2017 - LEARNING OBJECTIVES

Module 1 - Introduction & Overview to Mobile Market Research
After completing this module you should be able to:
1. Define mobile market research, distinguishing between the two main strands: 1) people taking online surveys via a mobile device and 2) research which can only be done on a mobile device.
2. List the reasons why mobile market research is attractive to researchers.
3. List the principal mobile market research methodologies, both quantitative and qualitative, and explain the differences between them.
4. Describe the advantages of smartphones in mobile market research.
5. Summarize the history of mobile market research.
6. Describe the challenges faced by researchers when designing a mobile market research study.
7. Explain the importance of including mobile participants in samples and describe how this is done.
8. Describe new research opportunities available with the use of mobile devices.
9. Describe "in the moment" research.

Module 2 - The Technologies that Underpin Mobile Market Research
After completing this module you should be able to:
1. Describe the principal delivery options for mobile market research.
2. List the different types of mobile devices and discuss the capabilities of each.
3. List the different mobile operating systems and discuss how they differ.
4. Identify the key components in the mobile ecosystem.
5. Summarize how the mobile ecosystem shapes research options.
6. Discuss the challenges of using new mobile technologies in market research.
7. Discuss the key benefits of using mobile technologies in market research.
8. Describe the differences between mobile web and native app approaches.
9. Describe how apps can be used for measurement in mobile market research.

Module 3 - The Role of Mobile Market Research in Quantitative Research
After completing this module you should be able to:
1. Locate mobile market research within the wider market research context of quantitative research.
2. Discuss the implications of varying levels of mobile phone ownership region by region and country by country.
3. Discuss how the features of various mobile devices can be used in quantitative market research.
4. Describe how access to the mobile Internet influences quantitative mobile market research.
5. Distinguish between active and passive methods of mobile market research.
6. Describe the most widely used practices for quantitative mobile market research.
7. Explain how the rise in mobile only households has impacted research conducted via CATI.
8. Discuss the way that mobile devices are being used in face-to-face interviewing.
9. Discuss the need to check for mode and sample effects when using mobile specific or device agnostic approaches.

Module 4 - Designing Mobile Surveys
After completing this module you should be able to:
1. Compare and contrast the survey design implications of feature phones, smartphones and tablets.
2. Discuss what is meant by “mobile first” design.
3. Summarize the limitations of mobile surveys.
4. Discuss the challenges when converting studies from other methods (e.g., CATI or PC-based online).
5. Describe the key issues relating to survey design when using mobile market research.
6. Discuss the strengths and weaknesses of hybrid/multi-mode studies.

Module 5 - The Role of Mobile Market Research in Qualitative Research
After completing this module you should be able to:
1. Locate mobile market research within the wider market research context of qualitative research.
2. Describe the reasons why mobile is attractive to qualitative market researchers.
3. Discuss how the features of various mobile devices can be used in qualitative market research.
4. Summarize the most common forms of qualitative mobile market research.
5. Compare and contrast auto-qualitative research with moderated qualitative research.
6. Discuss the difference between qualitative and qualitative analysis in the context of mobile market research.
7. Describe the best practices for using mobile market research in qualitative research.

Module 6 - Access Panels, Client Lists, Communities, and Other Sources of Sample
After completing this module you should be able to:
1. Summarize the role of access panels in mobile market research.
2. Discuss the pros and cons of different sampling approaches for mobile market research.
3. Locate mobile market research within the wider context of market research communities.
4. Summarize the opportunities for using mobile market research with research communities.
5. Identify the potential problems with mobile market research and research communities, from both researchers' and participants' points of view.
6. Describe the key issues in using mobile market research in community-based market research, covering both qualitative and quantitative research.
7. Identify the key issues surrounding the use of client lists as a sample source for mobile market research.
8. Describe the challenges that panel companies face when it comes to sourcing participants for a native app approach.
9. Describe other methods of obtaining samples for mobile market research.

Module 7 - Global Mobile Market Research
After completing this module you should be able to:
1. Locate mobile market research within the wider global market research context, both in quantitative and qualitative research.
2. Describe the key issues for using mobile market research in international and global contexts, covering both qualitative and quantitative research.
3. Identify the key issues when using mobile market research in an international and global context.

Module 8 - Mobile Market Research and Mobile Marketing
After completing this module you should be able to:
1. Discuss how an understanding of the evolution of mobile marketing can benefit mobile market researchers.
2. List some of the challenges faced by both mobile marketers and mobile market researchers.
3. Describe how mobile marketing delivers its messages.
Module 9 - Mobile Market Research and Potential Future Directions
After completing this module you should be able to:
1. Describe the key trends, developments, and debates relating to mobile market research.
2. Review the key challenges confronting the use of mobile market research.
3. Describe how the continued evolution of mobile technology might be applied in market research.
4. Describe how the Internet of Things (IoT) could impact mobile market research in the future.

Module 10 - Privacy and Ethical Considerations for Mobile Market Research
After you complete this module you should be able to:
1. Define the key stakeholders in terms of mobile market research privacy and ethical considerations.
2. Review the safety concerns relating to mobile market research.
3. Review the privacy concerns relating to mobile market research.
4. Review the data security concerns relating to mobile market research.
5. Summarize the regulatory issues surrounding mobile market research.
6. Discuss the ethical issues that relate to mobile market research and research quality.

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