

# White Paper



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## Diary Studies Using Mobile Research Technology

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In the last few years, dozens of industry periodicals, conferences, and other forums have examined the possibilities for mobile research technology. Mobile research's potential, along with a host of similar developments within the Market Research Industry, will likely become an important component of understanding consumer behavior. At SSI, we are exploring the capabilities of mobile devices and are currently developing research applications that utilize the advanced features of mobile technology. Many researchers wonder if mobile research technology is relevant to them today. In many cases, mobile research can (and quite possibly should) be used in concert with traditional survey methods to enhance the findings of many research efforts. Both diary based research efforts and in home usage tests (IHUTs) could benefit directly from mobile survey research technology.

Respondents struggle to recall specific details the further they get from an event. This loss of fidelity in data is the impetus for many diary methods – response recency to the event under study matters. By enabling respondents to participate in a mobile survey almost immediately after an event, researchers are able to garner more accurate and detail-rich information. Overall, this enhances the respondent experience and interestingly increases response rates. The serendipitous corollary is that attrition occurs at a lower rate and over-recruitment costs are minimized.

In a recent study we were exploring individual breakfast decisions. Rather than asking respondents to login to a traditional web survey at some point during the day, we sent respondents a battery of questions via SMS messages at 9am collecting salient information about their morning meal. This mobile diary study, enabled respondents to provide feedback on a convenient platform (their mobile device) and enabled researchers to garner information more closely to the event under study.

The method for data collection has already been established and tested, so researchers have no need to worry about the efficacy of the data collection platform. Mobile survey data can be collected directly into SSI's proprietary programming platform, just like any phone or web study. Within our online panel, thousands of respondents have given us permission to send them mobile survey invitations and are willing to provide feedback via SMS or mobile web based surveys. As a result, implementing mobile diary studies is simple.

While there seems to be a constant barrage of new technology solutions that will no doubt enhance the work of researchers in the future, mobile diary studies are an easy way to enrich and improve on current research. The technology and project management requirements are ready to use today.

## Contact us

To find out more about our Mobile Diary solution and other mobile research technology.  
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