

THE QUIRK'S EVENT LONDON



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Managing Participant Experience in Mixed- Methodology Research

With the recent technological evolutions in market research, it is important to stay true to traditional research methods while implementing innovative research advances to enhance participant experience.

The Evolution of Surveying Methods

1920-40's
Street
Interviews

40s - 60s
In depth
Interviews and
Focus groups

60s - 80's
Phone
Interviews

90's
Computers and
Internet

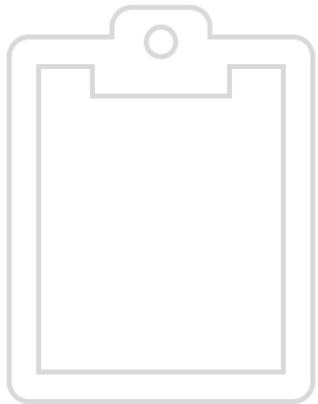
2000s
Online Panels
and Emails

2010 mobile
Text and APPs

2012 -2015
Marketplaces
and Panel
Dashboards

2023
Programmatic
suppliers
feeding into
thousands of
surveys

Evolution in Technology



- 1. Evolved Surveying Techniques**
- 2. Fraud Mitigation Methods**
- 3. Advances in Data Quality**





What is Mixed-Method Research?

Quantitative Research

- Gives you the "What"
- Statistical and Reliable Data
- Highly accurate with minimal bias
- Identifies trends and performance

Qualitative Research

- Gives you the "Why"
- Closer, detailed and personal
- Comprehensive behavioral insight
- Empowers participant



What is Expert Network Recruiting?

Value in Exchange for Insights

- Panelists deserve to be incentivized
- Provide exclusive content and value through your network
- Networks ensure that your panelists are vetted
- Exclusivity is key!

Why is Participant Experience Important?



Knowledge



Credibility



Consistency



Feedback

Mixed-Methodology Research Methods

Traditional

- Often involves **separate phases** of qualitative and quantitative data collection and analysis
- Integrates the results of both approaches to provide a **complete understanding** of the research problem
- **Potential for bias** in the data integration process

vs

Modern

- **Combines** qualitative and quantitative data collection and analysis in an integrated manner
- Provides **more in-depth** understanding of a phenomenon than using one approach alone
- Time-consuming and resource-intensive so it **requires a skillful team** of researchers

Key Takeaways

- ✓ As technology evolves, it is essential that survey techniques **continue to innovate** for advances in quality data and mitigation of fraudsters.
- ✓ Mixed-Method Research is a highly resourceful way to **gain deeper insights** into your target audience.
- ✓ Stay true to traditional methods while implementing innovative research to **advance** data quality and **enhance** participant experience.

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Thank you!

**Meet me at booth #606
for any additional
questions.**