The Handbook of Mobile Market Research: Tools and Techniques for Market Researchers
Ray Poynter, Navin Williams, Sue York

Hardcover ISBN: 978-1-118-93562-0 October 2014 $40.00

DESCRIPTION

The premier guide to mobile market research

The Handbook of Mobile Market Research is the first guide to focus exclusively on the use of mobile technology in market research. From a global perspective, more people own mobile phones than landlines or computers, and most people have their mobile phones with them at all times—along with their tablets, smartwatches, media players, and navigation devices. The continuous surge of mobile innovation provides unprecedented access to real-time consumer behaviour. Mobile market research allows users to reach more people, engage more people, and collect more valuable data as respondents are free to engage at their own pace, on their own time.

Industry forerunners Ray Poynter, Navin Williams, and Sue York employ decades of study to examine the present and future state of mobile market research, as well as the advantages and disadvantages of various approaches. This book contains clear, comprehensive knowledge for those who implement, utilise, and study the field. Readers will learn:

• The characteristics, scope, and importance of mobile market research

• Purposes and effects of principal tools like brand tracking, ad testing, customer satisfaction research, and research technology

• How mobile devices are used for qualitative and quantitative research by way of online focus groups, online discussions, mobile diaries, mobile ethnographies, and mobile surveys

• Aspects and implications of mobile computer interviews, mobile phone interviews, mixed-mode research, international mobile research, and research using passive data, panels, lists, and communities
• The significance of the mobile ecosystem, market research ethics, and research on research

Designed to be accessible and helpful for beginners and advanced users alike, *The Handbook of Mobile Market Research* is an extensive guide to one of the most promising, dynamic methods of data collection.

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**ABOUT THE AUTHOR**

**Ray Poynter** has spent the last 35 years at the forefront of market research, technology and innovation. He is the creator of NewMR, author of *The Handbook of Online and Social Media Research*, Director of Vision Critical's knowledge sharing centre, and Managing Director of The Future Place. He is in frequent demand as a workshop leader, conference speaker, session facilitator, writer of articles, trainer, and consultant. Ray feels his mission is to help people, have fun, keep learning, and ideally make some money along the way.

**Navin Williams** has lived and worked in diverse markets like China, Africa and India, where he has had the opportunity to be part of market research technological adoptions in developing environments. His quest to drive mobile adoption in market research led him to form MobileMeasure Consultancy Limited. A pioneer in mobile enabled market research, Navin has written a number of whitepapers and is a frequent speaker at industry conferences and educational campuses. An early voice on mobile market research, he is very excited by the current chorus of industry captains, industry bodies and researchers championing mobile.

**Sue York** has a love of new research methods and is an advocate of methodological rigour and the need for research-on-research. Sue has a high profile within the global market research community, and has run workshops for bodies such as ESOMAR, AMSRS and the Singapore MRSS. She is joint editor and curator of the ESOMAR book *Answers to Contemporary Market Research Questions*. Sue is an active member of the market research online community and was a founder of NewMR.