boarding and management of our panellists via our proprietary state of the art panel management system,
- The delivery of Gold Standard Audience Measurement data.

We are also able to integrate software metering technologies to measure Application and URL usage within this MediaCell technology.

This gives our clients and the market a single source measurement of broadcast content and on device consumption via scalable passive measurement technologies.

We are specialists in:

- Developing Broadcast measurement techniques, such as Audio Matching and Audio Watermarking,
- The deployment of large passive audience measurement panels,
- Managing complex data production methodologies and producing Gold Standard Audience Measurement.

Case Study: Cross platform measurement

We produce a single source panel of 3,000 individuals measuring their consumption of content across TV, radio and digital platforms. This database delivers longitudinal insight to the client, as well as detailed granularity of minute by minute live and time shifted viewing and listening. We also measure simultaneous usage of social media and applications that occur when panellists are watching TV or listening to the radio.

Case Study: MediaCell for Advertisers

We have run a number of MediaCell for Advertiser projects for our clients across Europe over the last number of years. This unique approach captures the exposure to specific campaign advertising by a panel, who are then served mobile / online surveys to test a key range of Brand KPIs for the client. Designed to answer key client questions concerning their campaigns, including Who was reached, What they were exposed to and How the communication affected Brand perceptions, this approach is a unique blend of passive exposure triggering active survey responses.

02.

ALTERNATIVE APPROACHES: DATA INTEGRATION AND MODELLING

To bring together our existing face-to-face media research with other quantitative and passive data techniques

Data Integration and Modelling

Overview

Measuring audiences to different media has always imposed challenges and limitations, but never more than in recent times with the proliferation of digital options.

Total unduplicated reach, measuring devices vs. people, the “the long tail”, missing data, data volatility and reporting granularity are just some of the challenges that can be addressed with data integration and modelling.

One of our core areas of expertise is the continuing evolution of data modelling and integration techniques and how these can best be applied to increasingly diverse and complex audience and media datasets.

Key benefits

- Increasing the scope of our survey coverage and the reported data.
- Adding granularity to the data.
- Improving the speed of reporting.
- Filling the gaps in data or populating data missing either by accident or by design.

Our approach

We are industry leading specialists, offering custom, data-driven solutions for audience measurement and media research.

Our deep expertise in processing and integration of large datasets, latest thinking in the area of machine learning & data modelling, combined with years of experience working with the media industry, allow us to provide the market with advanced custom solutions for some of the most complex challenges in measuring and reporting audiences across all media and platforms.

We are specialists in:

- Data Integration - complex “currency-on-currency” cross-media data integration solutions. A prime example is our industry leading data fusion approach for reporting cross-platform audiences to published media,
- Data Modelling - solutions for expanding functionality and adding granularity to audience datasets, e.g. converting device level data into people based audience estimates,
- Advanced Data Processing - experienced in collecting, storing and processing large amounts of data from various sources including GPS based travel surveys, “census” level site-centric online measurement and user-centric passive measurement.

Data Integration and Modelling

Case Study: PAMCo

Reporting cross-platform audiences for 200 publisher brands by utilising a custom data integration approach that includes constrained data fusion of two industry currency audience datasets, further calibrated with single-source data on duplication.

Case Study: Ipsos MediaCell

Converting device based data into full people based TV measurement by employing a multi-step data integration and modelling approach with a Machine Learning viewer attribution model at its core.

Case Study: Cross Media Measurement

A modelling solution deployed on a continuous passive measurement panel used to model the audience data for one of the operating systems that, due to some technical issues, we were not able to track for a certain period of time. The solution was integrated into the production process and has allowed us to predict the missing audience estimates, produce a complete integrated dataset and have uninterrupted reporting to the client.

Case Study: Route

Producing currency audience estimates for 400,000 “out-of-home” frames through complex data transformation and integration process combining tens of different data sources – Including a travel database with 50 billion GPS records per year.

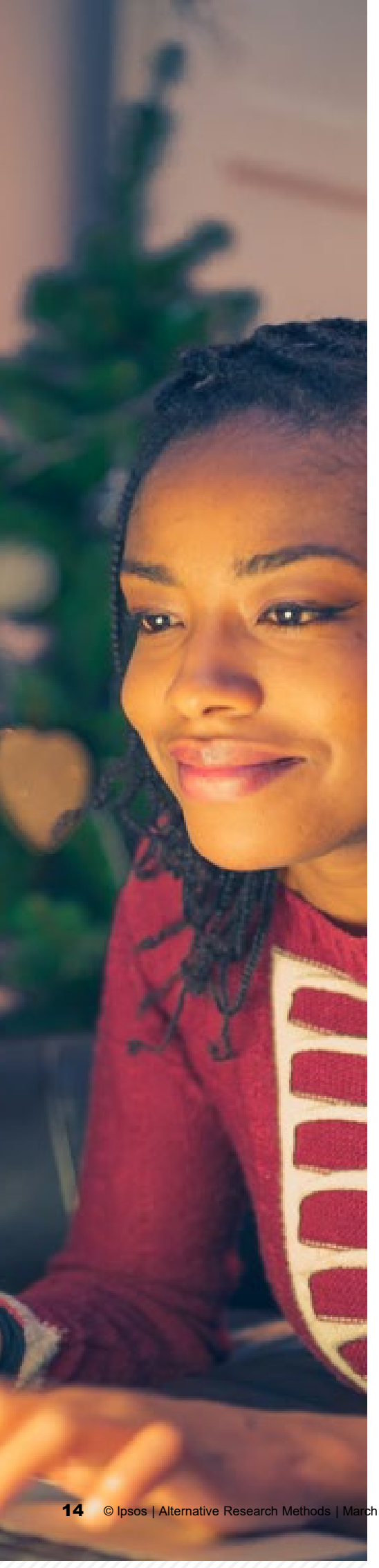
Case Study: Ipsos Affluent Study

Data ascription procedure built into an approach of deploying large single-source media and consumer studies, an approach that includes missing data by design by splitting the questionnaire into smaller sections that can be served to different respondents and therefore reduce the burden for each individual respondent.

03.

ALTERNATIVE QUALITATIVE APPROACHES

Making use of technology to engage with participants online. From participant-led ethnography, to online communities.



Online/ Video Focus Groups and Depth Interviews

Overview

These are a straightforward swap for face-to-face groups; a 'real time' conversation which might last the usual length of a group (likely 90 minutes).

Our approach

Participants log in to our dedicated online groups platform, supported by AdobeConnect, and communicate with moderators using written comments and other participants in 'real time'. A discussion follows, reproducing the dynamic of a face-to-face group.

Ipsos also has access to a dedicated video platform for online groups, the Ipsos Socialised Research Platform. On this up to 5 people can take part in a group discussion by video link.

Key benefits

- These work well for situations in which you need to share stimulus with participants, as in a 'standard' group discussion.
- This approach can also support a larger number of participants than 'traditional groups if required.
- They work especially well for dispersed groups who are in different locations.
- The AdobeConnect platform is fully accessible by mobile, tablet and desktop and can incorporate stimuli including video playback and PowerPoint slides.
- Suitable for sensitive discussions and topics, and where participant anonymity is important.

Case Study: Social media consumer understanding

A global social media brand commissioned Ipsos MORI to the explore the needs of their consumers. To inform this research, we conducted online one-to-one discussions with users to gather more in-depth views of their experiences.

Online Communities

Overview

An online community is an online space created to bring people together for a specific research purpose through both qualitative and quantitative engagement.

They should be interactive and organic, with participants encouraged to engage with each other, not just with the researcher. In this way, participants shape the community and the research itself, providing richer findings for the client.

Key benefits

- To engage multiple participants in qualitative and quantitative tasks.
- To have access to a pool of participants for quick turnaround research and insight.
- To engage longitudinally, building a holistic picture of behaviour and experience.
- To bring together participants from across the country for ongoing engagement.

Our approach

Online communities vary in length, number of participants, and the range of activities, but they can be classified broadly as follows:

- Instant – from 1-2 weeks, with 15+ participants – looking at a “point-in-time”,
- Pop-up – 3 weeks - 6 months, 50+ participants – short-term, in-depth exploration,
- Ongoing – 6+ months, 500+ participants, used to inform multiple research objectives over time.

Members can be recruited from a variety of sources, depending on the audience and size (e.g. online panels, client databases, qualitative free-find recruitment).

Within an online community platform, a range of tasks and research tools can be used, including:

- Discussion boards,
- Idea exchanges,
- Blogs/diaries,
- Live online focus groups,
- Surveys and quick polls.

Case Study: Morning Radio

A broadcaster commissioned us to understand listener perceptions of the their breakfast show.

We conducted a week long community with young listeners, utilising blogging tasks, digital scrap-booking and heat mapping exercises to explore listeners’ views on different elements of the show.

Participant-led Digital Ethnography

Overview

Participant-led digital ethnography uses the latest research and consumer technology to uncover people's actual (rather than stated) behaviours.

We can observe their daily lives or specific activities through the use of static cameras, 360 cameras, glasses and GoPros, or observe them in an immersed reality through VR headsets. Participants are also able to share photos/video via mobile devices too.

Key benefits

- Capture natural behaviour without the interference of an interviewer or observer.
- Identify unarticulated behaviours that people can't recall e.g. cleaning, food preparation, a typical evening.
- We can combine static and wearable cameras or layer on top of traditional ethnography. We often use in the moment diaries or follow up surveys to understand 'what' and 'why.

Our approach

The most efficient way to conduct largescale observation is via video captured on participants' mobile devices but this is limited to short events.

We frequently equip participants with a video recording device (GoPro, video glasses) that we then use to observe their daily habits. Wearable cameras provide a first person view.

We work with VR partners Gorilla in the Room to develop VR content, and take this directly too participants either in Hall Tests, or remotely if they have the right device.

Big Sofa provides a digital platform to process, tag, analyse and edit filmed content together. This can be shared with the client too if desirable.

Case Study: App development for Kids entertainment brand

We were asked to help understand children's usage and navigation of a new digital entertainment app. We recruited 8 households with children aged between 6-10 who were given a beta version of the app to use for a week. We provided participants with head and chest mounted cameras for them to wear whenever using the app so that we could capture in the moment usage. This was followed up with interviews after we had reviewed the footage so we could explore behaviours.

04.

ALTERNATIVE APPROACHES TO REPORTING

Thinking creatively about how best to share research findings and engage stakeholders in discussion. Including use of online webinars, podcasts and augmented reality reporting.

Broadcasting findings through webinars, workshops and podcasts

Online webinars

Online webinars provide an effective way of conducting a virtual presentation of key findings. This would likely be Powerpoint based, and allow stakeholders to hear the thoughts of the research team.

There are a suite of tools that could be used to power an online webinar. Depending on your own technology systems, this could be Skype, Teams, or Zoom but to name a few.

Online webinars can be conducted live and/or recorded for colleagues to watch in their own time.

Online workshops

Online workshops allow teams to brainstorm, share information, annotate and discuss no matter where they are based. They use technology to move beyond traditional conference calls to digital face-to-face sessions.

Online workshops could be used at multiple stages of a research project, including kick-off brainstorming, through to discussing the implications of key insights.

We would draw on a wide ranging toolkit to choose the best digital software to facilitate the session, including use of own Social Research Platform, and Insight Clouds, through to commercial solutions such as Miro, Mural and Concept Board.

Podcasts

Podcasts offer a novel opportunity to deliver insights to stakeholders. Podcasts do not allow for visual content, but would be particularly effective for panel-based discussion.

For example, this could include discussion of key findings between the research team and/or staff on the client team, or interviews with participants taking part in the research.

Ipsos MORI has a recording suite to allow for high quality production.

Augmented Reality Reporting

Overview

Augmented Reality reporting allows users to engage with content digitally – bringing a summary report, poster or leaflet to life.

Any visual (exciting or bespoke) can be tagged with multimedia content hosted online – including videos, images, other websites and Office documents.

Using a smartphone / tablet application, users hover over the image to interact and select their desired content.

Key benefits

- Interactive, encourages users to engage with the content.
- Ability to host lots of content in one location, centred around a theme, journey or graphic.
- Easy way to host digital 3-D multimedia content beyond using 2-D written reports or graphics.

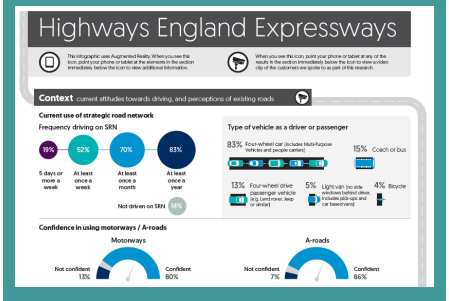
Key considerations

- Works best for visual content – including participant or presentation video clips and audio, as well as charts pen portraits, vignettes and models.
- Participants require the use of a smartphone app to engage with the content.
- Materials would need to be posted to participants if done outside of a face to face workshop.

Our approach

Augmented Reality reporting requires the use of the interactive smartphone / tablet app developed by Gorilla in the Room. This is freely available to download on both Android and Apple devices and could be advertised as part of the graphic.

Working with our in-house team of graphic designers, Ipsos MORI help create a bespoke user experience through designing both the static image, and the layering of augmented reality content – from A5 postcards or leaflets through to A1 posters.



Case Study

Highways England are using AR reporting to help disseminate findings across their workforce. The App has been automatically downloaded on staff devices so that they can interact with posters showcasing research findings.

Virgin Trains wanted to disseminate the findings from an employee research project. At a dissemination workshop, staff were encouraged to walk around and engage with content hosted on the room walls. This was presented visually as an employee journey and included 'vox pop' testimonies,