



## What is it?

On one level, exactly what it says on the can – a survey that works on a mobile phone.

However - technological innovation lies in programming surveys which deliver the right format for a mobile phone or a combination of phone, operating system, browser and even language.

## How do you use it for research?

Mobile surveys can give respondents the choice to participate in a given survey via a mobile or on their PC at home. Our surveys comply with XHTML standards, which mobile browsers can render, allowing us to combine both code types, to deploy one version of the code to either platform and to store the data in one format in one database.

This even supports 'platform crossover' so that a respondent can start a survey on their mobile browser but complete it on their desktop or laptop later, or vice versa. Certain changes and programming methods are needed to adapt to screen size, and the mobile browser's treatment of XHTML, to ensure that respondents can view the mobile survey.

Using mobile devices for research captures immediacy and taps into a new culture which shares and values 'found' content. Any research which benefits from capturing a consumer's experience 'there and then' is ripe for mobile surveys.

Research can also exploit the ability of mobile devices to capture data via resources such as cameras, GPS data and offline App functionality, even when partially or wholly offline. This enables participants to 'fill in the gaps' whilst still on the move.

The flip side is that the participant experience has to closely resemble the way they use their phone in the rest of their lives. They don't take kindly to lengthy surveys and research design must optimize duration and the selection of topics.

## What does GfK NOP offer?

GfK NOP offers, via existing solutions and long running technology partnerships, mobile phone-based research across the full spectrum; from long-established IVR and SMS technologies to the browser-based techniques described above, and thence to the use of 'Apps' or even mobile versions of online qualitative research.

We have experience in conducting mobile surveys via web browser on a large scale - completing 100,000 interviews for one study in under a year, across a rich mixture of phones and software.

Our 'Moments of Truth' approach supports a way of doing brand research which invites participants to use their phone to **capture** an image and a short statement about their reaction, wherever and whenever they encounter the brand in question – rather than being asked, some time later, to **recall** these encounters and their reaction. All this using a simple survey tool to deliver granular and time-sensitive feedback, along with consumer-generated imagery.



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