

# The world after CAWI. Are we entering a new era of research implementation?

Bots as a tool for collecting data



**60**

**billion**

**?**

# Chatbots are “the next big thing”

## NUMBER OF MOBILE APPLICATIONS

7,5 thou



After 3 months

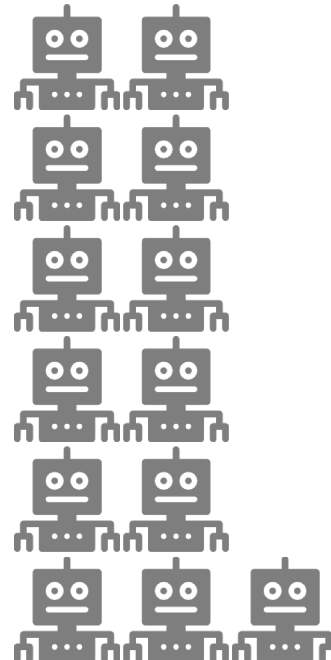
15 thou



After 6 months

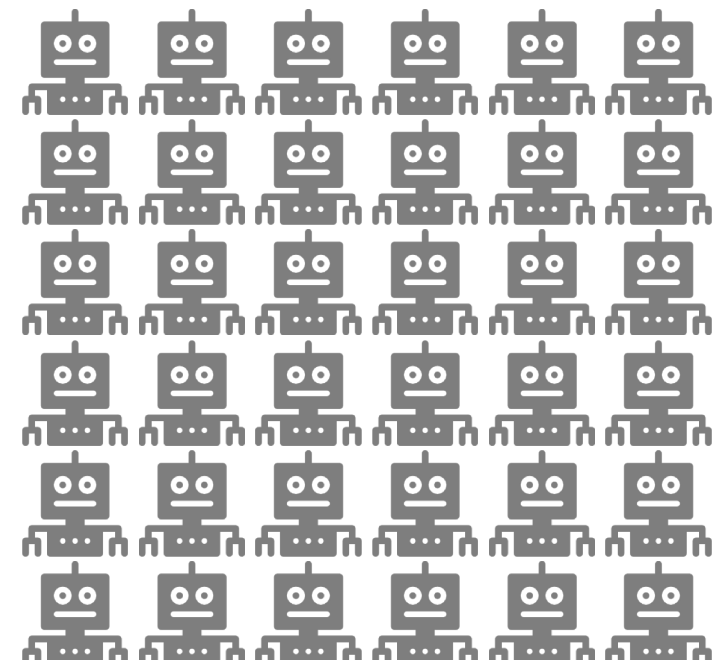
## NUMBER OF BOTS

11 thou



After 3 months

30 thou

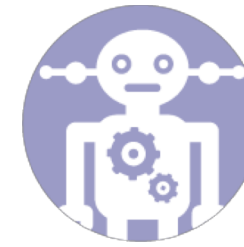
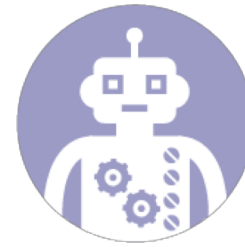
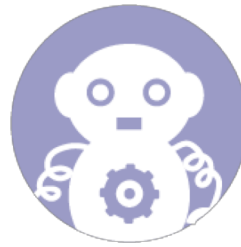
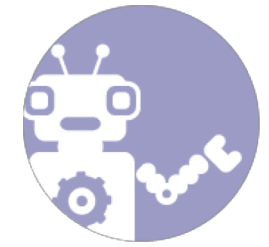
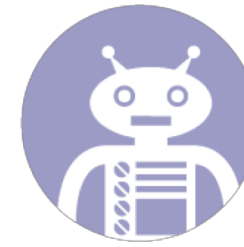
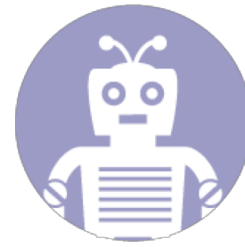
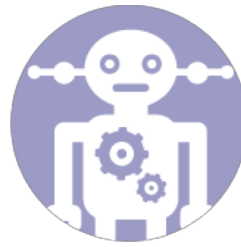
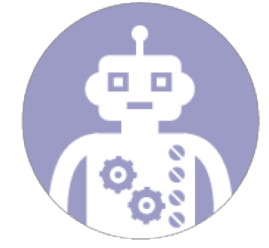
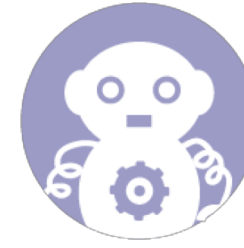
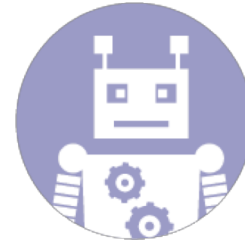
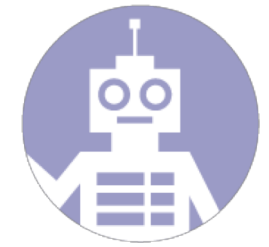
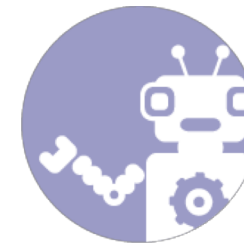
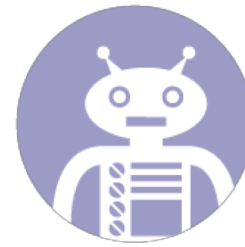
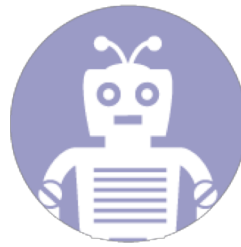


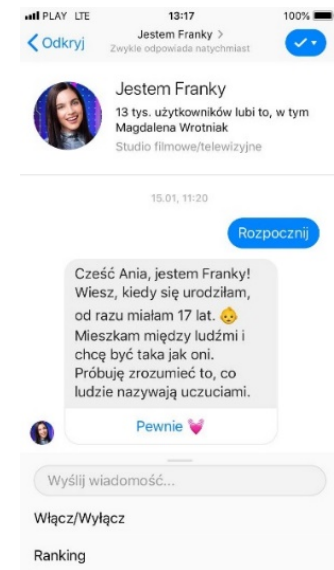
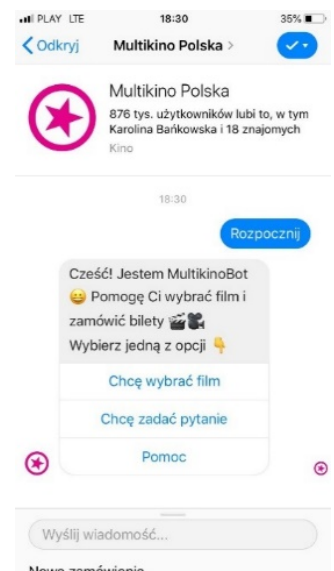
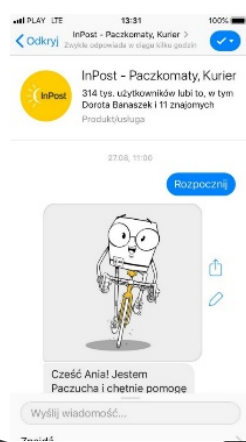
After 6 months

**300 000**

---

**bots on FB  
in 2 years**





for various tasks..

# Figure 1

## Examples of scale question displays

### 1) Traditional check box scale with descriptors

	<u>Strongly disagree</u>	<u>Disagree</u>	<u>Neither agree or disagree</u>	<u>Agree</u>	<u>Strongly agree</u>
1. This scale is easiest for respondents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. This scale is best for analyses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 2) Radial point scale with scale point descriptors

Q1) This scale is easiest for respondents:

Completely disagree  Strongly disagree  Disagree  Somewhat disagree  Neither agree or disagree  Somewhat agree  Agree  Strongly agree  Completely agree

### 3) Radial point scale with description of numeric points

Q1) On a scale of 0 to 10, 0 = Not at all important, 10 = Extremely important, how would you rate the following:

0  1  2  3  4  5  6  7  8  9  10

### 4) Radial point scale with extreme point descriptors

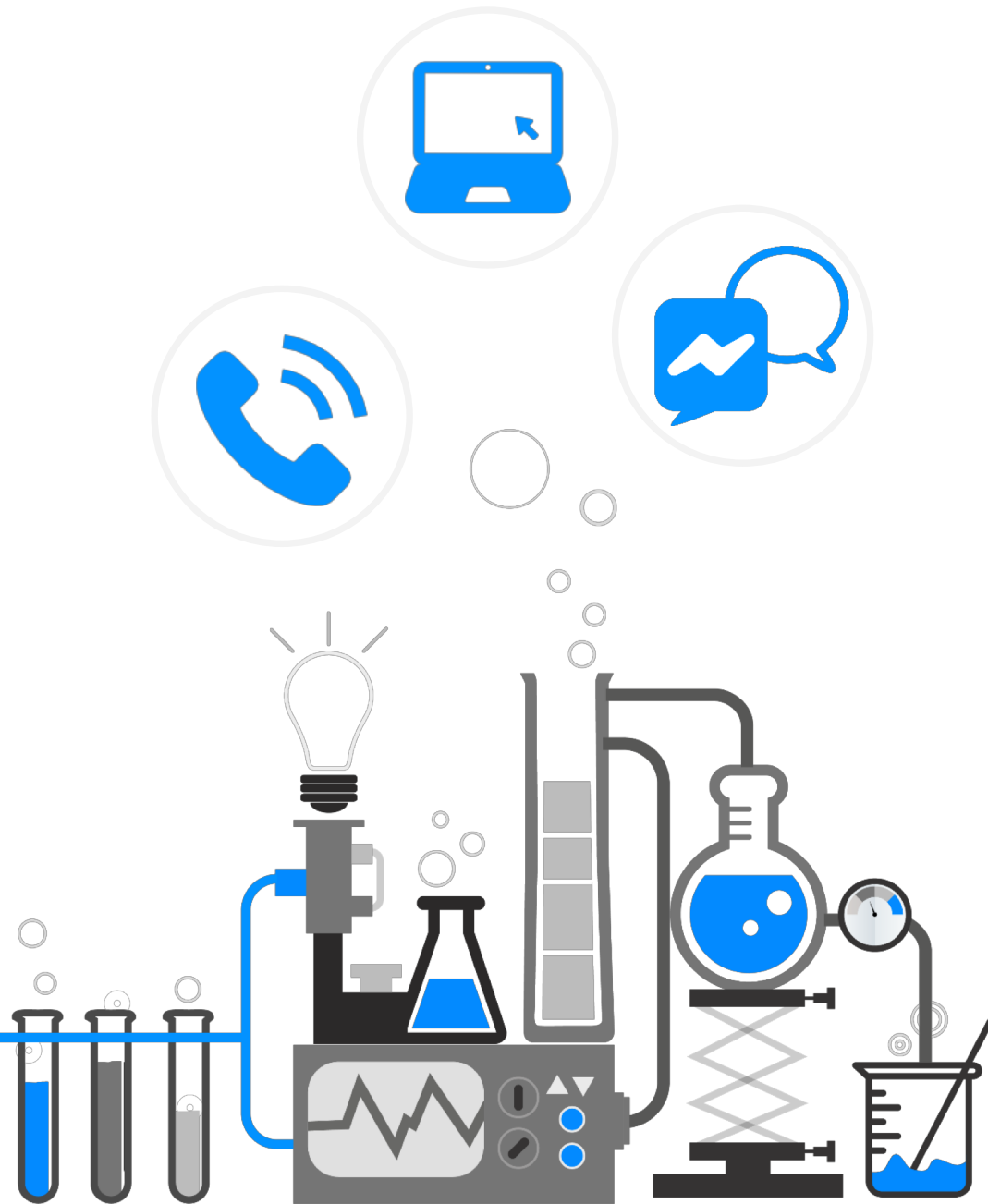
Not at all important

### 5) Sliding scale with extreme point descriptors

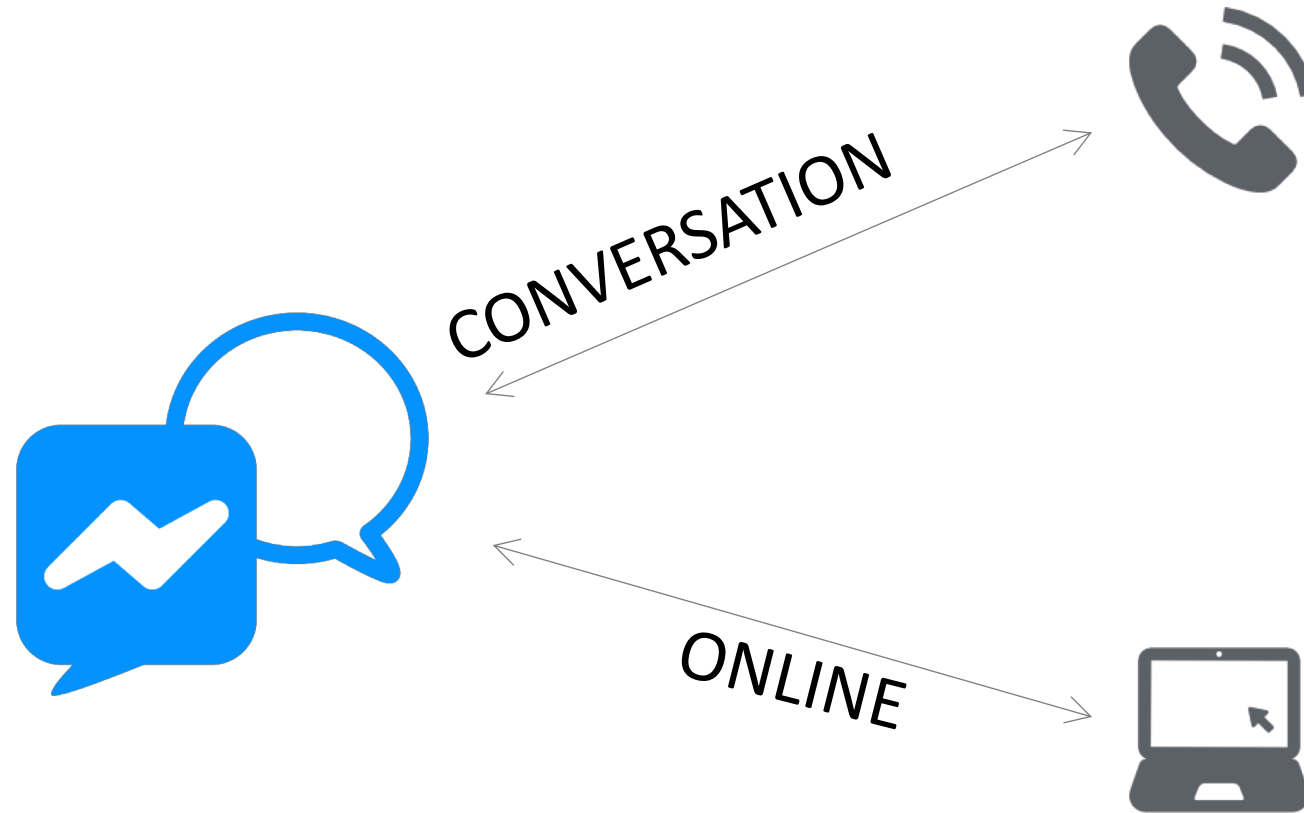
(placeholder visible in the center with)

we've been falling behind

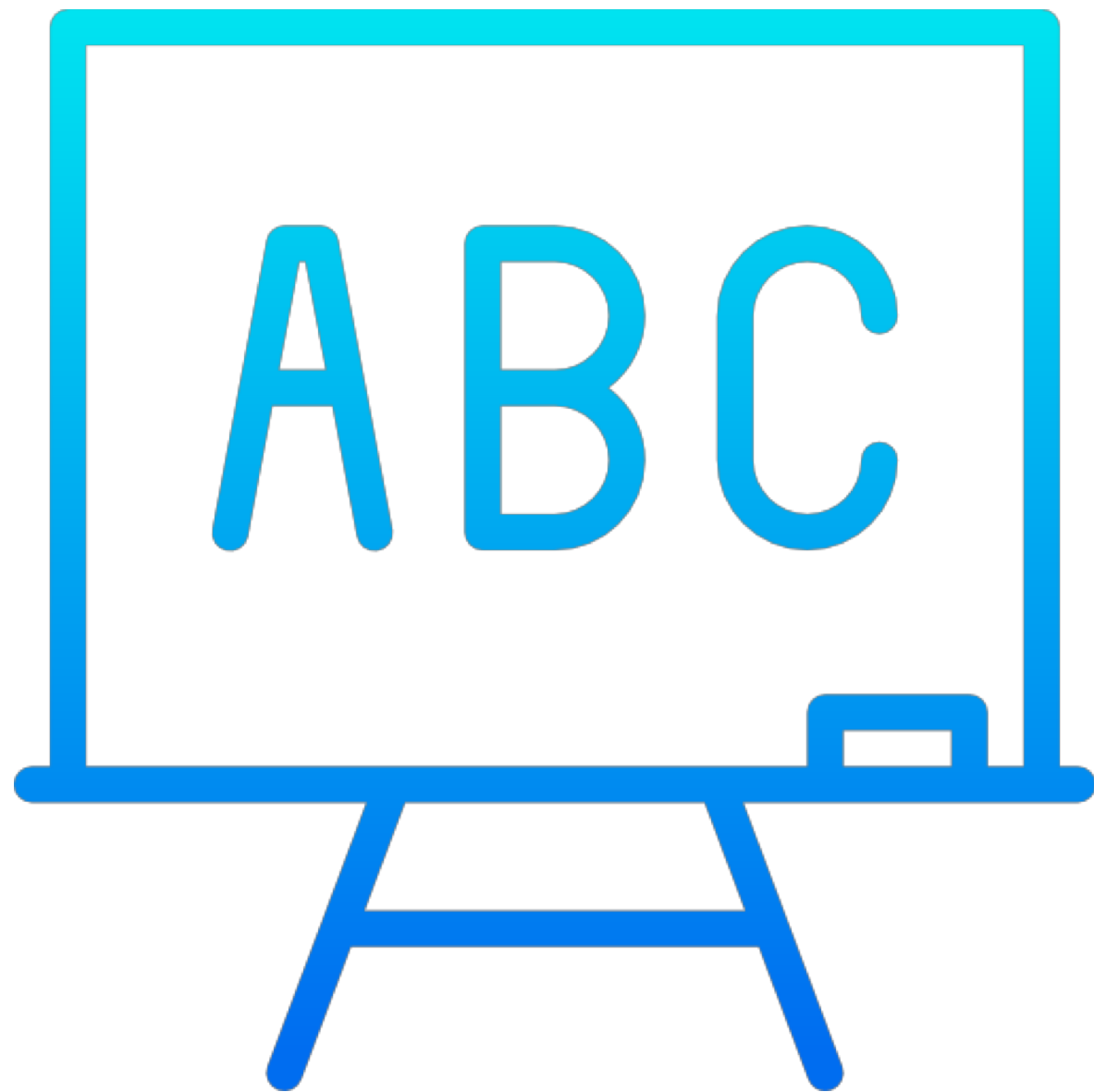
an experiment



# Comparison of the 3 methods





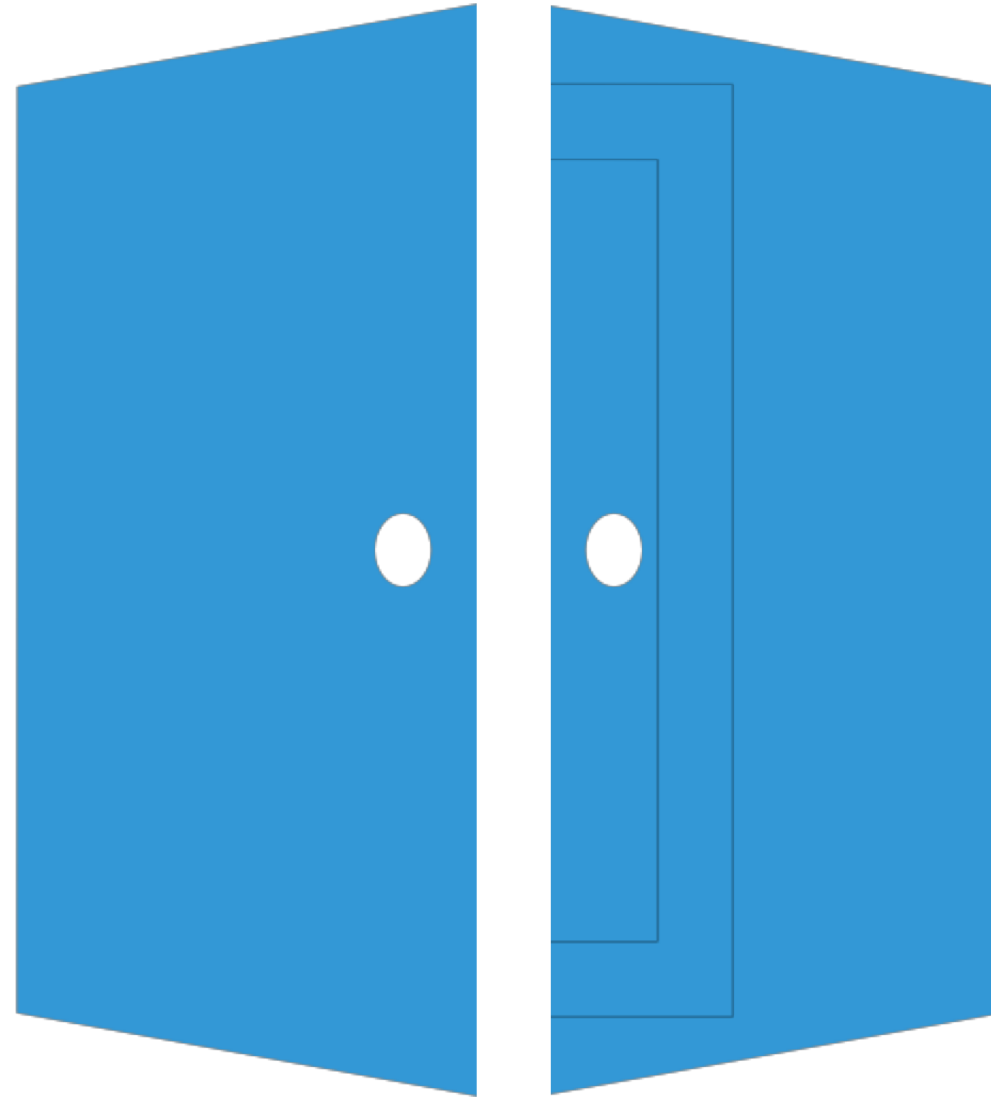


A B C



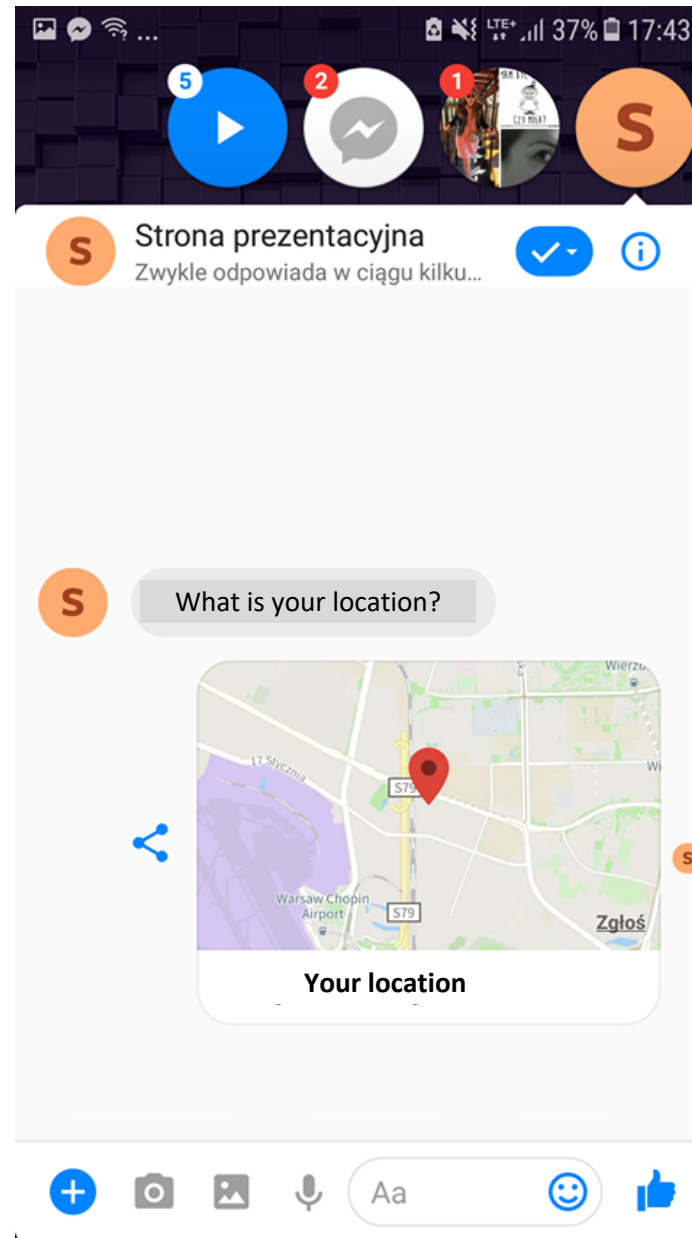
0 1 1 0 0 0 1 1 0 0 0 1 1 0 0 0 1 1 0 0  
1 0 1 1 0 1 0 1 1 0 1 0 1 1 0 1 0 1 1 0  
1 1 1 1 0 1 1 1 1 0 1 1 1 1 0 1 1 1 1 0  
0 1 1 0 0 0 1 1 0 0 0 1 1 0 0 0 1 1 0 0 0  
1 0 1 1 0 1 0 1 1 0 1 0 1 1 0 1 0 1 1 0  
1 1 1 1 0 1 1 1 1 0 1 1 1 1 0 1 1 1 1 0  
0 1 1 0 0 0 1 1 0 0 0 1 1 0 0 0 1 1 0 0 0  
1 0 1 1 0 1 0 1 1 0 1 0 1 1 0 1 0 1 1 0  
1 1 1 1 0 1 1 1 1 0 1 1 1 1 0 1 1 1 1 0





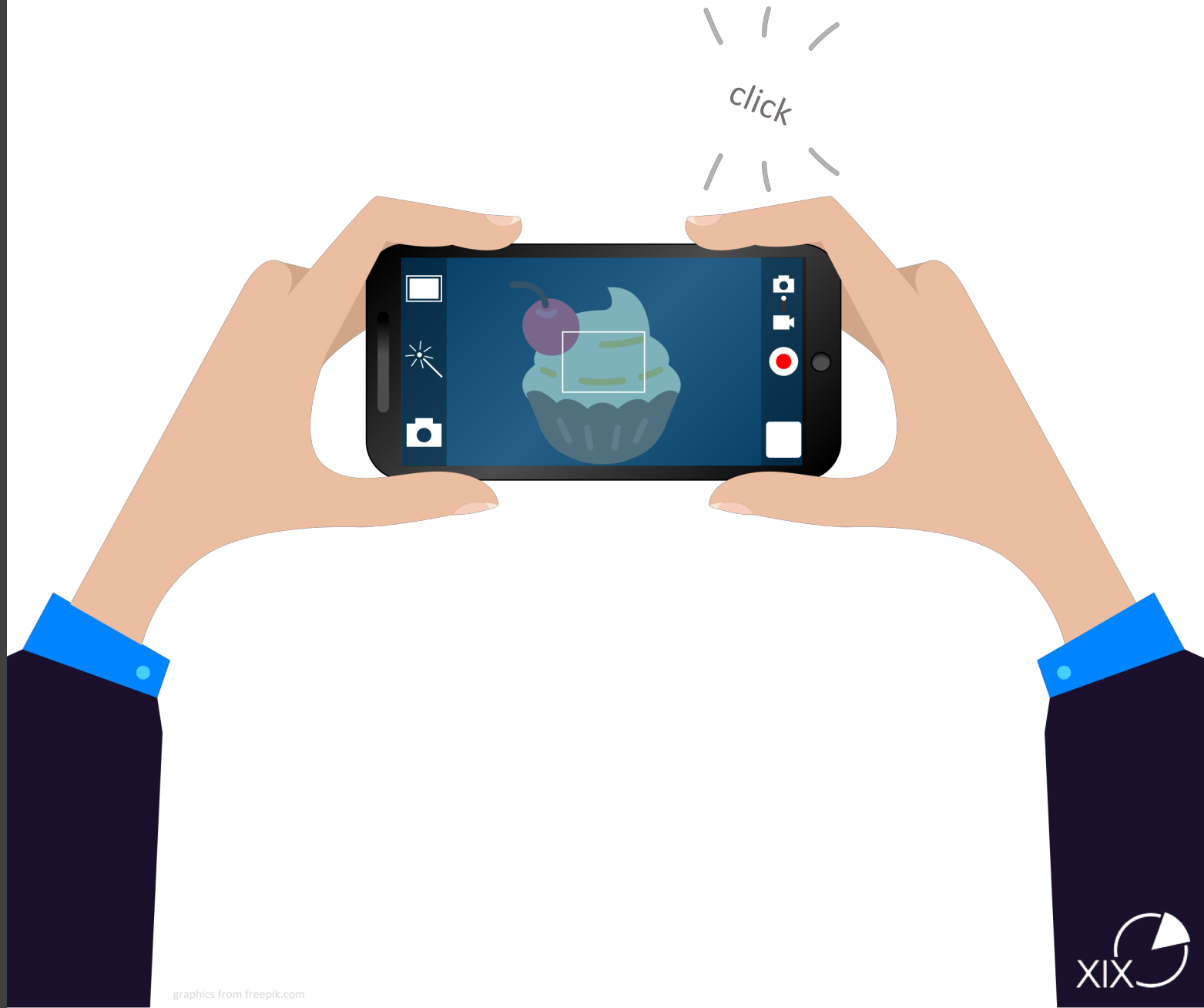
# location

---



photos

---



# visualisation



What is the size of your locality?

Village

City up to 50 000 inhabitants

City from 50 to 100 000 inhabitants

City from 100 to 200 000 inhabitants

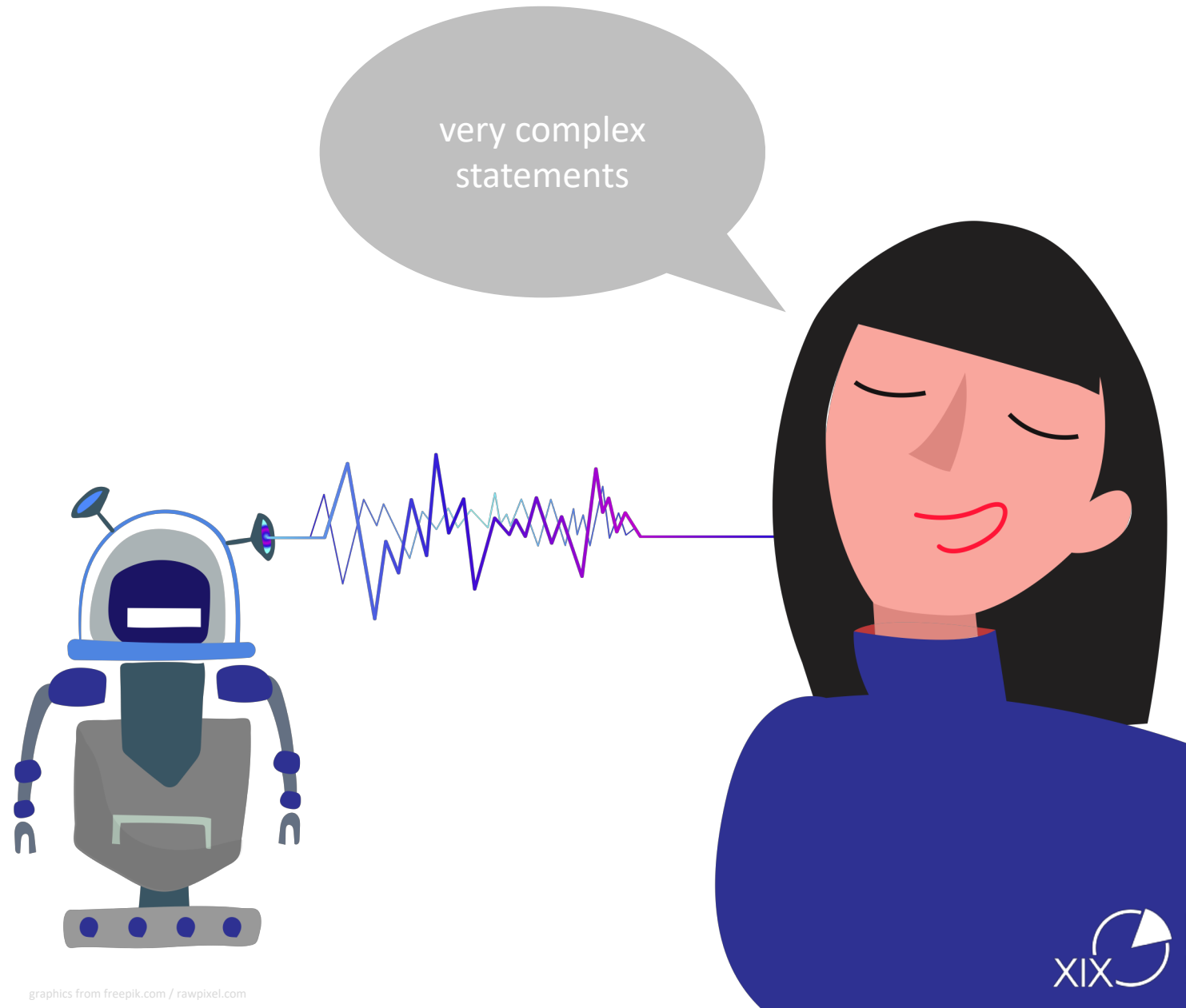
City from 200 to 500 000 inhabitants

City above 500 000 inhabitants

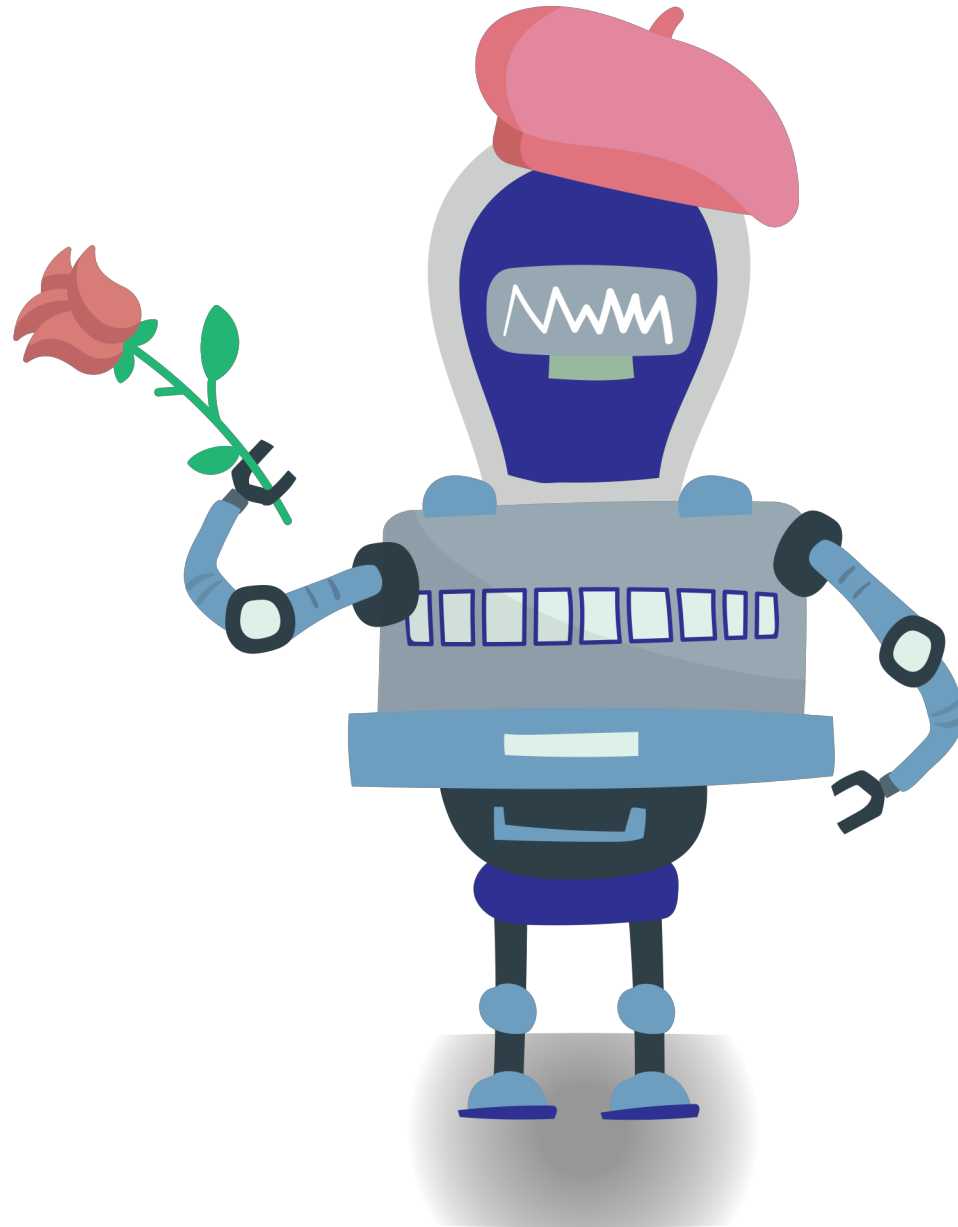




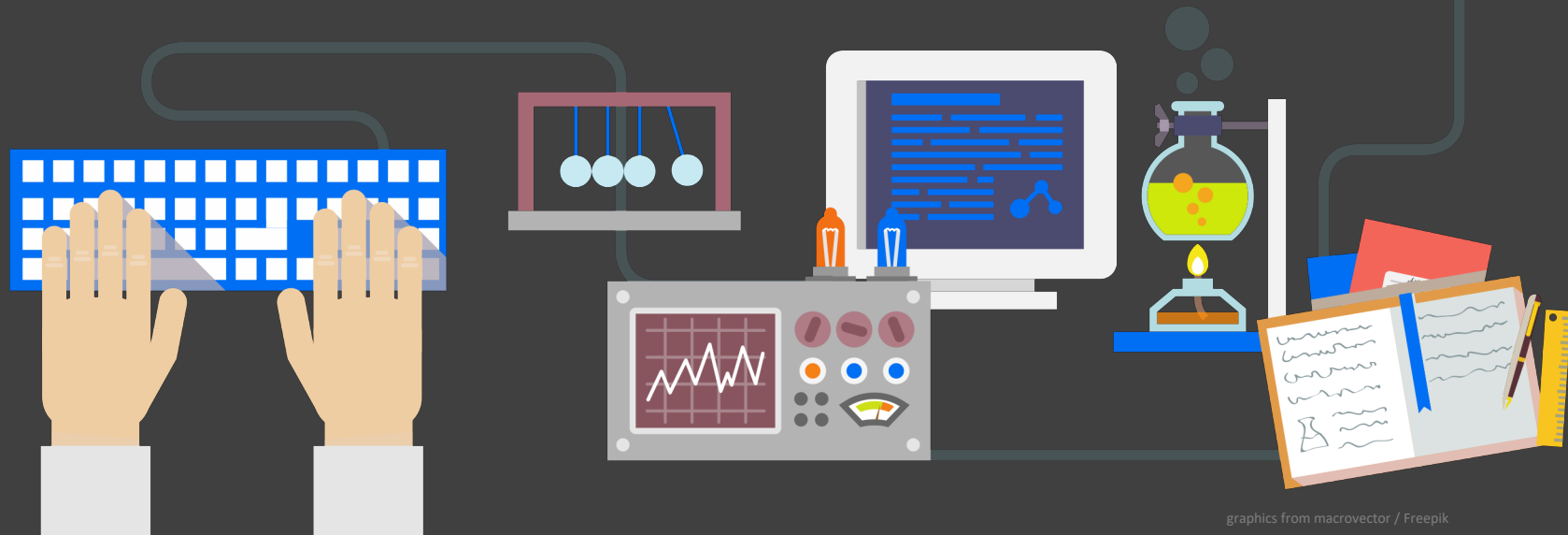
# voice recognition



personality

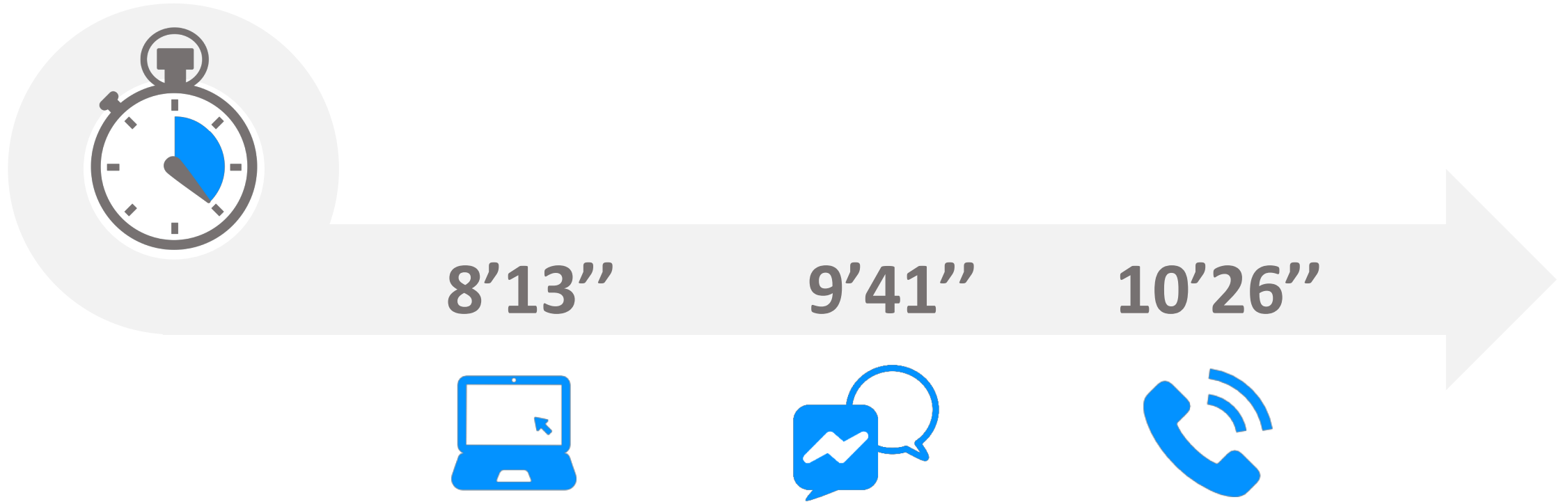


# results



# interview length

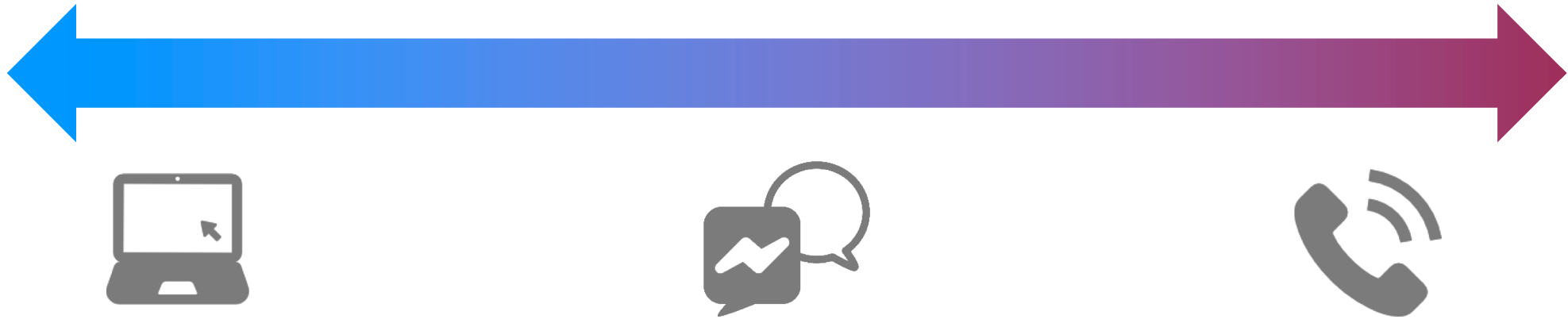
---



# open-ended questions

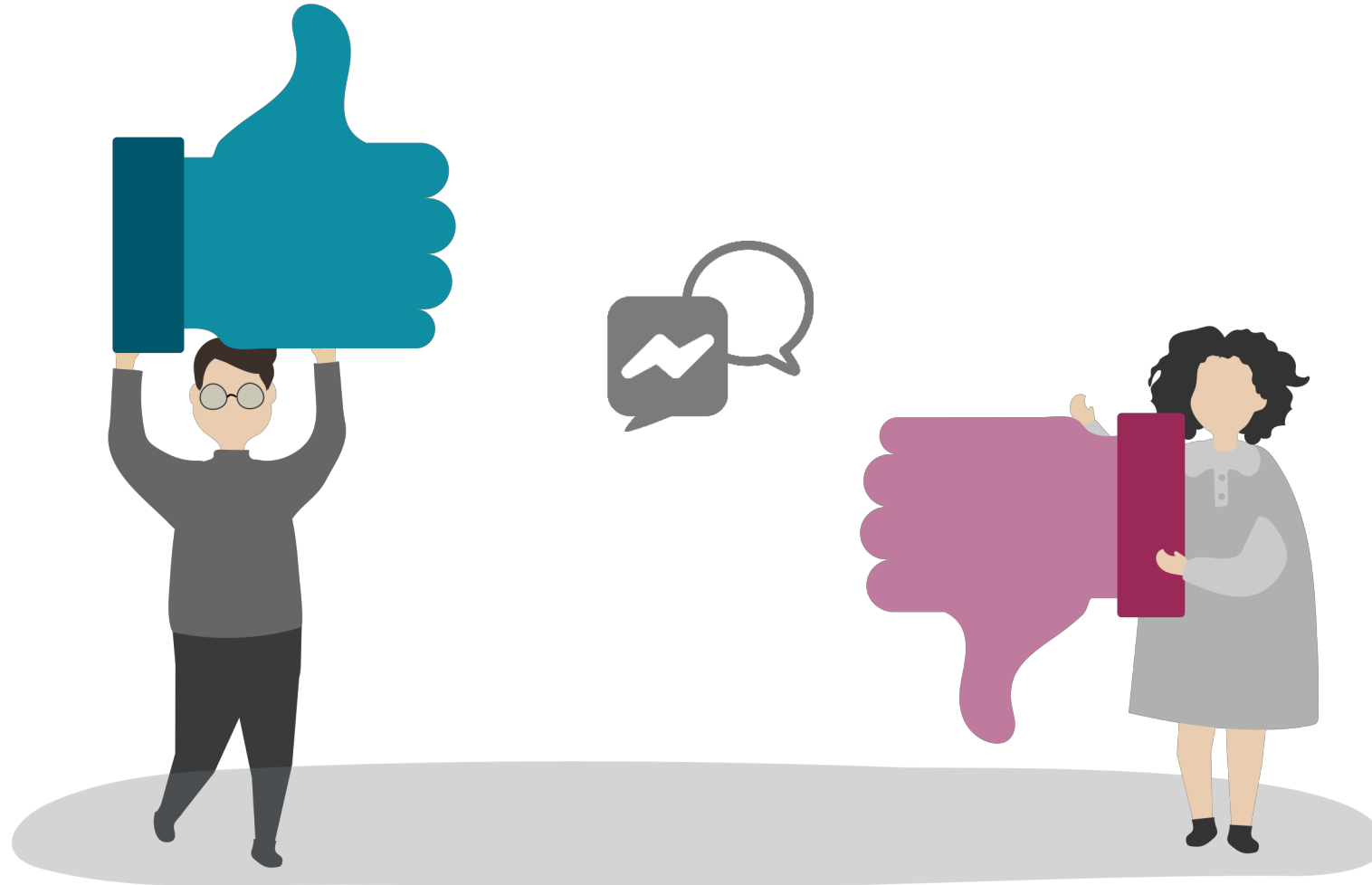


# “chatbot effect”

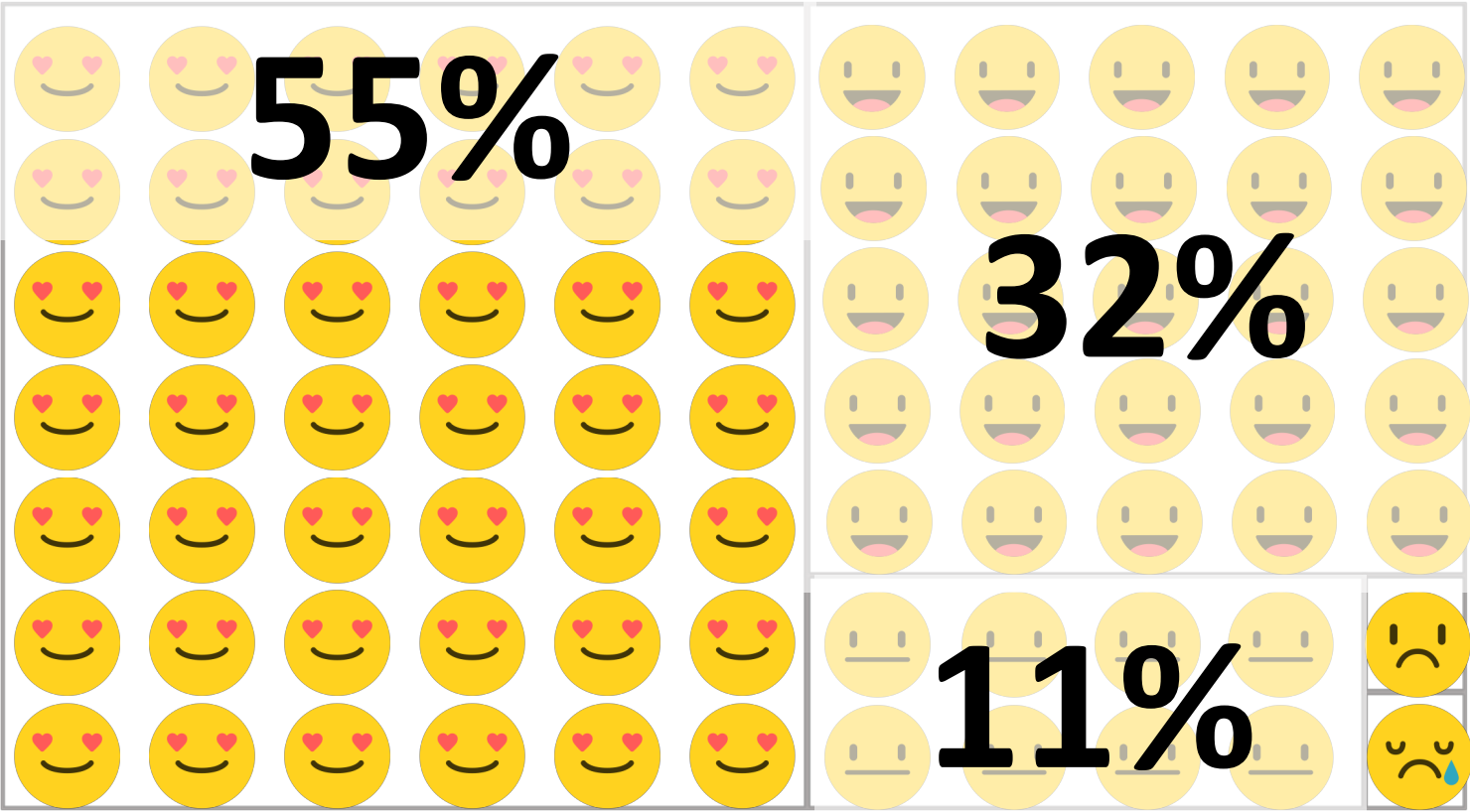
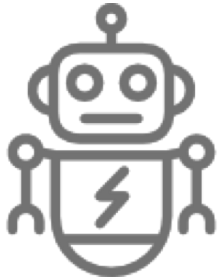


# interview evaluation

---



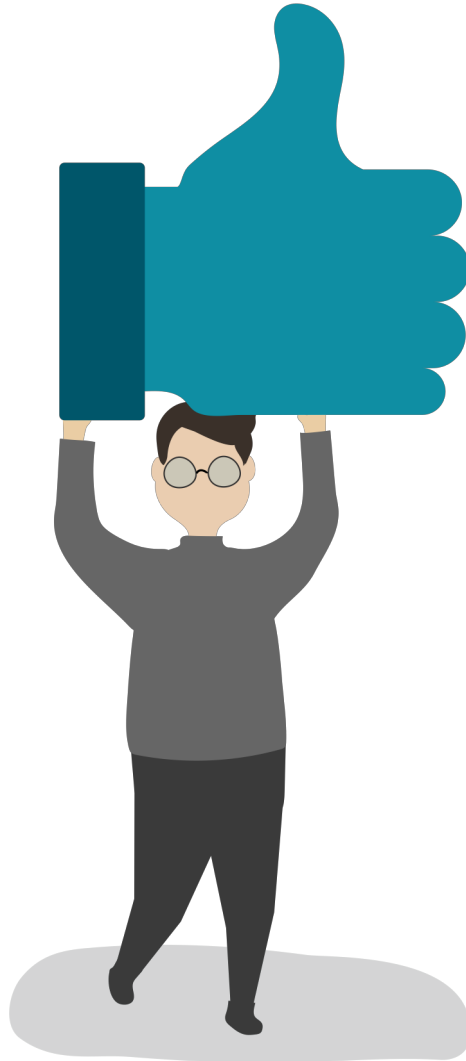
# bot evaluation





# opinions of respondents

---



*“Probably the most surprising interviewing method.”*

*“You do care about improving your surveys.”*

*“Cool technology (bot.)”*

# opinions of respondents

---

*“The idea to use a bot may be interesting, but it’s annoying. One has to wait for the next question too long.”*

*“The system using a bot to ask questions is interesting and it worked well, but the window could be bigger and clearer.”*

*“Unfortunately, in cases of long questions it was impossible to scroll down and read it.”*



**Bots are already among us. Let's not be afraid to use them.**

**There is still a great deal of technical work ahead of us.**

**Not for everything and not for everyone.**

“Many thought the ATM would replace banks and tellers, but in reality, it simply created a new channel. That is what chatbots will deliver for brands — a new communication channel.”

*Rob Harles, managing director at Accenture Interactive*

