Research Methods

This is how the research is being conducted. The research method is found in the research report. This allows for research replication.

- Attitude/Usage
- Benchmarking
- Biometrics/Neuromarketing
- Bio-Technology
- Brand Research
- Broadcasting/Publishing
- Business-to-Business
- Cell Phone/Mobile Data Collection
- Co-Creation
- Concept Testing
- Conjoint Analysis
- Copy Tests
- Crowdsourcing
- Cultural Anthropology
- Durable/Non-Durable/Consumer Goods
- Ethnographic Research
- Eye Tracking
- Forecasting/Trend Research
- Fragrance Tests/Sensory Tests
- Full Service
- Gamification
- Government
- Home Use Testing (HUT)
- Image Studies
- Interactive Usability Testing
- Intercepts
- International Research and Services
- Legal Research
- Mail Questionnaires/Surveys
- Mail Survey Research
- Media Tests
- Mixed Mode
- Mobile
- Mock Jury/General Opinion
- Moderation
- Non-Profit
- Omnibus
- Online Interviews/Discussions/Diaries
- Optical Scanning
- Panels
- Political Polling/General Opinion
- Predictive Markets
- Predictive & Advanced Analytics
Follow Their Journey: The Changing Consumer Buying Landscape and the Market Research Methods Needed to Map It

... the next big trend such as the shift to mobile market research. Instead, we need to follow the journey of our customers, ... how consumers behave in real life? Adapting Research Methods to the Consumer Shopping Journey The data clearly suggests that ...

Speeders in a Multi-Mode (Mobile and Online) Survey

... survey completion time has recently risen in prominence. Research leaders scrutinize online panels today because of panelists ... questions (Galesic & Bosnjak, 2009; Roßmann, 2010). 1. Methods 1.1 Sample We used data in this study from a survey that was ...

Respondent Cooperation Playbook for Creating Online Survey Introductions

... the first contact that a potential respondent has with the research organization, the point at which the individual learns particular ... the focus and direction of basic research into survey methods. Fortunately, the field of research continues to grow and ...

New Metrics To Compare Qualitative Method Options

... new methodologies for recruiting and conducting qualitative research appear and change, we all need some basis for looking at comparative ... of Data Let's start by looking at what a variety of methods can be expected to yield in terms of data. Table 1 shows the data ...

Automated and Recorded Voice Polling and Political "Robocalls"

... may inadvertently circumscribe legitimate survey and opinion research calls (which merely seek to elicit public opinion about candidates, ... Some Survey and Opinion Researchers Use Automated Polling Methods Automated research studies can offer advantages over traditional ...

Montana Law and Automated Research Calls

... or "gathering data or statistics," which means any automated research call. How Survey, Opinion and Marketing Researchers Use ... or fundraise. Why Some Researchers Use Such Automated Methods: Automated polls can often be done faster and more cheaply than ...