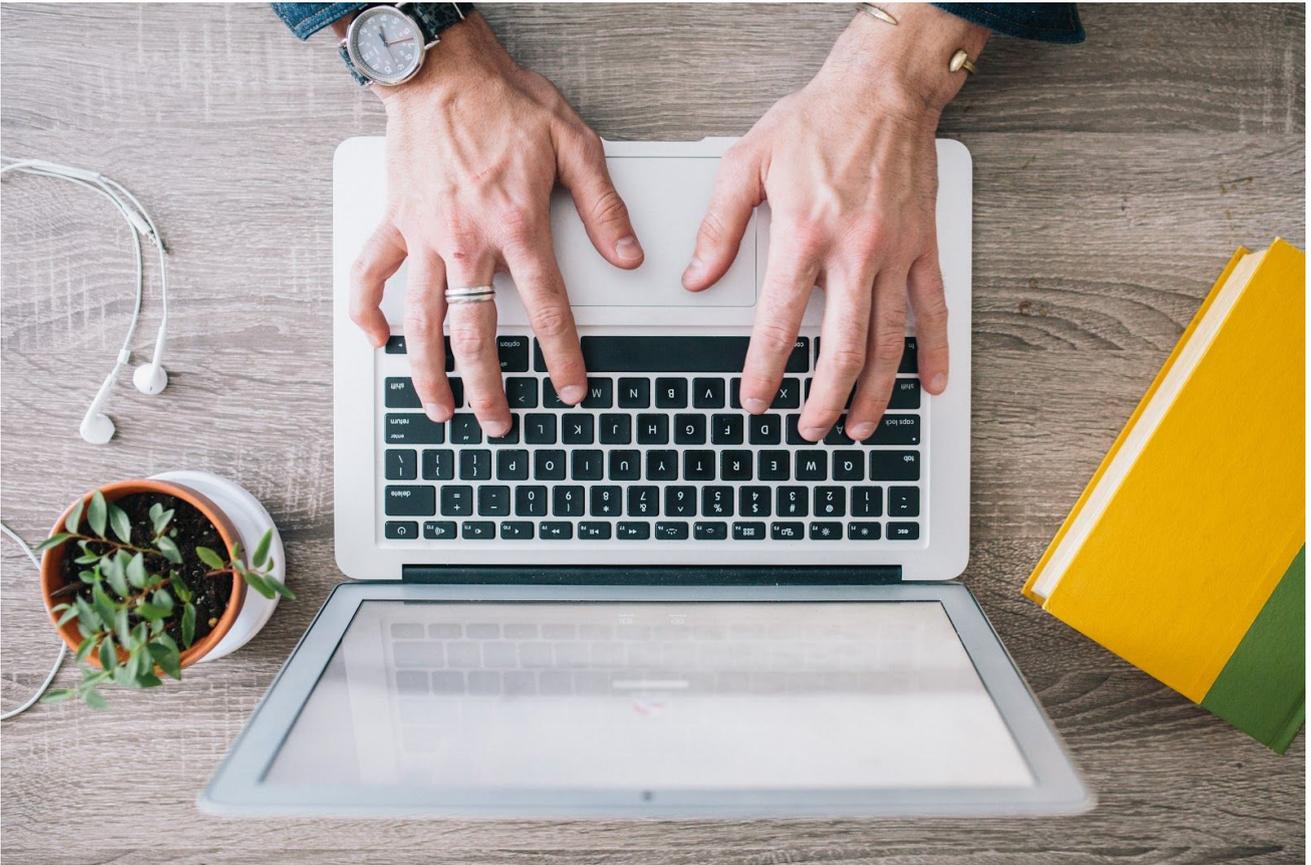


Dalia



Doing Research with Dalia: How-to

Methodology

Dalia's method involves respondents answering short surveys via web-enabled devices. This allows us to collect data quickly and cost-effectively compared to traditional market research methods.

This form of gathering data offers methodological benefits for large-scale, multi-country research projects:

1. Consistent methodology facilitates comparison across countries as opposed to varied methodologies employed in different countries
2. Self-administered surveys eliminate the "interviewer effect". This relates to the fact an interviewer might ask questions in a slightly different tone, which may have an impact on responses. Self-completion also reduces social desirability bias, particularly important for studying social and political attitudes
3. Self-completion avoids the risk of interviewer data entry errors.

The majority of Dalia's survey completions come through smartphones. Rapid global smartphone adoption continues and, in some emerging and frontier markets, has surpassed desktop Internet use. Dalia ensures broad reach among these users and a seamless, engaging, mobile-optimized survey experience.

Data Collection

At Dalia we use three methods of collecting data simultaneously.

A: Targeting

What: Targeting is when users visit their favourite apps or websites and are invited to take part in a survey.

Why: To ensure broad reach across different demographic groups and geographical regions, Dalia sources users from >40,000 different websites and apps covering a diverse range of categories, including news, entertainment, games, social media, messaging, and others. Dalia uses an "open" recruitment approach that leverages the vast reach of third-party apps and mobile websites to gain access to respondents in real time. Dalia does not require respondents to become members of a research panel, which only a fraction of the population is willing to do. With this dynamic sampling approach, Dalia reaches people who do not answer surveys on a regular basis, thus increasing representivity and avoiding panel bias.

B: Respondent Opt-in

What: Respondents opt-in to complete a survey and Dalia informs them about the nature of the market research and explains to the respondent that answers are part of our targeting and quality assurance process. These answers are recorded anonymously and the respondent is made aware of this. To ensure respondent privacy and high quality response data, Dalia does not collect any personally identifiable information (PII). Every time a person interacts with our platform, we collect anonymous profiling and targeting data. An algorithm tracks and analyses the data in real-time to assess a person's consistency, reliability, and behaviour. From this analysis, Dalia assigns an individual "trust score" to every respondent, which is constantly refined over time.

Why: Dalia can quickly get responses from a pool of verified and quality respondents who have already opted in to receive surveys.

C: Incentive System

What: Dalia offers rewards, including in-app credits / currencies, premium content, airtime, charitable donations, and other forms to a respondent in exchange for participation in a survey. The value of the reward increases with complexity of the survey. Participants are immediately rewarded upon survey completion.

Why: Dalia is able to quickly reach different groups of users and users are encouraged to participate in the survey with a reward that appeals to them.

Quotas

When Dalia sets up a project we set quotas, or targets for the quantity of desired respondents from different demographic groups, to ensure that we have a representative sample or only target respondent groups that are relevant to the survey questions. For example, if the survey is about a clothing brand that only makes clothing for men, we would not be targeting women to complete the survey.

If we are not able to fill quotas perfectly, we assign weights to the different groups in order ensure that the sample matches the proportions of the target group. Depending on the specifications of the target quotas and the sampling process, the sample may end up with too many or too few responses in certain subgroups. Weighting ensures that these subgroups are realigned with the desired target specifications.

For example, reaching older people can be more difficult than reaching younger people. To adjust for this, we might assign a higher weight to older respondents according to the proportion of the target population they make up.

Fieldwork

Before fieldwork begins, a few initial steps must be completed. Dalia and the client first agree and finalise the survey questions, which can take several iterations. Questions are then scripted into our survey platform to enable access via web-enabled devices. The script will be tested internally. Once ready, a test link can be sent to the client to review. Once Dalia and the client agree on the test link, we can conduct translations if needed and run a soft launch on 100 respondents. We are happy to send you a link to check through the translated surveys and data from the soft launch - please ask us if you would like to see this.

We start seeing responses to the soft launch within a couple of minutes, depending on the target country and what time we launch! The purpose of the soft launch is to check that the survey runs smoothly/error-free and to ask respondents whether they encountered any issues. Once soft launch data is checked and no anomalies are found, we fully launch the survey.

The length of time taken to collate responses will vary. We can give a realistic estimate of how long fieldwork will take once the target audience and quotas are agreed. We continually monitor response levels during fieldwork to gauge completion times and ensure everything's running smoothly.

Feasibility

In order to evaluate whether a project is feasible, we consider the following criteria:

1. Number of responses desired per country
2. The timeframe desired
3. Incidence rate of the respondent group that you wish to target
4. Survey layout - we need to ensure that it can be completed on any device
5. Survey length
6. Quota requirements

We provide some set-price solutions, such as Latana, but for Agile Insights we base your quote on how feasible the survey is, the number of questions/complexity and how easy it is to reach your target audience. For costing inquiries, please reach out to us at projects@daliaresearch.com.

Limitations

Internet penetration rate varies by country. It is easier to get responses more quickly in countries with a higher internet penetration rate.

Although we're aware of where respondents are located when they take our surveys, it is difficult to ensure a satisfactory response rate to narrow requirements. For example, targeting respondents in a particular city or region of a country would take a long time to fulfill responses.

Culturally, some countries are less engaged with surveys. For example, in Japan we often receive feedback from soft launches for surveys that the survey was 'too long' or 'not engaging'.

Older people are less likely to be using web-enabled devices and it may be trickier to obtain high response rates from this group. We typically set a maximum age of 65 on surveys because the statistics that we use on

We deliver knowledge

education are taken from the working population up to age 65. We do not survey anyone under the age of 16, following General Data Protection Regulation (GDPR) and ESOMAR standards.

Some target groups may make up a small percentage of the target country's population, which could make the time needed to achieve responses infeasible or excessively costly. As a general guide, the target respondent group should have an incidence rate of >10%.

Please let us know what you are looking to do and we can discuss the most efficient ways to obtain the information you need!

Deliverables

Once survey responses have been collected and reviewed and data is extracted, we'll provide you with two deliverables - the interactive dashboard and the data extracted in comma-separated values format (CSV).

CSV Files

We provide you with two CSV files, both containing the same data but displayed differently with one for easier manipulation of the data into any other formats you may need. One file will contain the data with responses per respondent grouped into a single line, the other file will contain responses more clearly separated.

The files will contain three different types of data - meta, demographic, and question. The meta category contains respondent data that is not directly associated with their survey response - for example respondent ID, an ID automatically generated in Dalia's system. The demographic category comes from the attributes of the respondent, such as age or gender. The questions parts come from the questions that you, the client, requested we ask.

We provide you with the data in two formats to enable easier self-analysis and interpretation. We use CSV as this format is universally accessible.

By using this CSV format, this means that it will be simple and quick to convert the data into any other format that you may need to view this in.

The following link provides an example of the data format we provide:

<https://docs.google.com/spreadsheets/d/18D532iHeXjN8txT8uyvha83f-sb8v407nN4KKZAW1ho/edit#gid=266374372>

You may notice that the format of the data depends on the question type. Notably questions with multiple possible answers (such as checkboxes) and rankings have a particular format.

The following is an example of answers to multiple choice questions. Each answer given is in a string that is separated with a "|" character:

https://docs.google.com/spreadsheets/d/1diQ2OU3zq18z3oS1hlf7QctHx-ThMFy6_3Hdxs6aFY/edit#gid=1778438971

Ranking questions also have a particular format. The answer options to be ranked appear as columns along the top of the sheet, with numbers given in each column according to the ranking assigned by the respondent. The following is an example of answers to a ranking question:

<https://docs.google.com/spreadsheets/d/1vxax1MdVOW-cdlqpmKUcct5lZG4qQPAAALshuw3UfBI/edit#gid=1043965530>

Dashboard

Dalia will provide you with an account login to access a real-time dashboard that provides visual representation of survey responses as well as customizable filtering and segmentations in order for you to focus on insights most important to you.

We are happy to give you a 'tour' of the dashboard when you first start using it. We can also help you with modifications to the dashboard if you need them, however please note that this might take additional time and cost.

The following is an example dashboard:

Quality

At Dalia, quality means that the data you receive from your survey questions truly represents the opinion of the target audience on the topics/questions asked.

We take several steps to ensure quality:

- I. We set a minimum threshold for the time take to complete the survey and clean out any responses generated by someone who completed the survey faster than this minimum threshold. The calculation for the threshold takes into account the number of questions, question types, device used by the respondent to answer the questions and the language that the survey is taken in
- II. Quota weighting, as mentioned in the section above
- III. Trust scores are assigned to respondents using an algorithm; if a respondent has a low trust score, they will not be permitted to take a Dalia survey (we check for consistency in their answers across questions and that they are old enough to be taking the survey)
- IV. Fraud checks, including device fingerprinting, VPN detection, checking respondent IP address and bot detection (fraudulent sources are blacklisted from our system)
- V. Pre-qualification questionnaires are used to double-check respondent identity and present the respondent with only surveys that are appropriate for them according to their demographic attributes
- VI. We try to encourage the use of filter questions within surveys to ensure that we avoid asking the respondent irrelevant questions;
- VII. Respondent sources are carefully monitored to ensure consistent quality of responses.

Self-administered surveys also help to ensure high-quality responses, removing the 'interviewer effect'¹, reducing risk of data entry errors, and reducing social desirability bias.

Being mobile

The majority of Dalia's survey completions come through smartphones. As a growing share of the world's population adopts smartphones as their preferred way to communicate, shop, play and access information, mobile surveys integrate smoothly with the way the average modern person lives. This allows Dalia to reach a wider and more representative sample of respondents.

Rapid global smartphone adoption continues and, in some emerging and frontier markets, has surpassed desktop Internet use. Dalia ensures broad reach among these users and a seamless, engaging, mobile-optimized survey experience.

If you have questions about this guide, please contact us at projects@daliaresearch.com.

¹ The interviewer asking questions in a different tone, which may influence the response