

Why should you be thinking about using text messaging as a research method?

Social Acceptance

Users view text messages as a non-intrusive and reliable means of communication. Sociological research has shown that we are more direct, to the point and generally more candid when we text. We view text messages as an inexpensive, secure, fast and private form of communication.

Text messages are a more socially acceptable way of communicating when we are unsure whether the other person is available. Using text as an 'opt-in' research tool makes market research more socially acceptable and participation more convenient.

Time and Place

One of the key advantages of text is that we can privately communicate anywhere, any time. The same benefits apply to mobile text surveys. Our mobile phones are always with us. It is possible to take part in a mobile text survey where ever and whenever we want.

It is also possible to initiate surveys when we know the respondent is in a desired location. For example, asking panel members to take part in a survey when they are next in-store. They can complete the survey privately without the external influences of having a researcher present. When the survey is complete the respondent could be issued a reward voucher to spend whilst in store as a reward and extend the research opportunity to more of the customer journey.

Location independence is also an important feature of mobile research. The participant is able to take part wherever they are, at their convenience. There is no need for the participant to be tied to a fixed location such as their home or work PC when they take part in studies.

Speed and Reliability

Figures suggest that around 94% of all text messages are read (source: MDA). They are also delivered quickly, with around 95% arriving within 10 seconds. Participating is also quick and easy, especially when using multiple choice or short open responses.

Creating an Ongoing Dialogue

When we communicate with text socially we tend to hold short regular exchanges with those in our social group. A dialogue may take place over several days keeping us in touch continually. In the same way, text based surveying can build an ongoing dialogue with the participant. By using a 'little and often' approach to research it becomes easy for the participant to take part in longer tracking studies or to monitor the customer journey without inducing fatigue whilst also reducing colouration effects.

Demographic Reach

Text also has the widest demographic reach of any electronic medium. Almost 90% of 15 – 44 year olds own a

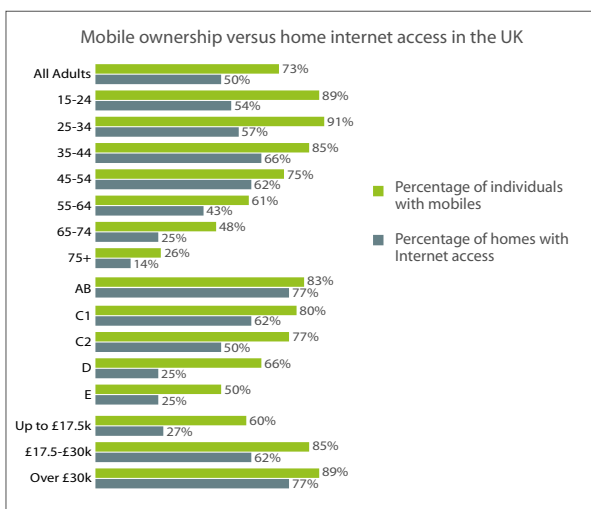
mobile phone (MDA and Ovum 2003) and mobile ownership outstrips PC ownership 10 to 1 in the UK (Vodafone). It is also an ageless and classless medium. We believe the flexibility for participants and the researcher is unparalleled by any other methodology.

Data Sourced from:

Oftel - Consumers' use of Internet
Oftel residential survey Q14 August 2003
Oftel - Consumers' use of mobile
telephony Q14 August 2003

Both reports were published by Oftel in October 2003.

The sample base for both surveys was 2099 UK adults aged 15+.



Some Uses of SMS Text Research

These are just a few of the areas in which mobile, SMS text based research is particularly efficient and productive.

We are constantly coming across new and novel ways to use our methodology as our customers begin to think differently for mobile research.

- Customer Satisfaction
- Tracking Studies
- Product Usage
- Advertising Recall
- Omnibus Panels
- Customer Journey Tracking
- Diaries
- Opinion Polling
- Quant validation of Qual
- In Store Surveys

Contact Us

We'd love to hear from you. If you have any questions or suggestions or if you would like an on-site demo give us a call or visit our web site.

e: info@the3rddegree.co.uk

t: 0845 456 5428

w: www.the3rddegree.co.uk



the 3rd degree

It's as easy as 1, 2, 3. Log on, design your survey in minutes and get the results just as fast

Ease of Use

Our application can be used by anyone, without specialist technical knowledge. There are no html or proprietary scripting languages to learn and most surveys can easily be put together in minutes.

Survey Designer

Our online application allows you to easily and securely create and deploy sophisticated surveys. Our comprehensive survey designer allows you can create new surveys, re-use existing ones or use existing questions to create a new survey. We support routing in multi question surveys, our own 'cyclic' questions, the inclusion of info messages and a variety of response types.

Cyclic Questions

Design surveys that ask more people fewer questions for a more attractive way of participating in research. With a cyclic survey the questions are split between a matched sample group, helping to reduce load and fatigue on the participants, as well as some colouration effects.

Question Routing

Easily create paths of questioning through a survey without writing logic statements. Our interface makes it extremely quick and easy to add complex routing rules in seconds.

Range of Response Types

Use combinations of multiple choice, scale or free text responses in your survey. Just because your survey is using a text message doesn't mean any loss of functionality.

Instructional Messages

Include instructional messages within the structure of the survey. Instructional messages are ideal for informing the user the survey is complete or instructing them on how to take part before it starts but can also be used in the main body of the survey.

Scheduling

Schedule surveys to run at your convenience as far into the future as you want, or set them to be issued immediately. You can also set the time delay between a response and delivery of the next question.

Live Test Before the Survey Runs

Test scheduled surveys before they are issued using the 'hard test' feature that allows you to issue the survey to your own mobile to test everything is ok before it is run.

Real-time Results and Reports

View an online summary report with the results in real-time as responses are received. It typically takes around 2 seconds from the user sending the reply, to the processed result appearing in the online summary report.

Once the survey ends, you can add your analysis comments to the report and save them along with the data. If you want your clients to have access to the reports online, this can be arranged through our permissions system.

Data Export

Export the data from a completed survey, along with the demographic data for the sample that took part, to analyse offline in your preferred toolset. Export in CSV or Triple-s file formats.

Panel and Sample Group Management

Manage the demographic data of your panel members and easily create sophisticated, reusable sample group definitions.

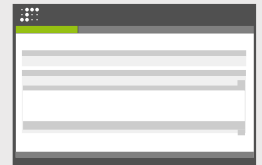
Control Who Does What

Our permissions system makes it easy to control which members of the organisation have permission to create and issue surveys or view reports.

T3D Methodology

We have worked hard to not only provide the software but the theoretical support that makes research using SMS text message a powerful and exciting new methodology.

- 1 design the survey online using our secure web app

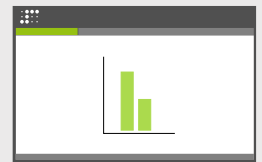


- 2 participant receives a question as a text message



then replies with a text message

- 3 view the results report online in real-time



Contact Us

We'd love to hear from you. If you have any questions or suggestions or if you would like an onsite demo give us a call or visit our website.

e: info@the3rddegree.co.uk

t: 0845 456 5428

w: www.the3rddegree.co.uk



Here are some of the commonly asked questions about performing surveys with SMS text

Can I ask more than one question?

The 3rd degree system has a full survey designer allowing you to create multi question surveys complete with routing and cyclic questions, as well as info messages. All the response data is automatically collated and formatted into an online summary report.

Can I run long surveys?

Obviously respondents will quickly become fatigued by huge surveys that take a long time to complete. We actually believe this is a problem for other methods too, particularly self completion methods, and can lead to inaccurate results. The 3rd degree's T3D methodology advocates distributing longer surveys to a larger matched sample base over a period of time. Our 'cyclic' questions make this quick and easy to manage.

Recent research has show that people hold social conversations in a 'little and often' format via text. They will often hold a conversation over a period of hours or days. This method is both natural and socially acceptable and less demanding of a person's time. By taking this same approach to surveying we can ask respondents to complete surveys in a more natural social context. This has several advantages including reducing respondent fatigue, and reducing colouration effects.

It looks great for opinion polling but what else can I do with it?

Like any methodology mobile research is great at some things and not so good at others. Yes it's great at opinion polling; it's also ideal for customer satisfaction surveying, ad recall, tracking surveys and diary applications for a start. It's also uniquely positioned for applications where you want to survey a respondent in a particular location, say in-store or at a particular time without the cost or potential for colouration of using an interviewer. There is no need to distribute expensive equipment such as PDAs or laptops in such cases either.

It's great at combining both qual and quant techniques, such as using text as a way of running follow ups and 'call backs' or in testing the findings of qual research with a wider audience. In fact mobile methods are applicable for many types of research with no hard and fast rules about their application. The mobile methodology also opens the door to some unique opportunities that were previously unfeasible or too costly to be considered.

Are all of the questions issued in one go?

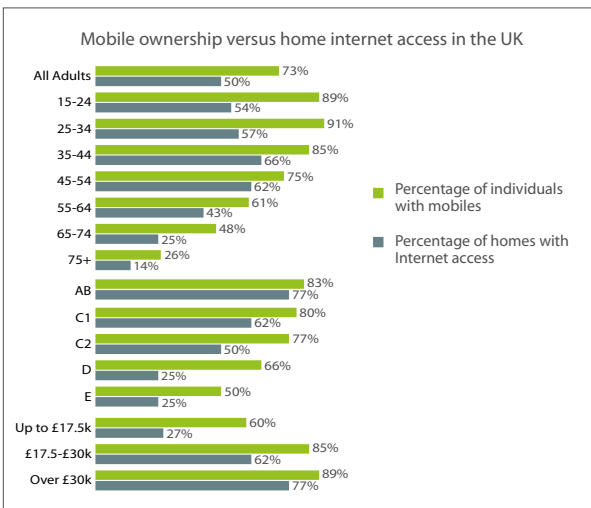
No. Each question is delivered in order, one at a time. This is to ensure that any routing logic is followed correctly and to avoid confusing the participant with lots of messages in one go. It is nice to let the participant know roughly how many questions they are likely to answer in the survey using an info message before it starts and a finishing message to let them know they have answered the last one.

Aren't only young people into mobile phones and texting?

It's a myth that only young people have mobile phones. The mobile is much more accessible technology for older people than the PC, and many are encouraged by children and grand children to learn to text as a cheap means of staying in regular contact. Saga radio was flooded with text messages when it launched it's text service and Age Concern and Help the Aged amongst others, have launched initiatives to help the older generations get into texting.

What about demographic reach?

The mobile phone has the largest socio demographic reach of any electronic communications device and reaches many more people from ethnic, low income and older socio demographic groups than the PC.



Recent studies have shown that over 70% of mobile users make use of text messaging and it is growing every day. In the UK alone 2.16 billion messages are sent each month.

Without question mobile has the widest demographic reach of any electronic research, it is a classless and ageless medium.

Data Sourced from:
OfTel - Consumers' use of Internet OfTel residential survey Q14 August 2003
OfTel - Consumers' use of mobile telephony Q14 August 2003

Both reports were published by OfTel in October 2003.
The sample base for both surveys was 2099 UK adults aged 15+.

General SMS Facts & Figures

The first cross network sms message was sent in 1999.

95% of all text messages are delivered within 10 seconds.

Over 70% of mobile phone users send text messages.

A total of 53 Million subscribers were registered and active on UK networks as of September 2004.

On average, 3 million messages are sent every hour in Britain.

Short Messaging Service (SMS) was invented during the 1980s as a method of communication for the engineers building the mobile network.

It is possible to text to a landline. If the phone handset doesn't support texting the message is converted to a voice message for delivery. If text is supported by the handset and contract the resident can text a reply back just as they would with a mobile.

Contact Us

We'd love to hear from you. If you have any questions or suggestions or if you would like an on-site demo give us a call or visit our web site.

e: info@the3rddegree.co.uk

t: 0845 456 5428

w: www.the3rddegree.co.uk



the 3rd degree

Mobile SMS Text Surveys

Our online application allows you to easily and securely create and deploy sophisticated surveys. Our comprehensive survey designer allows you can create new surveys, re-use existing ones, or use existing questions to create a new survey. We support routing in multi question surveys, our own 'cyclic' questions, the inclusion of info messages and a variety of response types.

Panel Recruitment

Advertising your unique mobile feedback number allows you to recruit mobile users via SMS text message and mixed media advertising. The prospective members are able to 'opt in' to the research panel by texting a published keyword e.g. PANEL. Attribute populating surveys can then be run to gather and store demographic data that can be used to determine sample group selection in future surveys.

Panel Management

Manage your mobile panel online and notify, motivate or reward them simply via group SMS text messages. You can create scheduled messages that will be delivered to a specific group of panel members, this is useful for delivering timed information or reminders e.g. for diary completion. You can also send ad hoc messages to groups or individuals. The panel can also be kept up to date by running attribute populating or updating surveys to refresh demographic data.

Rewards Management

Rewards can also be managed via SMS. Whether your research was run via text or via other methods you can easily store details of your panel members and reward them for taking part in research through text message to their mobile in the form of mobile vouchers redeemable at a point of sale.

Field Researcher Management

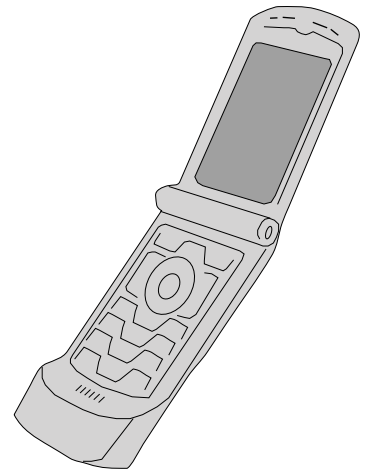
You can quickly and easily contact field researchers via text message, either individually or as a group. This service makes it easy to issue quota messages, additional questions for a running survey or general information or reminders. They can also be used to track a researcher's current status through inbound messages.

Integration Between Services

All of the modules in our toolset are fully integrated, so you can survey your mobile recruited panel members, either for performing research or checking progress with field researchers.

'Freephone' in-bound text messages

We are now able to offer in-bound numbers that are free for either survey participants or staff to use for interacting with your 3rd degree services. This is an excellent offering for panel members or field researchers, as they don't need to use their own contract's text allowances when sending in messages, diary entries or survey question responses. The minimal message cost is billed directly to you for easy financial project management.



Contact Us

We'd love to hear from you. If you have any questions or suggestions or if you would like an on-site demo give us a call or visit our web site.

e: info@the3rddegree.co.uk

t: 0845 456 5428

w: www.the3rddegree.co.uk