



Nielsen Homescan & Life360 Technologies

*Michael Link, Ph.D.
Chief Methodologist*

Data Capture Technologies Seminar
March 18, 2010

Agenda

- Homescan – Collection of consumer purchase information (products, place of purchase, price, use of coupons/sales) with behavioral & attitudinal surveys
- Life360 – Digital ethnography to capture in greater detail what is happening in people's lives to gain insights into behaviors, attitudes, lifestyles and personalities
- Focus here is on technologies used, not panel recruitment, compliance or maintenance issues

Background of Homescan

- **Consumer panel services operate in 26 countries**
 - 248,000 households globally
 - Using three different approaches: diaries, dustbin, and scanner
- **In US, Homescan device (UPC scanner) is used:**
 - Facilitates electronic capture & transmission of data on an on-going basis

Scanner Features



- Keypad
- Display (2 lines / 16 char)
- Battery (rechargeable)
- Allow up to 500 UPC scans.

Main Menu Options



The main screen will have 3 menu options:

- RECORD PURCHASES
- ANSWER SURVEYS
- TRANSMIT NOW

Main Menu Options



In order to view the menu options, you would press the Up or Down arrow keys (Yes or No keys) to scroll through the menu items, then press the **SCAN/ENTER** key to select the proper function.

Recording Purchases



To begin recording purchases, you would scroll down to the **“RECORD PURCHASES”** menu option, and press **SCAN/ENTER**.

Recording Purchases



After selecting the **“RECORD PURCHASES”** option, the **“STORE NAME”** screen will be displayed.

Recording Purchases



- **Selecting a Store**

All the stores in your area would be listed alphabetically from A-Z in your scanner.

Once the desired store name is highlighted, you would press the **SCAN/ENTER** key to select the store where you shopped.

Recording Purchases



The scanner will then ask **“Frequent Shopper Card Used?”**, followed by **“Double or Triple Coupons Used?”** You would answer Yes or No.

Recording Purchases



- **Scanning Barcodes**

To scan barcodes, you must press the **SCAN/ENTER** key while simultaneously pointing the scanner at the barcode of the item purchased. The scanner will beep indicating the item has been scanned.

Recording Purchases



The scanner will ask **“Quantity Purchased 1”**. You would enter the appropriate quantity using the numeric keys, then press **SCAN/ENTER**.

If the Quantity is 7 or greater you will be asked “are you sure?”

Recording Purchases



The scanner will then ask **“Any Deals Used?”** You would press the Yes or No keys to respond.

Recording Purchases



- **Types of Coupons**

If you respond YES to “Any Deals Used?”, the “**COUPON**” screen will be displayed. You would enter a combination of numbers 1 and 2, as follows:

Store Coupon:	1
Manufacturer Coupon:	2
Both Store & Manufacturer:	12

Recording Purchases

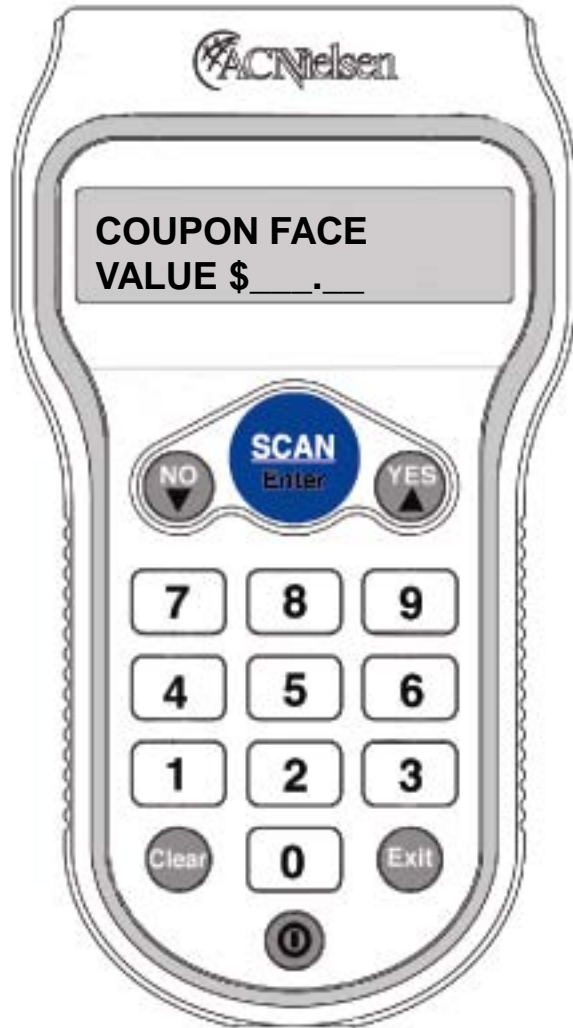


- **Type of Sales**

The “**SALE**” screen is the next screen displayed. You would enter any combination of numbers 1 and 2, indicating the types of sales that applied:

Store Sale Only:		1
Other Sale:	2	
Both Store & Other:		12

Recording Purchases



- **Coupon Face Value**

The “**COUPON FACE VALUE \$____.____**” screen is displayed if you select 1 or 2 on the **COUPON** screen. You would sum up the coupon values of all the coupons used, and enter a total coupon value using the numeric keys, then press **SCAN/ENTER**.

Recording Purchases



- **Finish Recording Purchases**

After you have finished scanning, you would press the **EXIT** key. The **“ARE YOU DONE SHOPPING?”** screen will be displayed. You would then press the **YES** key, indicating that shopping is complete.

Recording Purchases



- **Total Amount Spent**

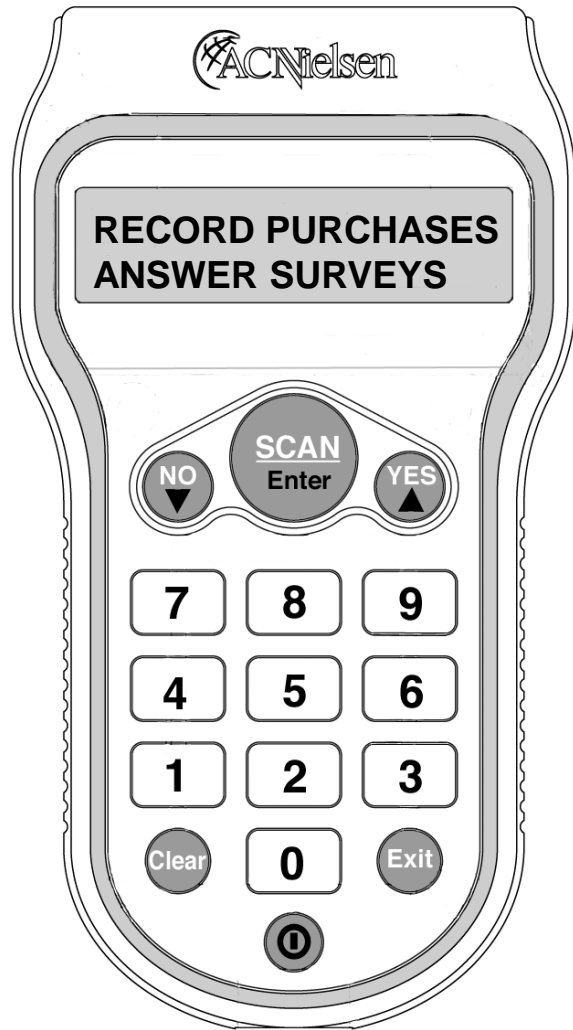
The **“TOTAL AMOUNT SPENT \$____.”** screen is the next screen displayed. Enter the total amount spent during the shopping trip using the numeric keys, then press the **SCAN/ENTER** key.

Recording Purchases



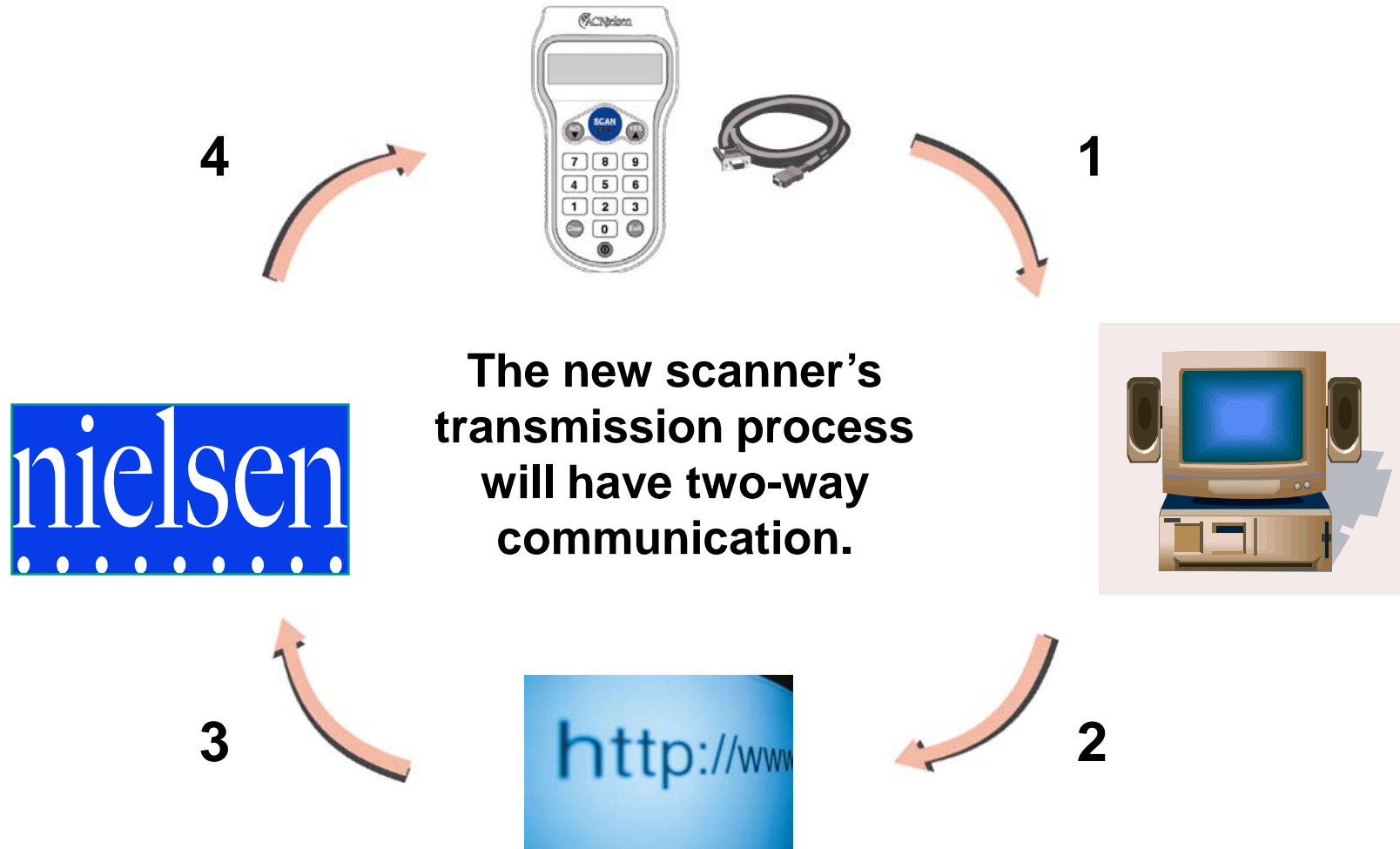
The **THANK YOU** screen will pop-up indicating that you have successfully completed recording purchases.

Answer Surveys



The second main menu option is **ANSWER SURVEYS**. You would receive paper surveys in the mail. Scanner is used to respond to the survey by scanning barcodes associated with the response options.

Transmitting Via the Internet



Store List & Software Updates

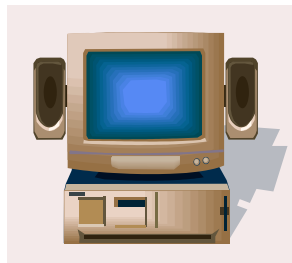


After the data is transmitted, Nielsen's system will determine if an updated store list or software upgrade is available. If so, the system will automatically download the information to the scanner.

Transmitting Via the Internet



A “TRANSMISSION SUCCESSFUL!” and the number of trips and surveys messages will be displayed on the scanner. The transmission successful message will also display in the PC status log



Homescan Internet Transporter

- **Installed on the PC**
 - Window OS7, Vista, XP, 2000, 98, ME, NT and 95
- **Viewable as a tray icon**
- **Transparent to the Panelists**
- **Supports dial-in and/or high speed Internet connection**
- **Initial PC application distributed via CD. Future distributions will be downloaded via the Internet**

Transmitting Via Modem



4



1



The new scanner's transmission process will have two-way communication.

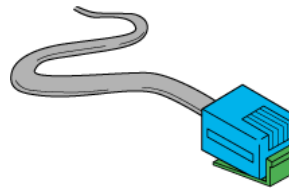
Place scanner in the Modem Home Base.



3



2



Connect your telephone line to the modem.

Summary of Homescan Technology

- **Provides a wealth of detailed consumer goods information**
- **Provides information quickly and on-going basis**
- **Relatively easy to use from participant's stand point**

The Life360 Approach



Why Digital Ethnography?

Objective

Capture in greater detail what is happening in people's lives to gain insights into behaviors, attitudes, lifestyles and personalities

Digital Approach

New digitally-powered tools (mobile devices – voice, text, pictures, video, applications – and Internet platforms) allow researchers to capture a range of “observations” without personally embedding themselves within the community of interest

Life360 Approach

- **Life360 is a concept, not a static approach**
 - Utilize a set of tools to develop more in-depth understanding
 - As the tools evolve, Life360 evolves
- **Types of Insights Gained:**
 - Real-time digital ethnography delivers content rich data to document real-world experiences.
 - ✓ Respondents offer words and images to catalog their daily experiences; can be tailored to specific themes
 - Collaborative approach empowers participants to share moods, likes and dislikes.
 - ✓ New avenues of insight, appreciation and communication
 - ✓ Feedback from respondent debriefs is they enjoyed participating

Data Collection Techniques Used

Measurements



- Mobile-enabled data capture
 - ✓ Timed Text Surveys
 - ✓ Pictures/videos

- Web-based data capture
 - ✓ Pre- and Post- Surveys
 - ✓ Personal E-Journals

Mobile-based Time Use Surveys

- Survey platform:
 - Techneos' Entryware run on Blackberry
 - Features: flexible alarms, the ability to 'lock down' a device, and complex scripting capabilities for branched questions
- Timer used to alert respondents to survey
 - They can take survey or "snooze" if needed
 - Typically alerted every hour, but can be set for self-initiation of random intervals depending on project need
- Survey content varies per client:
 - Place, Activities, & People
 - Moods/Circumstances (scales)
 - Happy/Depressed
 - Energetic/Tired
 - Engaged/Bored
 - Concentrating/Multitasking

Capturing the Visual Element



- **Utilize the visual features of mobile devices**
 - Capturing photos and video
- **Adds contextual data to a person's profile**
- **Images can be coded for more systematic analysis**
- **Allows respondent to become more involved in process**
 - Provides insights into their focus of attention & current activities

Other Elements of Life360 Approach

- Pre- & Post-Field Internet Surveys
 - Collect key background and demographic information
 - Collect attitudes, monitor change
- Online Journals:
 - Allows respondents to provide life details in their own words

Life360 Provides Broad Mix of Measures

- **Qualitative**
 - Words
 - Pictures
 - Audio/Video
 - Sentiment (Journals)
- **Quantitative**
 - Survey responses
 - ✓ Recurring mobile surveys
 - ✓ Pre-Survey
 - ✓ Post-Survey
- **Lifestyles & Personas:** Information combined to provide fuller delineated market segments & insights to consumer behavior.
- **Evolving Toolkit:** As the digital tools evolve, the Life360 approach will evolve as well

Thank you!

nielsen
● ● ● ● ● ● ● ● ●