

# Opening Up the Open Question

## How To Get More From Your Open Questions

*Eric Greenberg, Japan Country Manager-  
Survey Sampling International*



You have 5 minutes with the President.....



# You have 5 minutes with the President



You have done a great job.  
People have VERY short  
memories of all the good you  
have done for our country,  
and just love to pick on you  
for every wrong that  
happens in this country.  
Please continue with your  
coverage of health care and  
not listen to the naysayers.

Why can't the world be more like this?



## But let's not get carried away (yet)

- Who could make a video?
- Who does make a video?
- Increasing conversion
- Does it work?
- Is video data comparable?
- Are there biases....?



A man with a beard and glasses, wearing a brown blazer over a blue shirt, is sitting at a desk. He is looking at a computer monitor which displays a bar chart and a line graph. His hand is resting on his chin, suggesting he is in deep thought.

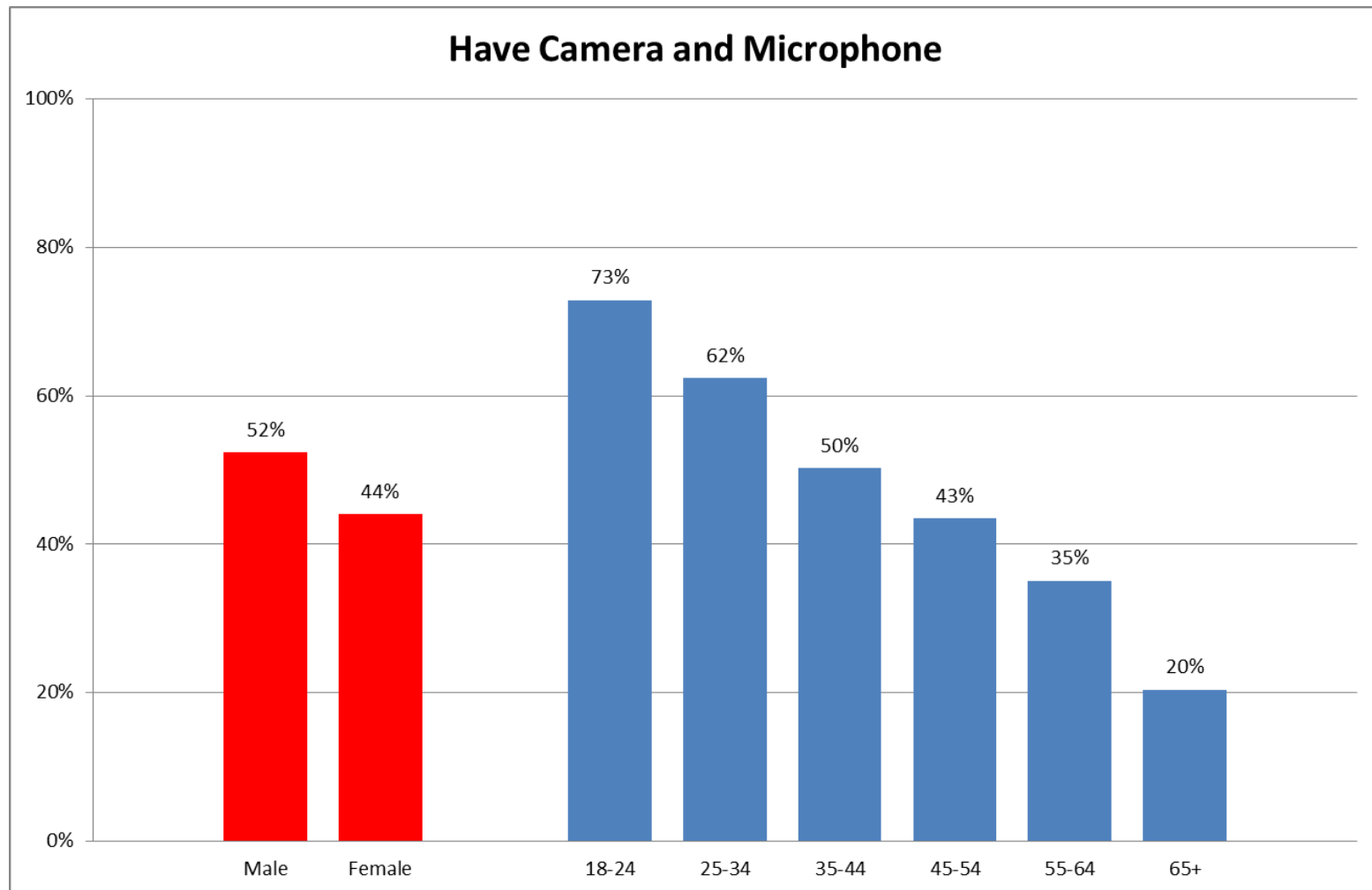
## Who Does It?

## Who could make a video?

- Need camera and microphone
- Have camera = 54%
- Have mic = 59%
- Have both = 48%

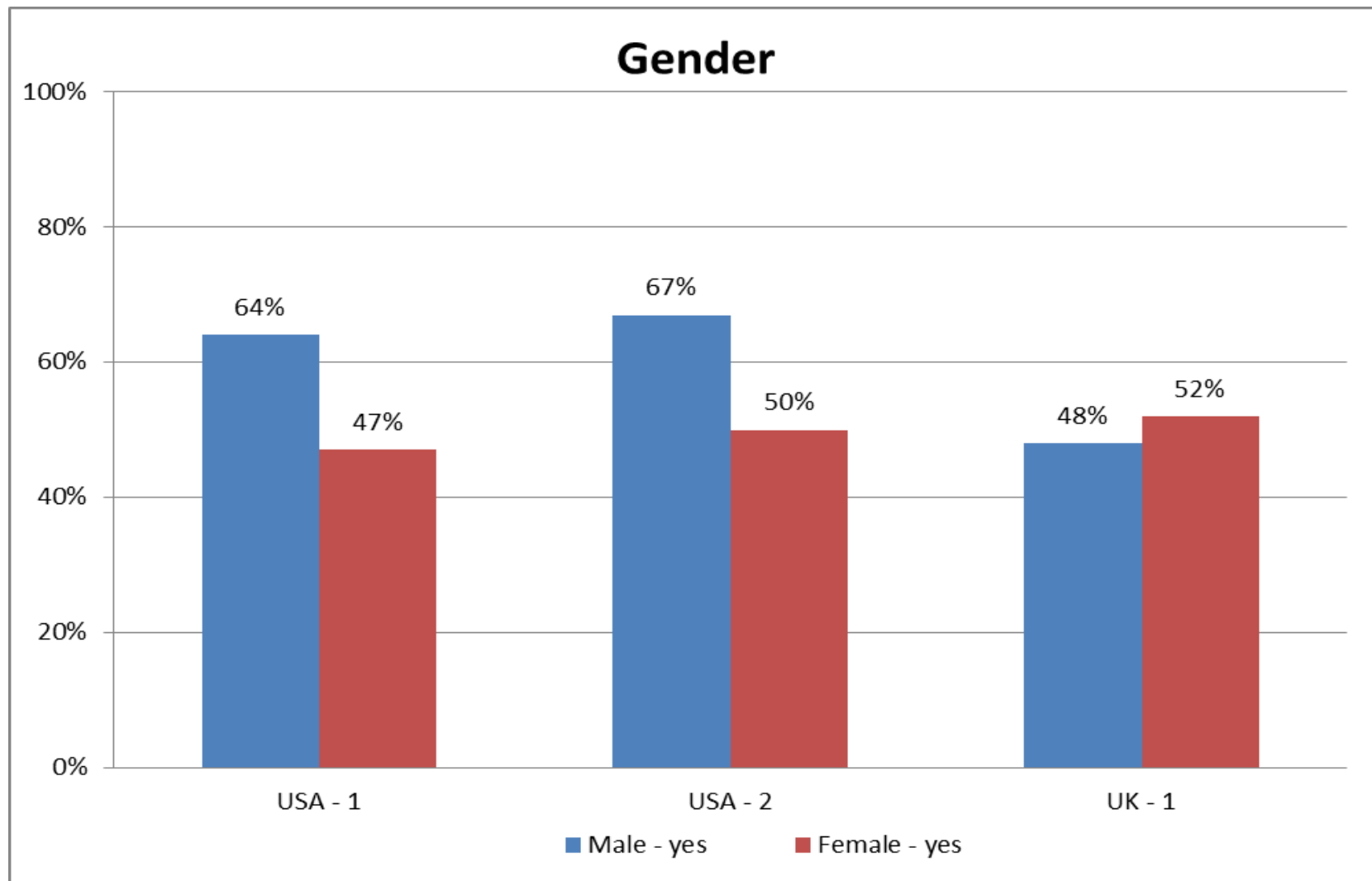


# Who could make a video?

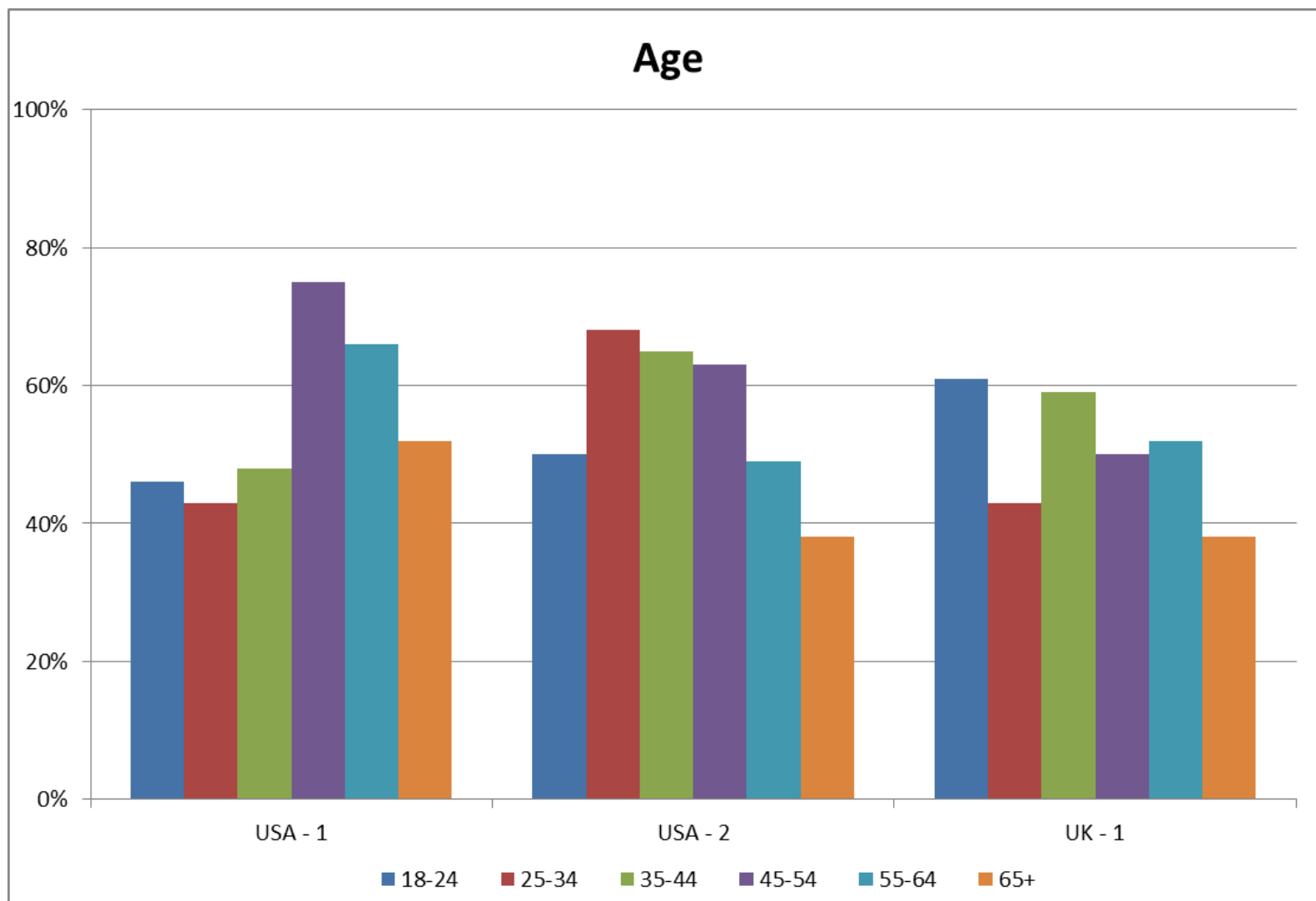




## Who does make a video?

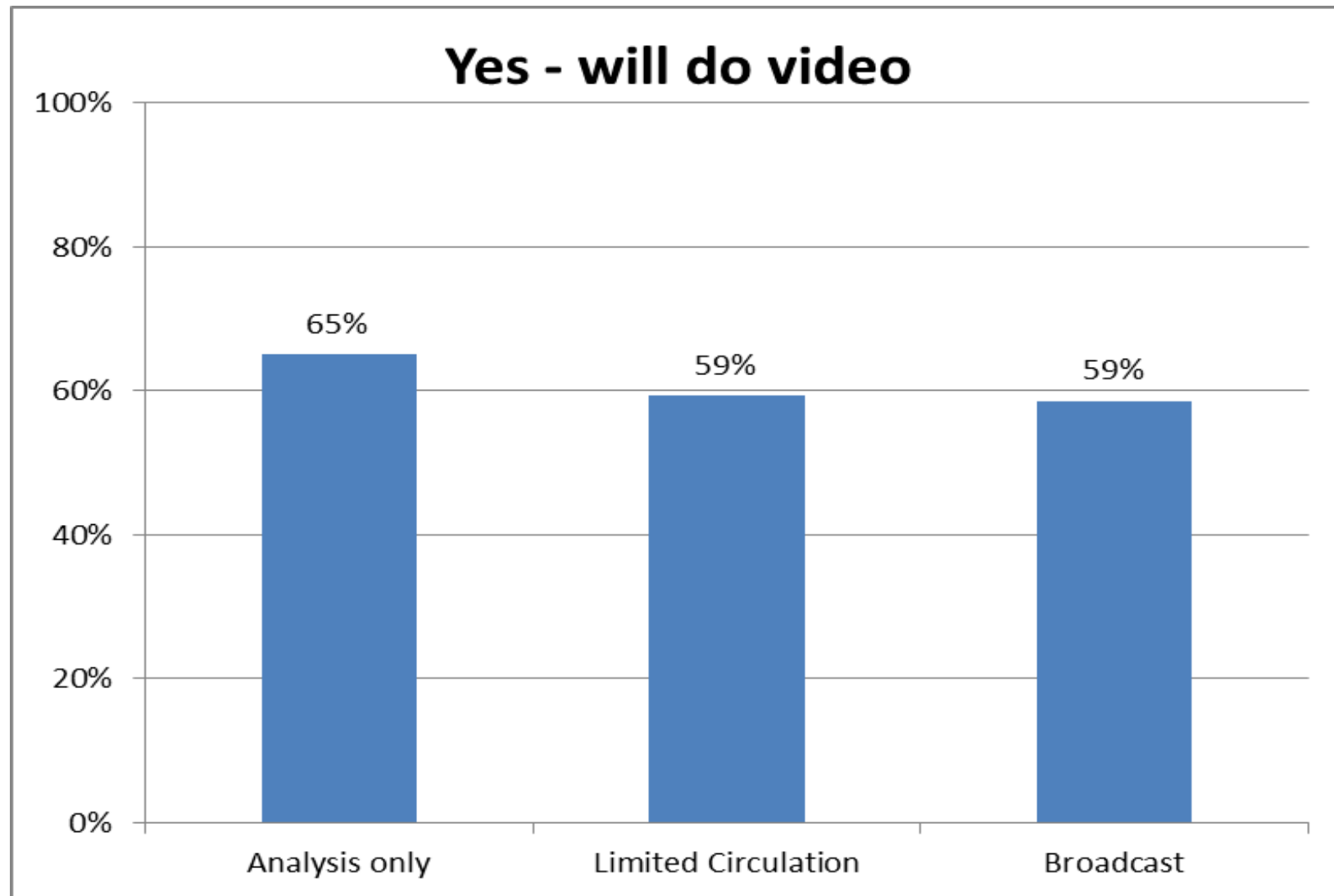


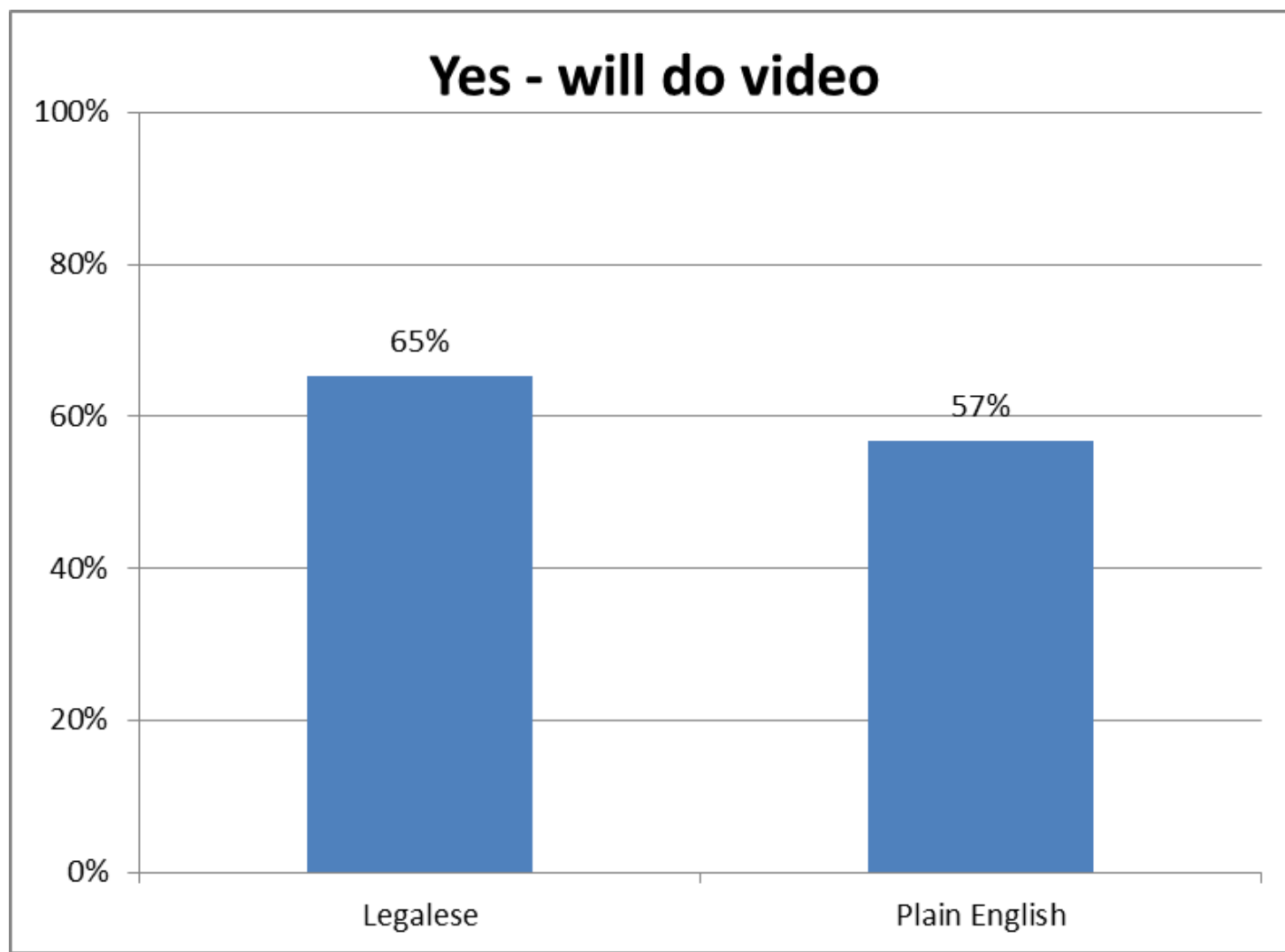
# Who does make a video?



## Factors influencing conversion

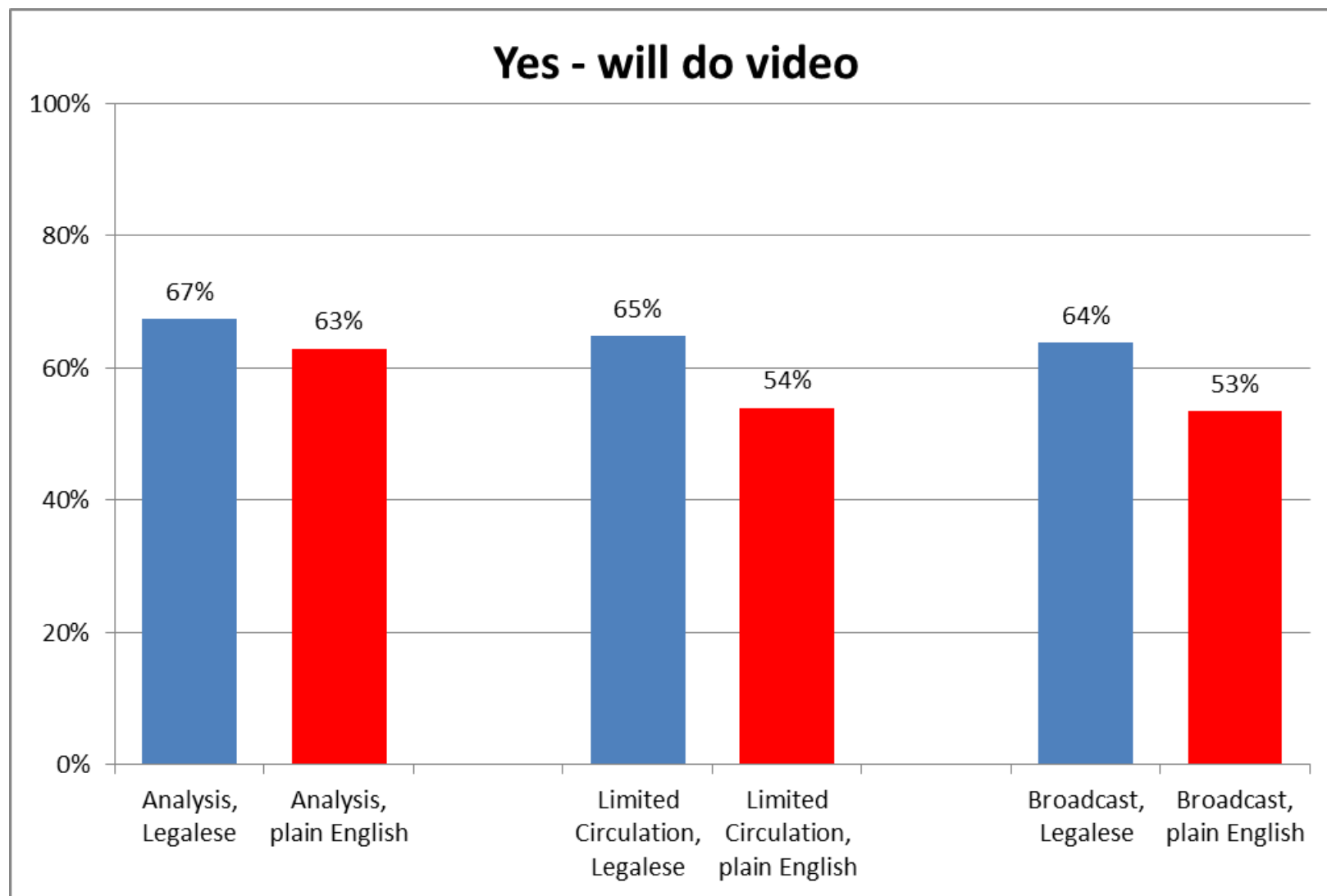
- Planned usage
  - Coding only
  - Display at MR events (client presentation)
  - Public display
- Language style
  - Legalese vs plain language







## Language style within planned usage



## Gaining informed consent

- You have to say something!
- It is 'expected'

*“Q7\_1 We’d like you to video yourself answering the question that follows, your camera and microphone will be automatically switched on. Is that okay?”*

- 49% acceptance (lowest of all)

A man with a beard and glasses, wearing a brown blazer over a blue shirt, is sitting at a desk. He is looking at a computer monitor which displays a bar chart and a line graph. His hand is resting on his chin, suggesting he is in deep thought or analyzing the data. The background is blurred, showing a typical office environment.

Does It Work?

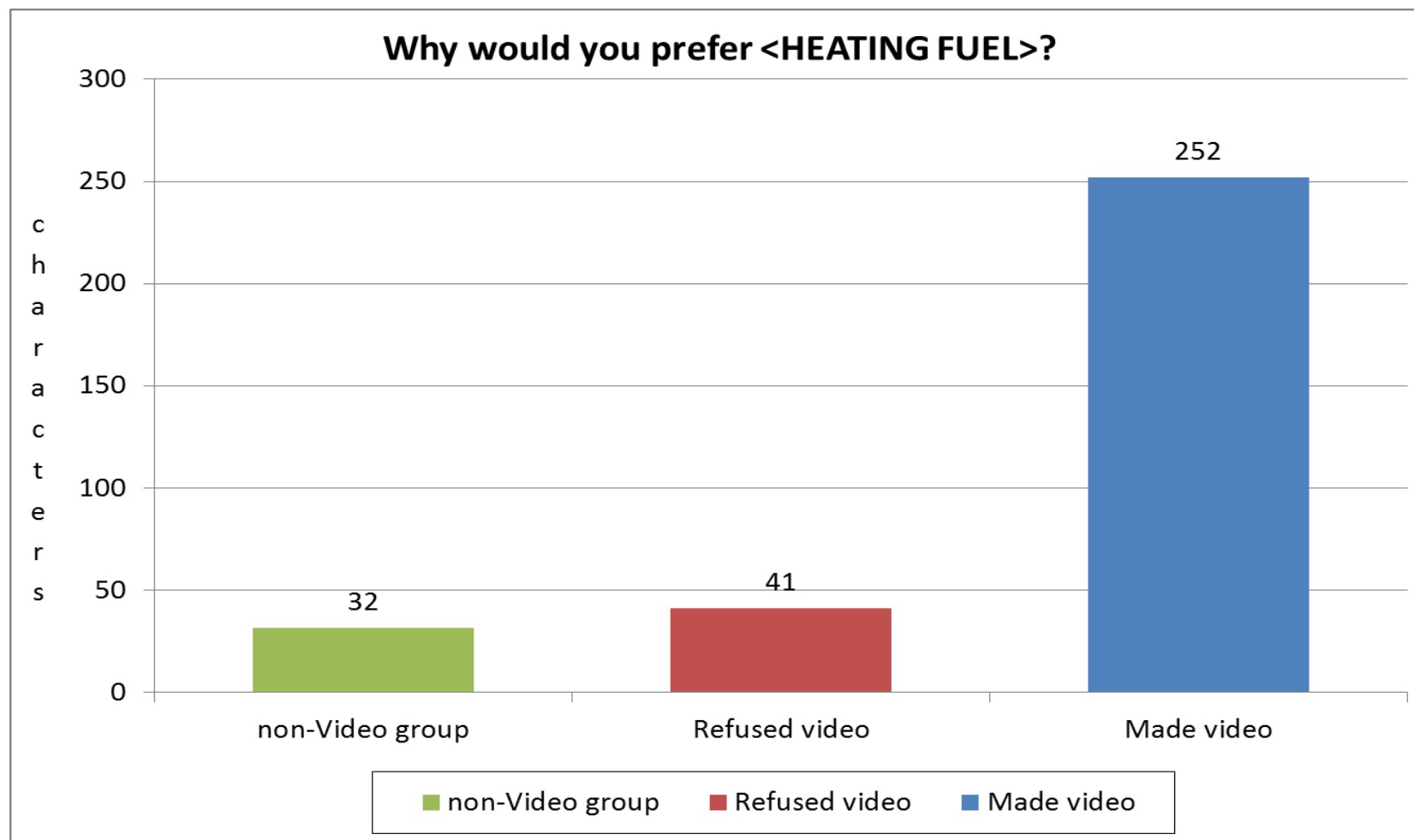
## Experiment #1



- Ordinary panel members from SSI panels
- Doing normal (dull) survey about home heating
- Two open questions:
  1. Easy question: *Why do you prefer your preferred heating fuel?*
  2. Difficult question: *Why would you switch/not switch to electricity if it came from sustainable resources?*
- Random assignment to Video : Non-video group
- Video group self defined into Made Video : Refused Video

## Q1 results: character count

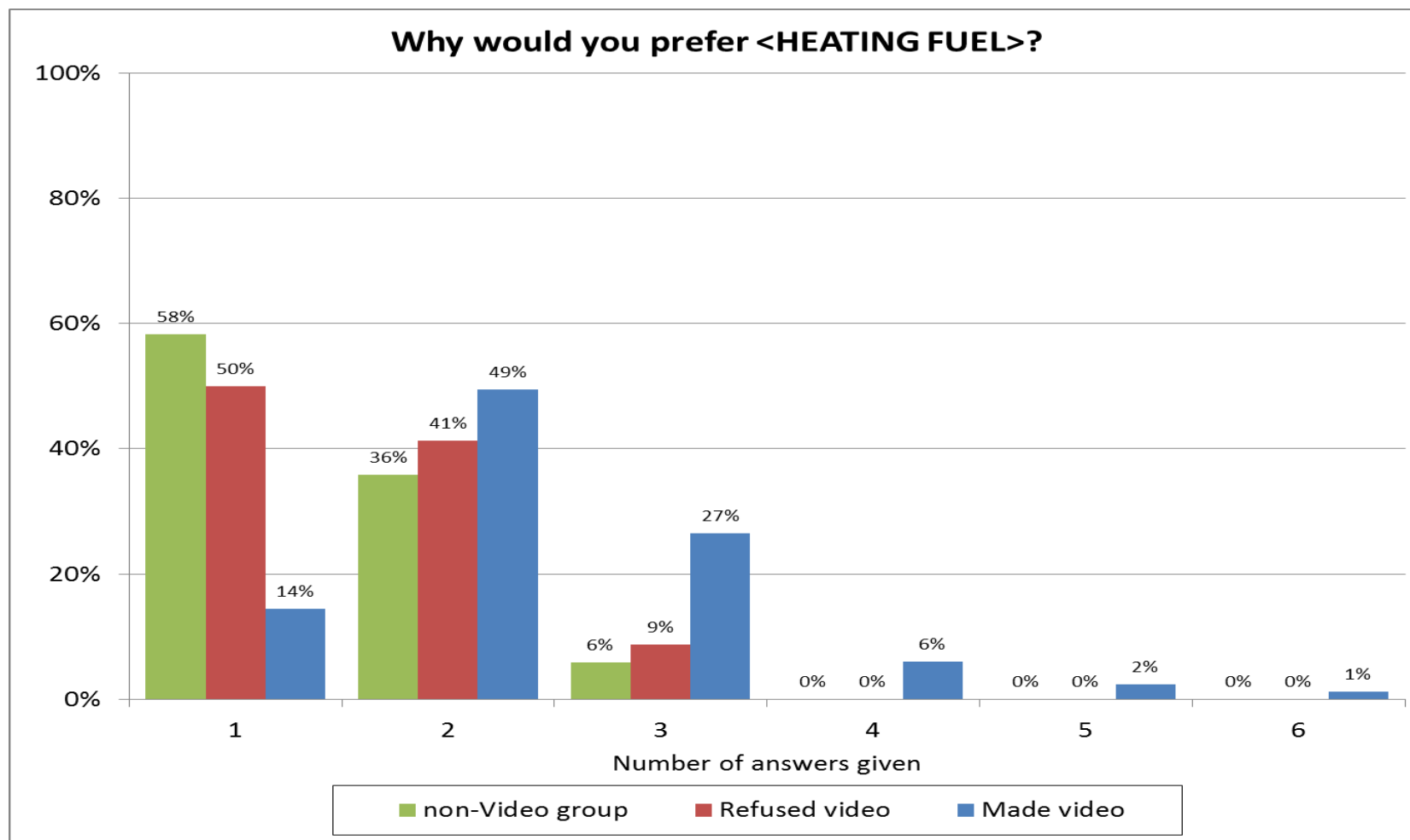
- 6x more characters!





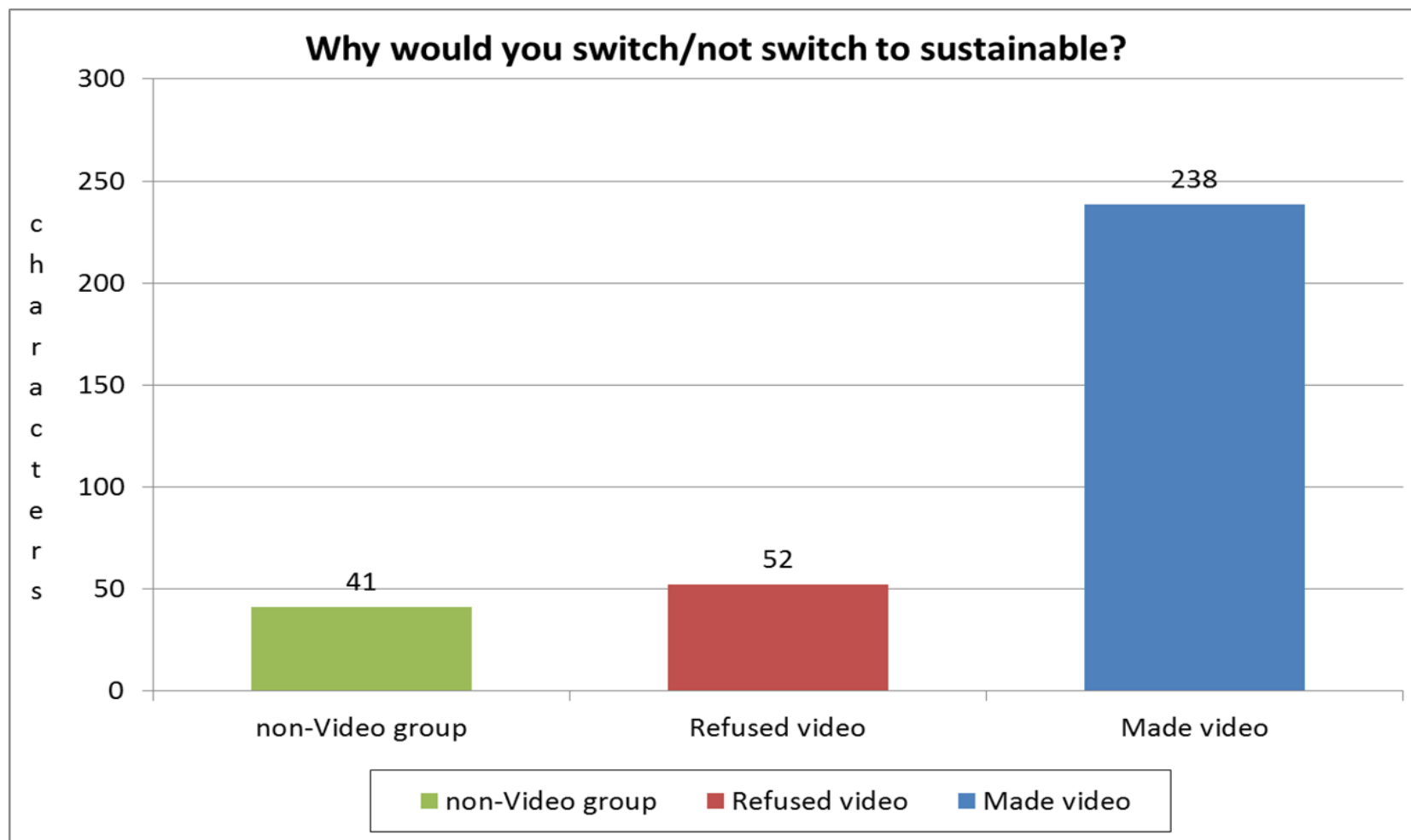
## Q1 results: answer count

- 1.5 x more answers!



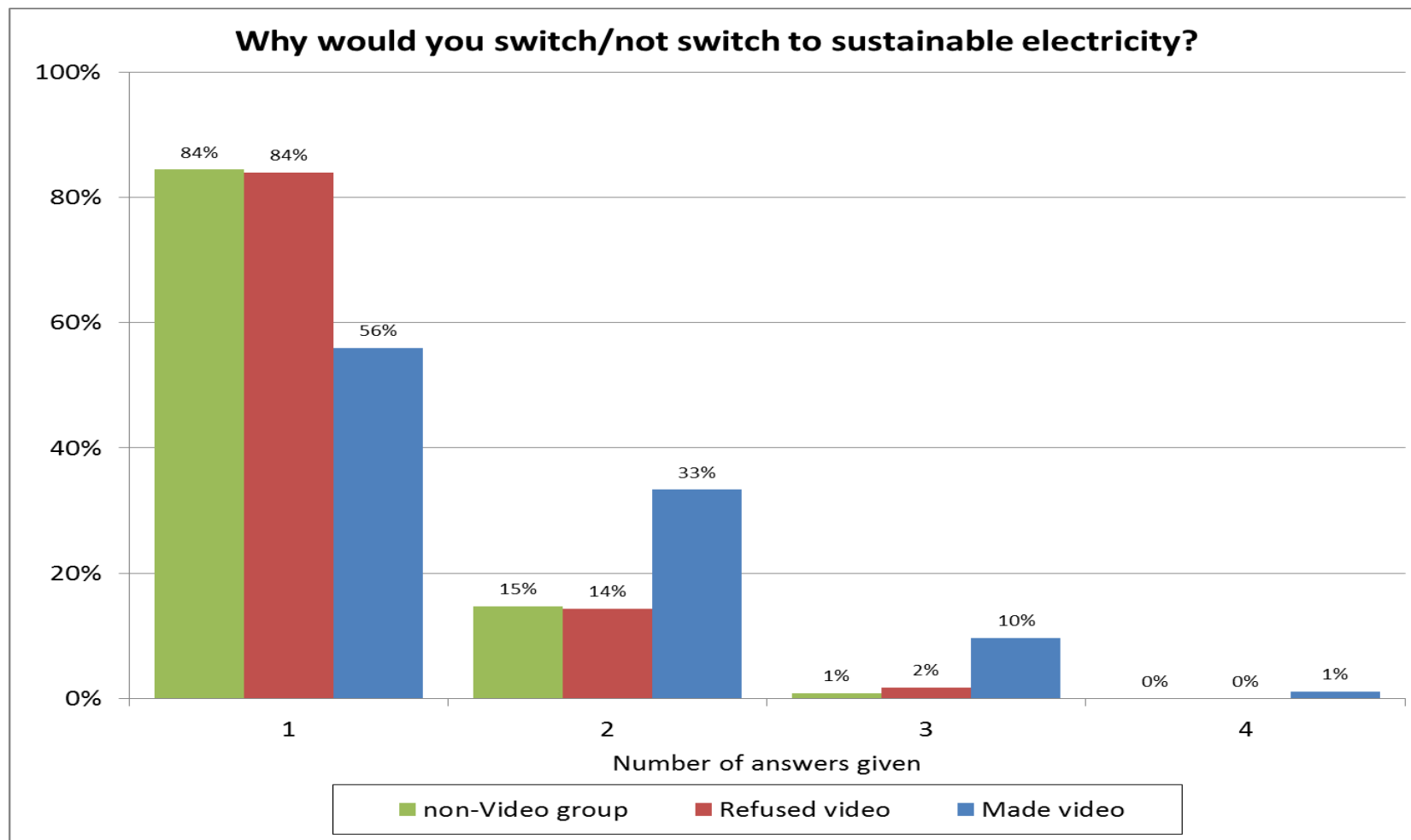
## Q2 results: character count

- 5x more characters!

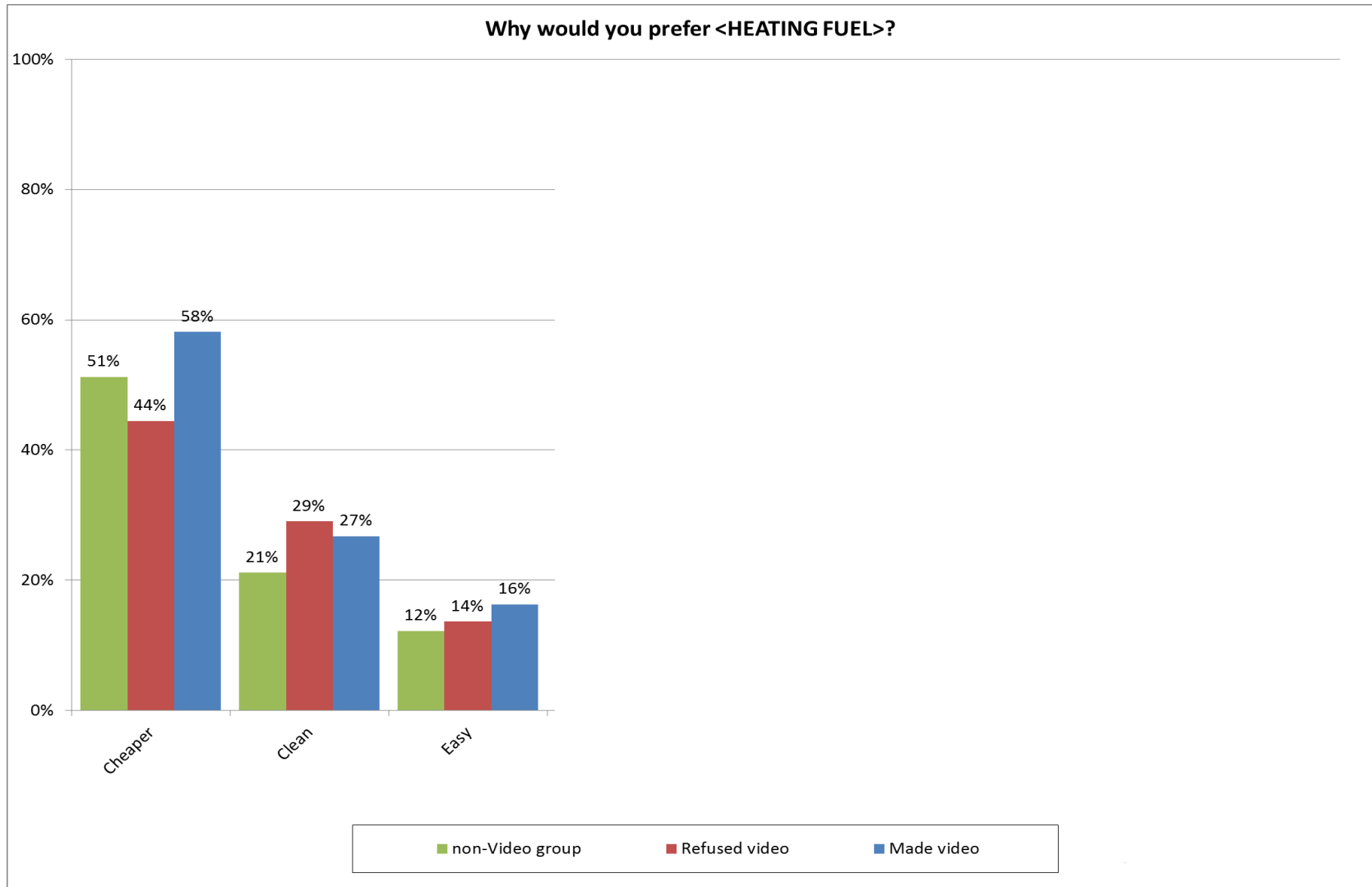


## Q2 results: answer count

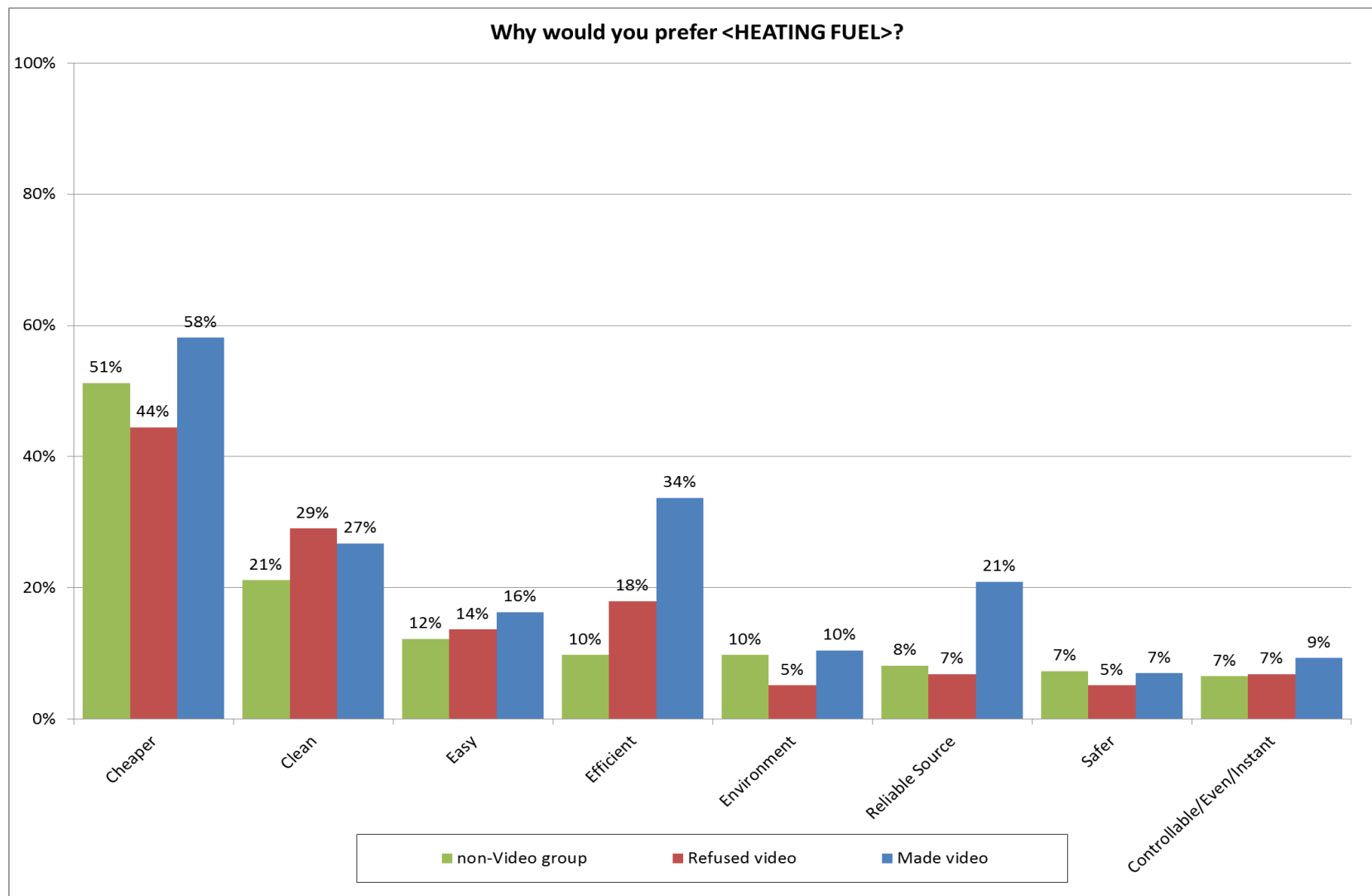
- 1.33 x more answers!



## Same top answers

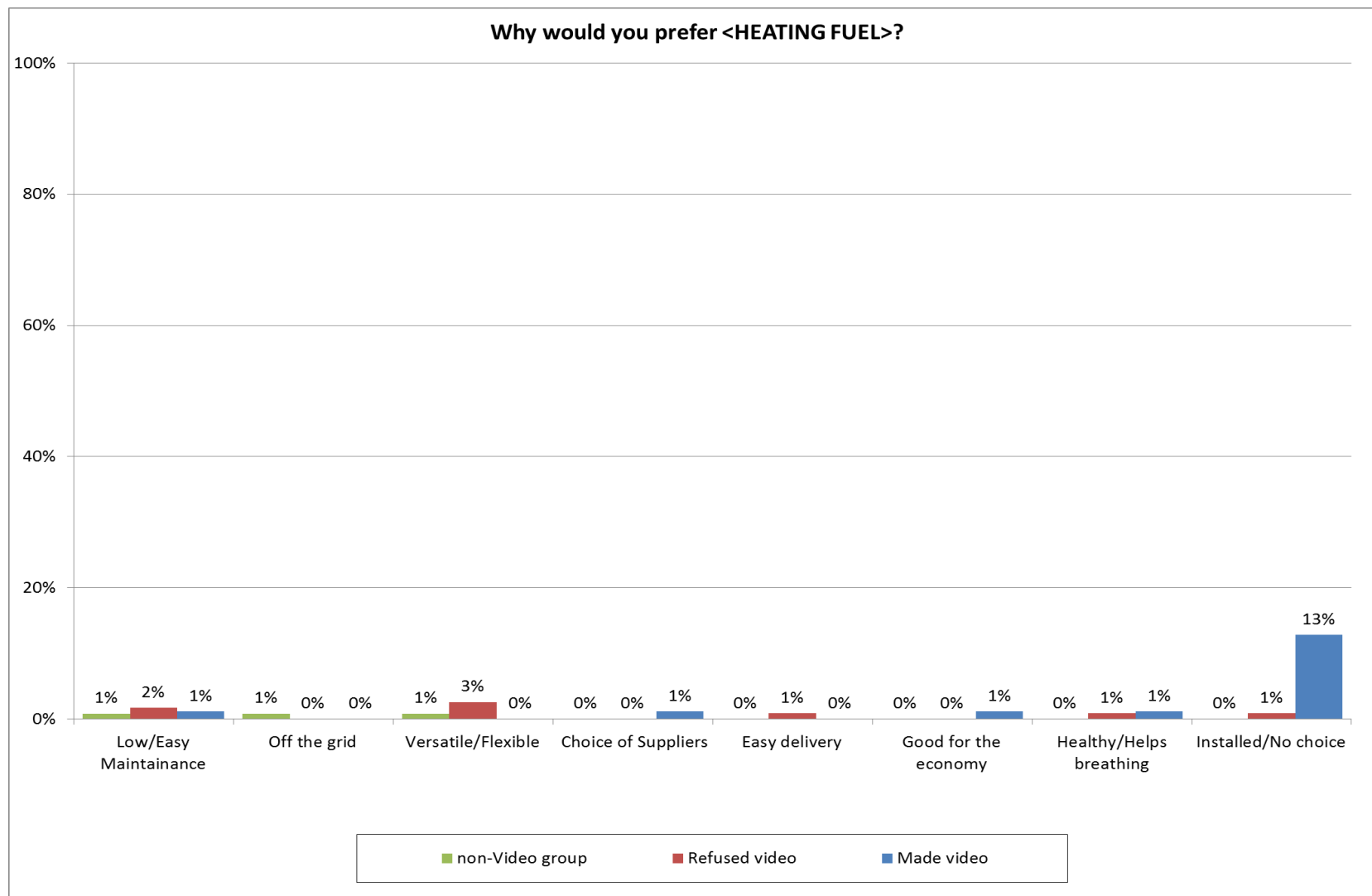


# Boost in importance of secondary answers

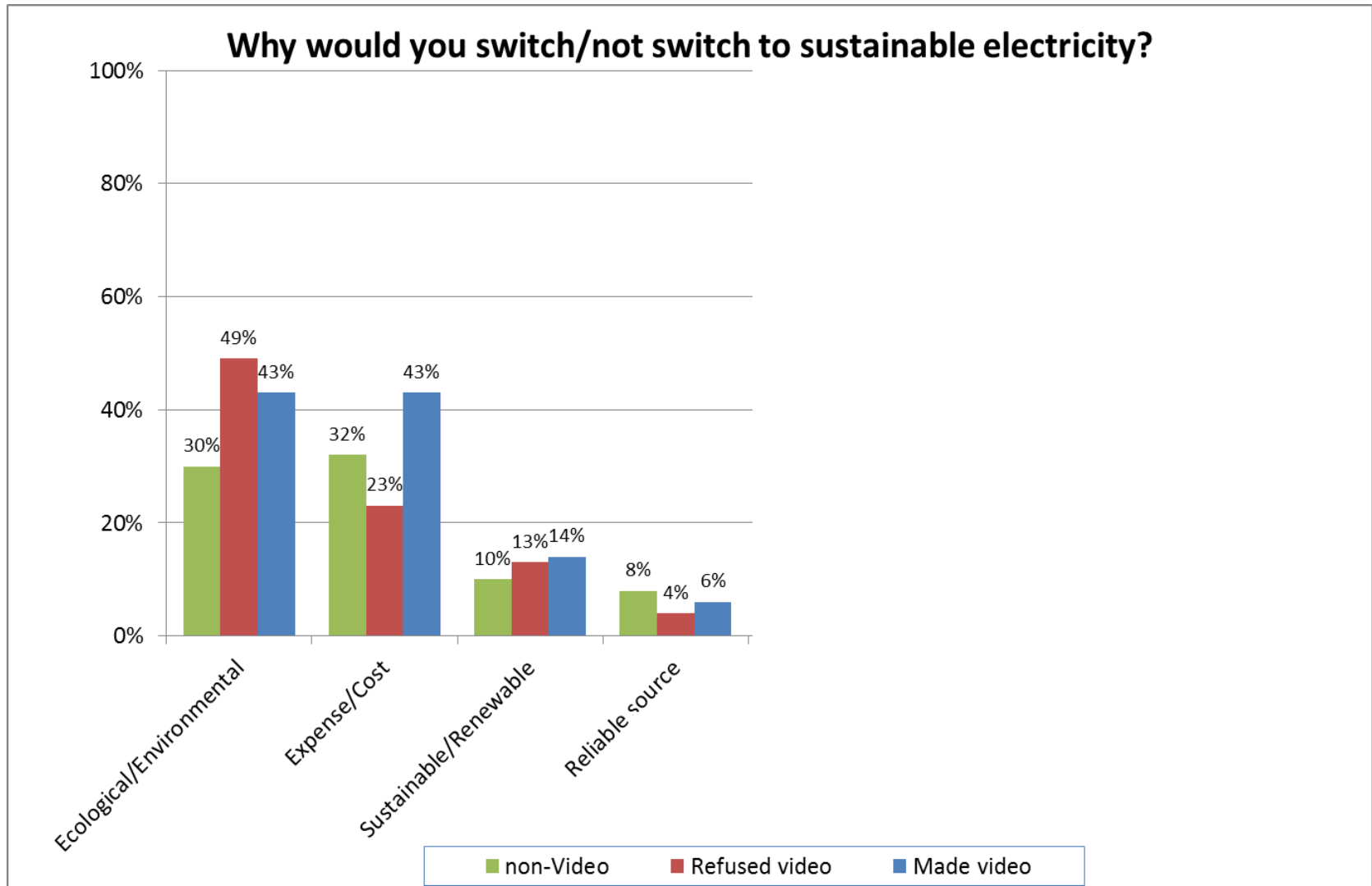




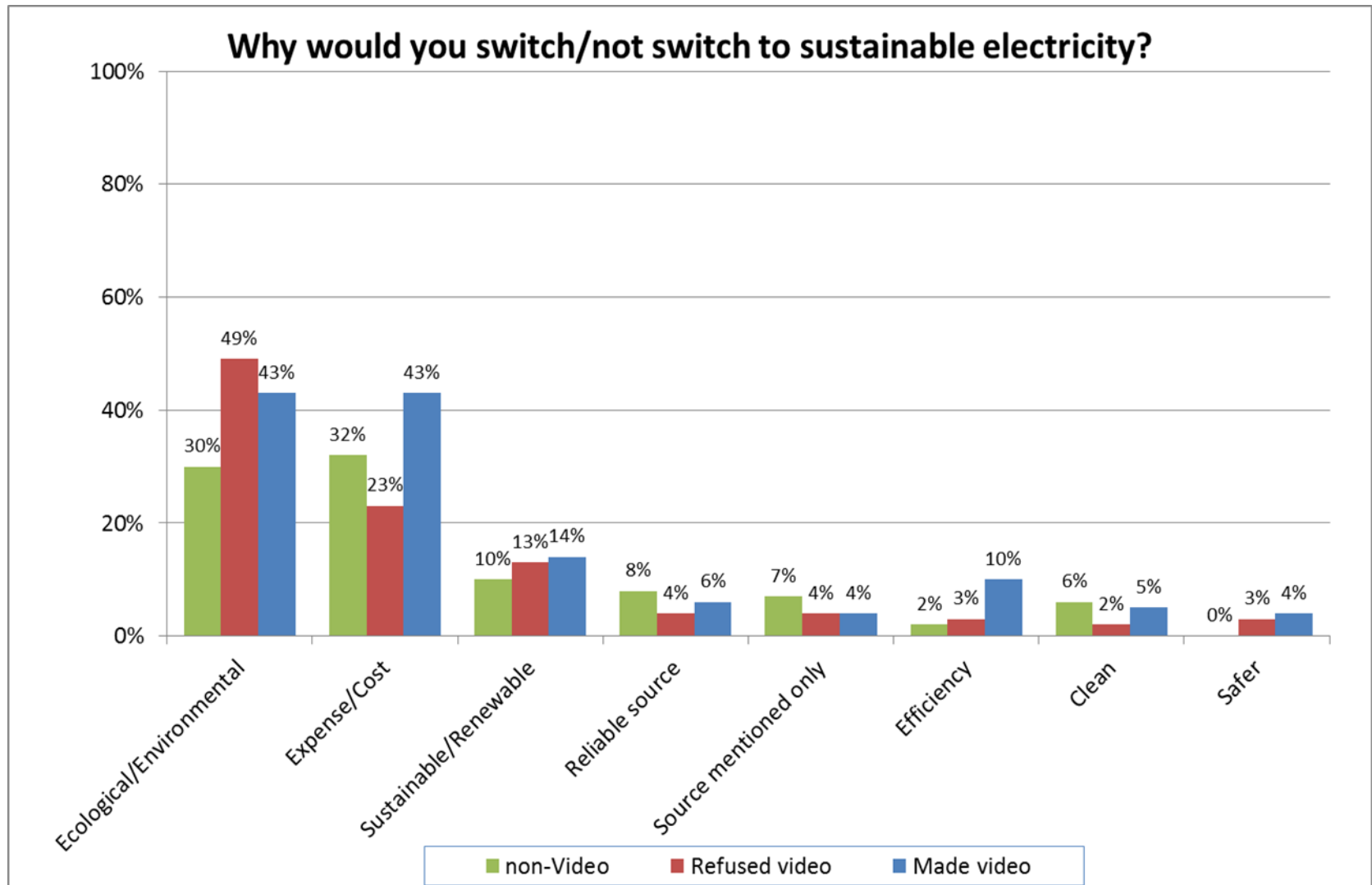
## Unexpected boost in minority answer....



## Similar top answers



## Small boost in secondary



# Response quality: video vs. text



Why do you prefer <HEATING FUEL>?

## Vox Pop

*Hi, I like gas because I like to cook with it, with a range top. It's fast, it's easy, you know it's on, you know what the temperature is based on how big the flame is. I like gas because it's quiet. I like gas because you don't smell it. I think it's cleaner than oil. I know it's less expensive than oil. I like gas, it's maintained better than having to call the oil company to come get it*

*Gas is a lot cheaper and more efficient I think, than using anything else. It's there at the click of a button, like for cooking. Just click it and it's on. And, for the gas heating, it's a lot easier, because you just turn the gas radiators on or the heater on, and it's there. You don't have to worry about whether you've got any money or wood or anything to actually heat your house.*

## Standard OE

*Clean, no smell, easy*

*control*

*Electricity does not explode after an earthquake; there are no fuel lines to rupture.*

# Response quality: video vs. text



Why would you switch/not switch to sustainable electricity?

## Vox Pop

*Although I like the idea of sustainable sourcing to generate electricity and making that a more viable source for heating, I've mentioned in my previous response that I had electric heat once before and I do have some issues with allergies and such and electric heat just makes the air very dry and it seems to aggravate my allergies. For that reason, I probably would avoid electric heat unless there was some other system in place that would allow it to be less dry. But I do like the idea of it being a sustainable source of fuel that doesn't rely on other forms of fuel such as coal or nuclear energy to be generated.*

*I would choose sustainable sourcing because wind power - wind is regenerated all the time. Solar panels - the sun comes up everyday, so it regenerates. And it would be free. Can't beat that.*

## Standard OE

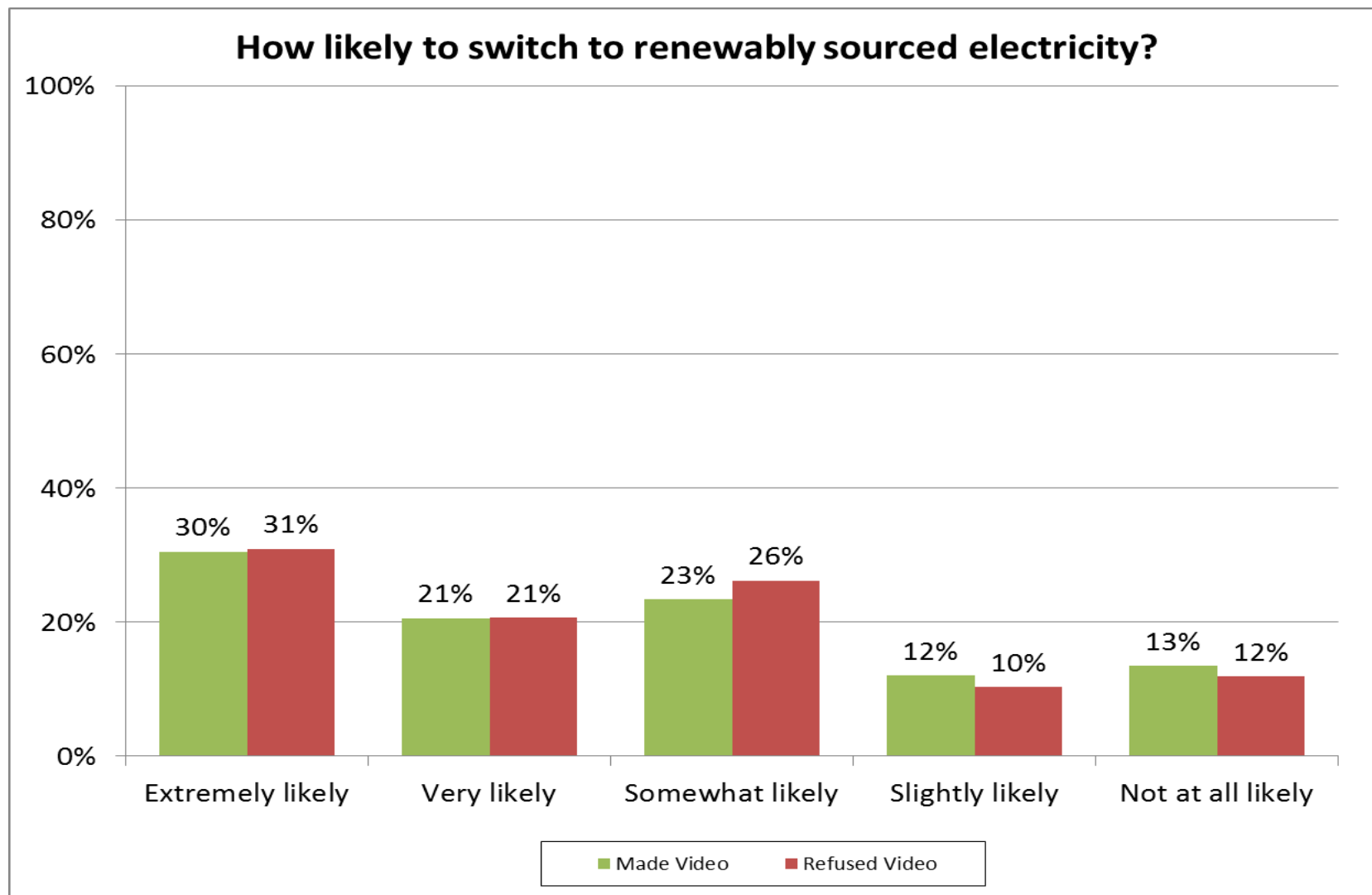
*save the earth resources*

*helps the planet and future generations*

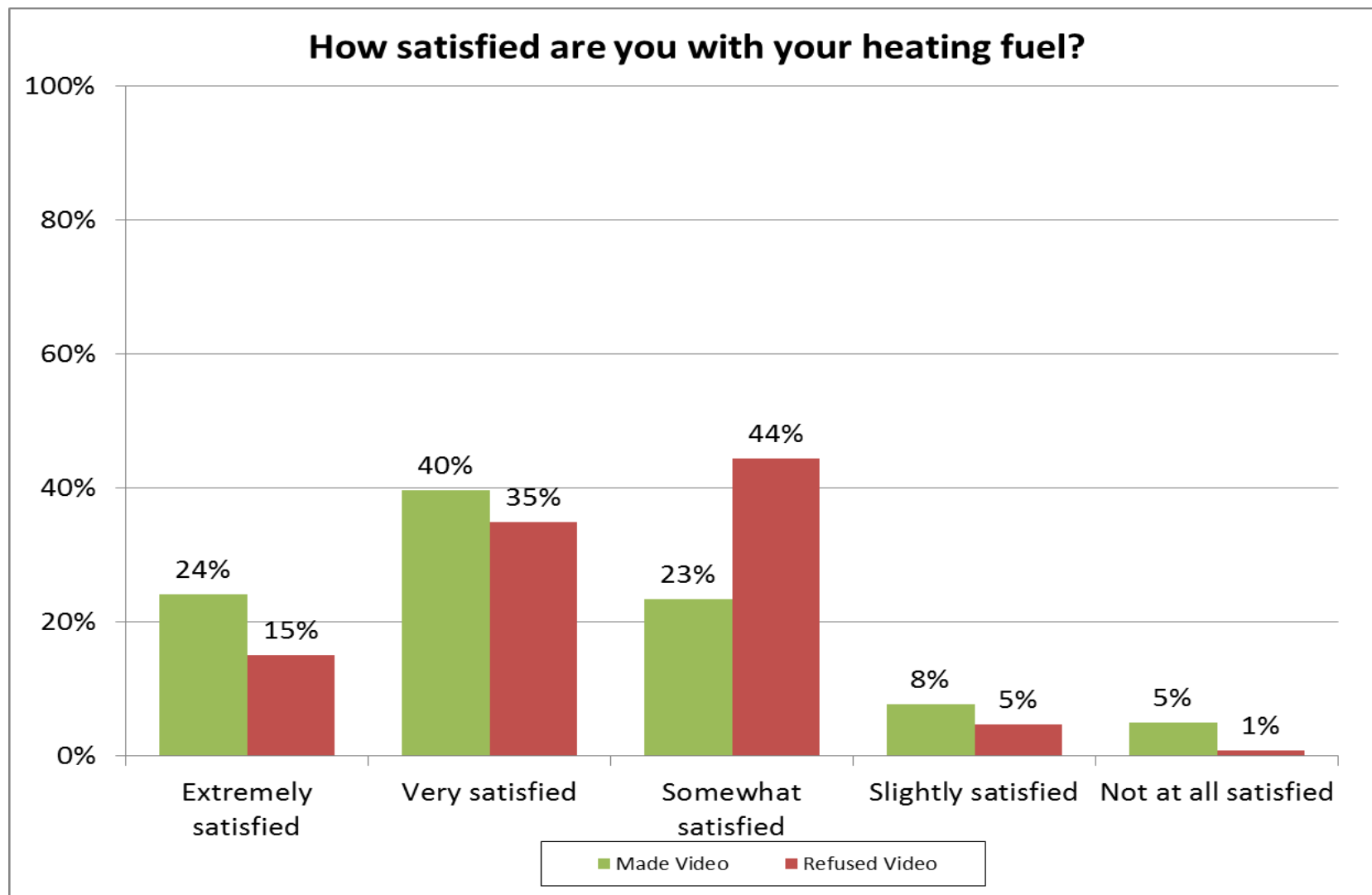
*It is cheaper and less damaging to our atmosphere*



# Who does a video?



## Who does a video?

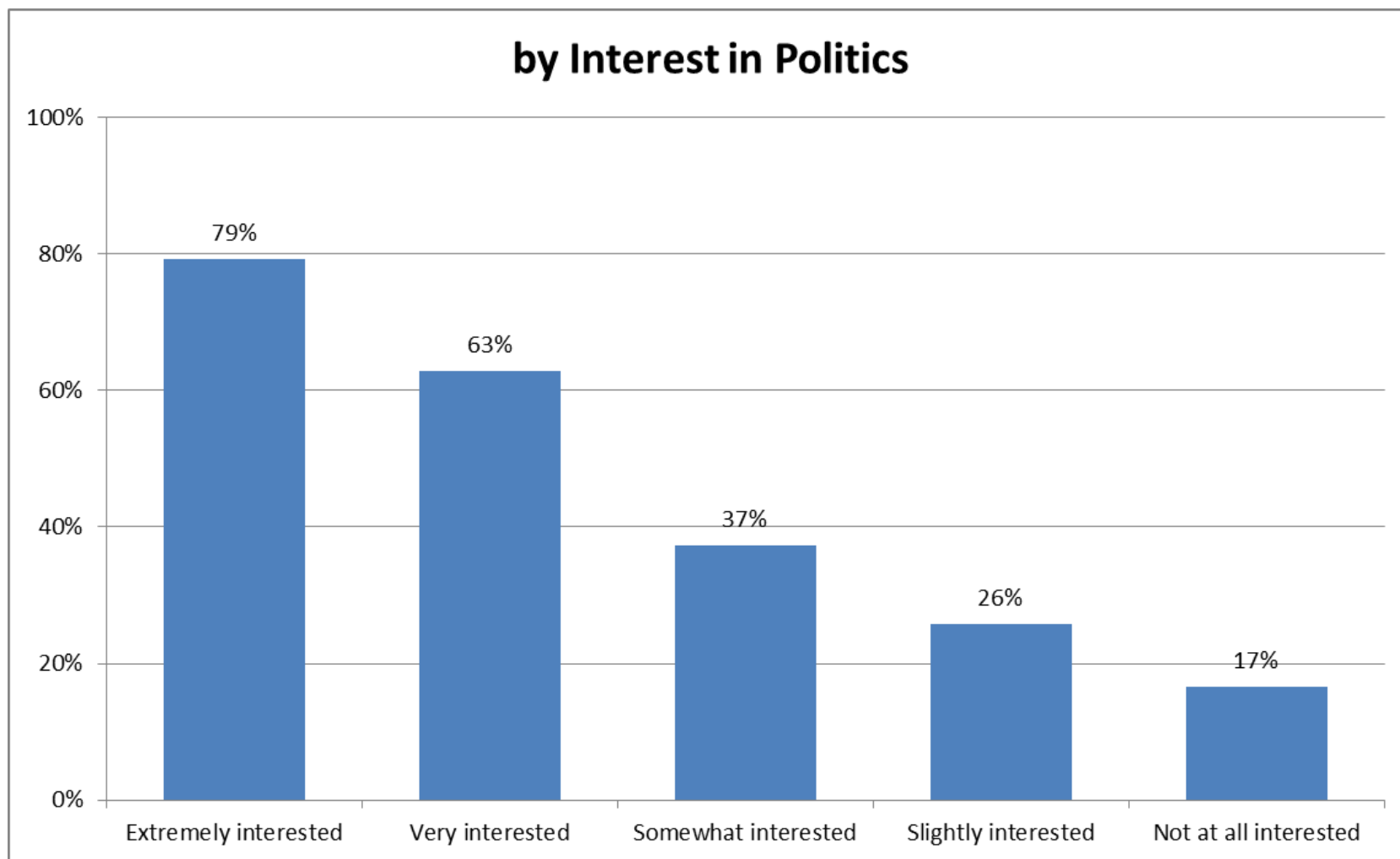


## Experiment #2



- Ordinary panel members from SSI panels
- Doing “divisive” survey about political issues
- One open question:
  1. *If you had the opportunity to talk to the President for just 5 minutes, what would you want to tell him? What should he concentrate on for the future? Where is he going right? Where is he going wrong?*
- Assignment to Video: No-video based on equipment
- Video group split into Video: Refused based on consent

# Who does video?



- About half can do a video
- Over a half of these will do a video
- Demographically biased
- Be careful with permissions
- Equipment problem will go away
- Consent issue may get better with experience

## Data quality

- High quality colour and depth
- And completeness
- But do not take alone
- Data is attitudinally biased
- Allow a type-in alternative
- Measure saliency/interest to balance

## Do

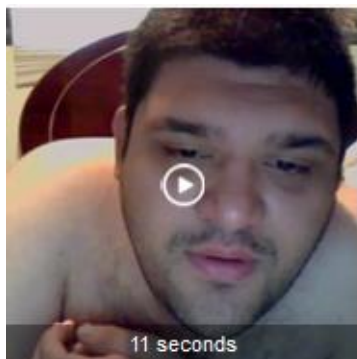


- Check for presence of camera and microphone
- Check both are working
- Get informed consent
- Warn against videoing others
- Be aware of situation
  - At work
  - Others around



## Don't

- Expect a video response when they say “yes”
- Frighten off with excessive permissions
- Use plain language
- Expect “bright young things” that you could drop into an advert
- Over-analyse the best looking videos
- These are just normal respondents in their own homes, in their own time, with their own lighting...



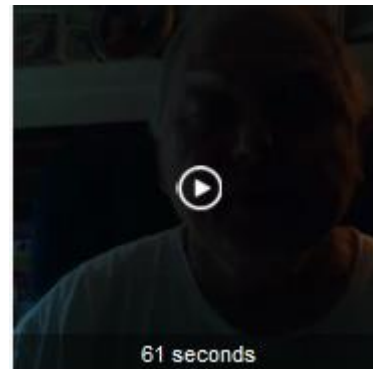
♥ 29

Response ID 117827

Submitted: 16/08/2014 16:59

Showable x

add tags



♥ 64

Response ID 117748

Submitted: 16/08/2014 14:07

Showable x

add tags

## Summary: The value of video



- Solves a real problem with online self-completion, the paucity of data in open questions
- Gives rich and deep insights
- Video OE is a major step forward

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