

Big Data and Technology's Impact on Market Research



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Some questions to set the scene

Show of hands



Who agrees with these?

- My company has a great vision for big data
- I have a clear definition/understanding of what big data means
- My company has data sitting in a database that it's not getting value from
- MR as an industry is providing strong solutions for big data
- Big data is a threat to MR v. Big data is an opportunity for MR
- MR should be the industry leading the way on big data solutions
- Big data will replace most survey-based research in 5 years (10 years?)



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Show of hands



And who agrees with these?

- The MR industry is inefficient and “ripe for culling”
- MR is a shrinking industry v. MR is a growth industry
- Technology is the #1 area for future MR investment
- Mobile technology will revolutionize MR
- Passive mobile data collection will soon replace most survey-based research
- Privacy regulations and a consumer privacy backlash will stop big data in its tracks
- DIY technology and easily-available big data mean marketers soon won't need MR any more



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MR Model

Traditional model of MR



- Messenger between companies and their customers
- Enable conversations
- Design hypotheses
- Hold data
- Deliver trusted data via the science of sampling
- Help reduce decision-making risk



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Traditional model of MR



- Asking the right people...
- The right questions...
- And understanding their answers



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Modern marketers' needs and MR's role



- Deep understanding of each customer's needs, opinions and satisfaction.
- Highly personalized support and targeted offers
- Collect, store, analyze and act on Behavioral and Attitudinal traits of all customers and prospects ...as individuals... for their personal buying journey
- No focus on segmentation, averages
- Surveys not the only data source
- Ad hoc surveys considered costly
- Legal and privacy issues complex
- People not reliable about their behaviour
- Is MR in trouble?



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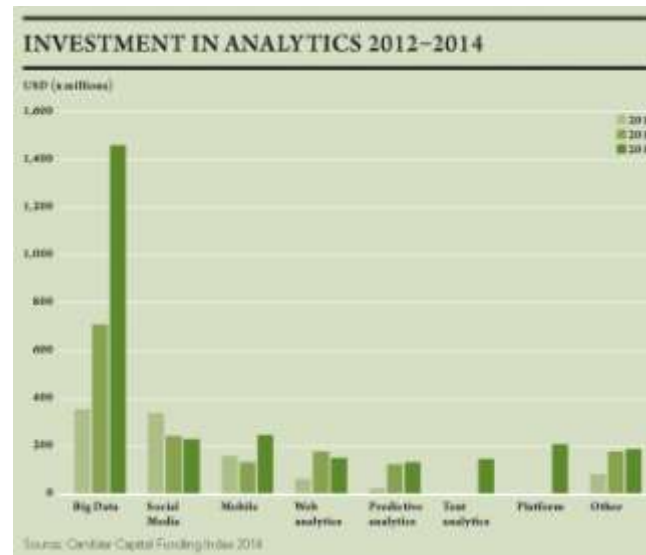
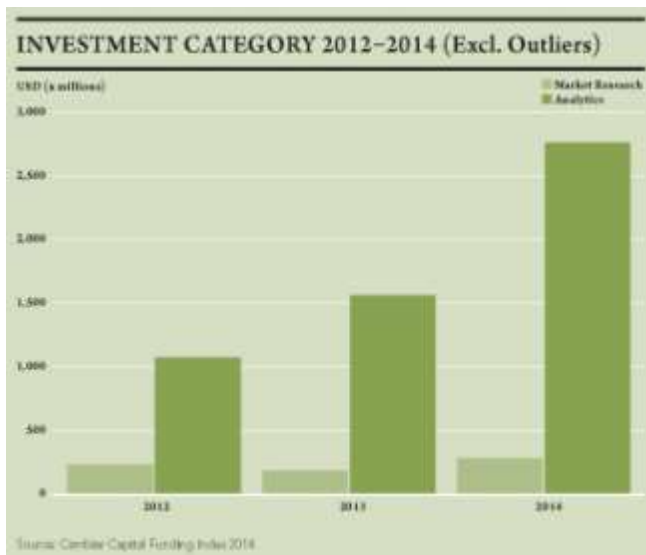


So, Big Data...

Will big data rescue us?



Surge in big data investment



What is big data?



- Variety, velocity, volume... and veracity
- But confusion:
 - “It’s a terribly difficult thing to define, so I’ve gone out of my way not to use the expression” – Alex Johnson, Kantar Head of Innovation
 - “I despise the term.... Overused, highly misunderstood and very ill-defined” – Don Hodson, Director, MR and Analytics, AT&T



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Big data realities



- Location data still quite inaccurate
- Numbers of people we have passive data about (eg geolocation) are still very small – even on a big panel
- Difficulty in making sense of it all:
 - Data scientists spend 50%-80% of time data prepping before exploring for insights – NY Times
 - “different people have got different parts of the data and they don’t necessarily want you to have it, or it’s not ethical to get it or join it together” – even when you can get a lot of it it’s bloody hard to make any sense of it” Alex Johnson, Head of Innovation, Kantar
- What does FB know about you from YOUR profile?
- How well does YOUR browser history predict your purchase behavior?
- How often do “individually targeted” ads show you the things YOU want to buy?



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Legal threats to power of big data

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Search giant aims to contest right of t in UK over claims company illicitly tra

Charles Arthur
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Facebook 'manipulates' user emotions - and secretly meddles with news feed

By Richard Changlin, 29 Jan 2014

61

Securing technology

Updated: Facebook's new features - and how they're changing the way we use the site

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COMPLAINT 11

ComScore accused of mass privacy violations in newly-awarded class action lawsuit

Analysis company ComScore provides data on everything from advertising to social network adoption, but third parties could come at a heavy cost to user privacy, claims the lawsuit filed against the company in court this week. The lawsuit was awarded class action status. It alleges that on behalf of two million people, the plaintiffs have suffered from ComScore's use of their personal information without their knowledge or consent. The lawsuit also alleges that ComScore has sold or transferred this information to third parties, and that the company's data is not secure. The lawsuit also alleges that ComScore has used this information to target advertising to users without their knowledge or consent.

SUIT ALLEGES THAT CONFIDENTIAL DATA IS ONLY "FUZZIFIED"

The plaintiffs allege that ComScore has breached the terms of its class action agreement by logging critical data such as basic details, passwords, and social security numbers. While ComScore claims it removes all personal identifiers from its data, the plaintiffs claim that ComScore's data is only "fuzzified" and is still identifiable to them.

Google, says case should be served in California headquarters. Photograph: Justin Sullivan/Getty Images

Privacy campaigners have condemned Google for responding to British users' claims that it had illicitly tracked their web browsing by claiming that UK laws do not apply to it.



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My name is Federico
Zannier

I spend hours every
day surfing the
internet.

Meanwhile,
companies like
Facebook and
Google have been
using my online
information (the
websites I visit, the
friends I have, the
videos I watch) for
their own benefit

\$2,733

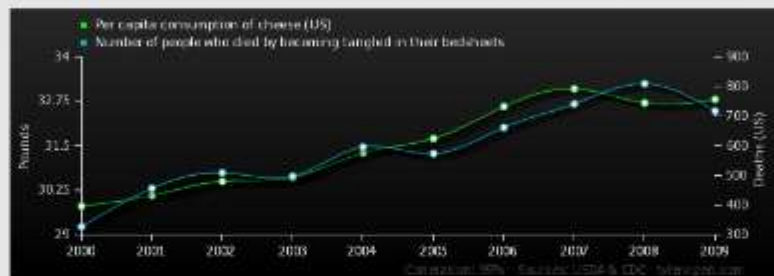
In 2012, advertising
revenue in the United
States was around
\$30 billion. That
same year, I made
exactly \$0 from my
own data. But what if
I tracked everything
myself? Could I at
least make a couple
bucks back?

I've data mined
myself. I've violated
my own privacy. Now
I am selling it all. But
how much am I
worth?



Where the researcher comes in

Per capita consumption of cheese (US) correlates with Number of people who died by becoming tangled in their bedsheets



	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Per capita consumption of cheese (US) Pounds (USDA)	29.8	30.1	30.5	30.6	31.3	31.7	32.6	33.1	32.7	32.8
Number of people who died by becoming tangled in their bedsheets Deaths (US) (CDC)	327	456	509	497	596	573	661	741	809	717

Correlation: 0.947091

Permalink - Mark as interesting (1,760) - Not interesting (418)

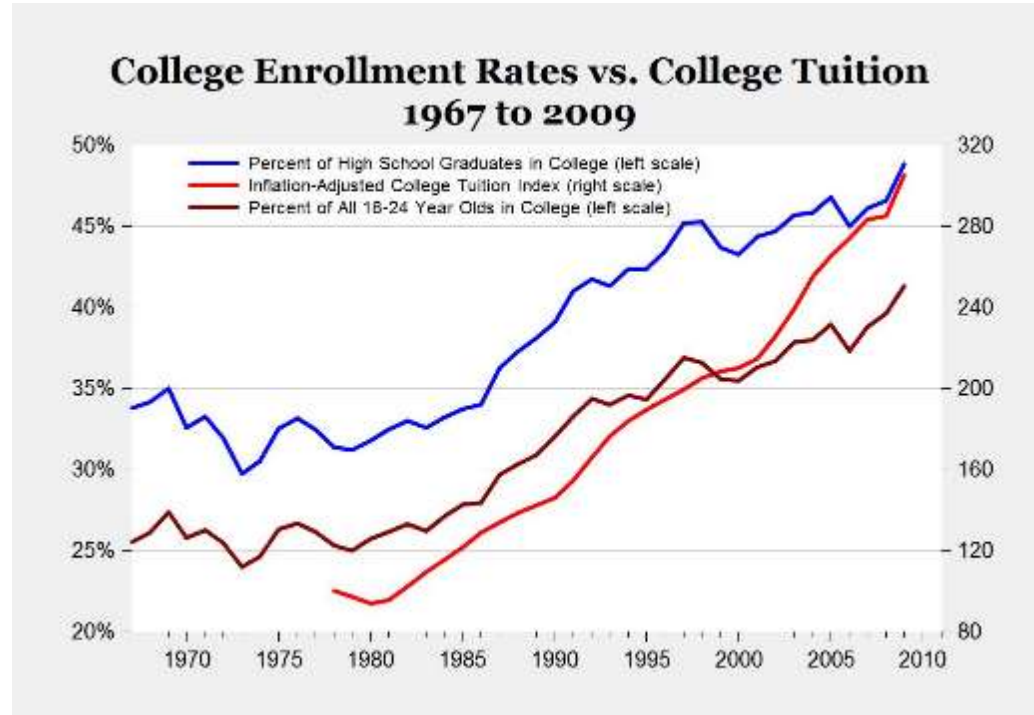
source: <http://www.tylervigen.com/>



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Correlation v. causation: a more serious example



Why researchers are essential to the big data picture?



■ Researchers:

- Understand how to evaluate data
- Can spot data gaps
- Know how to make connections
- Can supplement big data with survey research
- Can effectively tell the story the data shows



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Technology's Impact on MR

MR technology: the quiet revolution



- The very technology we feared would put us out of business has been the driving force in successfully solving some of the most daunting problems in research data collection
- Market forces have made MR a scale business:
 - Low incidence targets, short timeframes, squeezed budgets
- A quiet technology revolution has taken place, driving change at the heart of what we do as researchers: finding the right people at the right time, asking them the right questions and understanding their answers
 - doing it faster and more economically
 - Massive optimization algorithm:
Apply ready respondents to available surveys; maintain consistent, representative frames, match preferred device, field time, scarcity of demographics, geographies, rewards, resting rules, local laws and customs



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MR technology: the quiet revolution



- With more “big data” available we can improve the algorithm
- Only a powerful, sophisticated tech platform solves it consistently, fast
- Technology provides foundation for sophisticated data integrity, fraud prevention
- Technology allows panel providers to use CRM techniques– no more “one size fits all”
- Using predictive analytics to e.g. gauge respondent participation patterns
- Using content generation to engage respondents
- Sample providers optimise media buys across thousands of sources, deeply integrate with loyalty programs, constantly seen new sources -- more diverse sources = better sample
- Technology the backbone to enable agile solutions



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The role of technology in MR



- Technology doesn't matter unless it brings us closer to people:
 - Researchers, research users, research participants
- Our understanding of people, markets, product can be disrupted by misuse of technology, e.g.
 - Segway launched as “what the car was to the horse & buggy” but only 30,000 sold between 2001 and 2007

Vs.

- Amazon focuses on people, investing in BOTH tech and customer service to create loyalty



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Mobile brings us closer to people



- It is always on
- It is always with us
- It is full of “stuff”
- It has lots of connectivity



Are we fulfilling the promise of mobile?



- Have you taken a survey on a smartphone recently?
- SSI and QuestTest
- People must be at the center of technology

Big data and MR technology

Big data and MR technology



- Big data an important foundation and framework for understanding people
- Research provides the context
- Survey research gets to the why, mobile survey research gets to the why in the moment
- Technology only matters if you connect it back to people.
- We're at a crossroads of mobile research technology and big data analytics.
- People are in the middle and technology helps bridge the gap



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Has anyone changed their minds?



- MR as an industry is providing strong solutions for big data
- MR should be the industry leading the way on big data solutions
- The MR industry is inefficient and “ripe for culling”
- MR is a shrinking industry
- Big data will replace most survey-based research in 5 years (10 years?)
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MR's (key) role in the new world of big data



- Asking questions (of data)
- Understanding answers (from people)



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Let's talk about it