

KLA at SAMRA Conference 2011

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The theme of this year's SAMRA conference was "Dare to Care: Put the heart in the art of research" and KLA's Andrea Chemaly was there.

Andrea presented her paper on mobile technology focusing on mobile devices as a platform for qualitative research; delving into 5 case studies covering various aspects of this pervasive technology, it quickly becomes evident that mobile platforms are not just for quantitative studies.

KLA has long been using mobile devices for mystery shopper research and WAP enabled phones have been proven as a highly effective method for conducting online surveys anywhere and at any time.

But with the advent of smart phones and camera phones the scope for adding richness and depth to market research not only becomes much wider spread than ever before, but it allows us to access it at a fraction of the cost of traditional methods. For example, it is no longer necessary to send an interviewer armed with a camera into respondents' homes when respondents can simply reply to an SMS request with a photo of their pantry contents.

For more information, or to get a copy of the paper, please contact us by email .

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