

A Comparison: Online and Offline Research

对比研究： 在线调研与CATI调研

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INTRODUCTION 简介



Do you know?

您知道吗？

- China's market research sector is the second largest in the region and China enjoyed double-digit net growth – 17.9% (ESOMAR Industry Report, 2007)

中国的市场研究行业规模在亚洲排名第二，且07年增长率达到17.9%



Overview & Background

概览与背景

- Market research started about 20 years ago in China with only face-to-face interview method
市场研究在中国开始于大约20年前，当时只有面访
- Telephone research started about 10 years ago while online research was introduced to China only about four years ago. This has been one of the most important development for the country's research industry
电话访问开始与大约10年前，而在线访问仅有大约4年的历史。这是中国市场研究行业最重要的发展之一
- Today, we will look into the implications of the shift from offline to online data collection specifically for China
今天我们将探讨在中国从线下到线上转变

Overview & Background 概览&背景

- A parallel online and offline (CATI) research were conducted to compare both methodologies
为了对两种方法进行比较而开展了一项网络与CATI的并行调研
- The main objective is to understand any potential differences between both methodologies
主要目的是找出两种方法之间潜在的区别
- A discussion of the results and suggestions for future opportunities of online research concludes this presentation
最后将对结果进行讨论，并对网络调研的未来机遇提出建议



Methodology 方法

- Parallel online and offline (CATI) research was conducted using identical questionnaires
使用完全相同的问卷同时进行在线与CATI调研
- Both methodologies conformed to the exact same structure and question wording
两种方式采用完全相同的结构和提问用语



Sample 样本

- In order to match samples, the *online* population* was chosen as the target sample
为了匹配样本，我们选择网民作为本次调研的目标样本
- The target sample consists of both males and females, aged 18-45 years old
目标样本包括年龄在18-45岁的男性和女性
- Below shows the number of respondents achieved per city per method:
下面分别是每种调研方法在各个城市的应答人数：

	Beijing 北京	Shanghai 上海	Shenzhen 深圳	Wuhan 武汉	Total Sample 样本总数
Online 在线	120	120	120	120	480
Offline (CATI)	120	120	122	122	484

*Those who have used Internet over two (2) weeks to three (3) weeks ago or more recently 在过去2-3周或更近时间内曾使用过电脑的人群

Questionnaire Design

问卷设计

- Initially, respondents will complete the screener section. Once qualified, they will then go through the main section of the questionnaire (include questions on household/grocery, media, sports/leisure). At the end, respondents will complete the demographic section.
一开始，被访者会完成甄别题。一旦符合条件，被访者会回答主体问卷（包括关于家居/日常用品、媒体、运动/休闲等内容相关的问题）。最后被访者会完成背景问题部分。
- Different types of response categories and scales were included in the questionnaire, they include:
问卷包括不同的问题类型和评估表，其中包括：
 - Multiple choice
多选题
 - Rank order
排序
 - Scales: Likert scale, Semantic Scale
评估表：Likert评估表，Semantic评估表

Results and Findings

结论与发现

Online & Offline (CATI) Research

网络&CATI调研



Overview 总览

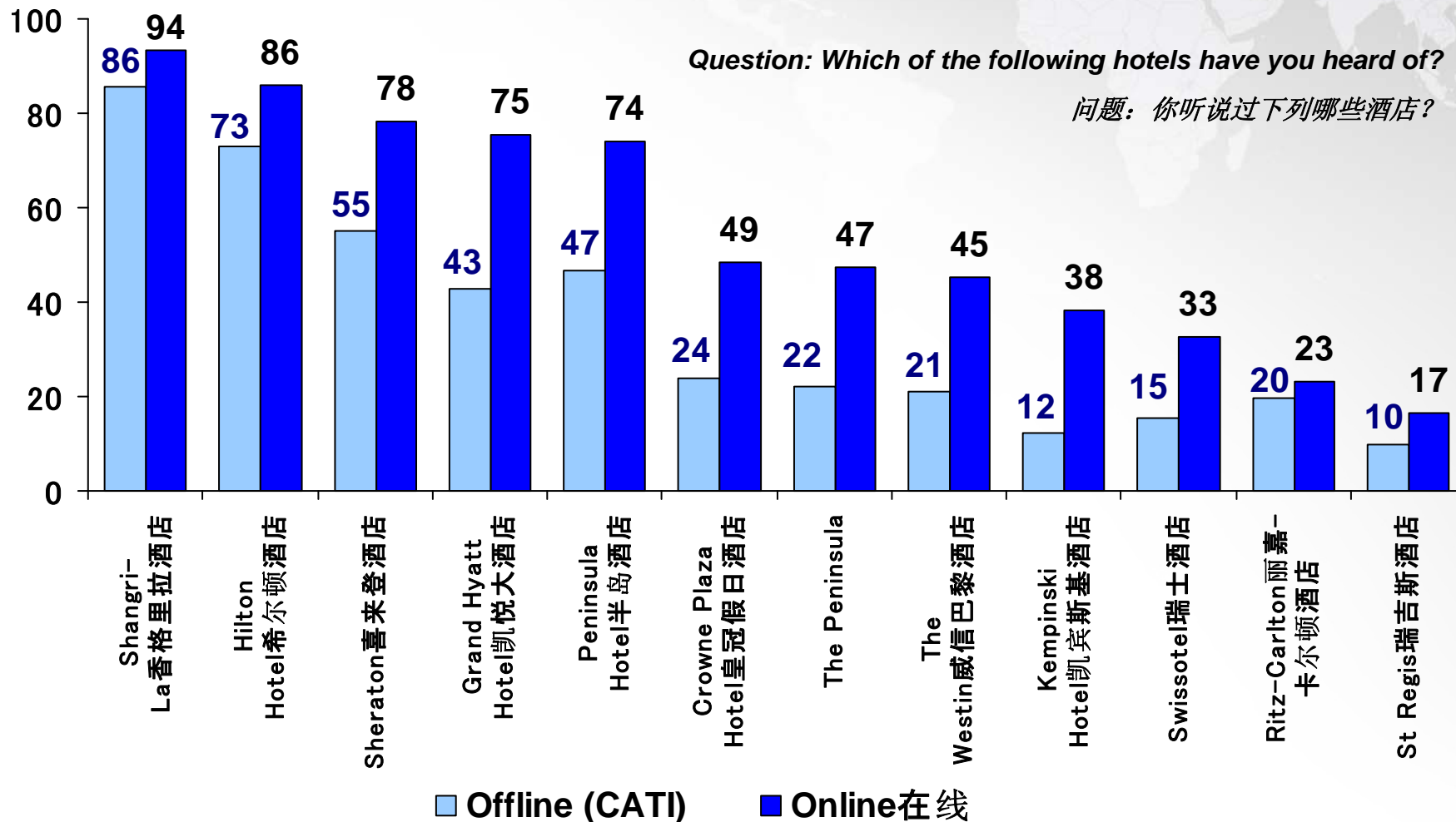
- **Feasibility: Questionnaire was well accepted for both methodologies**
可行性：问卷对两种方式都比较合适
- **The cost of online was about 75% of offline (CATI) – similar to ESOMAR Price study**
在线执行的成本是CATI的75%左右 – 与ESOMAR价格研究结果类似
- **All things being equal, the study revealed that:**
在同等条件下，本次研究显示：
 - **Online research had a lower drop-out rate**
在线调查中退率更低
 - **Online research had a shorter interview time**
在线调查访问时长更短
- **The result can be explained by the fact that:**
出现该结果的原因可归结如下：
 - **Online has the capability of targeting samples especially with the availability of panelists** 在线调研拥有会员数据库，因此有能力准确瞄准目标样本
 - **Online respondents can respond faster** 在线回应者回应更迅速

	Offline (CATI)	Online 在线
Drop out rate 中退率	45%	6%
Interview time 访问时长	12-14 minutes 12-14分钟	11 minutes 11分钟

Awareness Level 认知级别

- The result revealed that:
结果显示:
 - Awareness was higher for the online survey
在线调研显示的认知度更高
 - Online respondents were able to remember better especially for some of the less popular brands that the offline (CATI) respondents did not
在线受访者能够更好地记住一些知名度较低的品牌，电话受访者则不能
- The result was such because:
导致该结果的原因如下:
 - Respondents are able to take more time to think about the questions. Unlike offline research, respondents are not time pressured due to the presence of an interviewer.
在线受访者有足够的时间对问题进行思考；而线下调研由于访问者的存在，受访者会有时间紧迫感
- In summary:
总结:
 - Offline research generally requires higher demand on respondent's memory capacity than visual transmission as they must remember the information rather than being able to repeatedly refer to it in the questionnaire
一般来说，线下调研由于缺乏视觉上传递的问题信息，对受访者的记忆能力要求较高，受访者必须记住问题内容，而无法反复参考问卷上的问题

Awareness Level 认知级别



Response Styles

应答风格

- In the next section, we will look at the effects of using different data collection methods, called *mode effects*

接下来我们将探讨不同数据收集方式所产生的影响，即模式效应

- We looked into the *mode effects* caused by response styles and socially desirable or undesirable behaviour, in this case, China
我们探讨由应答风格和中国社会期望或非期望行为引起的模式效应



Response Styles

应答风格

- Various types of questions were included to test different forms of response style including extreme response, use of midpoints and 'don't know'
为了测试不同的应答风格如极端回答、选择中间项和“不知道”，问卷中包含了不同类型的问题
- The same question with the same scale is used for the extreme response and use of midpoints analysis. The respondent was asked about his/her interest to visit countries in Asia. Responses are scaled on a five-point Likert scale ('1' means *not at all interested* and '5' *extremely interested*)
分析极端回答和中间项选择是采用了同样的问题和评估表。被访者被问到到亚洲国家旅行的意愿，并对5分Likert评估表打分（1分为一点都不想，5分为很想）
 - '1' and '5' are defined as extreme responses 1分和5分被定义为极端回答
 - '3' is defined as midpoint position 3分被定义为中间项
- The following slides show how our results were in line with several of the studies conducted by researchers such as Bronner & Kuijlen (2006), Wichers & Zengerink (2006) and Hogg (2002)
接下来的内容会展示我们得到结果与其他研究员所得出的结果一致

Response Styles: Extreme Responses

回应类型：极端回答

- The presence of an interviewer (offline CATI) resulted in:
线下（CATI）调研中，访问者的存在造成以下影响：
 - More extreme responses as compared to online research
与在线调研相比出现更多极端回答
- One reason for such result could be explained by time pressure experienced
该结果的一个原因可能是受访者有时间紧迫感
 - Offline (CATI) respondent generally are more time pressured, thus, having the tendency to complete questions quickly and use extreme scale positions
线下（CATI）调研受访者一般受到更多的时间压力，这样就倾向于尽快完成问卷，因此会采用极端回答模式

	Offline (CATI)	Online 在线
Number of extreme responses 极端回答数量	1487	1250

Question: How interested are you in visiting these places listed in the next five years? Would you say you are extremely interested, very interested, somewhat interested, not very interested or not interested at all?

您对未来五年内到下列地方旅游有多感兴趣？是及其感兴趣、很感兴趣、有点感兴趣、不感兴趣还是一点都不感兴趣。

Response Styles: Use of Midpoints

回应类型：选择中间项

- The use of midpoint positions on scales was **lower** with the presence of an interviewer

由于访问者的存在，分级选项中选择中间项的比率**更低**

- This result was similar to the Bronner and Kuijlen (2006) study which resulted in lower use of midpoint positions when using offline compared to online

该结果与2006年Bronner与Kuijlen开展的研究结果相符，他们的研究也表明，线下调研与在线调研相比较，其中间项的选择率更低

	Offline (CATI)	Online 在线
Midpoints with scale 分级选项中的中间选项	1205	1450

Question: How interested are you in visiting these places listed in the next five years? Would you say you are extremely interested, very interested, somewhat interested, not very interested or not interested at all?

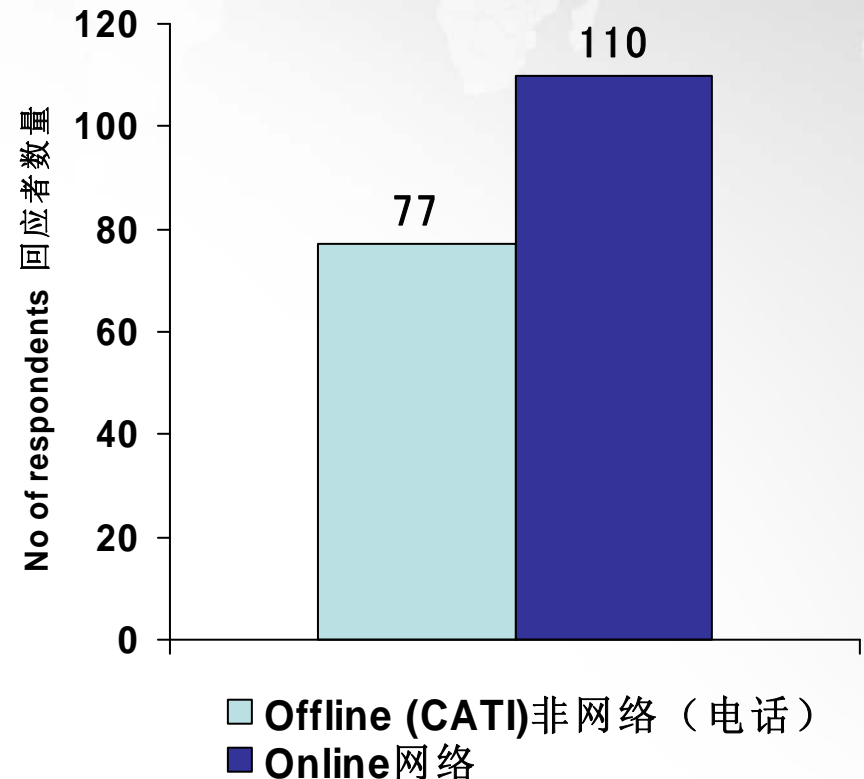
您对未来五年内到下列地方旅游有多感兴趣？是及其感兴趣、很感兴趣、有点感兴趣、不感兴趣还是一点都不感兴趣。

Response Styles: 'Don't Know' Category

回应类型：“不知道”选项

- The number of 'don't know' answers is counted and there was a **higher** number of 'don't know' for online
计数结果表明，在线调研中选择“不知道”选项的数量更高
- The higher number of 'don't know' for online research could be attributed to the higher visibility of this answer category on the screen
在线调研中的“不知道”选项的高选中率可能是由于该选项在问卷屏幕上更高的可见率

Use of 'Don't Know' Category



Cultural Influences 文化影响

- Earlier, we discussed the implications of results due to the different approaches used to collect data
之前我们讨论了不同数据收集方式造成的本次调查结果的意义
- In the next section, we will look into the implications due to the country and the culture, in this case, China
接下来我们将从国家和文化角度来进行讨论，在本案例中指中国
- Response biases like socially desirable behavior and response style due to cultural influences were observed
研究中我们观察了回应偏好方式，例如由文化影响产生的社会期望行为与应答风格



Social Desirability: Modesty a Highly Valued Virtue

社会期许：谦虚是极大的美德

- Modesty is regarded as one of the 'Five Virtues' in the Chinese culture (Prince 1992)
在中国文化中，谦虚是“五大美德”之一
- The following research findings will show the effects of such influences
下面的研究结果将展示这些影响



Social Desirability: Modesty a Highly Valued Virtue

社会期许：谦虚是极大的美德

- Average scores are calculated for each image statement (scaled from 1 to 10 on a semantic differential scale) and online research appeared to have a **higher** average score
对于每个映像陈述（在语义程度上分为1-10个等级）都统计了平均得分，结果是在线调查出现更高平均分数
- The result showed the tendency of being modest in Chinese culture. Respondents may feel judged by the interviewer and therefore adapt their responses when asked to describe about themselves
结果显示，在中国文化中人们倾向于表现谦逊。受访者会感觉受到采访者的评判，因此在被要求描述自己时，会调整自己的应答

	Offline (CATI)	Online在线
I watch and enjoy advertising 我观看广告且喜欢广告	5.71	6.59
I enjoy meeting people 我喜欢与人交往	6.79	7.69
I am comfortable talking with others even if I haven't met them before 即使之前没有见过对方，我也能与之交谈并感觉舒适	6.48	7.42
I try to read or find out and update myself with the latest development 我愿意通过各种途径了解最新的发展	6.66	8.44

Social Desirability: Modesty a Highly Valued Virtue

社会期许：谦虚是极大的美德

- In the earlier section, offline (CATI) research resulted in **more** extreme responses and **less** use of midpoint positions on scales
之前我们讨论了线下（CATI）调研结果：出现更多极端回答和更少选择中间项
- However, the result was otherwise for the image statements (scaled). It was revealed that offline research had:
然而，在映像陈述中，情况恰好相反。映像陈述表明非网络调研有以下特点：
 - **Lower** extreme responses, and; 更少极端回答
 - **Higher** midpoint positions 更多中间项
- Again, this can be explained by the effects of being *modest*
该结果再次表明追求“谦虚”的影响力
- Therefore, online research tends to produce **less** socially desirable responses compared to offline (CATI) research
因此，与线下（CATI）调研相比，在线调研更容易得到受社会期许度影响较轻的回答

	Offline (CATI)	Online 在线
Number of extreme responses 极端回答数量	111	378
Midpoints with scale 评估表中间项数量	772	386

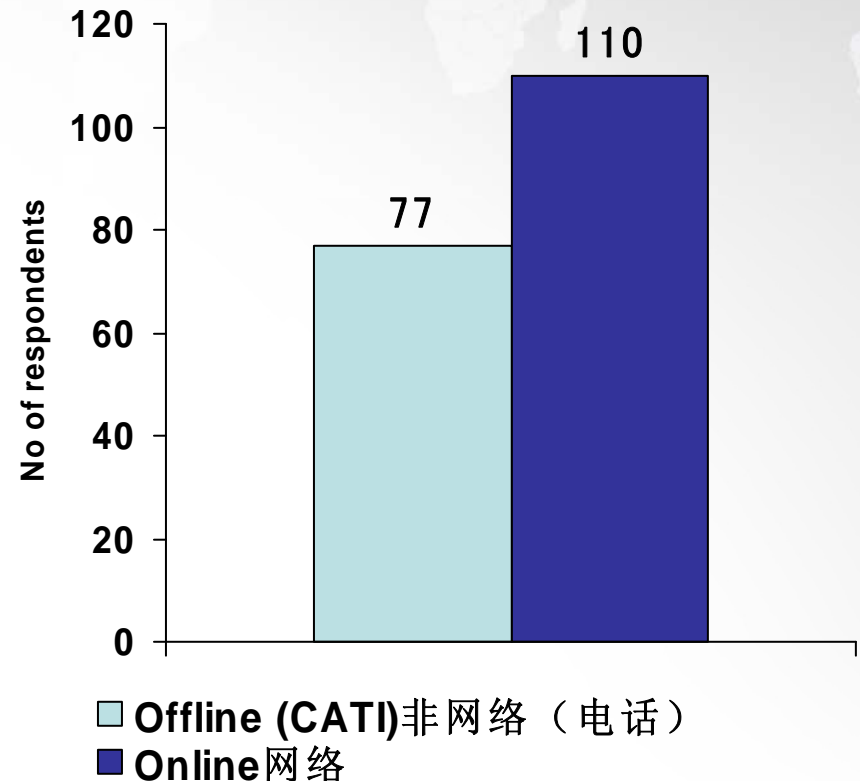
Social Desirability: Polite

社会期许：礼貌

- A lower number for offline (CATI) research for 'don't know' answers could be due to the fact that not answering someone's question is regarded as impolite in China
线下（CATI）调研中，选择“不知道”选项的原因可能是由于在中国，不回答别人的问题被认为是不礼貌的

Use of 'Don't Know' Category

选择“不知道”选项组



Social Desirability: Decision Making

社会期许：做决定

- Evaluation apprehension is the tendency of respondents to present themselves as better in situations when they believe they are being evaluated
评价顾忌：即受访者如果意识到自己正在受到他人评断，就倾向于表现得更好
- The total number of respondents mentioned themselves as the one who goes grocery shopping was calculated
我们统计了称自己负责购买家庭日用品的受访者的人数
- The result showed that grocery shopping is mainly the responsibility of females in China. This is similar for both online and offline research
统计结果表明在中国日用品的购买者大多是女性。这一点网络调查和线下调查的结果一致

	Offline (CATI)		Online	
	Male 男性	Female 女性	Male 男性	Female 女性
Self 自己	114	177	189	217
Spouse 配偶	91	32	78	20

CONCLUSION

结论



Conclusion

结论

- Generally, the implications of these results for research studies can be attributed to:
一般来说，以上调研结果可以从两方面进行分析：
 - **Data collection approaches: Online or Offline**
数据收集方式：在线/线下
 - **Country and the culture**
国家与文化

Conclusion: Data Collection Approaches

结论：数据收集方式

- Online research has
网络调研特点
 - **Lower** drop-out rate
中退率更低
 - **Shorter** interview time
访问时长更短

Conclusion: Data Collection Approaches

结论：数据收集方式

- The result of this study revealed that, online research has **higher** awareness level and **lower** extreme response behavior
本次调查结果表明，网络调研认知度更高，极端回答现象更少
- Nevertheless, online study may result in **higher** midpoints response and **higher** use of ‘don’t know’
然而，网络调研可能会导致中间项选择率更高，“不知道”选项选择率更高

Conclusion: Country & Cultural Influences

结论：国家和文化影响

- This study also revealed that cultural influences do have an impact on the research results
本次调查还表明，文化对调研结果有着不可忽视的影响
- For this study, online research indeed produces **less** socially desirable responses compared to offline (CATI) research
最后，本次调研表明，通过在线调研得到的回应，比通过线下调研（CATI）所得到的回应受社会期许度的影响更小

THE END

THANK YOU

