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Nota di contenuto	The Handbook of Mobile Market Research: Tools and Techniques for Market Researchers; Contents; Foreword; Introduction; Who the Book is For; The Structure of the Book; Part I: Mobile Market Research; Part II: Qualitative and Quantitative Research; Part III: The Methods and Applications of Mobile Market Research; Part IV: Researching the Mobile Ecosystem, Ethics, and the Future; References to brands and services; Online Material; Repetition; A note of thanks; PART I Mobile Market Research; 1 Overview of Mobile Market Research; Introduction; What Does Mobile Market Research mean? Standardized solutions for mobile market researchWhy the interest in mobile?; 1. The ubiquity of mobile phones; 2. 'In the moment'; 3. Putting the 'Smart' in mobile market research; 4. Passive data collection; A Brief History of Mobile Market Research; The International Dimension; Mobile Quantitative Research; Unintentional mobile; Mobile only surveys; mCAPI; Mixed-mode studies; Mobile Qualitative Research; Mobile Devices and Communities; The Mobile Ecosystem; The Challenges of Mobile Market Research; Shorter surveys; The cost efficiency of PC-based online surveys; Limitations of the devices Variability of mobile devicesAchieving participant cooperation; Ethical,

regulatory, and privacy concerns; The Future for Mobile Market Research; 2 Mobile Research in Action; Introduction; Retail Research; Understanding shopping trips and processes; Face-to-face customer research; Retail audits; Mobile shopping; Mystery shopping; The future of mobile market research and retail; Customer Experience and Satisfaction Research; Capturing experiences; Bias and capturing experiences; Event triggered satisfaction surveys; Location triggered satisfaction surveys

Alert/timer triggered satisfaction surveysTaking experience and satisfaction further; Advertising Testing; Tracking Brands and Advertising; Product Testing; In use testing; Advanced Quantitative Research; Creating mobile friendly and mobile specific advanced quantitative research; B2B (Business to Business) Research; Sampling issues; Variations in mobile devices; Ethics and intellectual property rights; Summary; 3 The Technology of Mobile Market Research; Introduction; Types of Mobile Devices; Smartphones; Feature phones; Market research and feature phones

Tablets (including PDAs and phablets)The link between devices and mobile market research; Connecting with Mobile Participants; Mobile web or mobile internet; SMS/Text; Mobile voice; Mobile applications; The Mobile Ecosystem; Mobile service providers; Device manufacturers and brands; Third-party service providers; The Features of Mobile Phones; 1. Studies via SMS and MMS; 2. Studies via mobile web; 3. Studies via apps; Mobile Operating Systems; Android; Apples iOS; Microsoft Mobile Phone OS; BlackBerry; Symbian; Operating system overview; Location-Based Services; Geolocation uses

Different ways of finding the location of a mobile device

Sommario/riassunto	The first book on the market that focuses on the area of mobile researchMore people have mobile phones than have computers or land lines and for several years researchers have understood that data collection needs to become mobile. Up until now, there were no systems available to do so, fuelled by incompatibilities between systems, lack of suitable systems, lack of understanding in terms of how to use mobile and too many organizations trying to put old fashioned surveys into the mobile world without confronting the changes that need to be made, e.g. shorter surveys. However, mobile research is