

SKIM

Uncovering the Unspoken Word

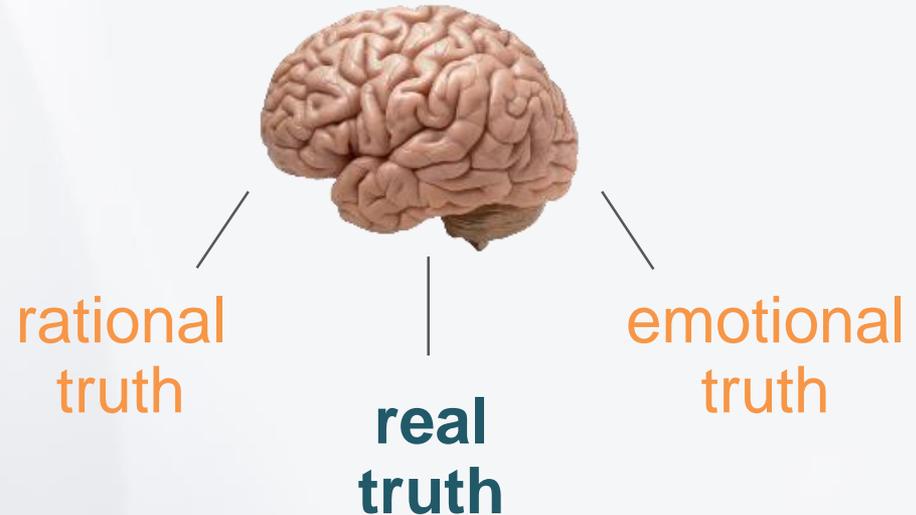
How implicit mobile research techniques can minimize response biases in Asian markets

Robin De Rooij, Paul Janssen | ESOMAR APAC | April 2017

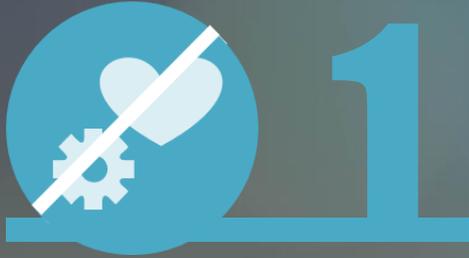


Today's digital world
changes the game

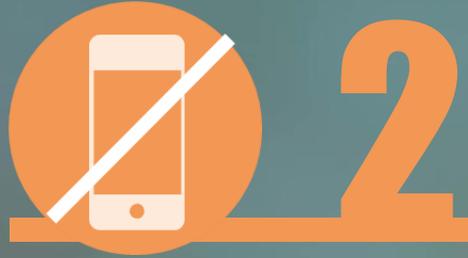
The subconscious plays a key role



Traditional methods no longer tackle the challenges of today



Tend to focus mainly on rational processes



Are not very suitable for mobile devices



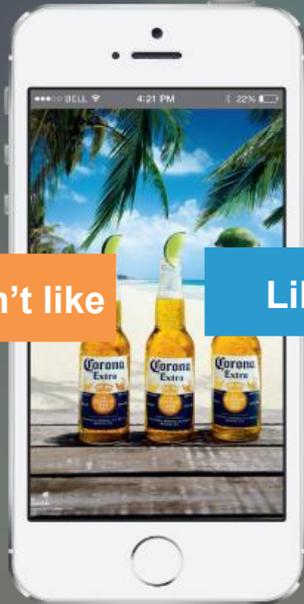
Are not very engaging for respondents

| What's next?





Attraction



Conversion

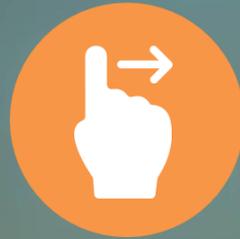
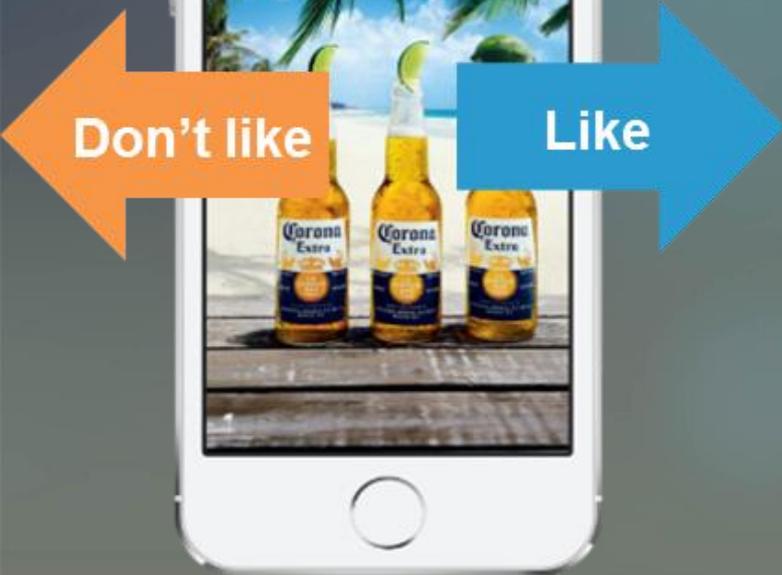


The Why



UNSPOKENTM

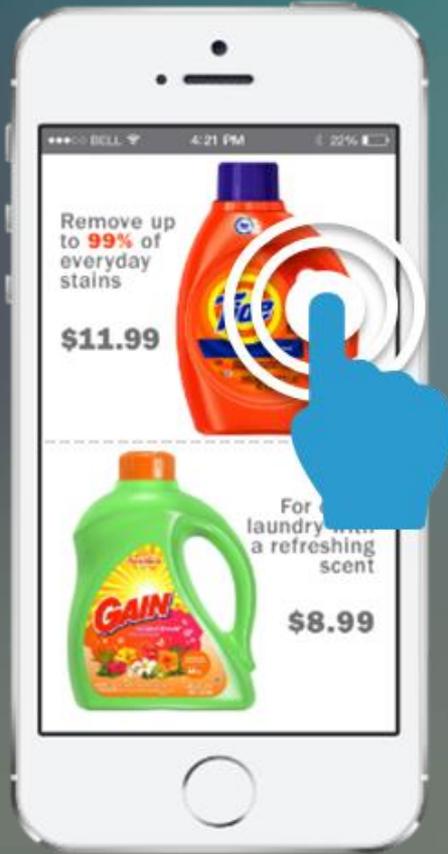
Attraction. Categorize stimuli through an intuitive swiping exercise that relies heavily on system 1 processes



Swipe Direction
Metric 1



Reaction Time
Metric 2



Conversion. Compare and consider different options at the moment of truth like a store shelf or a website



Product Choice

Metric 1



Reaction Time

Metric 2

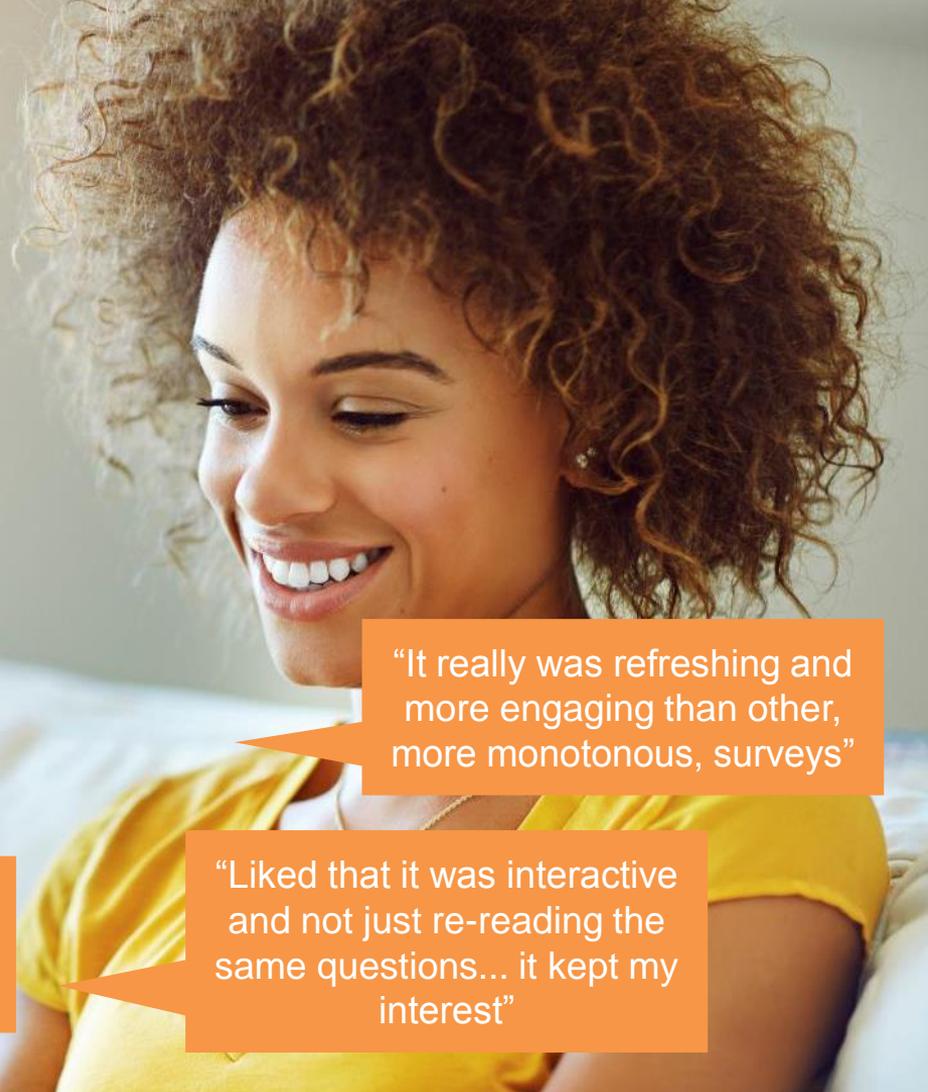
Engagement is up



“It really was refreshing and more engaging than other, more monotonous, surveys”

“Fun way to take a survey over just answering questions”

“Liked that it was interactive and not just re-reading the same questions... it kept my interest”



Applied to Asia

An aerial photograph of the Shanghai skyline at sunset. The Oriental Pearl Tower is prominent in the foreground, with its three spheres and spire. The Bund is visible along the riverbank, and the Huangpu River flows through the city. The sky is filled with vibrant orange and red clouds, and the sun is low on the horizon, casting a golden glow over the city.

1. How to reach the right people

2. Understand real preferences

Mobile will help reach
the right people





Intuitive methods can
reduce response biases

**Bias 1. Acquiescent
Response Style (ARS)**

**Bias 2. Social Desirable
Responses (SDR)**

| Multi-country study to test hypotheses

**10 shampoo
messages**



**Tested through 3
different methods**



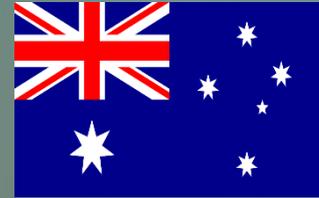
India



Philippines



Singapore



Australia

Swiping helps reduce ARS and levels the playing field

	India	Philippines	Singapore	Australia
Rating	5.7 (100)	5.4 (96)	5.0 (89)	4.9 (87)
Swiping	66.9 (100)	68.2 (102)	66.1 (99)	59.5 (89)

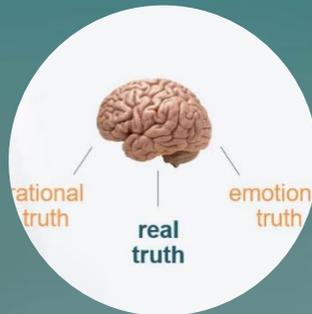
| Swiping reduces socially desirable responses

	Rank for most (#1-3) socially desirable items	Rank for least (#8-10) socially desirable items
Rating	3.2 ↑	7.8 ↓
MaxDiff	3.4	7.3
Swiping	3.6 ↓	7.1 ↑

Chart represents averages across the three Asian countries (India, Philippines, Singapore)



World is changing



Measuring the subconscious



Raise engagement!



Expand reach



Reduces biases



Try it yourself

<http://tinyurl.com/SKIM-Unspoken17>



Thank you



Robin De Rooij
Director, Asia Pacific
r.derooij@skimgroup.com

SKIM



Paul Janssen
Vice President, SKIM
p.janssen@skimgroup.com