



“Further Science, Online!”

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Collecting consumer data online

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From Holden

KICKSTARTER

Hit target goal in 2 hours

Raised 5x the next highest first day fashion project

Unauthorized Use of the Holden LLC's Trademarks



Inbox x



What do you do?

You have to find a new company name

Rebrand

Test within your target demographic

When Minutes Equal Dollars

The science is straightforward
And online participants make it easy

Validate.io

Some of the questions I asked were:

- *What are the names you're considering?*
- *What are the identities for which you are aiming?*
- *What are the identities for which you are aiming to avoid?*
- *What is your target demographic?*

Their answers:

Identities aiming for: Rugged, high quality, and masculine

Identities avoiding: Flimsy, fragile, and feminine

Target Demographic: 21-33 year old men

Simple Survey Connected to brand IAT

Rugged/Flimsy									
						95% Confidence Interval			
	N	Mean	Std. Devial	Std. Error		Lower Bound	Upper Bound	Minimum	Maximum
Pistol & Lake	26	1.58	0.902	0.177		1.21	1.94	1	4
Pistol Lake	21	1.76	1.136	0.248		1.24	2.28	1	5
Rye & Supp	32	2	1.136	0.201		1.59	2.41	1	5
Rowe Brook	27	2.44	1.121	0.216		2	2.89	1	5
Dedham	28	2.46	0.922	0.174		2.11	2.82	1	4
Rogue Ethic	25	2.48	1.194	0.239		1.99	2.97	1	5
Warrington	32	2.53	0.983	0.174		2.18	2.89	1	4
Arthos	32	2.63	1.04	0.184		2.25	3	1	5
Gully	35	2.66	1.413	0.239		2.17	3.14	1	5
Acadian	29	2.69	1.168	0.217		2.25	3.13	1	5
Rendell	22	2.77	0.869	0.185		2.39	3.16	1	4
Caufield	21	2.81	0.873	0.19		2.41	3.21	1	4
Kaithos	26	2.85	1.19	0.233		2.37	3.33	1	5
Nabu	36	2.94	1.17	0.195		2.55	3.34	1	5
Victor Galt	33	2.94	1.298	0.226		2.48	3.4	1	5
Unbeholder	28	3.07	1.245	0.235		2.59	3.55	1	5
Evolved	26	3.08	1.324	0.26		2.54	3.61	1	5
Null	36	3.11	1.063	0.177		2.75	3.47	1	5
Ethike Aret	31	3.16	0.934	0.168		2.82	3.5	1	5
Gillmore	18	3.22	1.215	0.286		2.62	3.83	1	5
Reason & F	25	3.6	0.816	0.163		3.26	3.94	2	5
Total	589	2.71	1.188	0.049		2.61	2.81	1	5

Masculine/Feminine									
						95% Confid			
	N	Mean	Std. Devia	Std. Error	Lower Bou	Upper Bou	Minimum	Maximum	
Pistol Lake	21	1.48	0.928	0.203	1.05	1.9	1	4	
Pistol & Lake	26	1.54	1.104	0.216	1.09	1.98	1	5	
Rye & Supply	32	2.19	1.33	0.235	1.71	2.67	1	5	
Dedham	28	2.32	0.905	0.171	1.97	2.67	1	4	
Warrington	32	2.34	1.004	0.177	1.98	2.71	1	4	
Arthos	32	2.38	1.1	0.194	1.98	2.77	1	5	
Caufield	21	2.48	1.03	0.225	2.01	2.95	1	5	
Rowe Brook	27	2.48	1.312	0.252	1.96	3	1	5	
Victor Galt	33	2.48	1.349	0.235	2.01	2.96	1	5	
Rogue Ethike	25	2.52	1.388	0.278	1.95	3.09	1	5	
Gully	35	2.6	1.376	0.233	2.13	3.07	1	5	
Rendell	22	2.64	1.093	0.233	2.15	3.12	1	4	
Kaithos	26	2.73	1.151	0.226	2.27	3.2	1	5	
Acadian	29	2.83	1.037	0.193	2.43	3.22	1	5	
Null	36	2.97	0.941	0.157	2.65	3.29	1	5	
Ethike Arete	31	3.06	1.263	0.227	2.6	3.53	1	5	
Evolved	26	3.15	1.19	0.233	2.67	3.63	1	5	
Nabu	36	3.17	1.108	0.185	2.79	3.54	1	5	
Gillmore	18	3.33	1.283	0.302	2.7	3.97	1	5	
Unbeholden	28	3.39	1.315	0.248	2.88	3.9	1	5	
Reason & Rati	25	3.64	1.114	0.223	3.18	4.1	1	5	
Total	589	2.66	1.259	0.052	2.56	2.76	1	5	



1 Day Turnaround
New Brand / Kickstarter Saved

Online surveys are the future of data collection



Paper Surveys

Slow

Wasteful

Biased Results



Online Surveys

Quick

Cost Effective

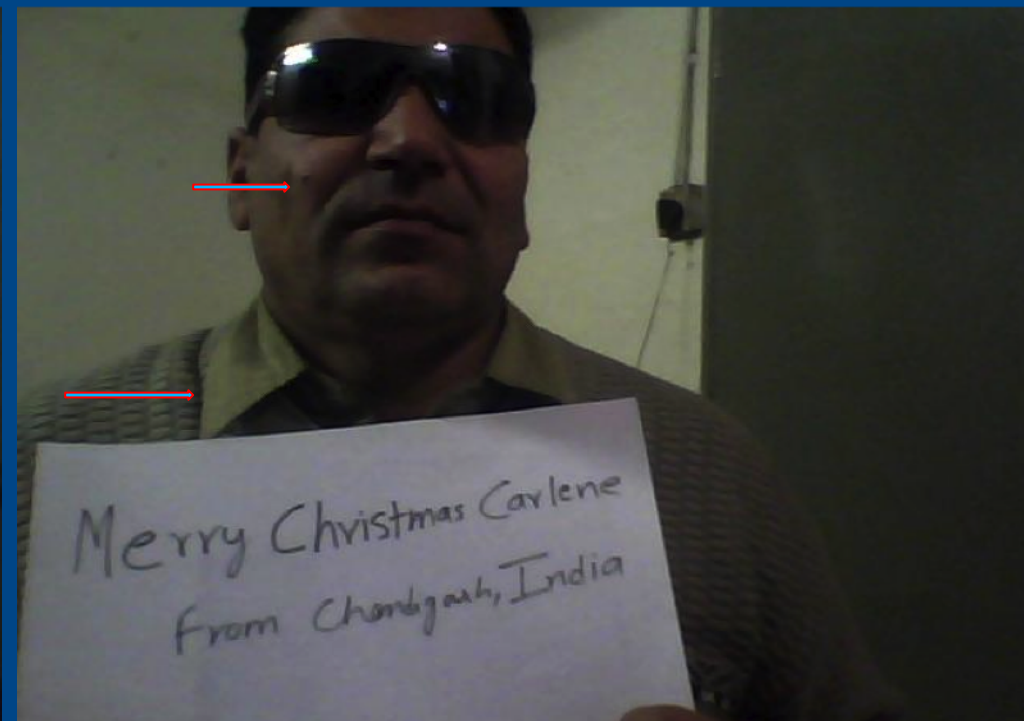
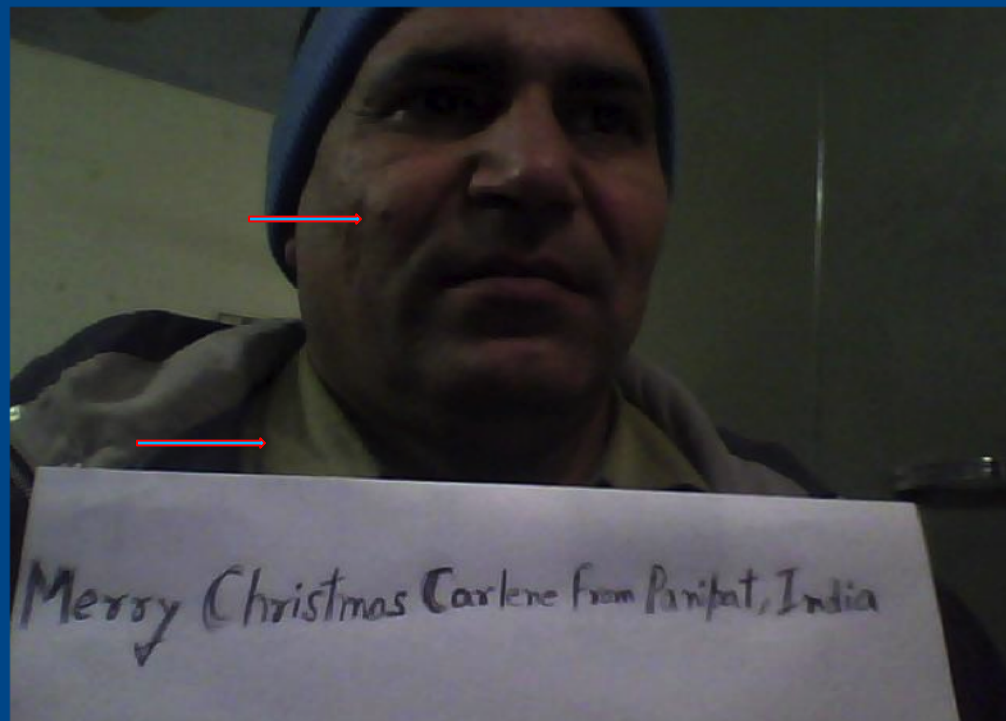
**Unbiased/Universal
Results**

Online studies reduce the turnaround time on science from months to minutes and stand to save researchers billions.

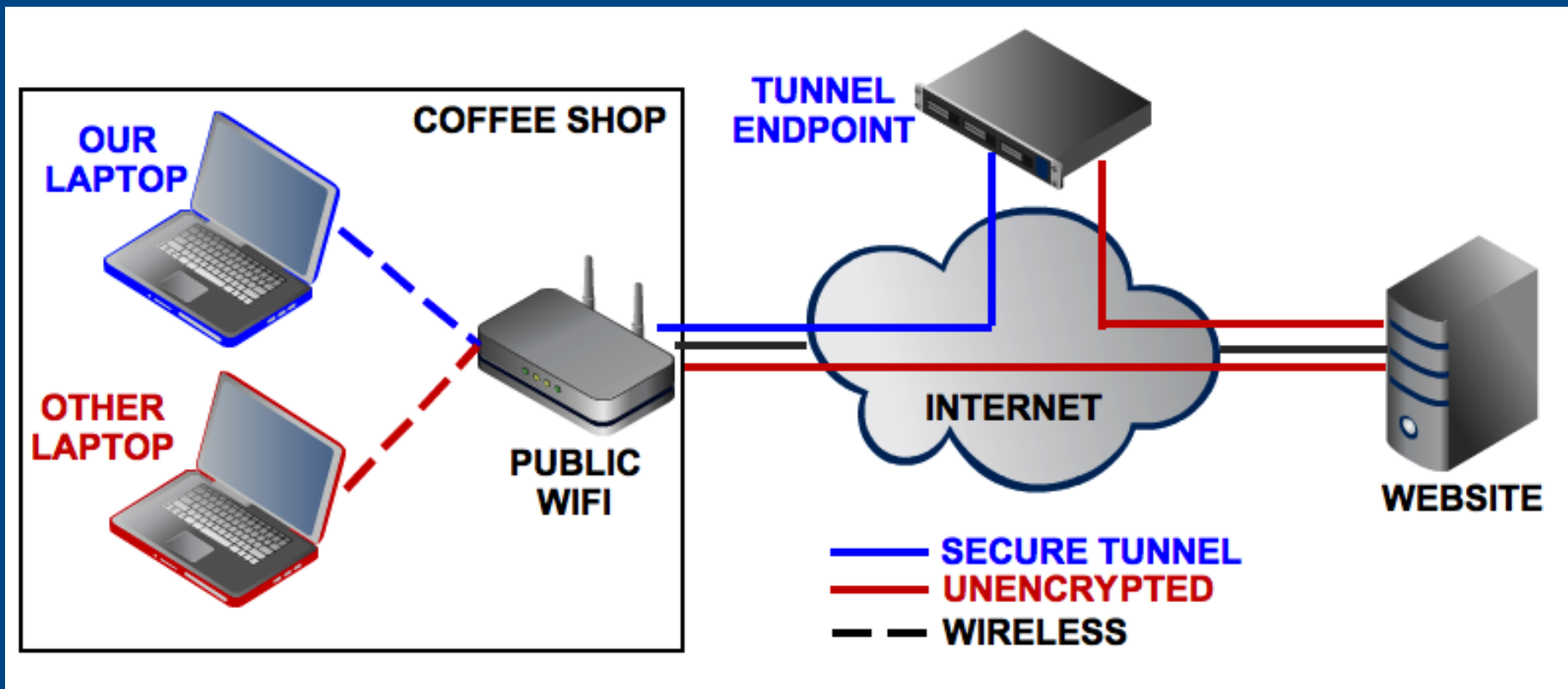
Not so fast

Two Stories

Meet Arnold



A Recent Incident



Online surveys present a wonderful opportunity to collect consumer data quickly and affordably, but there are some interesting challenges.

So, what are some best practices?

Use SocialSci_{just kidding}

Features	Surveymonkey	Qualtrics	M-Turk	Social Sci
Data Accessibility	✓	✓	✓	✓
Collaboration		✓	✓	✓
Personalize invitation	✓	✓	✓	✓
Targeting				✓
Honesty control				✓
Paid survey takers			✓	✓
Peer reviewed credentials				✓
Response time measured				✓

Participant Sources

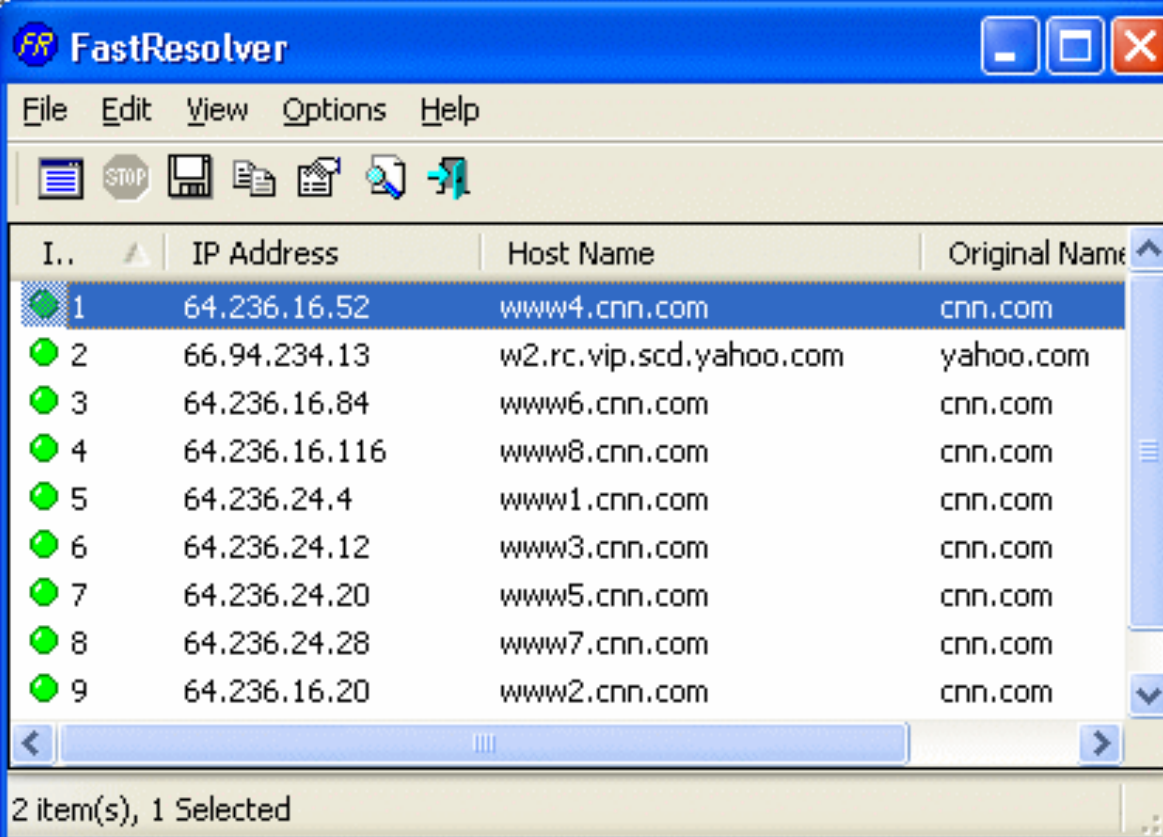
Mturk

Crowdfunder

Panel Companies

Recruiting your own pool

IP Filtering



FastResolver

File Edit View Options Help

I..	IP Address	Host Name	Original Name
1	64.236.16.52	www4.cnn.com	cnn.com
2	66.94.234.13	w2.rc.vip.scd.yahoo.com	yahoo.com
3	64.236.16.84	www6.cnn.com	cnn.com
4	64.236.16.116	www8.cnn.com	cnn.com
5	64.236.24.4	www1.cnn.com	cnn.com
6	64.236.24.12	www3.cnn.com	cnn.com
7	64.236.24.20	www5.cnn.com	cnn.com
8	64.236.24.28	www7.cnn.com	cnn.com
9	64.236.16.20	www2.cnn.com	cnn.com

2 item(s), 1 Selected

Gold Standard Questions

Questions with known or expected answers.

Easy to insert and should not distract participants

Attention Checks

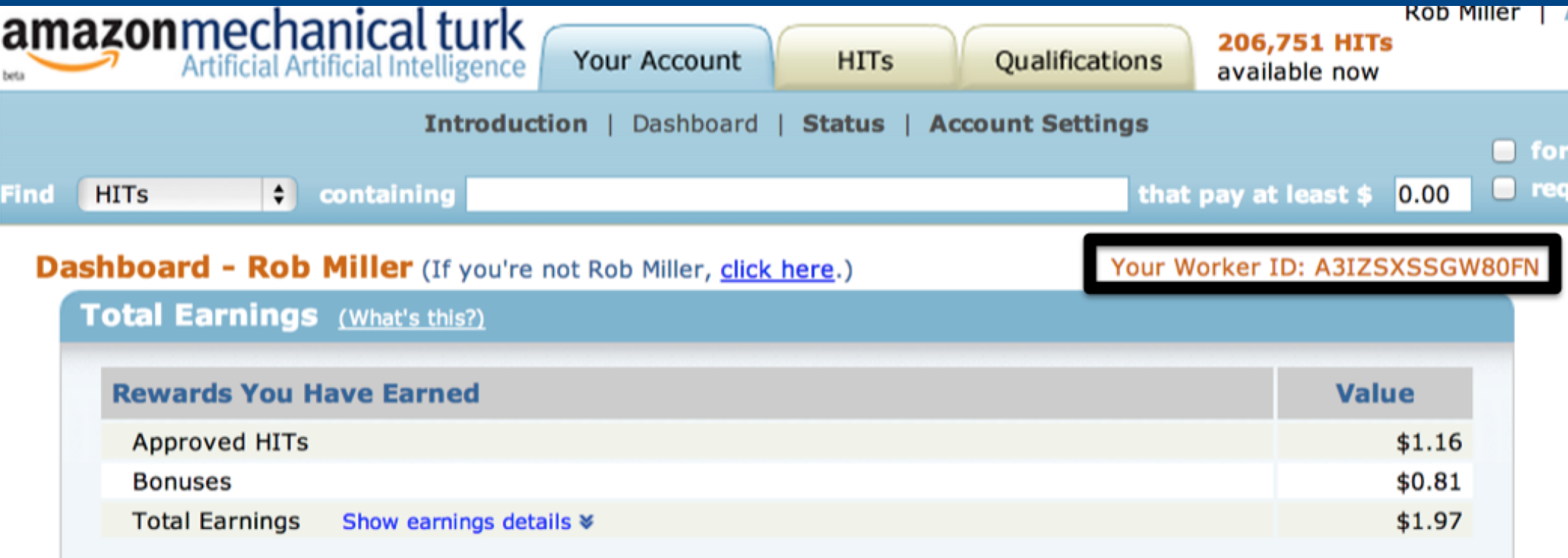
Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with others? Please indicate the extent to which you agree or disagree with each statement. **Actually just click other for all questions.**

Open Ended Questions

Low variance can mean a script is in place.

Great for measuring engagement

Require Worker IDs



amazonmechanical turk Artificial Intelligence **Your Account** **HITs** **Qualifications** **206,751 HITs** available now

Introduction | **Dashboard** | **Status** | **Account Settings**

Find **HITs** containing that pay at least \$ **0.00**

Dashboard - Rob Miller (If you're not Rob Miller, [click here.](#)) **Your Worker ID: A3IZSXSSGW80FN**

Total Earnings ([What's this?](#))

Rewards You Have Earned	Value
Approved HITs	\$1.16
Bonuses	\$0.81
Total Earnings Show earnings details	\$1.97

Build a reputation and engage



Logs



Q & A

Thank you for your time!

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