



WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

Methodological proposal for the selection of public opinion measurement and market research technique

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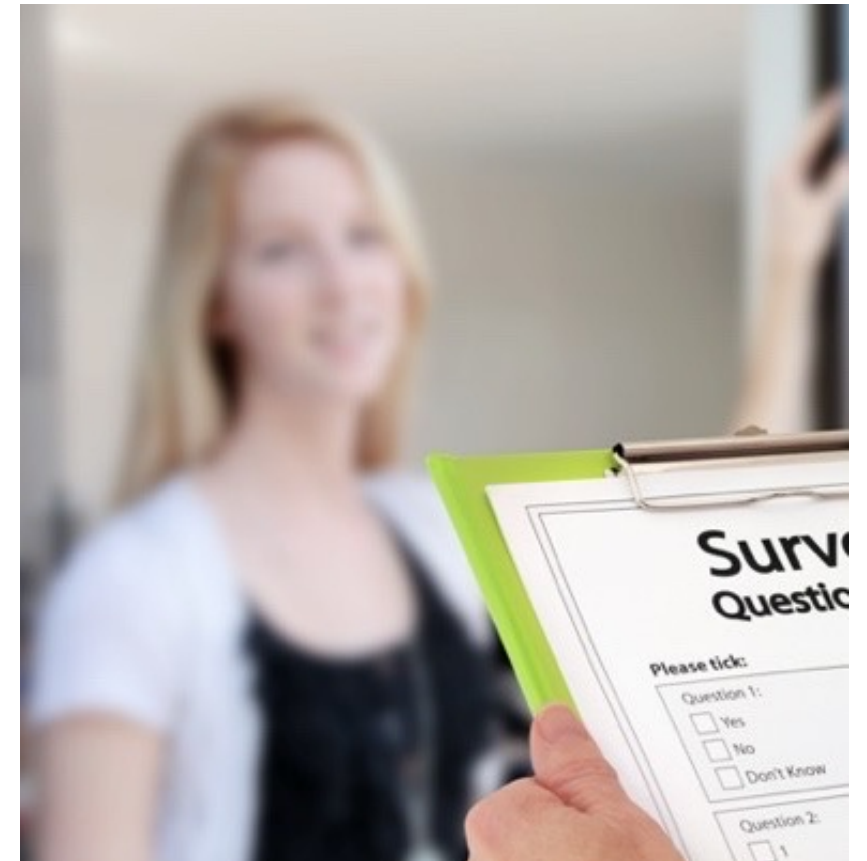
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Introduction

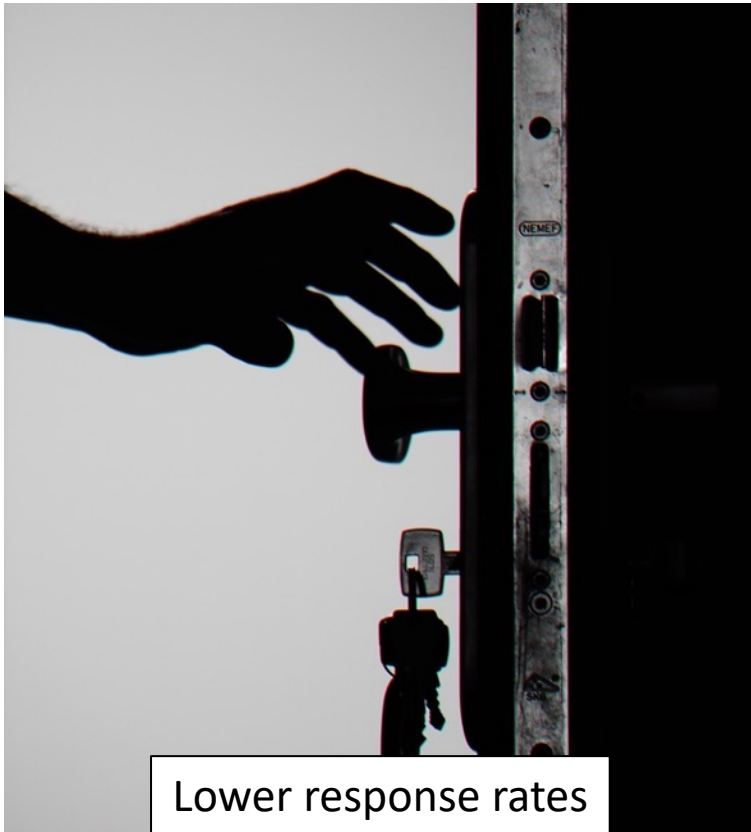
- In many countries, **face-to-face surveys** are currently the technique that many experts consider to be the **most reliable for measuring public opinion**

(Abundis et al., 2017; Meixueiro, 2012; Moreno, 2017)



Introduction

- However, conducting face-to-face surveys is meeting **increasingly adverse conditions**



Introduction

- **Telephone** and **online surveys** have been used as **an alternative** to circumvent these barriers

(Burton et al., 2020; Tompson, 2021)



Introduction

- **There is currently no model or methodology for selecting the appropriate technique for measuring public opinion or carrying out market research in a specific project.**



Central question

- How can we determine the **appropriate technique** for each research project?

General research question

- Which **elements** should be considered for choosing the **appropriate technique** for **measuring public opinion**?

General objective

- To develop a **methodological proposal** for choosing the appropriate measurement technique in public opinion studies and market research projects.

Literature review

- “The future of survey research as we know it faces **two critical challenges**”

(Kalton, 2019, p. 24)



Declining trend in response rates



Low-cost web-based alternatives



THEORETICAL AND CONCEPTUAL FRAMEWORK

Public opinion: a multidisciplinary approach

- The concept of **public opinion** is relevant in **several disciplines**
 - Political science, history, social psychology, economics
- In this research, the concept of public opinion is approached from the disciplines of **communication** and **marketing**





Public opinion in communication

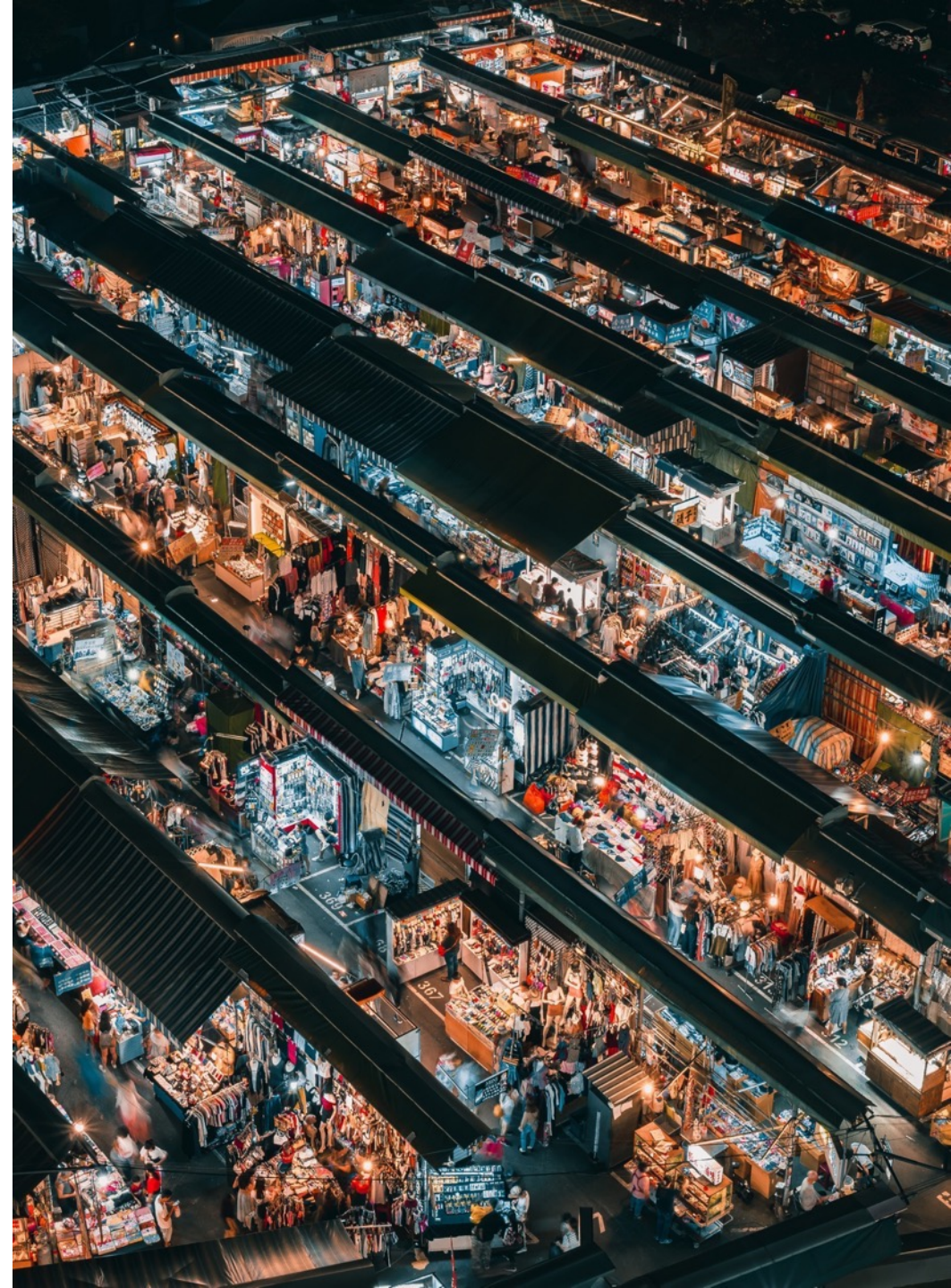
- Public opinion is formed by aggregating those of several people, that is, the **sum of points of view of the total population**

(McQuail, 2010)

Marketing and public opinion: a quest for finding the *insights* of stakeholders

- The strategic marketing approach in organizations focuses on data, knowledge and ***insights*** that allow them to make effective decisions
 - This focus on generating *insights* makes information gathering very important to the companies

(Capon, 2012)



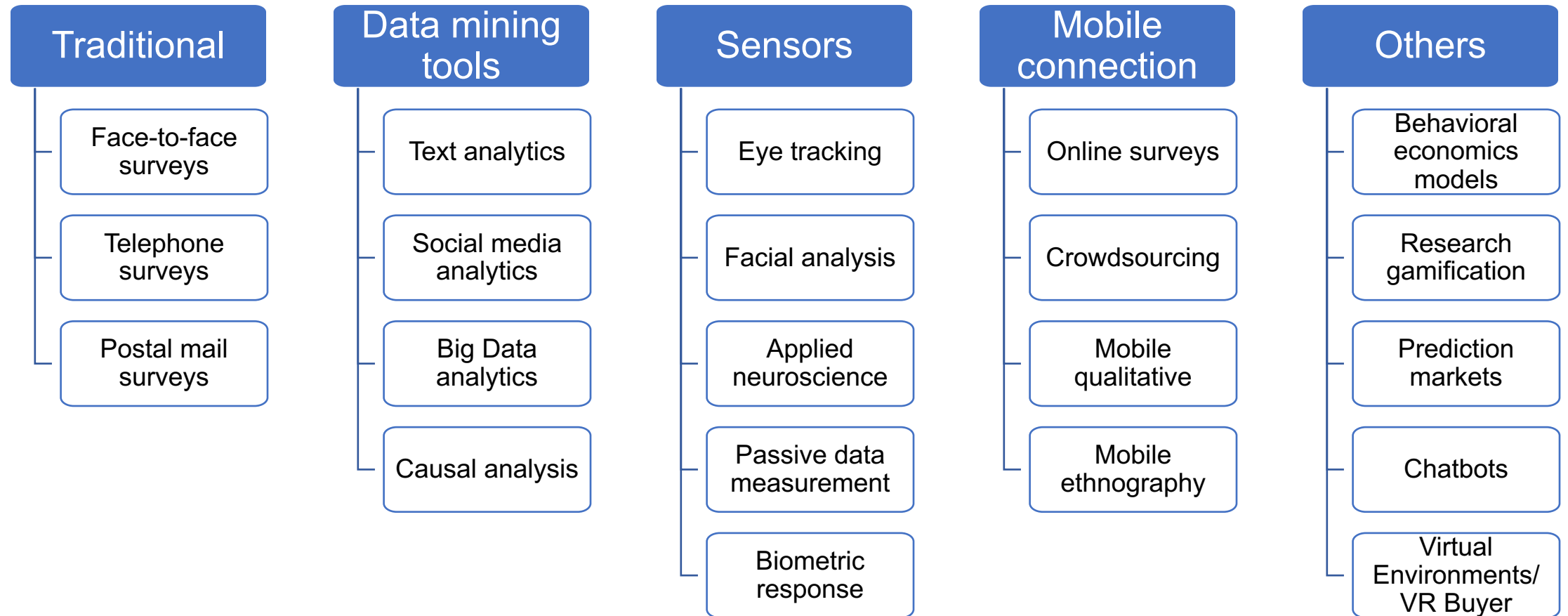
The *spiral of silence* as a barrier in the formation and measurement of public opinion

- **Public opinion** is the one that can be expressed in public without fear from social repercussions

(Noelle-Neumann, 1974, 1995)



Public opinion measurement and market research techniques



Source: Own classification with information from Greenbook (2022). *GRIT Insights Practice Report*.

Descriptive and analytic surveys

- In a **descriptive survey**, the aim is to obtain precision and representativeness in the results
- In an **analytic survey**, the goal is to establish relationships between variables

(Baker et al., 2013; Gill & Johnson, 2010)



METHODOLOGICAL FRAMEWORK

Qualitative research

- **18 in-depth interviews** with experts in the field of public opinion measurement and market research



Research questions

Practice of public opinion measurement and market research today

Processes

Structure and **frequency** of use of measurement techniques

Circumstances

Results obtained

Strategies that the **experts have** in this activity



RESEARCH FINDINGS

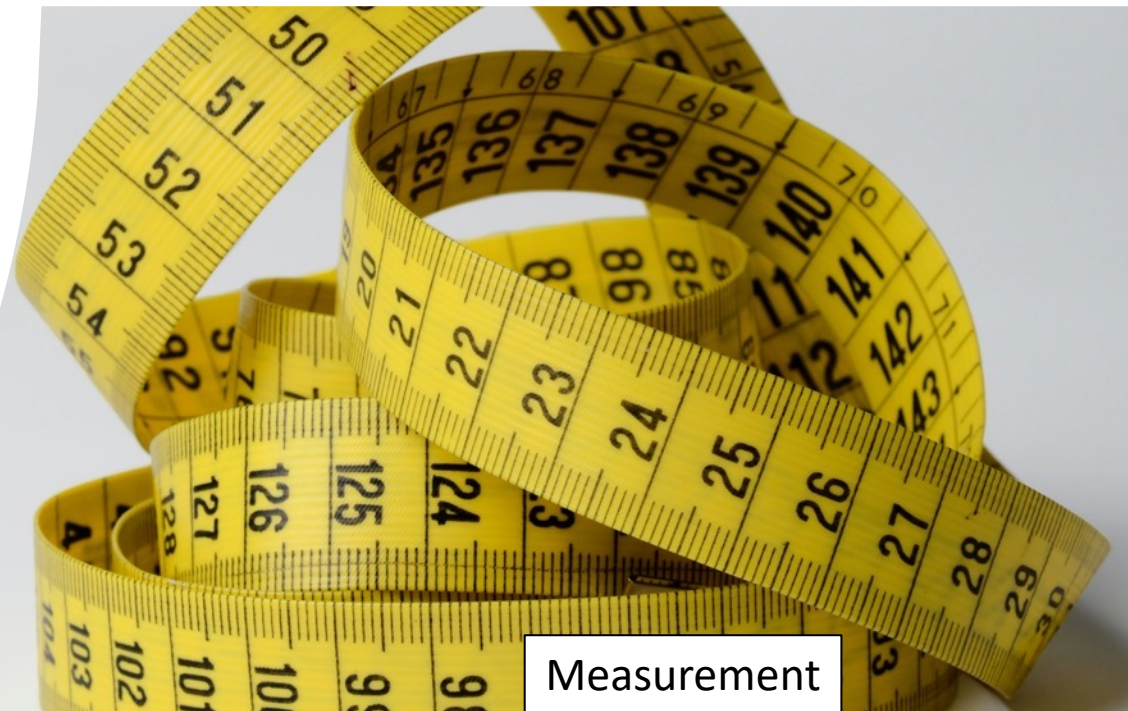
Research Findings

- Public opinion measuring is currently in **the process of transformation**



Research Findings

- There are **increasing difficulties** in measuring public opinion





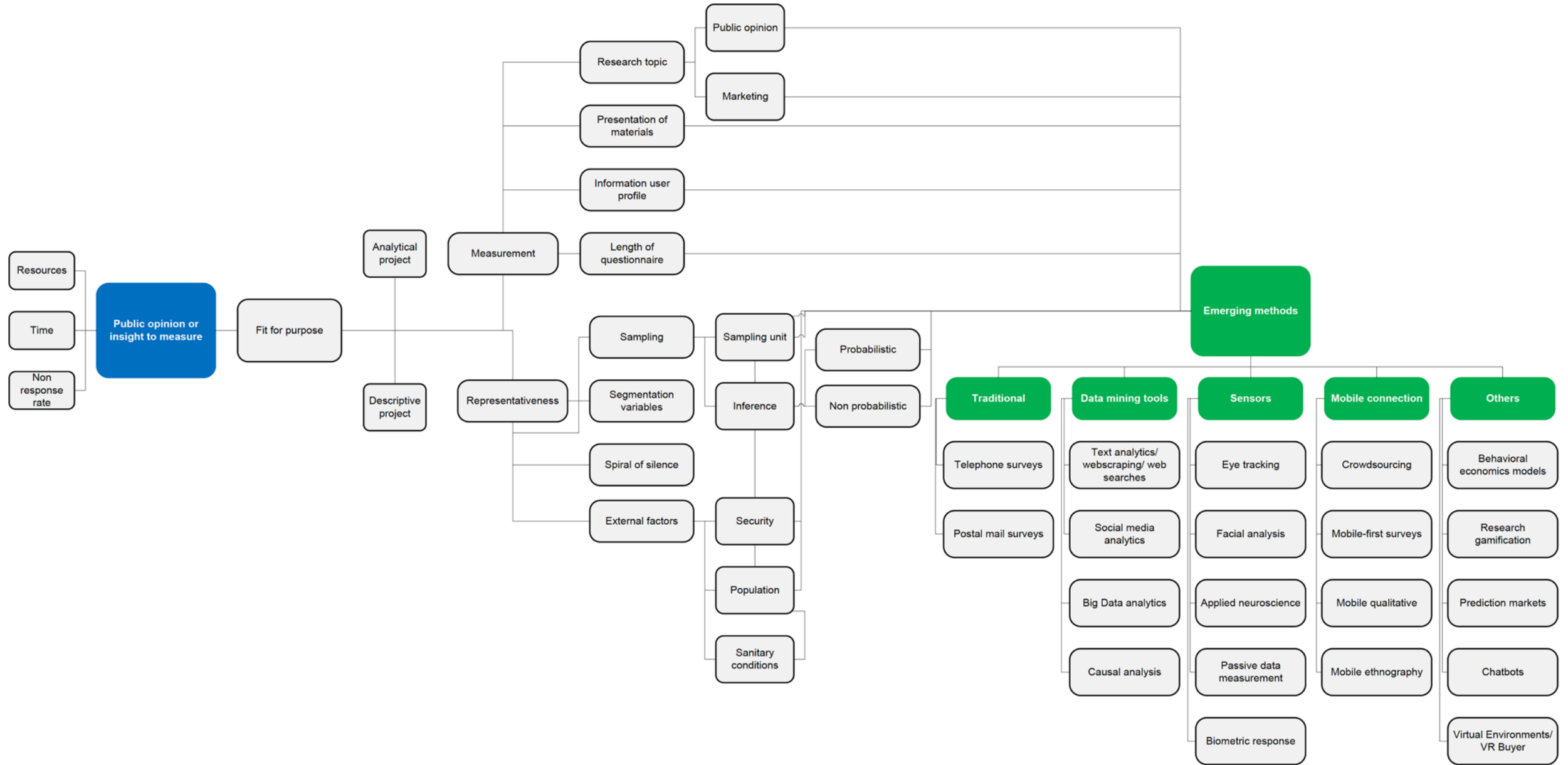
Research Findings

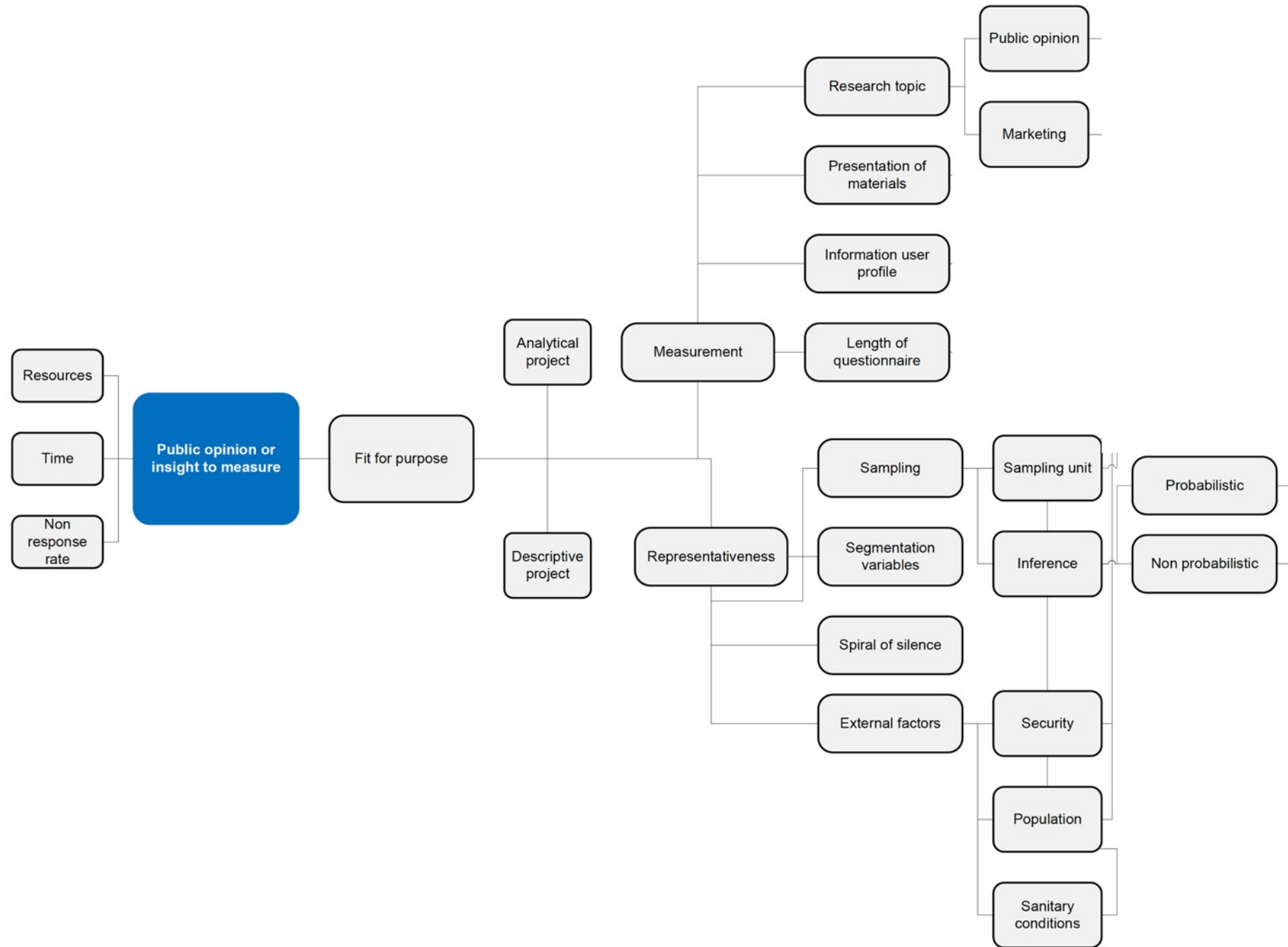
- A key element is to establish the **purpose of the research**, which will condition each technique's *fit for purpose*

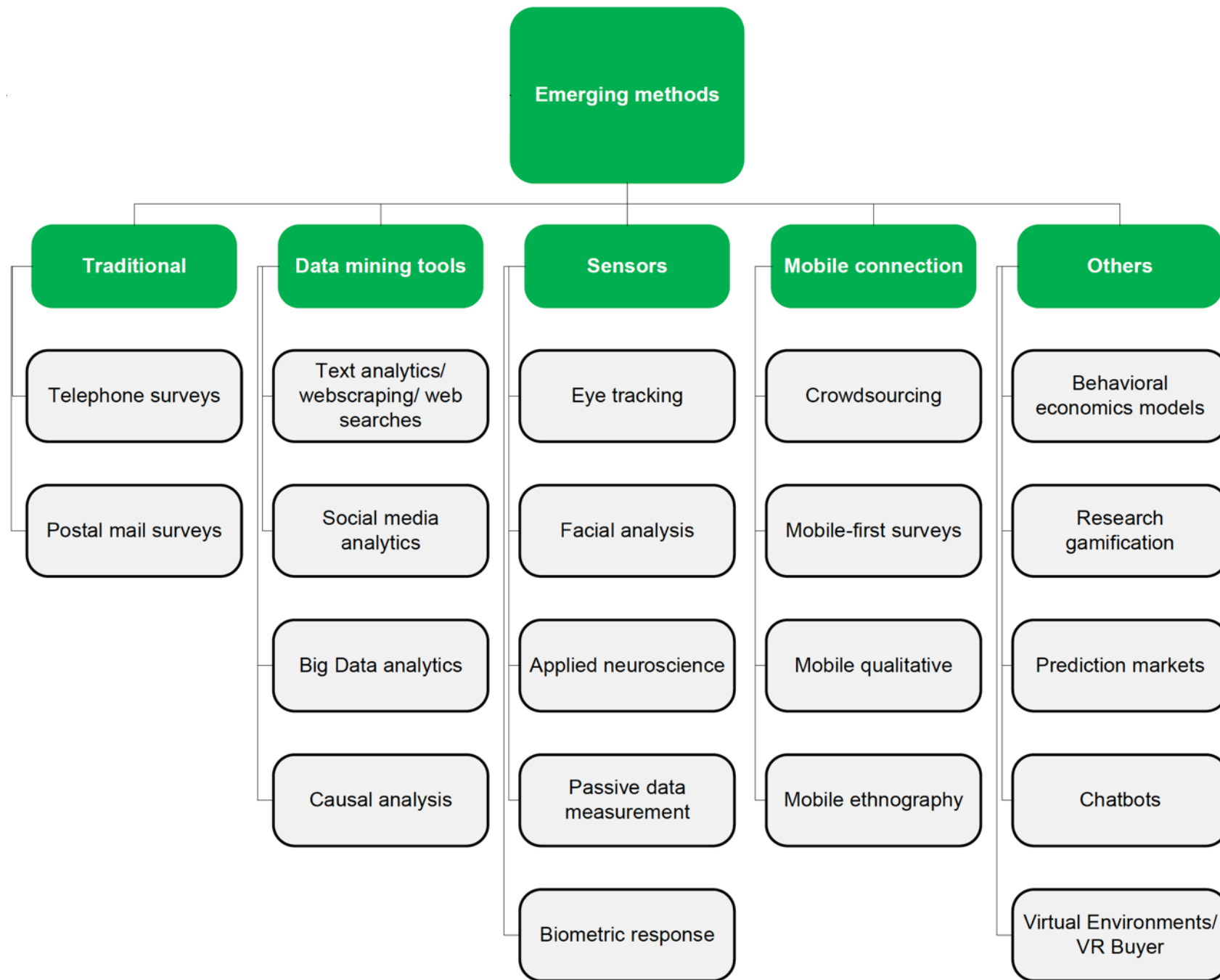


Selection of public opinion measurement and market research technique

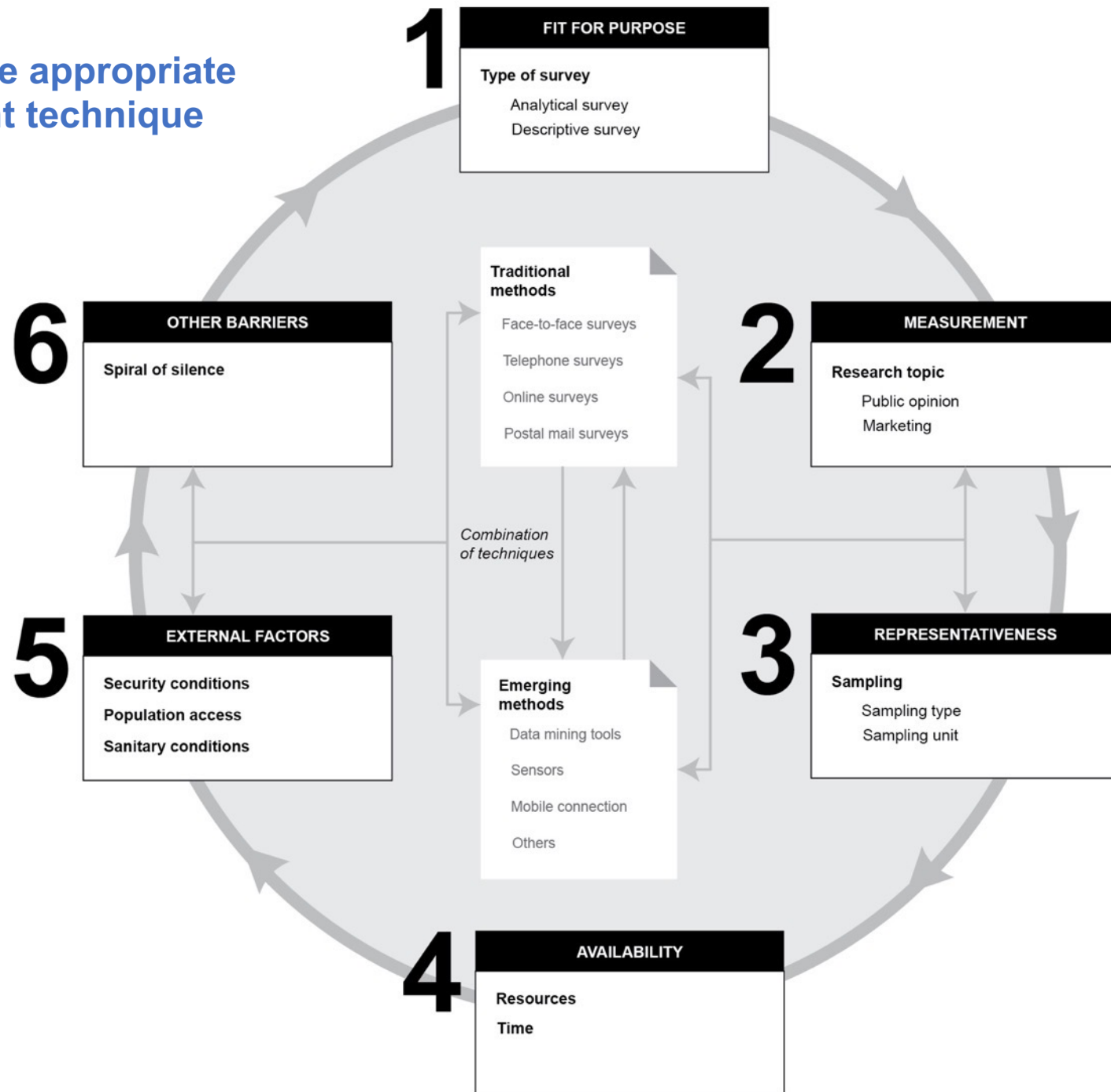
A methodological
proposal







Selection of the appropriate measurement technique



	Resource Requirements	Time Requirement	Expected response rate
Face-to-face surveys	High	High	High
Telephone surveys	Medium	Medium	Low
Postal mail surveys	Low	High	Low
Online surveys	Low	Low	Medium

	Adequate in conditions of insecurity	Adequate in restrictive sanitary conditions	Adequate for accessing the entire urban population	Adequate for accessing the entire rural population
Face-to-face surveys	Low	Low	Medium	Medium
Telephone surveys	High	High	High	Medium
Postal mail surveys	High	Medium	High	High
Online surveys	High	High	Medium	Low
Causal analysis	High	High	Medium	Medium
Eye tracking	Low	Medium	Medium	Low
Passive data measurement	High	High	Medium	Low
Biometric response	Low	Medium	Medium	Low
Research gamification	Does not apply	Medium	Medium	Low
Prediction markets	High	High	Medium	Low
Chatbots	High	High	Medium	Medium

	Suitable for Presenting materials	Suitable for long questionnaire length	Familiarity with various information user profiles
Face-to-face surveys	High	High	High
Telephone surveys	Low	Low	High
Postal mail surveys	High	High	High
Online surveys	High	Low	High
Text analytics	Does not apply	Does not apply	Low
Social media analytics	Does not apply	Does not apply	Medium
Big Data analytics	Does not apply	Does not apply	Medium
Causal analysis	Does not apply	Does not apply	Medium
Eye tracking	High	Does not apply	Low
Facial analysis	High	Does not apply	Low
Applied neuroscience	High	Does not apply	Low
Passive data measurement	Does not apply	Does not apply	Low
Biometric response	High	Does not apply	Low
Crowdsourcing	Medium	Does not apply	Medium
Mobile qualitative	High	High	High
Mobile ethnography	High	Does not apply	High
Behavioral economics models	High	Low	Low
Research gamification	High	Medium	Low
Prediction markets	Does not apply	Does not apply	Low
Chatbots	Does not apply	Does not apply	Low
Virtual Environments/VR Buyer	High	Low	Low



DISCUSSION

Discussion

- The selection of an appropriate technique for measuring public opinion or conducting market research can be determined by considering:
 - a) The purpose of the study or survey type, to assess each technique's *fit for purpose*
 - b) The research topic and what will be measured *per se*
 - c) Who or what do we want to represent
 - d) The availability of resources and time
 - e) The conditions of the environment
 - f) The possible presence of the *spiral of silence* in the studied phenomenon

Discussion

- Face-to-face surveys continue to be the *gold standard* in the techniques used in Mexico and other countries
 - Although several factors have given rise to alternative measurement methods



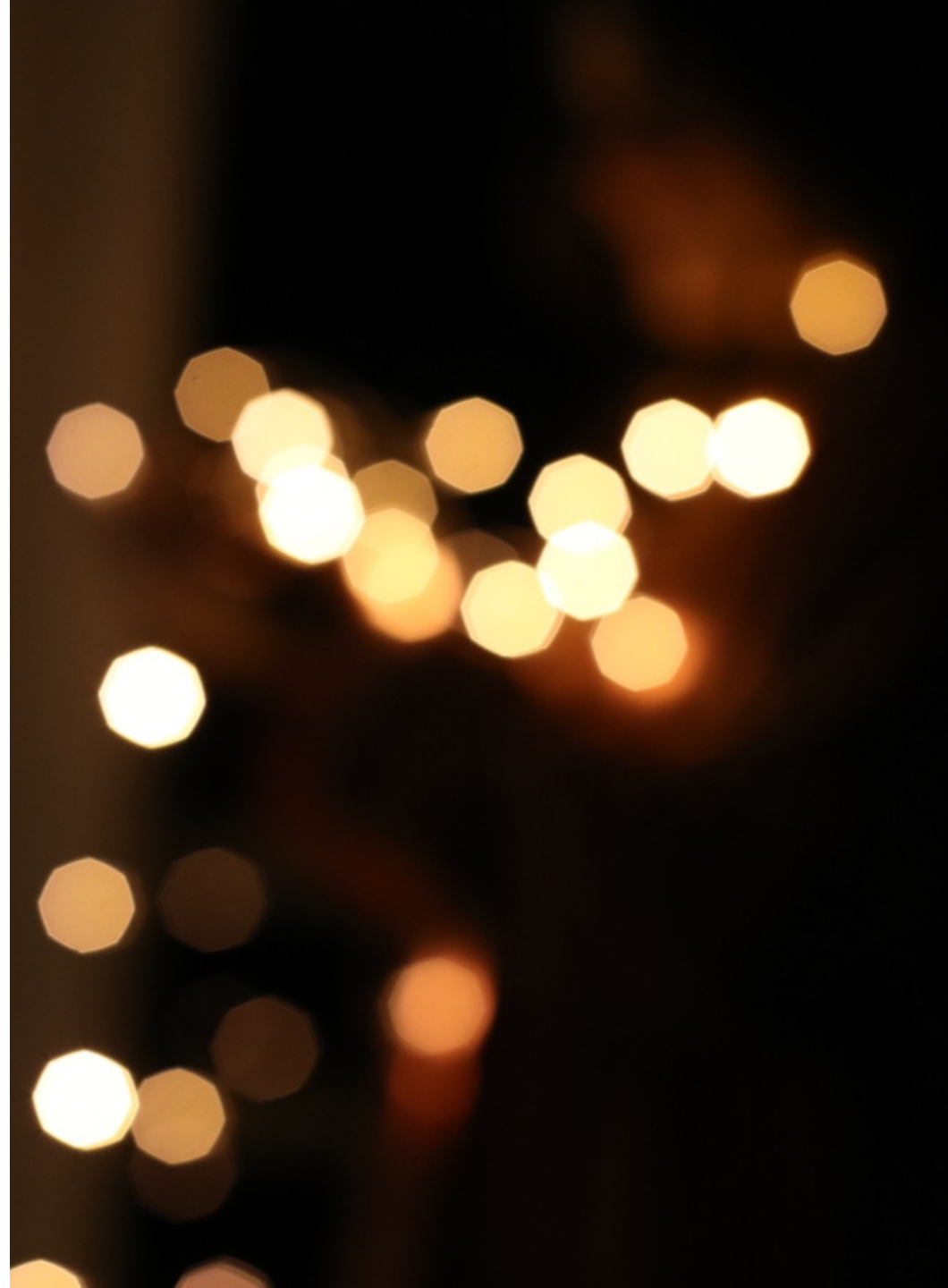


Discussion

- Alternate methods can measure public opinion as a complement or substitute for face-to-face surveys, but each one presents its own challenges to achieve the *representation* and *measurement* levels that are expected of them

Discussion

- New techniques to measure public opinion will continue to appear and may be evaluated according to the methodology proposed by this research



Discussion

- Using mixed methodologies is one of the ways in which the problem addressed by this research is solved
- Extending this methodological proposal to allow for combining criteria and techniques is an interesting future line of research

Final thoughts

- It is time to review and change the current paradigm that is based on the **hegemony of surveys** to define what public opinion is
 - If we define it with the tool that we measure it, we are reducing it to only what that tool reaches

Final thoughts

- And since it is a concept of **collective construction**, we must accept that the **diversity** that characterizes human beings cannot be reflected by **a single measurement tool**

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