

ES8. Mobile research methods

Subject Information:

Code	ES8	Plan	2014	ECTS	
Type of Subject	Elective	Year		Semester	
Knowledge area:					
Department:					
Virtual Platform	Platform:	Studium.usal.es			
	Access URL:	Studium.usal.es			

Data about the instructor-teacher

Teacher	Robert Pinter	Group / s	
Department	Department of Information and Communication		
Knowledge area	mobile and online research methods, market research, new media, information society		
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Remarks (previous requirements, coordination, other, if any)

Objectives and competencies of the subject (basics, general, transversal, specifics)

Mobile research methods course introduces mobile research, defines its main parts and the challenges mobile tools (e.g. smartphones and tablets) mean to research methodologies. It also gives deep knowledge on independent mobile research methods, such as mobile surveys, mobile diaries, mobile ethnography, location based research (LBR), passive measurement and mobile big data.

After the course students will have an overview of mobile research methods, its relation to other methods and the possible use of mobile tools independently in research activities. Students will also have knowledge on main limitations and problems mobile faces as a research tool.

Programme (Brief Description of modules) and expected learning outcomes

What is mobile research?

Mobile research at the Hype curve for market research – its relation to other (mainly new) methodologies.

Mobile as a challenge for (traditional) research methods:

- CATI (Computer-Assisted Telephone Interviewing): representative samples? More and more people use only mobile phones and cut the cords. How does it affect the representativeness of telephone samples?
- mobile (tablet) as fieldwork tool for data gathering (MAPI /Mobile-Assisted Personal Interviewing/ instead of CAPI /Computer-Assisted Personal Interviewing/): mobiles or tablets may be used for data gathering instead of notebooks (mainly in developing world)
- mobile in online research (CAWI – Computer-Assisted Web Interviewing): online respondents may come from mobile environment, which has impact on many areas, e.g. questionnaire design, user experience, data quality, etc. of traditional online research
- mobile as an independent research tool, e.g. mobile panel: possibility of representative samples?

Mobile research methods:

- mobile surveys (SMS, WAP, web-based, or application based surveys)
- mobile ethnography
- mobile diary
- location based mobile research (geo-fencing)
- mobile passive measurement
- mobile in big data – big data in mobile

Expected learning outcome (ELO): students will be capable to place mobile research among research methodologies, understand its possibilities and limitations and differentiate between promises and real chances of its usage within research projects.

Methodology

Teaching methodologies include lectures, tutorials seminar and project work.

- Resources:

Bibliography:

Bruijne, de, Marika – Wijnant, Arnaud (to be published). Comparing Survey Results Retrieved via Mobile Devices and Computers. *Social Science Computer Review*.

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Fenn, Jackie – Raskino, Mark (2008): *Mastering the Hype Cycle: How to Adopt the Right Innovation at the Right Time*. Harvard Business Press.

Gluck, A. (2012): Do Surveys that are Completed on Mobile Devices Differ from Surveys Completed Online, Over the Phone, or Via Mail? *67th Annual AAPOR Conference-Evaluating New Frontiers in Public Opinion and Social Research*. Orlando, Florida.

Görizt, A.S. (2004a): The impact of material incentives on response quantity, response quality, sample composition, survey outcome, and cost in online access panels. *International Journal of Market Research*, 46, 3, pp. 327–345.

Görizt, A.S. (2004b): Recruitment for online access panels. In: *International Journal of Market Research* Vol. 46 Quarter 4. pp. 411-425.

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Link, M. W. – T. D. Buskirk (2012). The Role of New Technologies in Powering, Augmenting, or Replacing Traditional Surveys. *67th Annual AAPOR Conference Shortcourse-Evaluating New Frontiers in Public Opinion and Social Research*. Orlando, Florida.

Mair, Andrew (2009): Big numbers and small screens: Challenges and opportunities of the mobile web for national statistical offices. In: *Statistical Journal of the IAOS: Journal of the International Association for Official Statistics*. Volume 26, Number 1-2 / 2009 pp. 47-54

Malhotra, Neil – Krosnick, Jon A. (2007): The Effect of Survey Mode and Sampling on Inferences about Political Attitudes and Behavior: Comparing the 2000 and 2004 ANES to Internet Surveys with Nonprobability Samples. *Political Analysis* (2007) 15 (3): 286-323.

Mavletova, Aigul – Blasius, Jörg (2012): Data Quality in MAWI and CAWI. *Presentation at General Online Research (GOR) conference, Mannheim*.

Moura, Hudson (2011): Sharing Bites on Global Screens: The Emergence of Snack Culture. In: Jin, Dal Yong (ed): *Global Media Convergence and Cultural Transformation: Emerging Social Patterns and Characteristics*. Korea Advanced Institute of Science and Technology. pp. 37-49

Noyce, Darren Mark: Is the Future in Their Hands? Mobile-Based Research Options and Best Practices. in: Kaden, Robert J. - Gerald L., Linda - Prince, Melvin (eds) (2011): *Leading Edge Marketing Research: 21st-Century Tools and Practices*. SAGE Publications. pp. 379-413

Peytchev, A. – Hill, C. A. (2010): Experiments in Mobile Web Survey Design: Similarities to Other Modes and Unique Considerations. *Social Science Computer Review*, 28, 319-335.

Pinter, Robert – Wijnant, Arnaud – Slavec, Ana – Daniele Toninelli and de Bruijne, Marika: Mobile Research – Mapping the Field. *Working paper of Webdatanet Task Force 19 – Mobile Research*. Paper to be published later.

Poynter, Ray (2010): *The Handbook of Online and Social Media Research*. ESOMAR. John Wiley and Sons.

Scherpenzeel, A. C. – Morren, M. et al. (2012). Time Use Data Collection Using Smartphones: Results of a Pilot Study Among Experienced and Inexperienced Users. *67th Annual AAPOR Conference*. Orlando, Florida.

Wells, T., J. Bailey, et al. (2012). A Direct Comparison of Mobile Versus Online Survey Modes. *67th Annual AAPOR Conference-Evaluating New Frontiers in Public Opinion and Social Research*. Orlando, Florida.

READING LIST WILL BE UPDATED AT THE BEGINNING OF THE COURSE DUE TO FAST DEVELOPMENT OF MOBILE RESEARCH METHODS

Online resources:

Comer, Patrick (2012): Email Sampling: “The reports of my death are greatly exaggerated” Posted November 27, 2012 <http://federatedsample.com/blog.html> Last accessed 18.07.2013.

Confermit Mobile. <http://www.confermit.com/what-we-do/product/confermit-horizons/confermit-mobile/surveys-and-research.aspx> Last accessed 18.07.2013.

CSR (2012): *SiRFstudio Client LoCoMo API™*. <http://www.csr.com/products/141/sirfstudio-client-locomo-api> Last accessed 18.07.2013.

Earth Imaging Journal (2011): *London 2012 Olympics: Mapping the Playing Field with Qbase’s MetaCarta GSRP*. <http://eijournal.com/2011/sep-oct-2011/geosearch-and-georeferencing> Last accessed 18.07.2013.

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Euclid Analytics (2012a): *Breakthrough analytics for brick and mortar retail*. <http://euclidanalytics.com/wp-content/uploads/2012/10/Euclid-1-page-Overview-102912-WEB.pdf> Last accessed 18.07.2013.

Euclid Analytics (2012b): *Understand your customers like never before.*

<http://euclidanalytics.com/wp-content/uploads/2012/10/Euclid-Metrics-One-Pager-101812-WEB.pdf> Last accessed 18.07.2013.

LumiMobile: *Passive Tracking Features.* <http://www.lumimobile.com/our-products/passive-tracking/passive-tracking-features/> Last accessed 18.07.2013.

LumiMobile: *Lumi SURVEY features.* <http://www.lumimobile.com/our-products/mobile-surveys/lumi-survey-features/> Last accessed 18.07.2013.

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OnePointGlobal: OnePoint Global's TellMe App The Industry's Most Engaging and Innovative Mobile Survey App.
<http://www.onepointglobal.com/solutions/solutions/mobile-application.aspx> Last accessed 18.07.2013.

Placed (2012): *Placed in location analytics.* <http://www.placed.com/press/placeds-take-on-location-analytics> Last accessed 18.07.2013.

Research Now (2012a): *Insights In-The-Moment - Enhancing Data Collection with Location-Based Mobile Surveys.* Letöltve innen:
<http://www.ipinionsurveys.com/resources/> Last accessed 18.07.2013.

Research Now (2012b): *Catch The Wave – Deploying mobile data collection methods to develop richer, 'in the moment' insights.* Letöltve innen:
<http://www.ipinionsurveys.com/resources/> Last accessed 18.07.2013.

Research Now (2012c): *Mobile Factsheet.* http://www.researchnow.com/en-AU/Services/Research_Now_Mobile.aspx Last accessed 18.07.2013. Last accessed 18.07.2013.

Techneos: *Mobile panels.* <http://www.techneos.com/mobile-panels> Last accessed 18.07.2013.

Vovici Blog (2011): *Hyping Research Methodologies.* Posted by Vovici Blog on Thu, Mar 17, 2011. <http://blog.vovici.com/blog/bid/55045/Hyping-Research-Methodologies>
Last accessed 18.07.2013.

General Considerations:

Evaluation is partly based on participation in seminars, active involvement in project work during the semester and a final written exam at the end of the course.

Evaluation Criteria:

Final grade is based on:

- seminar work (30%)
- project work (30%)
- written exam (40%)

Recommendation for second and following evaluations:

Employment Opportunities (optional)

This course may help to have better employment chances at market research companies with interest in mobile research methods and companies in mobile (smartphone) development.