



# How to use social media data to match fresh participants from 2 billion people

Hugh Carling, Co-founder

# Behavioral Recruitment

Fresh participants matched on social networks



**Behavioral Recruitment gives you fresh participants matched on social networks. It's a radically different method, powered by big data on people's real behavior. We don't use databases - we search 2 billion profiles worldwide to recruit truly representative participants.**

High quality, representative participants are a vital ingredient to market research - every project depends on them. After all, your results can't be right if you're listening to the wrong people.



# Market Research's No.1 problem

**The GRIT Report 2017 Q3-Q4 revealed that access to quality and representative sample was the 'single biggest challenge', facing researchers and buyers, with a decline in quality and falling participation rates.**

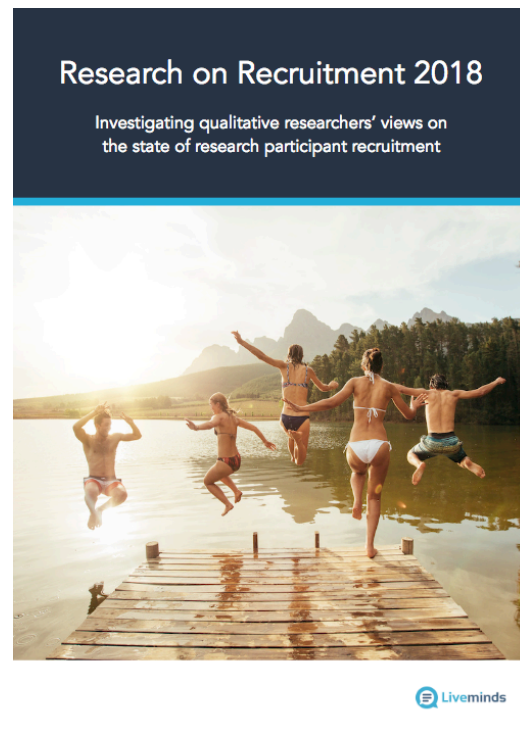
According to the GRIT Report 2018 Q1-Q2 '39% of researchers surveyed expect sample quality to worsen over the next three years' and that 'fewer than a third of sample providers expect panel quality to get better'!

With so many suppliers available, it's hard to escape the conclusion that it's fundamental flaws in the traditional database approach which are creating so many worries for researchers.

## What increases the risk of low-quality participants?

Liveminds commissioned Sketchbook Consulting to conduct [Research on Recruitment 2018](#).

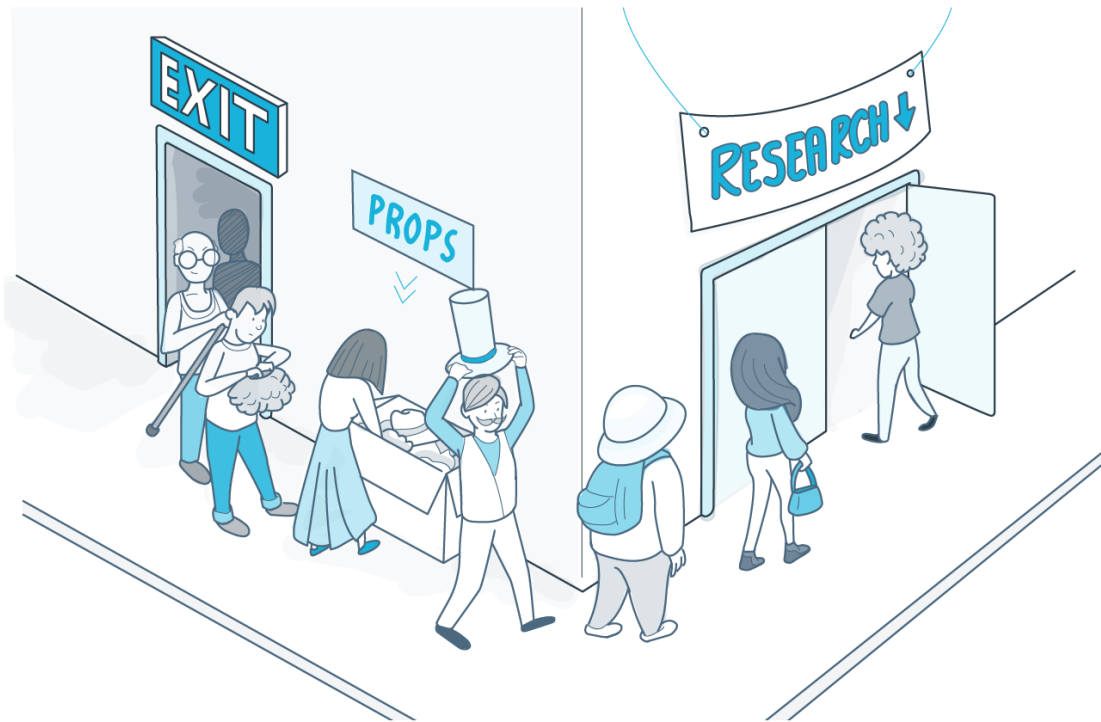
100 qual researchers in the UK responded and the findings strongly echoed the GRIT reports.



### [Download the full report](#)

The findings led us to believe that there are three systemic problems with the traditional database approach which increase the risk of low-quality participants. These issues are illustrated with cartoons based on unbelievable but true stories we heard from the researchers in the study.

# 1. Limiting selection to the same small pools



**Firstly, we're limiting ourselves to the same small pool of repeat respondents, rather than using the vast oceans of social networks.**

This simply gives far less chance of finding people who genuinely match the criteria.

In the study, more than half of researchers said they had recognized the same people in different projects within the last 12 months.



## 2. Repeat respondents are less representative



**Secondly, repeat respondents become increasingly professional, get conditioned to the research process and cease to represent the views of typical consumers.**

A recent exploration we commissioned with consumer psychologist Patrick Fagan revealed how the validity of results from repeat respondents is affected by influences such as habitual responding, implicit memory and ulterior motivations. [Read the full article](#)

### 3. Relying on what people say



**Finally, in the past we've had to rely entirely on what the recruits say, not what they actually do.**

Our research revealed that 1 in 2 qual researchers believe that too many participants lie to get recruited. 1 in 2 also believe that some recruiters encourage participants to lie. The risk of this is intensified given the pressure put on recruitment companies to quickly find people that meet strict specifications.

And even where intentions are honorable, as behavioral science has shown us, people's memories are highly unreliable.

# Participant quality matters most

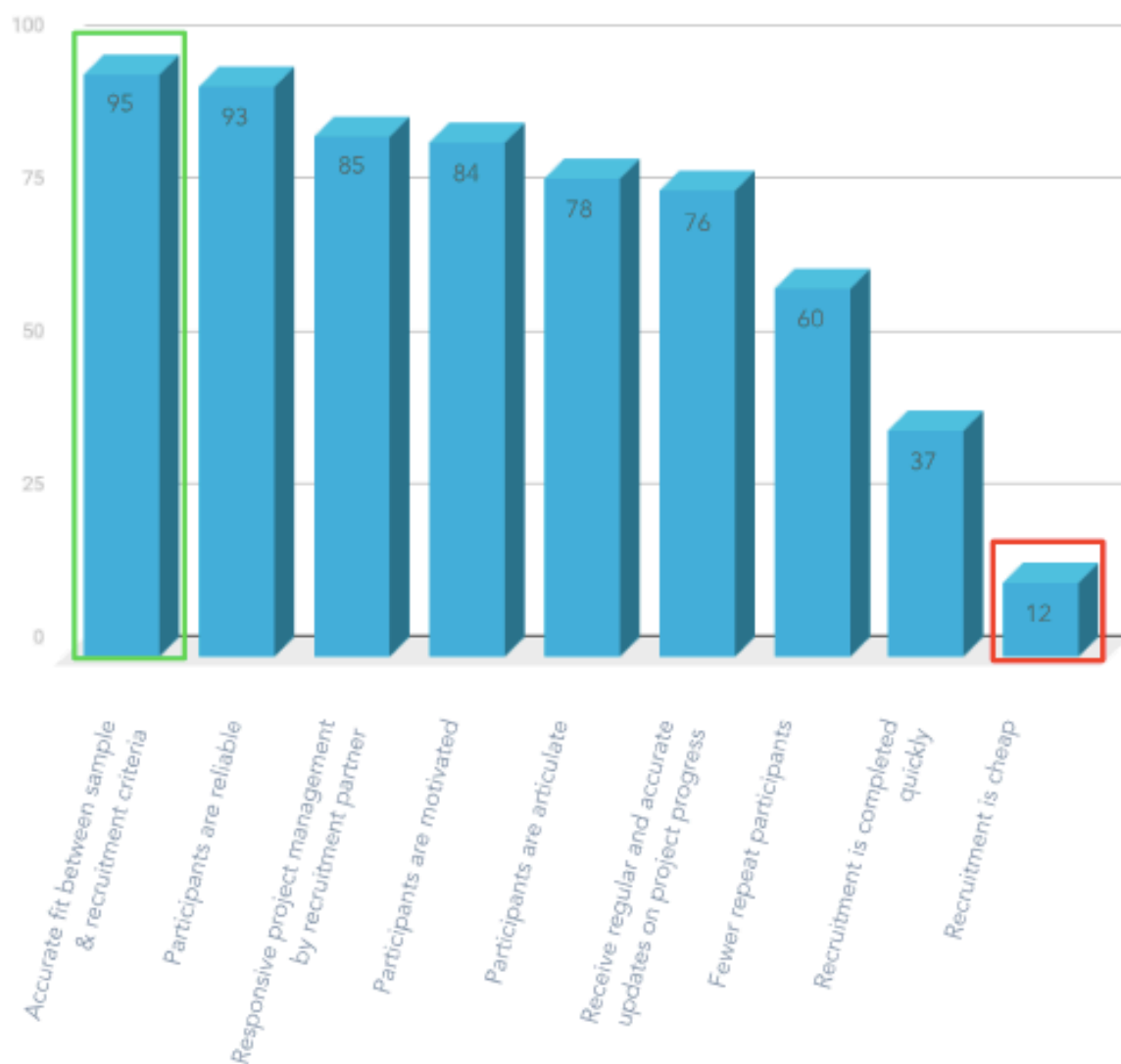
Researchers in the Research on Recruitment study told us what ‘effective recruitment’ means to them.

## MOST IMPORTANT

‘Accurate fit between sample and recruitment criteria’ and ‘reliability’.

## LEAST IMPORTANT

‘Speed’ and ‘cost’ of the service – often assumed to be vital today – were deemed to be much less relevant.

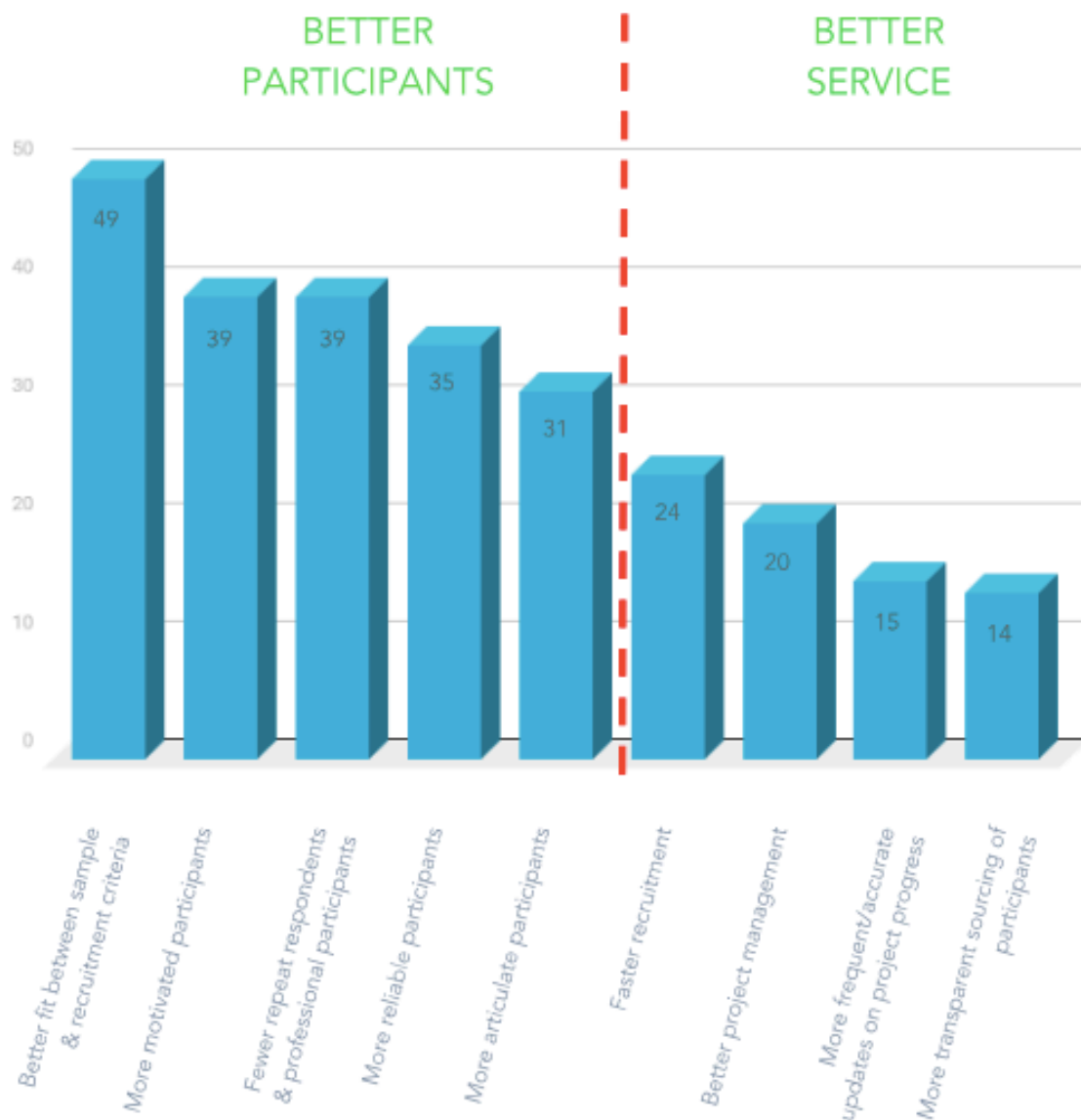


# Researchers really want better participants

When researchers in the study were asked what they'd be willing to pay more for, they said things about participant quality more than service quality.

## MOST IMPORTANT

Researchers cared most about accuracy, motivation and having fewer 'professional participants'.

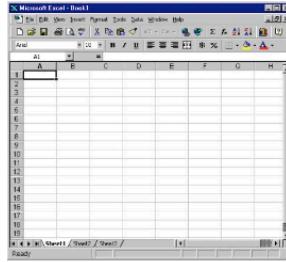


# The future of recruitment

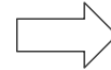
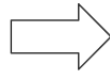
PHONE



DATABASES



SOCIAL



1970s

Recruiter  
Networks

2000s

Panels

2015



Comparing research recruitment, where progress stalled at the database model of 20 years ago, to modern marketing methods, the solution to these problems is clear.

Stop relying on databases of repeat respondents and use live social data to ensure we're talking to the right people, in every project.

# Introducing Behavioral Recruitment



We call our approach ‘Behavioral Recruitment’ because it’s powered by social network’s unparalleled data on what people have actually done, rather than what they claim they’ve done. Our platform enables us to find, green and qualify any of 2 billion people in over 190 countries.

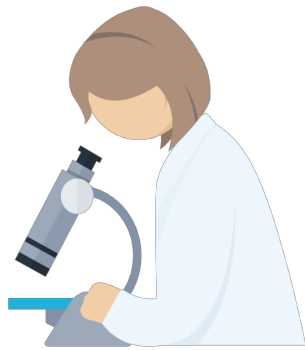
## APPLIES TO ANY SOCIAL NETWORK

This method can be applied to any social and network. However, right now the Facebook platform has by far the greatest reach and the greatest amount of behavioral data, to find the right consumers and offer them the opportunity to be well paid to talk about subjects they are genuinely interested in.





# The key benefits



## GENUINE FIT

**GENUINE FIT** - These are people who genuinely match your research criteria, who've been found based on real behavioral data. [Stanford University research](#) shows they actually know more about us than our best friends and family.



## GLOBAL REACH

**GLOBAL REACH** - We search 2 billion profiles worldwide giving you access to over 100X more people than even the biggest quantitative panels, which simply give you a far better chance of finding the right people for each of your projects.



## FRESH PARTICIPANTS

**FRESH PARTICIPANTS** - The people we find are typically fresh to research, meaning you're getting the views of truly representative participants not conditioned repeat respondents. Our participants are more engaged and enthusiastic about discussing subjects they're genuinely interested in.

We studied more than 35 million English words, across a huge range of projects on our online qual platform. After comparing the responses of participants we recruited vs everyone else's participants, which included recruiters employed by a client base of nearly 250 companies. We found that our participants gave 47% more data than everyone else's.

# What social networks know about us...

**Even if we aren't completely comfortable with it, we now realize that social networks know a great deal about us.**

For example, in the US, on average users spend 58 minutes a day on Facebook, Instagram and Messenger reading, watching, sharing, commenting, liking, reacting, clicking and posting. Every single one of those behaviors goes into building their understanding of us.



## ...from 98 different data points

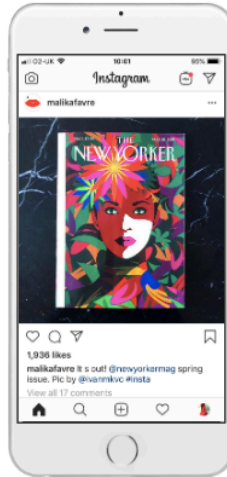
**Likes are just 1 of 98 different data points collected on users, from the TV shows we watch to our international traveling habits.**

Name	Languages spoken	Major life events	Your current mood
City of birth	Political views	Photos	Device you've accessed the Internet from
City of residence	Friends	Pokes	Exact Geo-location
Phone	Books you've read	Wall posts	TV, Film, Concert you're watching
Email	Bands you like	Private messages	Book or publication you're reading
Current employment	Movies you've seen	Groups you've joined	Audio you're currently listening too
Previous employment	TV Shows you watch	Networks you are a part of	Drink you're currently drinking
Relationship	Video games you play	Videos you've watched	Food you're currently eating
Anniversary	Food you eat	Comments you've liked	Activities you participate in
Previous relationships	Your Favorite Athletes	Websites you've visited	Advertising you interact with
Previous names (aliases)	Restaurants you've eaten at	Articles you've commented on	Profiles you interact with most
Screen names	Activities you participate in	Surveys you've filled out	Locations you access Facebook
Address book	Websites you visit	Companies you like	Locations you access connected websites
Family members	Sports teams you support	People you've been tagged with	Level of online engagement
Birthday	Your Favourite Sports	People you hang out with	When you changed jobs
Religious views	Inspirational people	Friends you've requested	How long you stayed in a job
Address	Favorite Clothing brands	Friends you denied	Credit card details
Website	Places you've visited	Friends you've un-friended	IP Address
Email address(s)	Events you've attended	How often you are online	Apps you've downloaded
Sexual preference	Events you plan on attending	Apps you Admin/created	Games you've played
Gender	Events friends are attending	Pages you admin/created	Pages/Businesses you've un-liked (when)

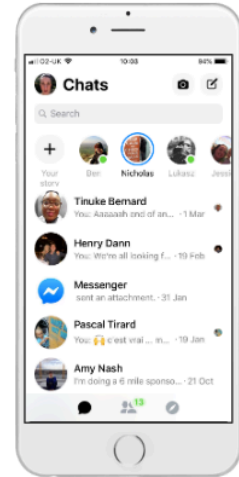
From our activities on the Facebook platform...



Facebook



Instagram



Messenger

...and 10 million other websites with this button



# How Behavioral Recruitment works

Here's how we find the right people, engage with them, screen them and then deliver the highest quality participants.



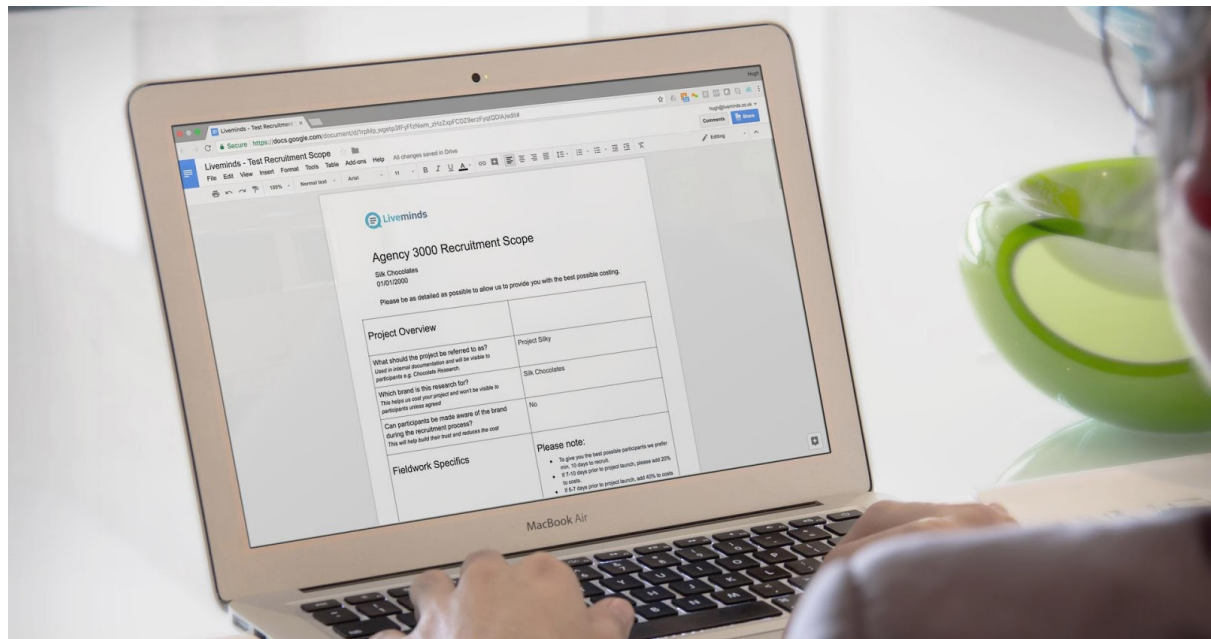
First, we place our hyper-targeted adverts into the News Feed of ONLY the users whose demographics, interests and behaviors closely match the project's criteria. If they want to take part, they click through to take a detailed screener, inside our app. If it's a quant survey, they'll take it there and then.

If it's qual, we'll contact all the people who've passed the screener, to further qualify them, and choose the best ones for the project. When the research is done, they receive their reward. They are not added to a database to be contacted about future projects.

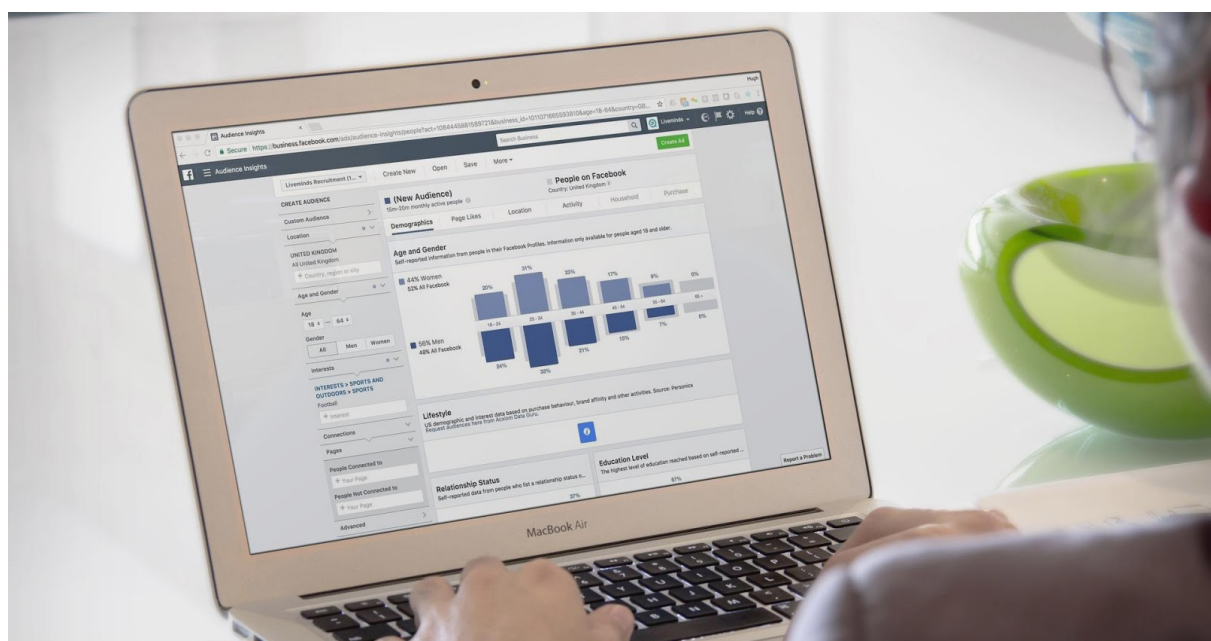
We've recruited this way in more than 70 countries already, for every kind of research from face-to-face focus groups, to quant studies, to placing automated cameras around family breakfast tables.

# Behavioral Recruitment step-by-step

Firstly, you share your research criteria in a simple collaborative online document.



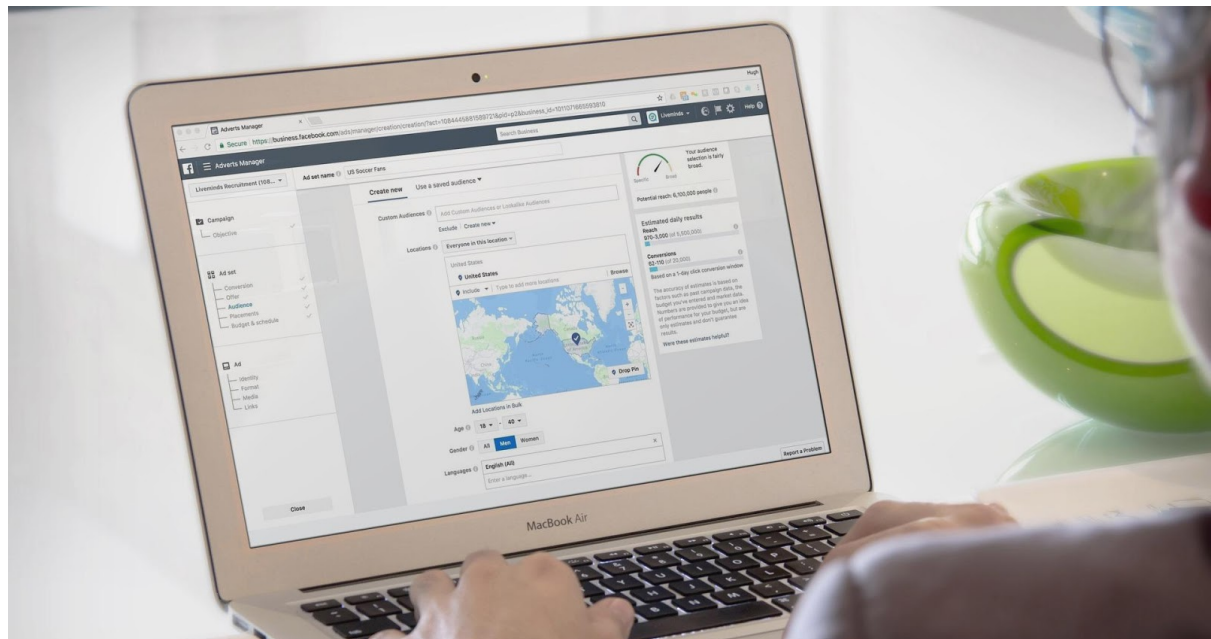
We then research the vast dataset of Facebook users to determine the complexity of the recruit and give you a quote.



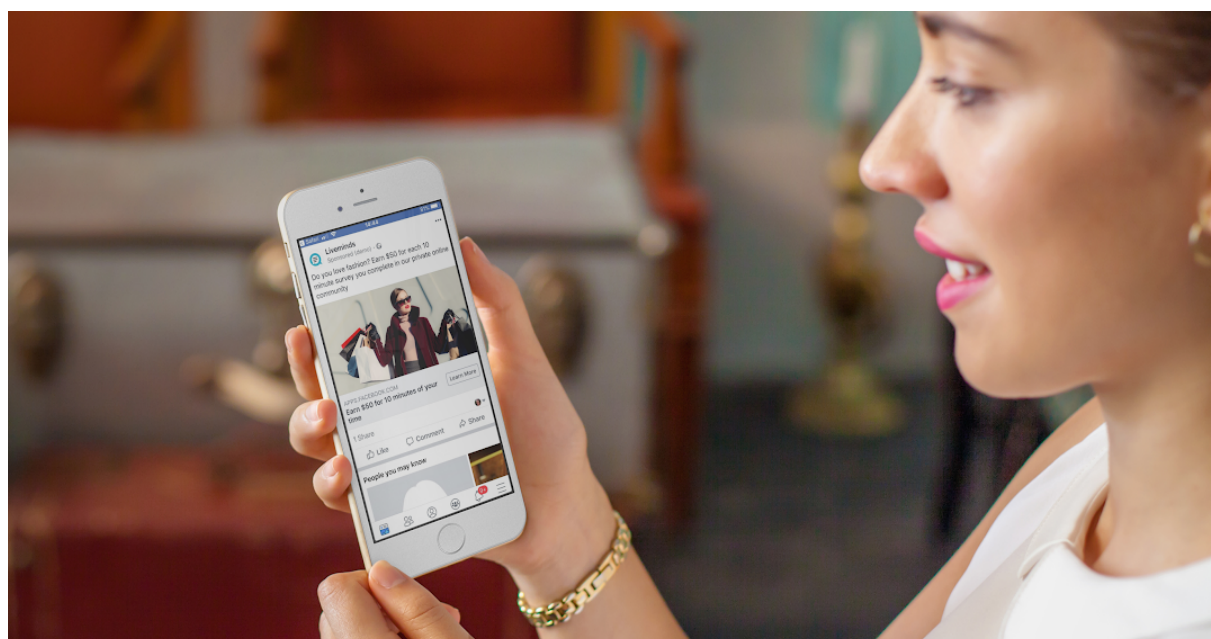


# Behavioral Recruitment step-by-step

We'll use that same targeting based on demographics, interests and behaviors to reach the audience we need to see our adverts.



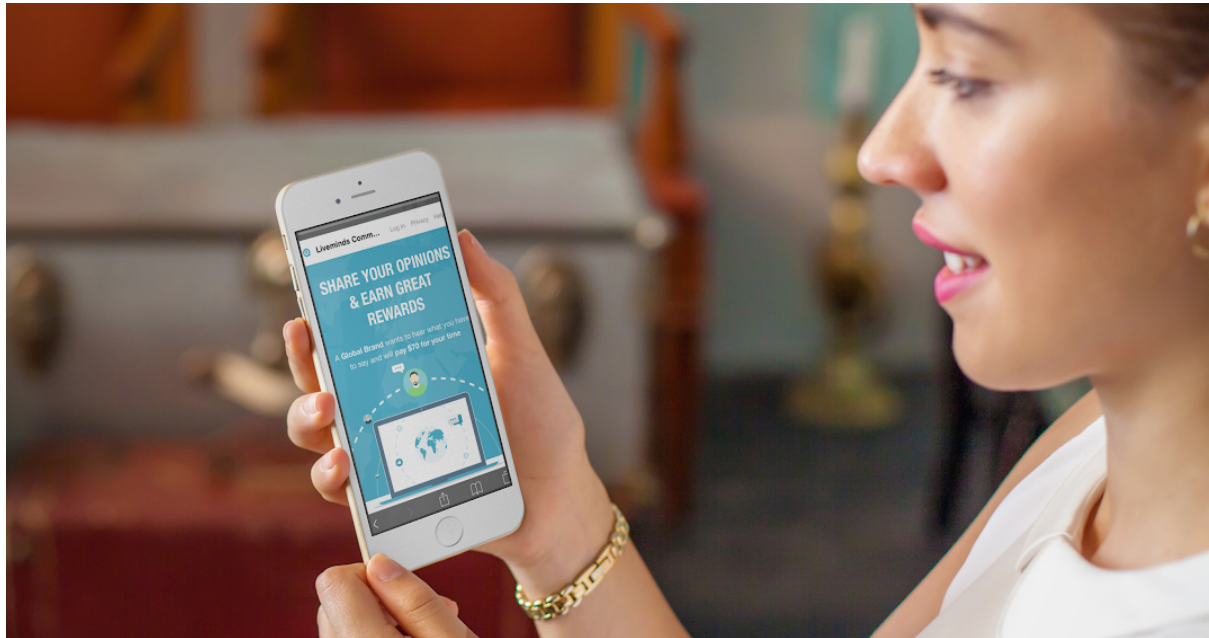
Then we'll create a range of different adverts which we'll place in the News Feed of that hyper-targeted audience. Typically we'll use up to 50 different versions of the adverts, continually running multivariate tests to optimize the targeting, images, headlines and copy for that recruit.



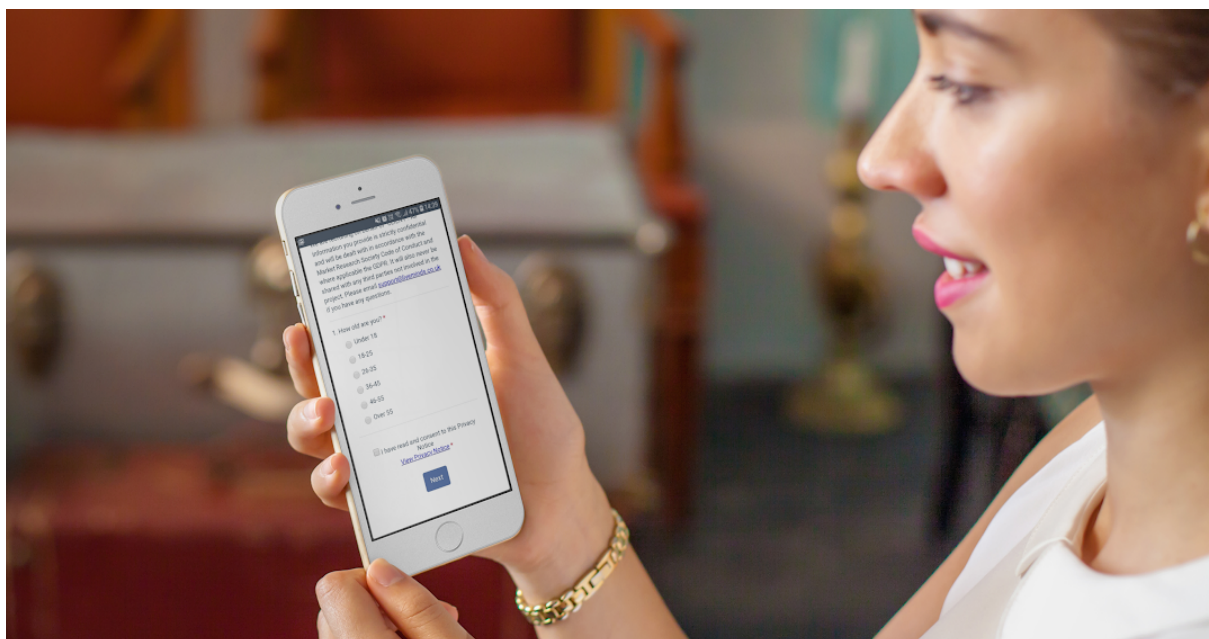


# Behavioral Recruitment step-by-step

People interested in taking part click through to a landing page with more detailed information about us, the project and how their data will be used.

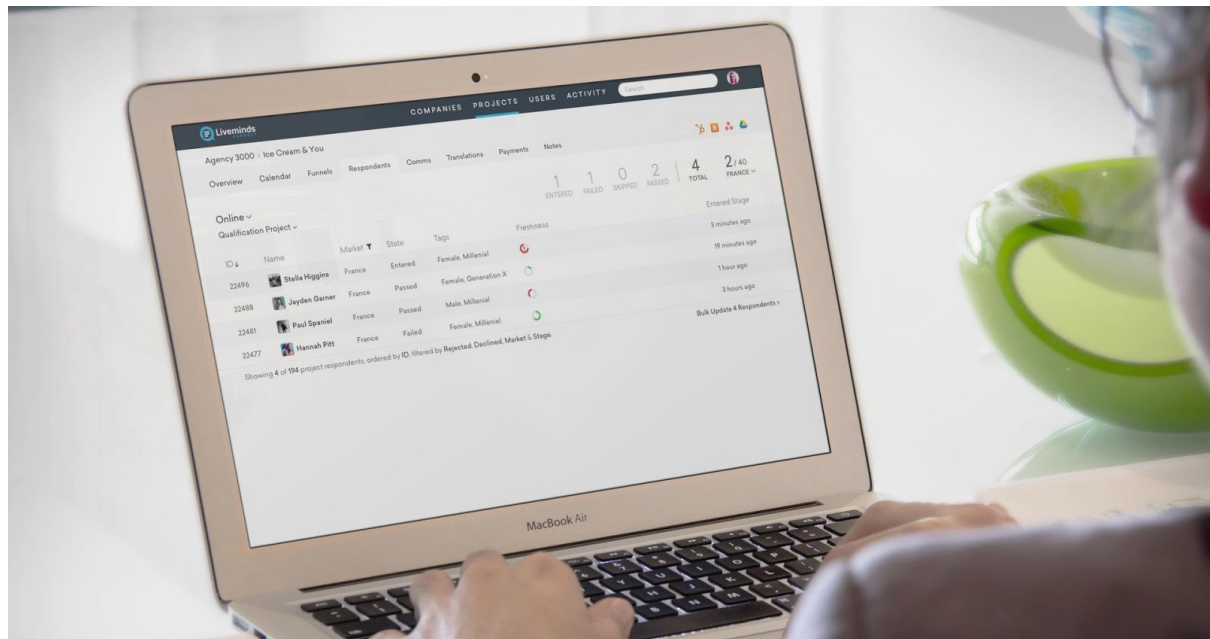


The hyper-targeted audience is invited to take an online screener, to both validate what the social data had already told us about them and to fill in details which are specific to each project.

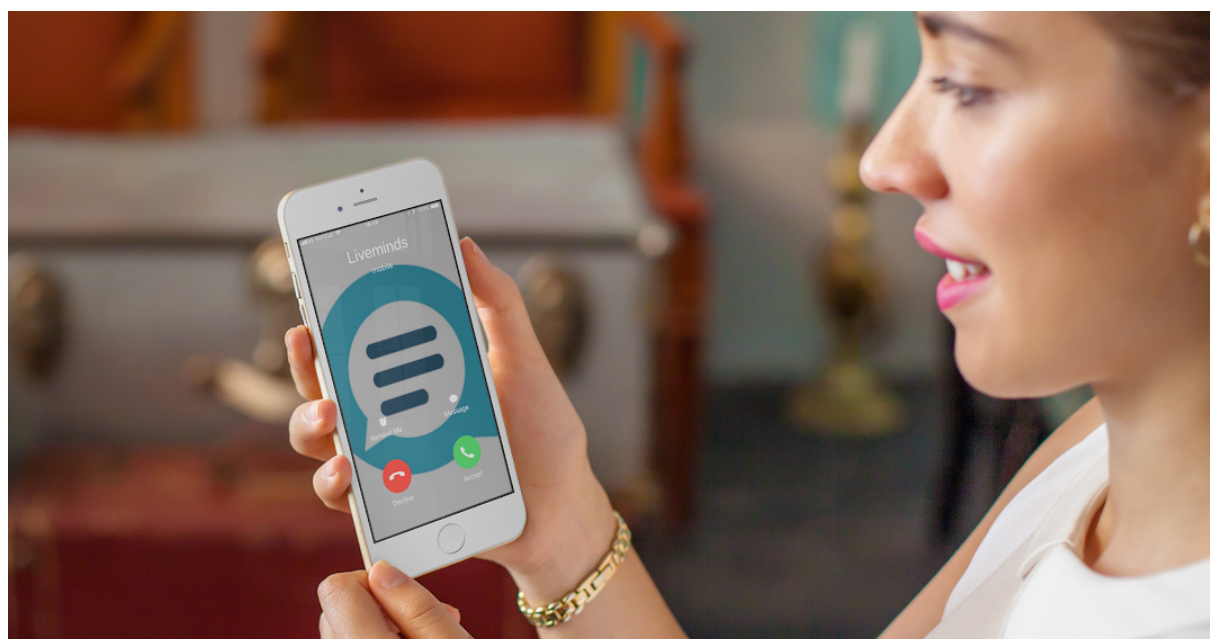


# Behavioral Recruitment step-by-step

In qual projects, if applicants pass the screener, their responses are fed into a dynamic spreadsheet where we'll review them and prioritize the best.



Each person who passes through the online screening stage is then contacted with a final qualification test, to establish their comprehension, creativity and technical ability.



# GDPR

The good news is that because Behavioral Recruitment doesn't require us to have or maintain a database of participants, the EU's strict new legislation is easier for us to deal with than those using traditional recruitment methods. Once a given project is completed, we simply delete the participants' data.



## How we've used Behavioral Recruitment

### QUALITATIVE RESEARCH

- Online qual
- Focus groups
- Telephone IDs
- In-home interviews
- Video vox pops
- Shopper tasks
- Ethnography

### QUANTITATIVE RESEARCH

- Consumer
- B2B



# Online qual - Virgin Hyperloop One



## THE CHALLENGE

To find affluent, frequent travelers who are:

- Interested in the future of transportation
- Regularly reading and sharing technology news
- A range of city, suburban or rural dwellers
- A range of education, and several other mixes

## THE MARKETS

- The USA
- India, Sweden & UAE to follow



Working with Liveminds was a completely seamless and enjoyable process, we look forward to additional projects in the future!

Leslie Horwitz, Strategic Communications Manager  
Virgin Hyperloop One

Read the full case study on [liveminds.com](https://www.liveminds.com)

# Quant - The Box Plus Network



## THE CHALLENGE

To find Gen Zs who:

- Actively viewed music videos regularly
- Are fans of particular genres of pop music
- Are fans of niche The Box Plus Network channels like Kerrang!
- Several other mixes

## THE MARKETS

- The UK



This helped us get over the claimed behaviour conundrum ...we knew for sure that participants had proactively interacted with the brand in the real world.

Michael Chan, Senior Research Executive, The Box Plus Network

Read the full case study on [liveminds.com](https://www.liveminds.com)

# Online qual - Google



## THE CHALLENGE

To find a range of banking customers who are:

- Early adopters of technology
- Interested in new challenger banks
- Interested in new products (e.g. Monzo) and used new systems (e.g. Apple Pay, Amazon Payments).
- About to switch bank or had recently switched

## THE MARKETS

- The UK



Liveminds' unique approach to recruitment based on behaviour, gave us authentic and highly engaged participants who we anticipated would be hard to find, given that people do not switch banks that much and since progressive uses of technology in banking are still relatively niche.

Georgina Altman, Strategic Insights Manager, Google

Read the full case study on [liveminds.com](https://www.liveminds.com)



# Online qual - Global snacking brand



## THE CHALLENGE

To find the main food purchaser for the household, and:

- Either purchase the snacking brand frequently or hardly ever
- From a mix of NRS social grades B/C1 to C2/D
- A mix of men and women
- From a range of different age groups

## THE MARKETS

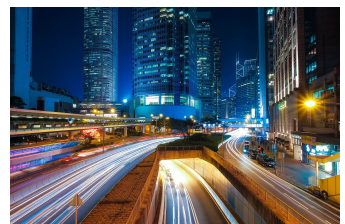
- Mexico, Russia, Thailand & the UK



“ Recruitment quality, their engagement and your overall service was exceptionally good. Thank you!

Tom Woodnutt, CEO, Feeling Mutual

# Match fresh participants from real behavior



If you'd like to find out about any examples that might be more relevant to you, please do let me know and I'd be happy to share them.

Over the last 4 years we have run hundreds of projects, where we have used this method to find rich and poor, young and old, black and white, liberal and conservative, in the biggest of cities to the smallest of villages, all over the world.

# How to use social media data to match fresh participants from 2 billion people

In conclusion, our experiences have shown us that the secret to this industry-wide problem of finding high-quality participants is to move on from the database model and use the extremely powerful social network advertising channels now available to us.

	Behavioral Recruitment		Traditional Recruitment	
GENUINE FIT	Real Behavior		Claimed Behavior	
GLOBAL REACH	Vast Ocean		Small Pool	
FRESH PARTICIPANTS	Fresh Participants		Repeat Respondents	

Get in touch...

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Read more case studies on [liveminds.com](http://liveminds.com)