Using video to reinvigorate the open question

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Global Knowledge Director
Open Questions Suck
You have 5 minutes with the President.....

n/a
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 Healthcare and not listen to the naysayers.
Why can’t the world be more like this?
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....
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?

Have Camera and Microphone

- Male: 52%
- Female: 44%
Who does make a video?

![Bar chart showing gender distribution in video creation in the USA (2015).](chart.png)

- **USA - 1:**
  - Male (yes): 64%
  - Female (yes): 47%

- **USA - 2:**
  - Male (yes): 67%
  - Female (yes): 50%
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 English
Planned usage

Yes - will do video

- Analysis only: 65%
- Limited Circulation: 59%
- Broadcast: 59%
Language Style

Yes - will do video

<table>
<thead>
<tr>
<th>Language Style</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legalese</td>
<td>65%</td>
</tr>
<tr>
<td>Plain English</td>
<td>57%</td>
</tr>
</tbody>
</table>
Language Style within Planned Usage

Yes - will do video

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis, Legalese</td>
<td>67%</td>
</tr>
<tr>
<td>Analysis, plain English</td>
<td>63%</td>
</tr>
<tr>
<td>Limited Circulation, Legalese</td>
<td>65%</td>
</tr>
<tr>
<td>Limited Circulation, plain English</td>
<td>54%</td>
</tr>
<tr>
<td>Broadcast, Legalese</td>
<td>64%</td>
</tr>
<tr>
<td>Broadcast, plain English</td>
<td>53%</td>
</tr>
</tbody>
</table>
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)
Does it work?
Experiment 1 set-up

• 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:No-video group
• Video group self defined into Video: Refused Video
More content

6x more characters!

Why would you prefer <HEATING FUEL>?

- non-Video group: 32
- Refused video: 41
- Made video: 252
More content

- 1.5 x more answers!

Why would you prefer <HEATING FUEL>?

- Number of answers given

<table>
<thead>
<tr>
<th>Number of answers given</th>
<th>non-Video group</th>
<th>Refused video</th>
<th>Made video</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>58%</td>
<td>50%</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>36%</td>
<td>41%</td>
<td>6%</td>
</tr>
<tr>
<td>3</td>
<td>6%</td>
<td>9%</td>
<td>27%</td>
</tr>
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<td>0%</td>
<td>0%</td>
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<tr>
<td>5</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>
More content

- 5x more characters!

<table>
<thead>
<tr>
<th>Why would you switch/not switch to sustainable?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<tr>
<td>---</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>non-Video group</th>
<th>Refused video</th>
<th>Made video</th>
</tr>
</thead>
<tbody>
<tr>
<td>green</td>
<td>red</td>
<td>blue</td>
</tr>
</tbody>
</table>

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More content

• 1.33 x more answers!

Why would you switch/not switch to sustainable electricity?

- 84% of non-Video group
- 84% of Refused video
- 56% of Made video

Number of answers given:
- 1 answer: 15% non-Video, 14% Refused, 56% Made
- 2 answers: 1% non-Video, 33% Refused, 0% Made
- 3 answers: 2% Refused, 10% Made
- 4 answers: 0% non-Video, 0% Refused, 1% Made
Same top answers

Why would you prefer <HEATING FUEL>?

- Cheaper: 51% non-Video group, 44% Refused video, 58% Made video
- Clean: 21% non-Video group, 29% Refused video, 27% Made video
- Easy: 12% non-Video group, 14% Refused video, 16% Made video
Boost in importance of secondary answers
Unexpected boost in minority answer....
Similar top answers

Why would you switch/not switch to sustainable electricity?

- Ecological/Environmental
  - 30% non-Video
  - 49% Refused video
  - 43% Made video

- Expense/Cost
  - 32% non-Video
  - 43% Refused video
  - 32% Made video

- Sustainable/Renewable
  - 23% non-Video
  - 10% Refused video
  - 13% Made video

- Reliable source
  - 8% non-Video
  - 4% Refused video
  - 6% Made video
Small boost in secondary

Why would you switch/not switch to sustainable electricity?

- Ecological/Environmental: 30% non-Video, 49% Refused video, 10% Made video
- Expense/Cost: 32% non-Video, 43% Refused video, 13% Made video
- Sustainable/Renewable: 23% non-Video, 43% Refused video, 14% Made video
- Reliable source: 10% non-Video, 8% Refused video, 4% Made video
- Source mentioned only: 6% non-Video, 6% Refused video, 4% Made video
- Efficiency: 2% non-Video, 7% Refused video, 4% Made video
- Clean: 6% non-Video, 2% Refused video, 5% Made video
- Safer: 0% non-Video, 3% Refused video, 4% Made video
More depth, more colour

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.
More depth, more colour

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
Remember her?
Panelists in action
Sound is not always great
Picture quality can be so-so
Some people fill the time...
But sometimes the end is worth waiting for
Who does a video?

How likely to switch to renewably sourced electricity?

<table>
<thead>
<tr>
<th>Description</th>
<th>Made Video</th>
<th>Refused Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely likely</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>Very likely</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>23%</td>
<td>26%</td>
</tr>
<tr>
<td>Slightly likely</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Not at all likely</td>
<td>13%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Who does a video?

How satisfied are you with your heating fuel?

- **Extremely satisfied**
  - Made Video: 24%
  - Refused Video: 15%

- **Very satisfied**
  - Made Video: 40%
  - Refused Video: 35%

- **Somewhat satisfied**
  - Made Video: 23%
  - Refused Video: 44%

- **Slightly satisfied**
  - Made Video: 8%
  - Refused Video: 5%

- **Not at all satisfied**
  - Made Video: 5%
  - Refused Video: 1%
Experiment 2 set-up

• Ordinary panel members from SSI panels
• Doing “divisive” survey about political issues

• One open question:
  “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?”
  (which they didn’t know in advance)

• Assignment to Video: No-video based on equipment
• Video group split into Video: Refused based on consent
Who does video?

by Interest in Politics

- Extremely interested: 79%
- Very interested: 63%
- Somewhat interested: 37%
- Slightly interested: 26%
- Not at all interested: 17%
It’s a wrap
Practical

- 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 they are working

• Get informed consent
• Don’t frighten off with excessive permissions
• Don’t use plain English
• Warn against videoing others

• Be aware of situation
  — At work
  — Others around
Don’t

• Don’t expect them all to do it when they say “yes”
• 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...
Summary

• 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