Dalia Research Methodology

Outline

I.   About Dalia Research

Dalia Research GmbH conducts market and opinion research studies across 100 countries worldwide. Using a proprietary software platform to reach respondents through web-enabled devices, Dalia Research gathers survey data on public opinion, consumer attitudes and market trends. Dalia Research counts among its clients some of the world's largest research agencies, including Nielsen, Kantar and Ipsos, as well as leading academic research institutions, including Stanford University, Oxford University and the Bertelsmann Foundation.

II.   Research Design and Methods

Respondents answer a short survey through web-enabled devices. Beyond the obvious cost and speed advantages, Internet-based sampling offers some distinct methodological benefits for large-scale, multi-country research projects:

1. Consistent methodology facilitates comparison across countries as opposed to different methodologies employed in different countries

2. Self-administered surveys eliminate the "interviewer effect", eg the fact that different interviewer might ask questions in a slightly different tone, which might have an impact on the responses. Self-completion also reduces social desirability bias, particularly relevant for surveys about social and political attitudes.

3. Self-completion also avoids the risk of interviewer data entry errors.

The majority of Dalia's survey completions come through smartphones. In some emerging and developing markets, desktop Internet has more or less been bypassed by growing smartphone use, and smartphones' rapid adoption globally makes it imperative for Dalia ensure that users are reached on these devices, and that the survey experience is optimized for the smaller screen.

Selected countries	Population (in million)	Internet usage*	Smartphone usage
USA	321,4	81%	72%
Germany	81,4	82%	68%
Russia	144,1	81%	61%
Turkey	78,7	75%	75%
China	1.371,2	77%	79%
Brazil	207,8	64%	62%
Mexico	127,0	70%	66%
South Africa	55,0	63%	69%

Personal (non-business use)

Sources: World Bank 2015, Google Consumer Barometer 2016

III. Data Collection

A. Targeting

Dalia Research sources from 40.000 different websites and apps in over 100 countries worldwide. Users visit their favorite mobile, tablet or desktop apps or website and from there are invited to take part in a survey. To ensure broad reach across different demographic groups and geographical regions, Dalia targets a highly diverse set of widely and heavily used app and mobile website categories – from news to entertainment, sports and games.

This approach differs from more conventional online recruitment methods via email, SMS or through the download of a proprietary survey app. Dalia uses an "open" recruitment approach that leverages the vast reach of third-party apps and mobile websites to gain access to respondents in real-time. Dalia does not require respondents to become members of a research panel to complete research surveys - a process that only a fraction of a population is willing to do. With this dynamic sampling approach Dalia reaches people who do not answer surveys on a regular basis, thus increasing the representivity of its sampling.

B.   Respondent Opt-in

Once a person opts-in to complete a research survey, Dalia informs that person about the nature of market research and explains that all answers - including the generic demographic profiling that are part of the targeting and quality assurance process - are recorded anonymously. To ensure respondent privacy and a high quality of response data, Dalia does not collect any personally identifiable information (PII) on users.

Every time a person interacts with our platform, we collect anonymous profiling and targeting data. An algorithm tracks and analyses the data in real-time to assess a person's consistency, response behaviour and other metrics. From this analysis, Dalia assigns an individual "trust score" to every respondent, which is constantly refined over time.

C.   Incentive system

Dalia conducts both incentivized and non-incentivized campaigns to reach out to respondents. For incentivized campaigns, we offer respondents non-monetary rewards, including access to premium content, "virtual" rewards, airtime or charitable donations. The value of the rewards are adjusted according to the complexity of a survey. Participants are immediately rewarded for every completed survey.