

mozcon

2014

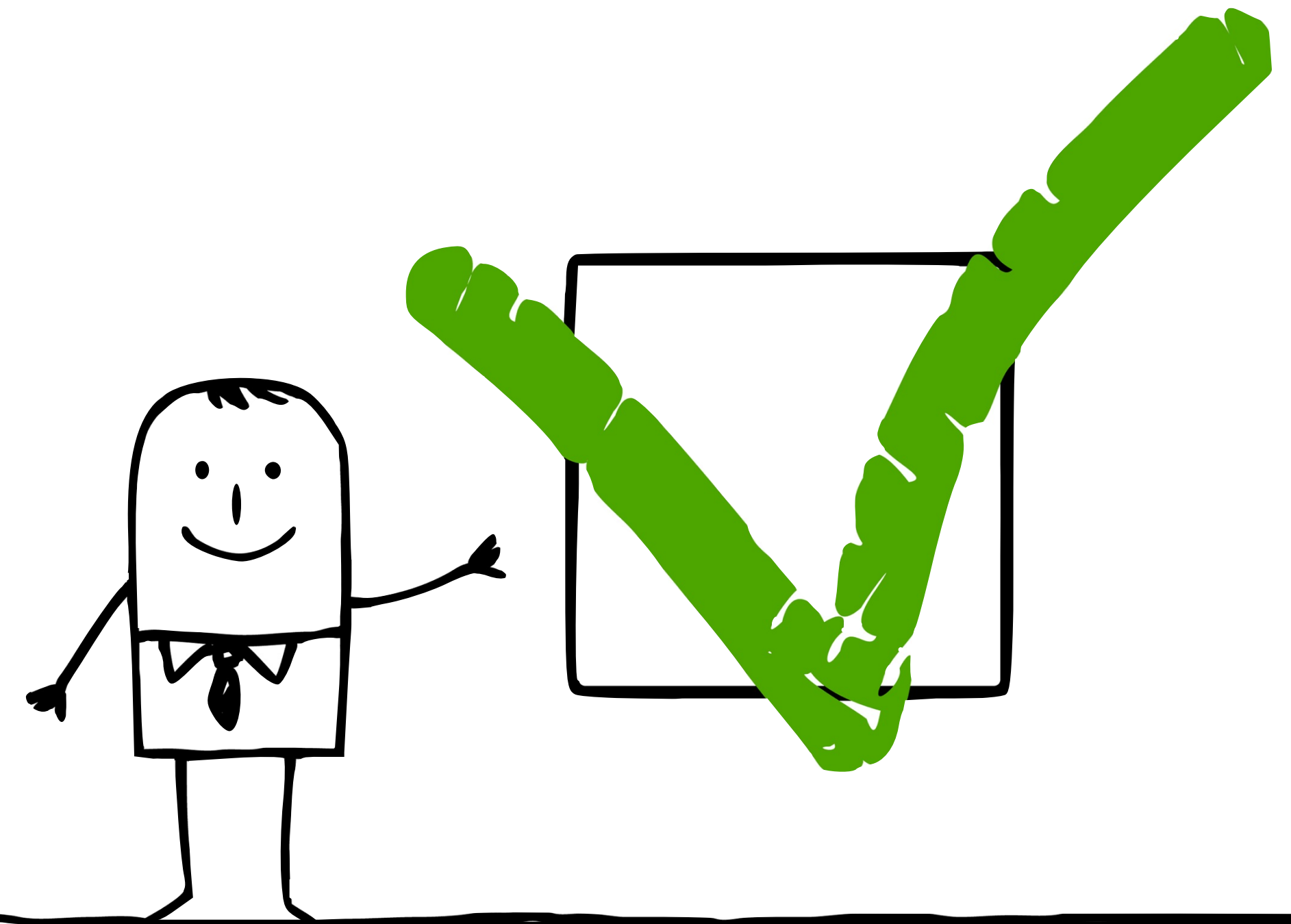
WELCOME!

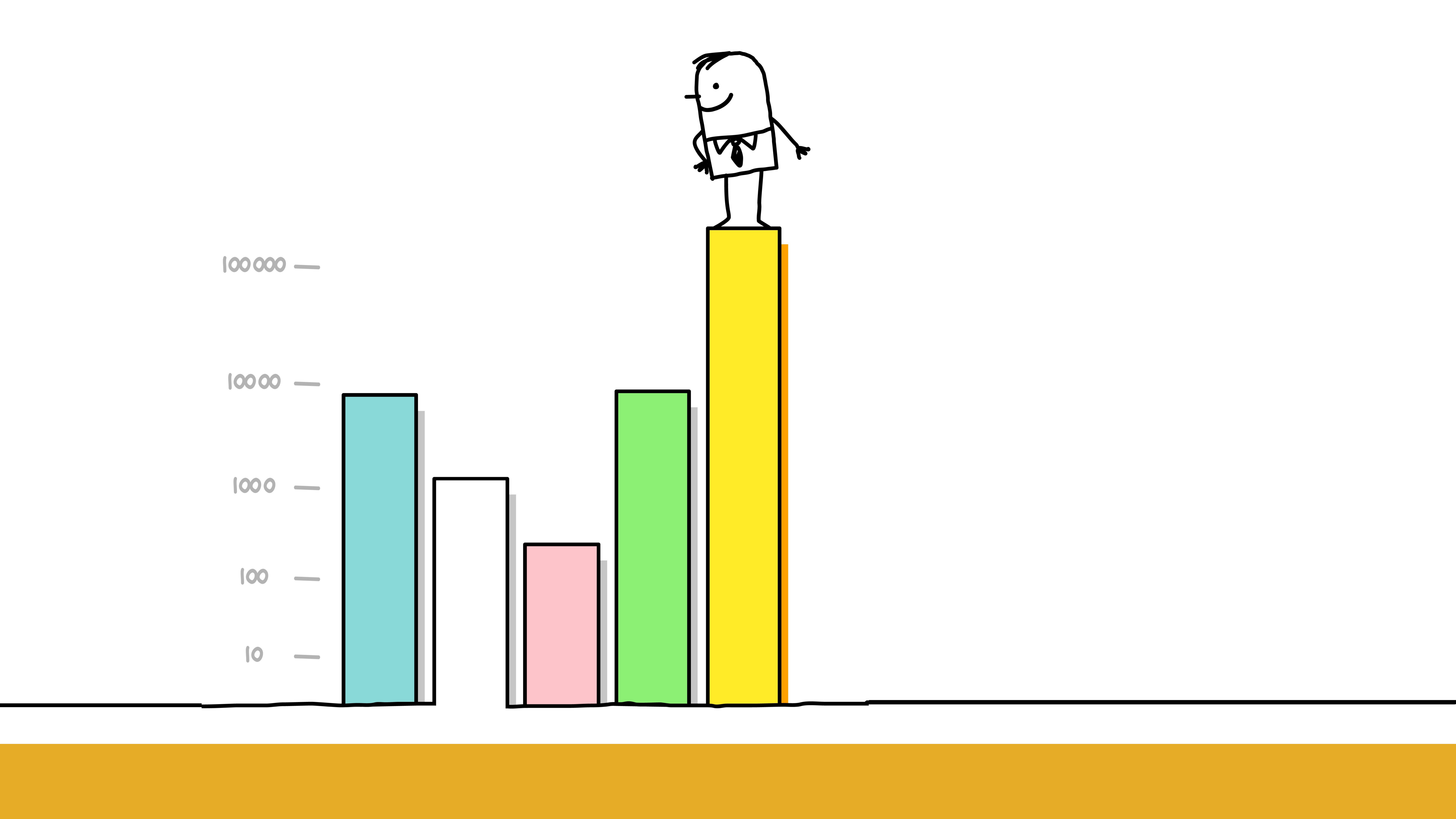
Bad Data, Bad Decisions: The Art of Asking Better Questions

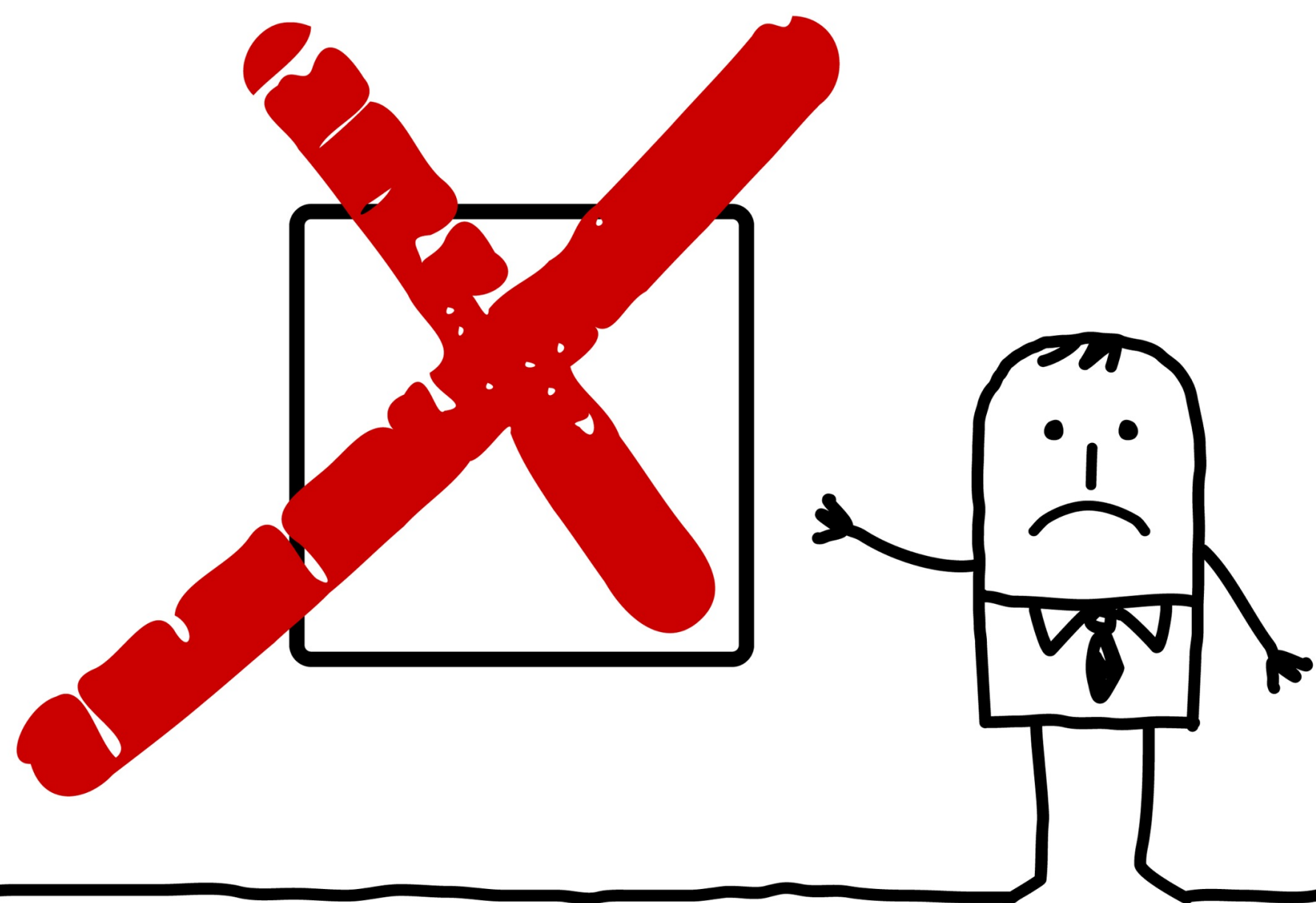


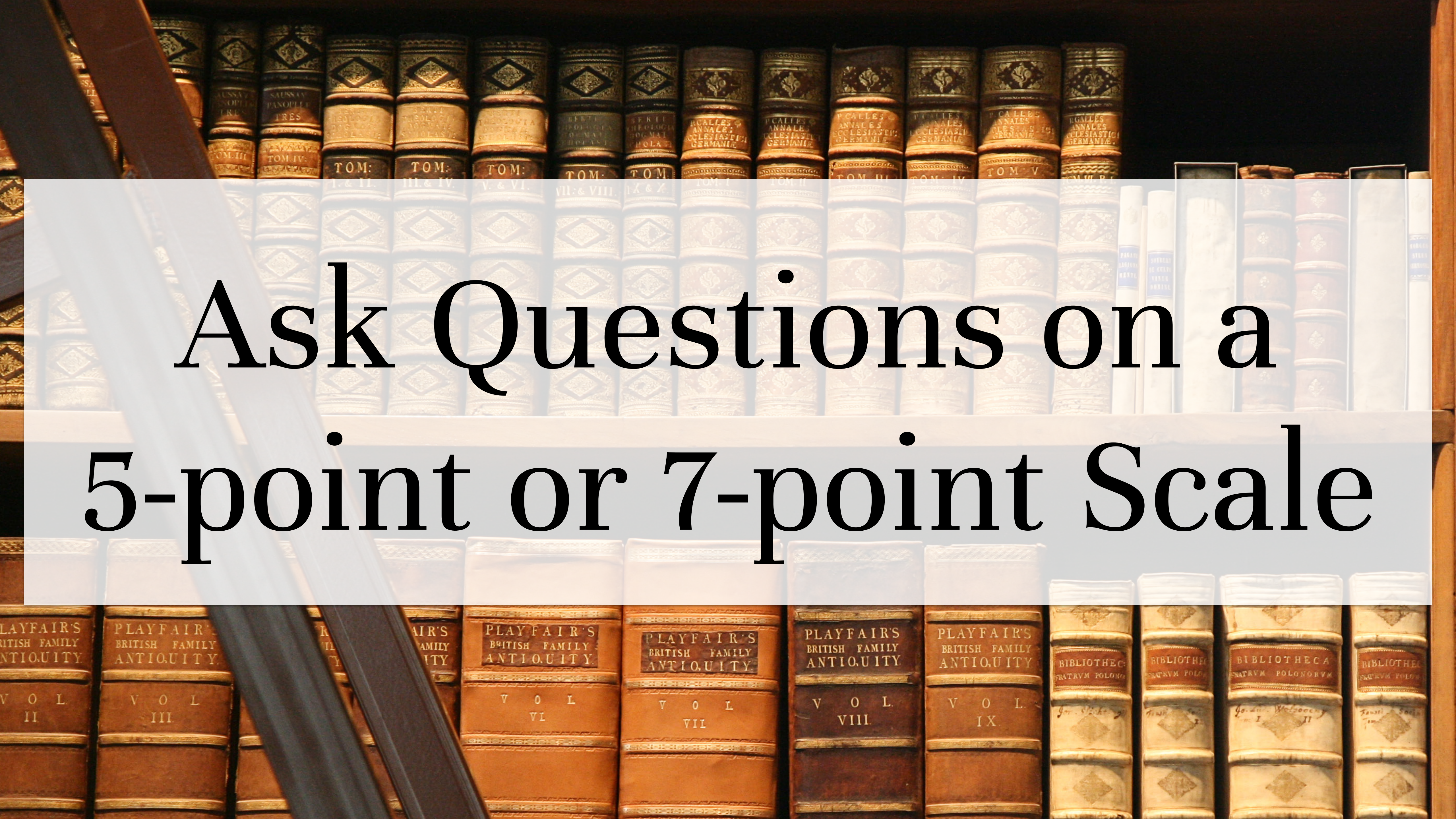
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#MozCon





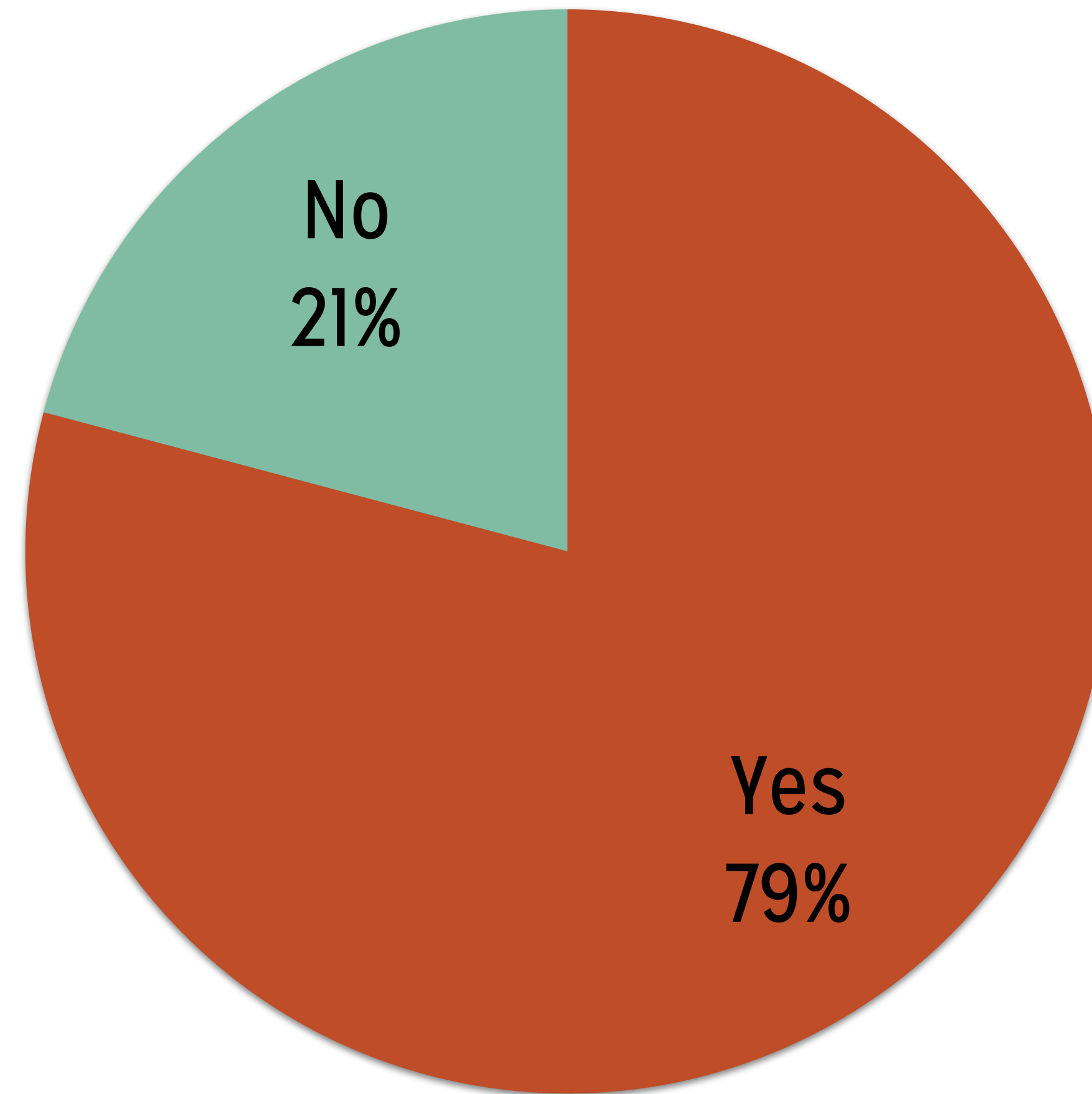




Ask Questions on a 5-point or 7-point Scale

Are you happy with your job?

Sample Survey Question

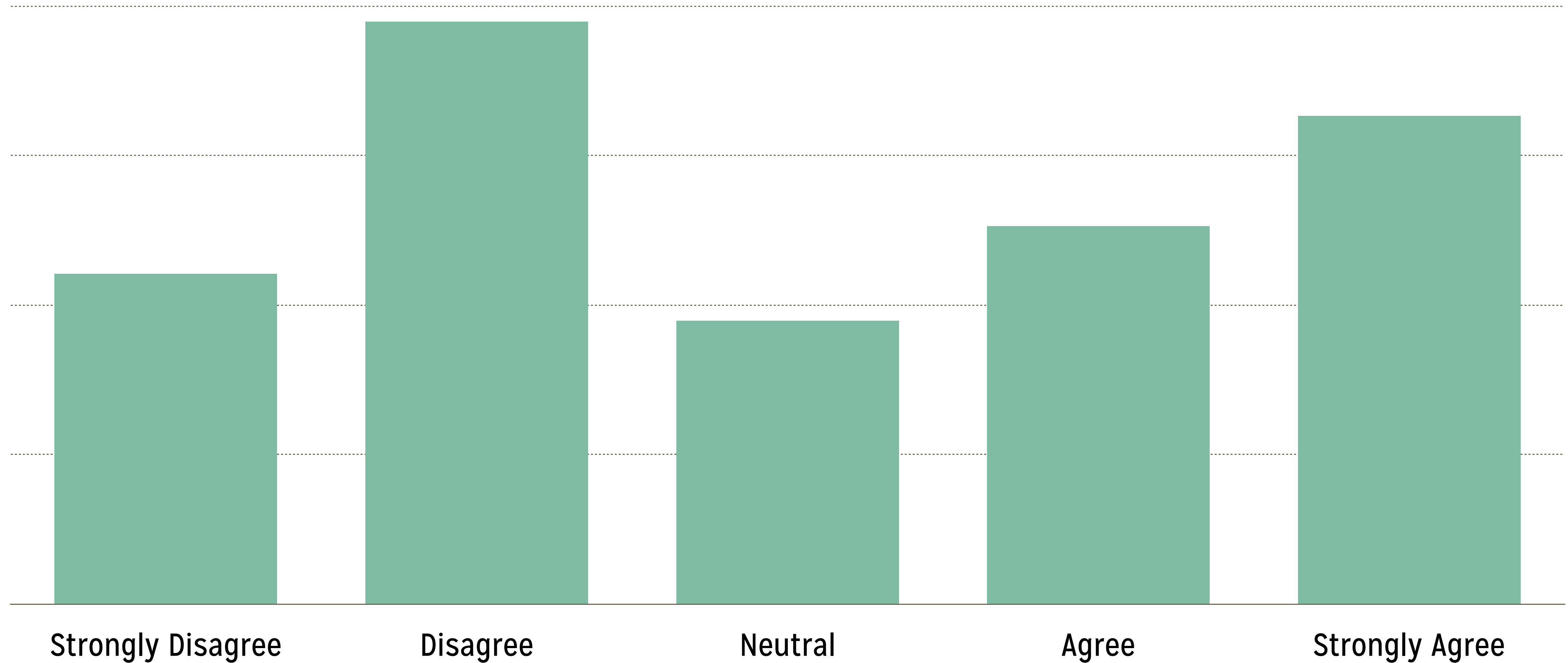


People Happy at Their Jobs

I am happy with my job.

Sample Survey Question

Average = 3.05



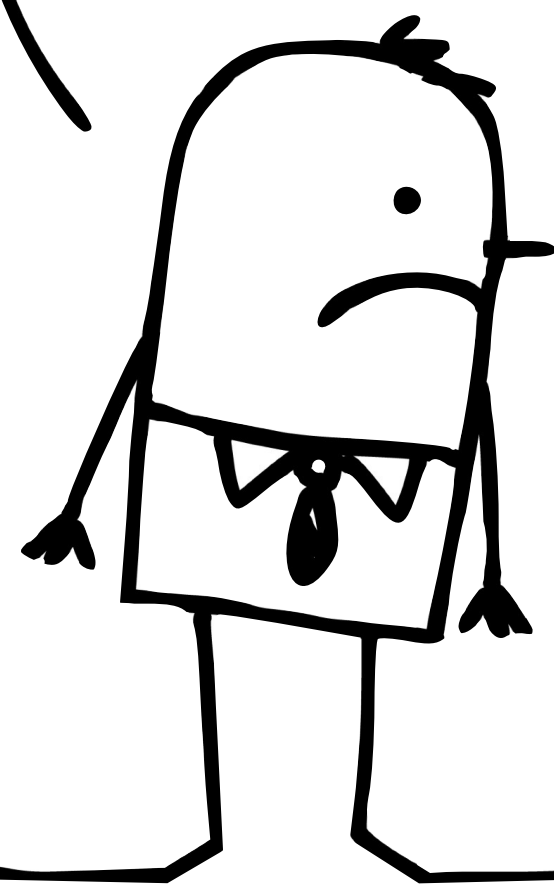
People Happy at Their Jobs



Break Down Big Concepts
into Tangible Pieces

Are you satisfied?

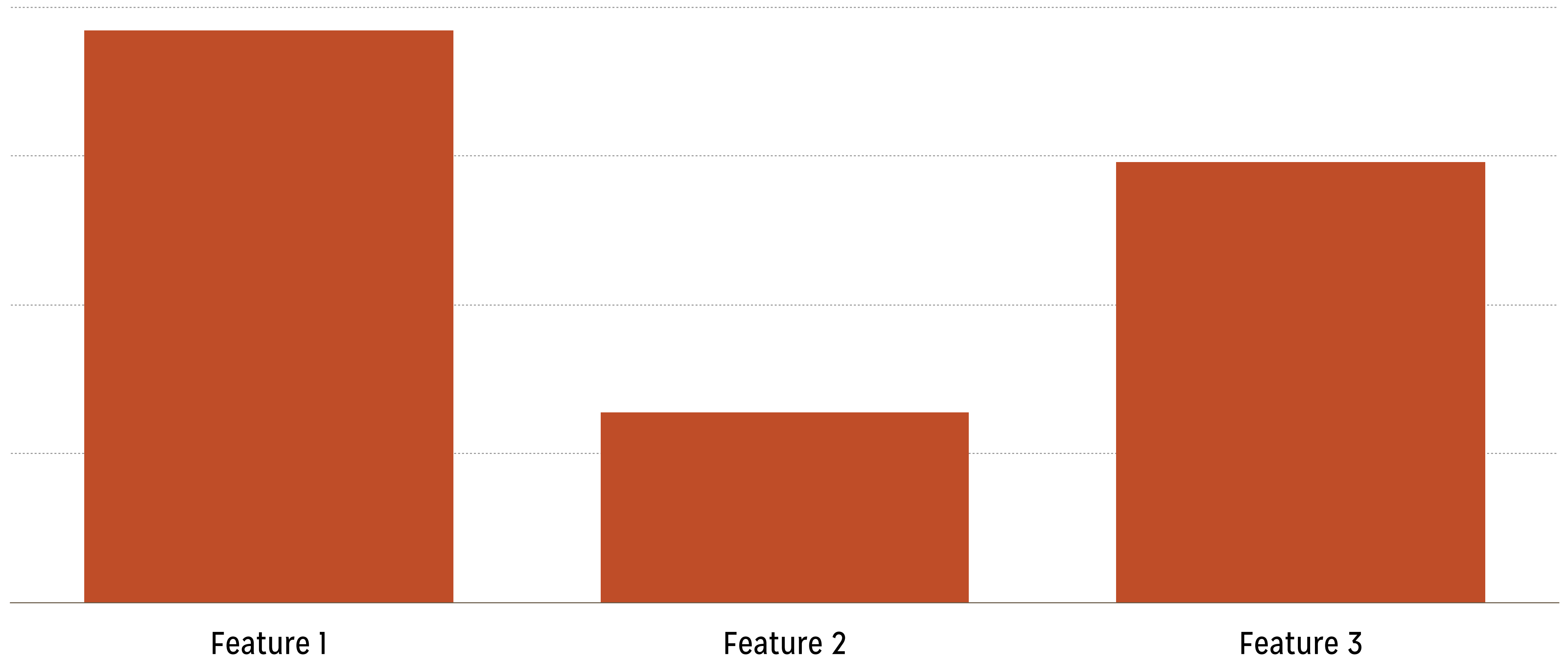
Sample Survey Question





Please Rate Your Satisfaction with Each Feature

	Very unsatisfied	Somewhat Unsatisfied	Neural	Somewhat Satisfied	Very Satisfied
Feature 1					
Feature 2					
Feature 3					



Satisfaction by Feature

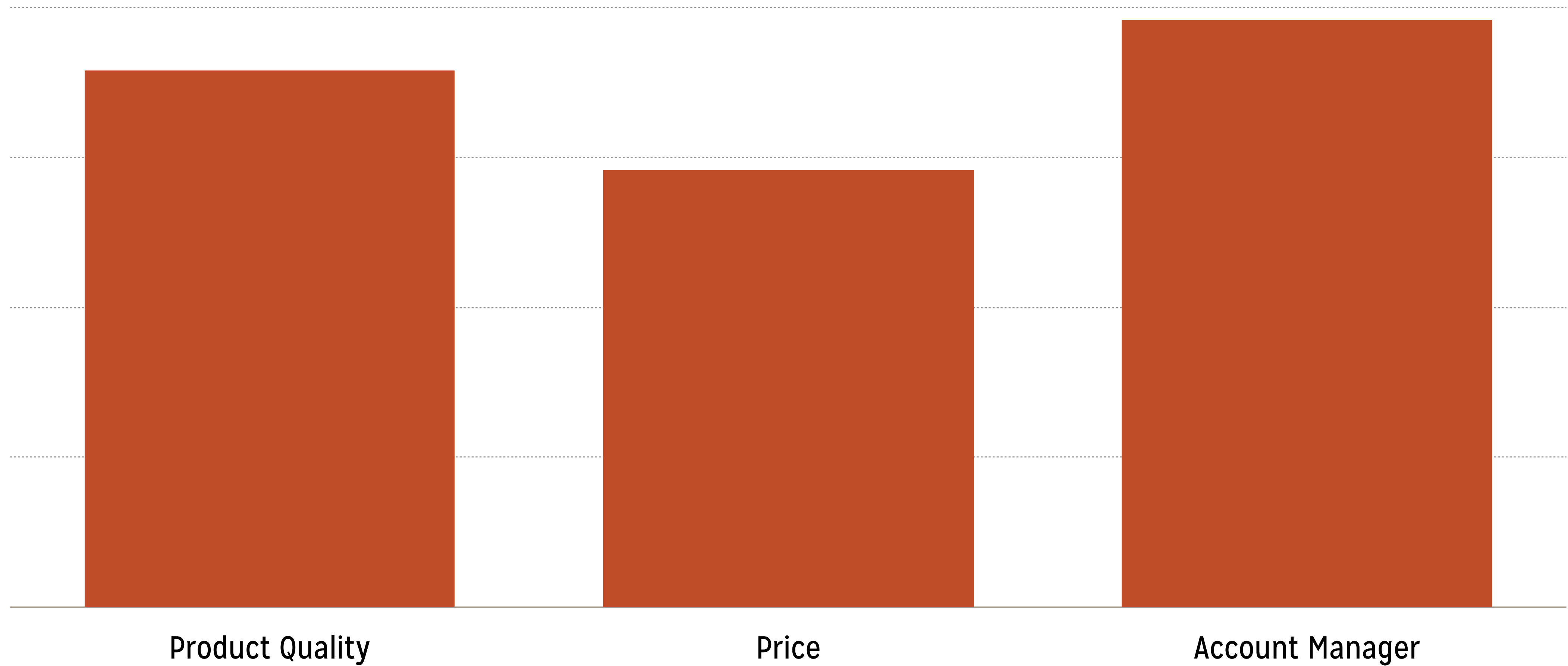
The background image shows a grand, multi-story library interior. It features high ceilings with intricate, painted wooden trusses and beams. Numerous tall, slender columns support the structure. The walls are lined with floor-to-ceiling bookshelves filled with books. Warm, golden light emanates from small fixtures, creating a rich, scholarly atmosphere. A large, multi-paned window is visible in the distance, allowing natural light to filter in. Overlaid on this scene is a semi-transparent white rectangular box containing the title text.

Compare Answers Across Questions

Please Rate Your Experience with Our Business

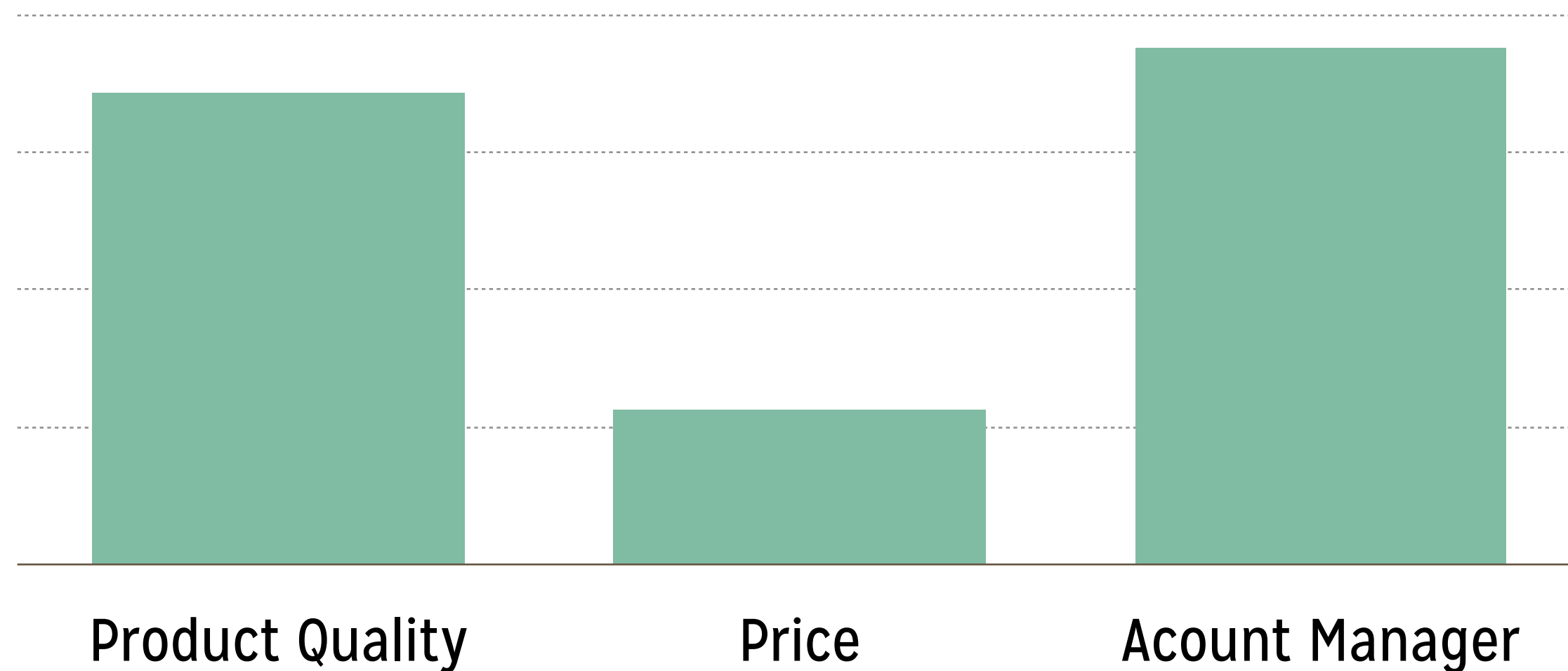
	Very unsatisfied	Somewhat Unsatisfied	Neural	Somewhat Satisfied	Very Satisfied
Product Quality					
Price					
Account Manager					

Sample Survey Question

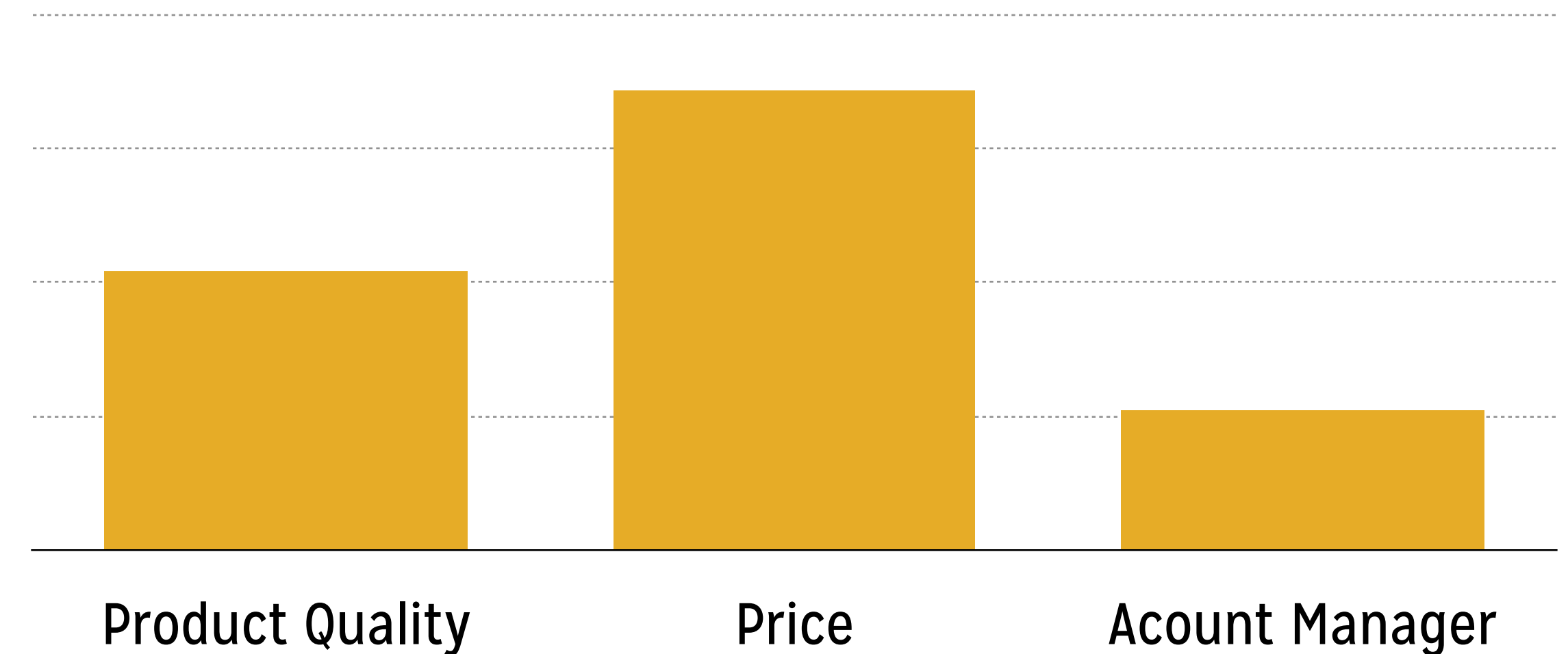


Business Ratings

Small Business



Enterprise



Business Ratings by Company Size

Buzzmarker for Chrome feedback

CURRENT VIEW

+ FILTER

+ COMPARE

+ SHOW

QUESTION AND ANSWER

Choose...

OR

Search

Cancel

< Back

SAVED VIEWS (1)

Original View

(No rules applied)

Revert

+ Save as...

COMPARED: 124 of 124 respondents

Export All

Share All

Question Summaries

Data Trends

Individual Responses

All Pages

<

>

Q1

Customize

Export

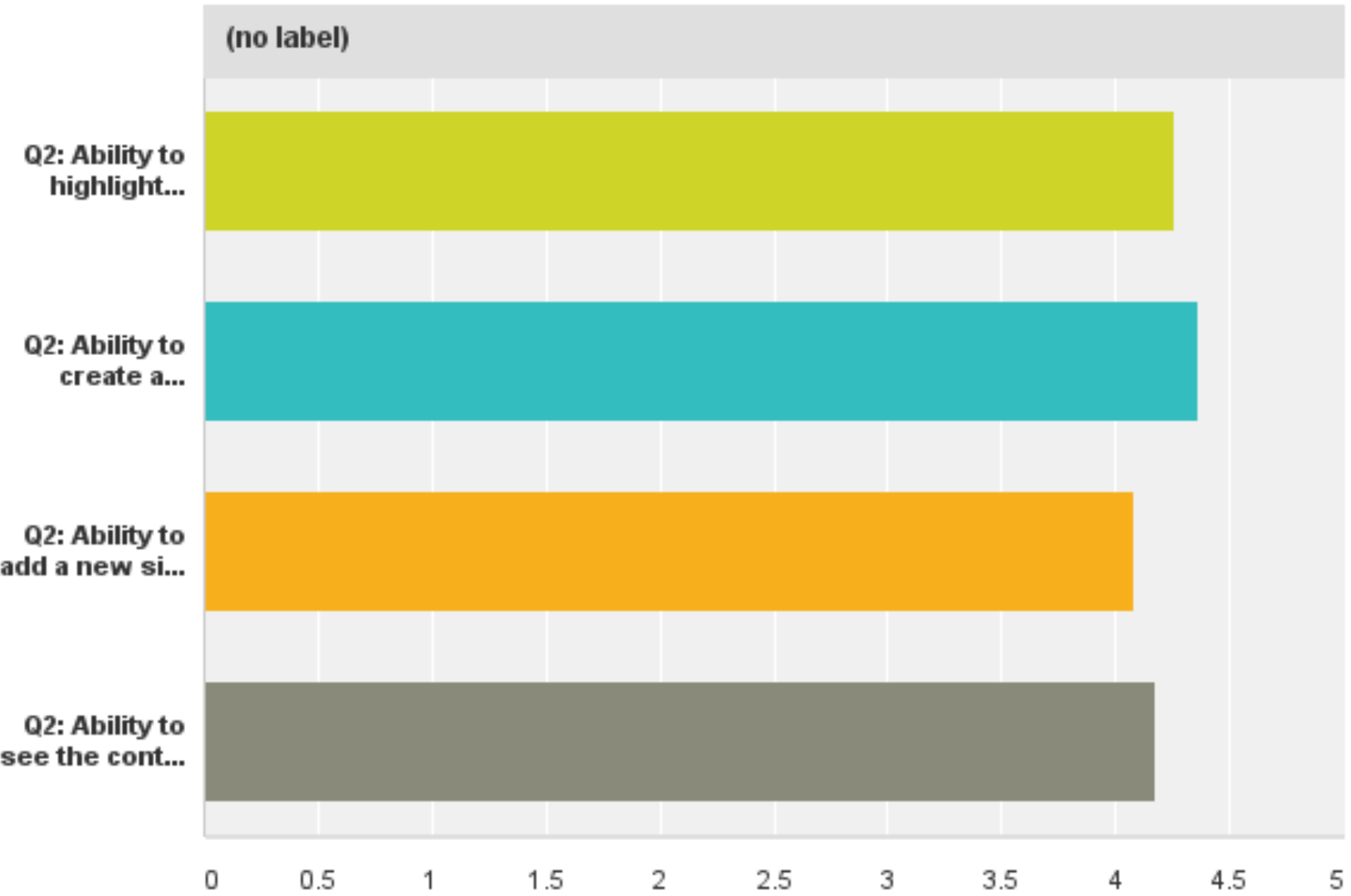
How would you describe your usage of the new BuzzMarker for Chrome?

Answered: 124 Skipped: 0

Q2: Ability to

Q3 On a scale of 1 to 5, how would you rate the value that the BuzzMarker for Chrome provides you?

Answered: 124 Skipped: 0



Analyze + Compare

A row of old, worn books on a dark wooden shelf. The books have various spines, some with titles like 'CHURCHMOUSE', 'LOIS LENSKI-TEXAS', 'ANNE OF GREEN GABLES', 'THE SECRET GARDEN', 'LITTLE GREY RABBIT'S CHRISTMAS', 'STUART LITTLE', 'Charlotte's Web', 'THE SUNNY OLD BOY', 'THE BOSTON COOKING SCHOOL', and 'TO KILL A MOCKINGBIRD'. A semi-transparent white rectangular box is overlaid across the middle of the image, containing the text 'Beware of Bias' in a large, black, serif font.

Beware of Bias

Priming

Sentence Scramble Task

Rude

aggressively, bold, rude, **bother**, disturb, intrude, annoyingly, **interrupt**, audaciously, brazen, impolitely, infringe, **obnoxious**, aggravating, bluntly

Polite

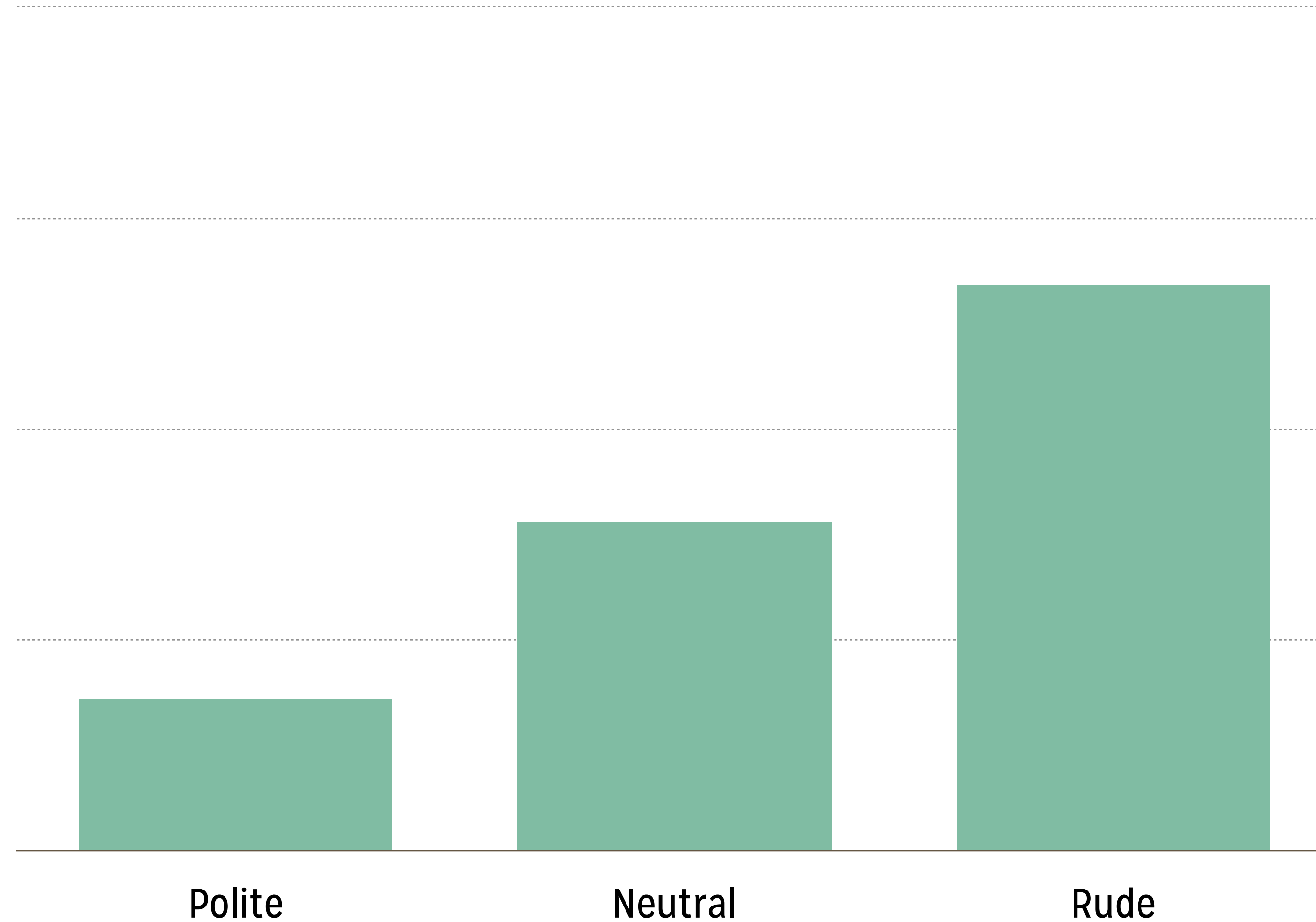
honor, **considerate**, appreciate, **patiently**, cordially, yield, **polite**, cautiously, courteous, graciously, sensitively; discreetly, behaved, unobtrusively

Neutral

exercising, flawlessly; occasionally rapidly, gleefully, practiced, optimistically, successfully, normally, send, watches, encourages. gives, clears, prepares

Bargh, Chen, and Burrows (1996)

People Who Interrupted After Sentence Task



Bargh, Chen, and Burrows (1996)

Order Bias

How important is link building?

How much link building do you
plan to do this year?

Question Order Bias

SurveyMonkey®

Upgr

Home

My Surveys

Survey Services ▾

Plans & Pricing

2014 Public Relations Industry Survey ☆

stephanie@buzzstre

stephanie@buzzstre

2014 Public Relations Industry Survey ☆

Edit

View

Insert

Responses (21)

Tools

Help

Last edit was made 2 minutes a...

Sen

Theme...

View responses

Accepting responses

View live form

Feature/Benefits - existing customers

Summary

Design Survey

Collect Responses

Analyze Results

Edit Survey

Survey Options

Question Bank ?

Print Survey

Restore Questions

Page Randomization

Edit Survey

Preview Survey

Send Survey ▶

To change the look of your survey, select a theme below.

Aqua

Create Custom Theme

TITLE & LOGO

Edit Title

+ Add Logo

Feature/Benefits - existing customers

+ Add Page

PAGE 1

Edit Page Options ▾

Add Page Logic

Move

Copy

Delete

Show this page only

Edit Page Information ?

Add Page Logic ?

Add Page Randomization ?

Add Question Randomization ?

+ Add Question ▾

Randomize Order

Row 8 label

Other

×

Row 9 label

Click to add row

Column 1 label

Never

×

Column 2 label

Rarely

×

Column 3 label

Sometimes

×

Column 4 label

Often

×

Column 5 label

Always

×

Column 6 label

Click to add column

Advanced settings

Shuffle row order

Done

Require one response per row

What is the average PageRank or Domain Authority of the sites you nitch?

Randomization in SurveyMonkey and Google Forms

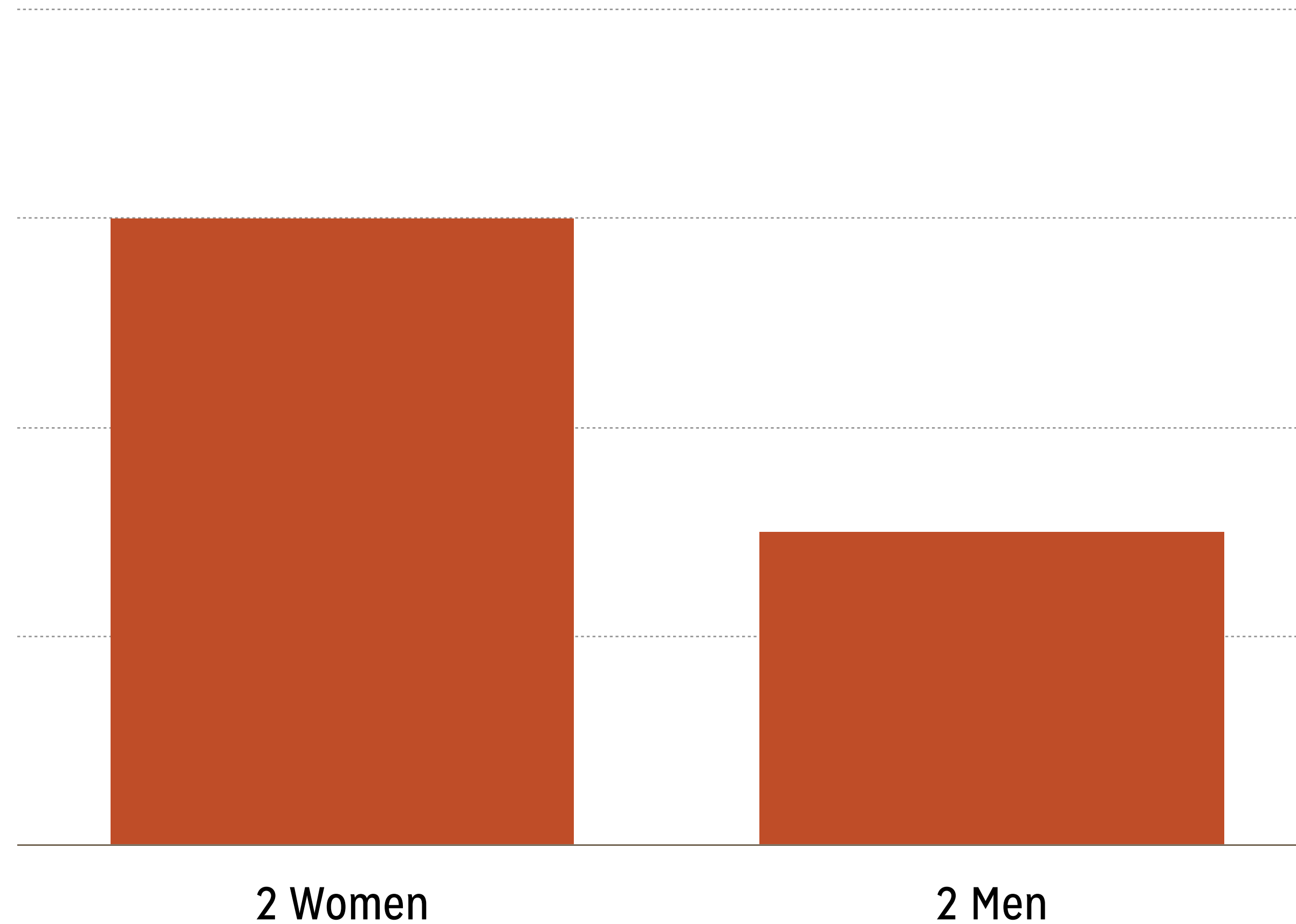
Stereotype Threat

“sports intelligence”

“natural athletic ability”

Stone, Lynch, Sjomeling, Darley (1999)

Female Math Test Performance when Others Present



Inzicht (2000)

Double-Barreled Questions

Do you play games on your
smart phone or tablet?

Double-Barreled Question

Leading Questions

Do you support helping the poor?

Do you support welfare?

Leading Questions

The background is a collage of three library-related images. The top image shows a modern library with tall wooden bookshelves filled with books, a large ornate chandelier, and a bright light fixture. The middle image shows a long, narrow library aisle with a black and white checkered floor, bookshelves on both sides, and a white table in the distance. The bottom image shows a library with large, rolled-up scrolls on wooden shelves, a wooden chair, and a checkered floor.

Understand How and Why People Lie

Sensitive Information

Use ranges for demographic info.

Sensitive Information

Boredom

Set expectations & show progress.

Boredom

Guessing is Hard

Be reasonable about estimations.

Guessing is Hard



Cool Things You Can Do With Data

How often do you use OSE?

Sample Survey Question

How **often** do you use Open Site Explorer for the following tasks?

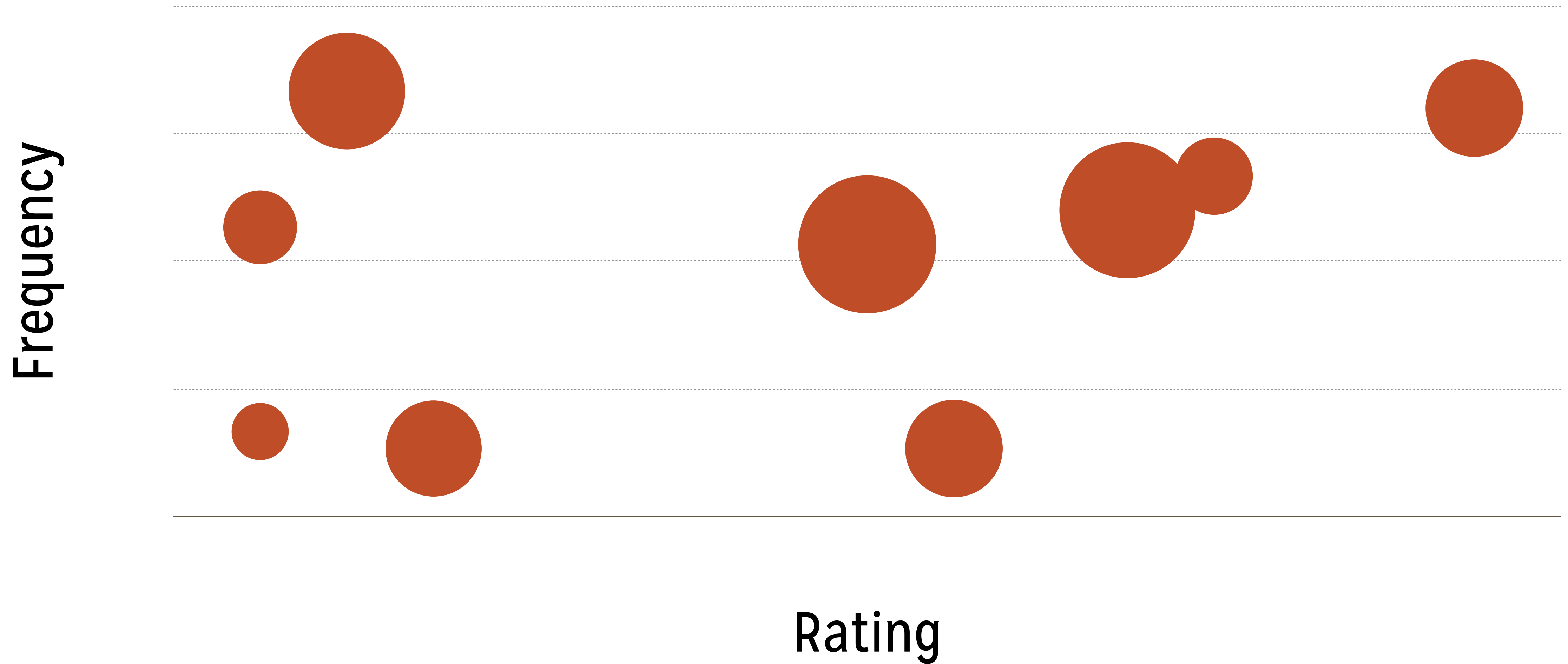
	Never	Rarely	Sometimes	Often	Always
Find Backlinks					
Anchor Text Analysis					
Competitor Analysis					

How would you **rate** Open Site Explorer for the following tasks?

	Never	Rarely	Sometimes	Often	Always
Find Backlinks					
Anchor Text Analysis					
Competitor Analysis					

How **important** are the following Open Site Explorer features?

	Never	Rarely	Sometimes	Often	Always
Find Backlinks					
Anchor Text Analysis					
Competitor Analysis					



Feature Prioritization Chart

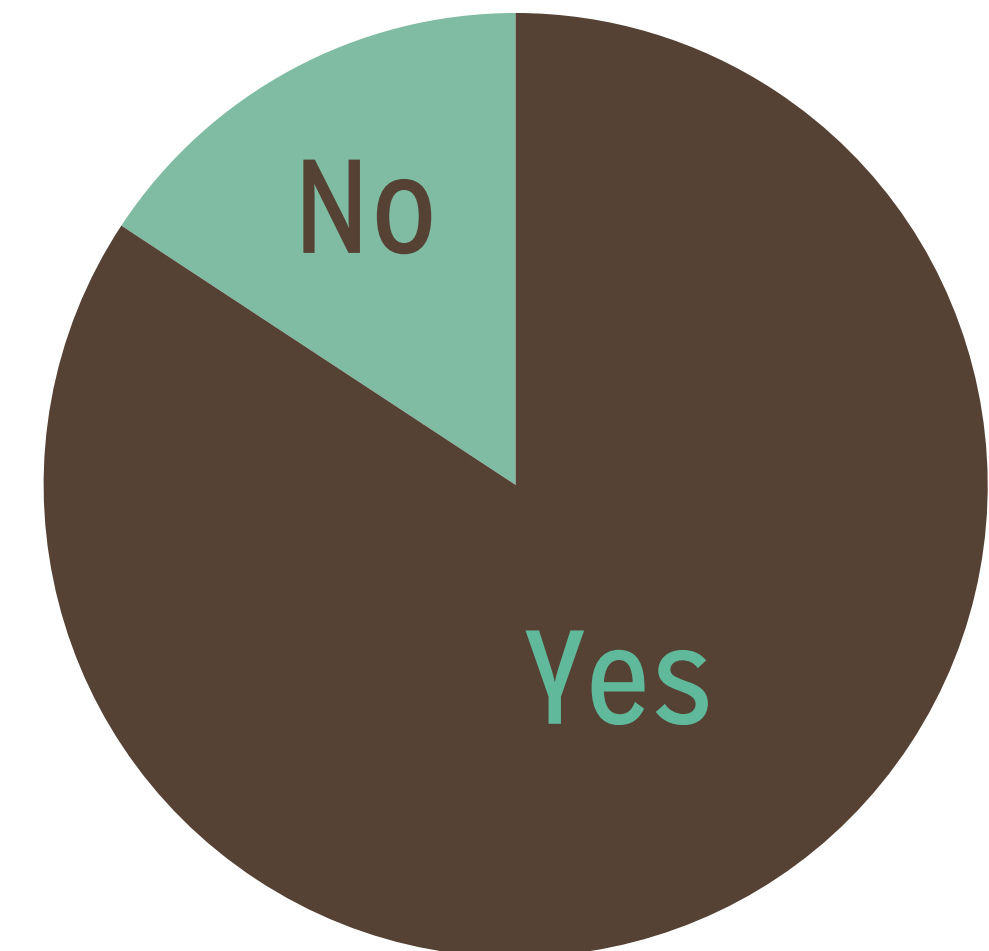
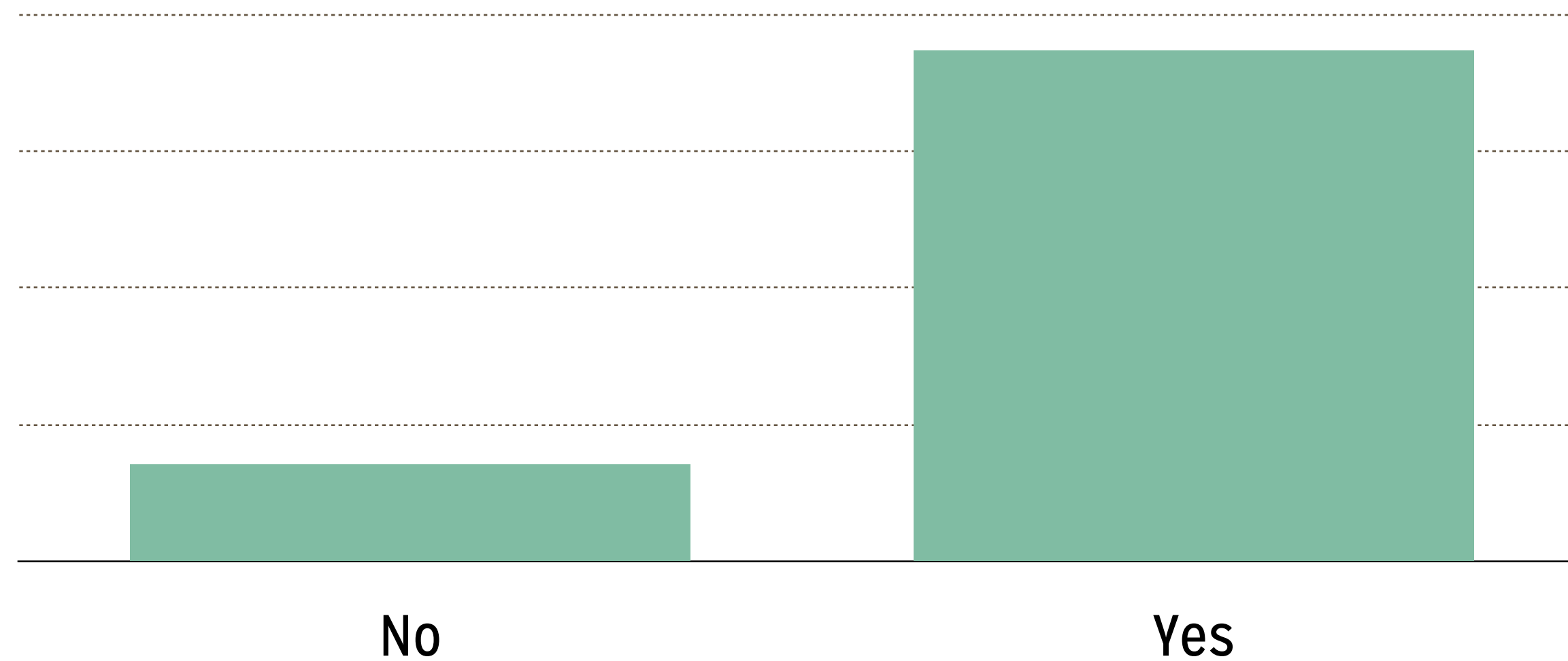
Categorical

Do you drink coffee?

Yes | No

Categorical Response

Coffee Drinkers



Categorical Response

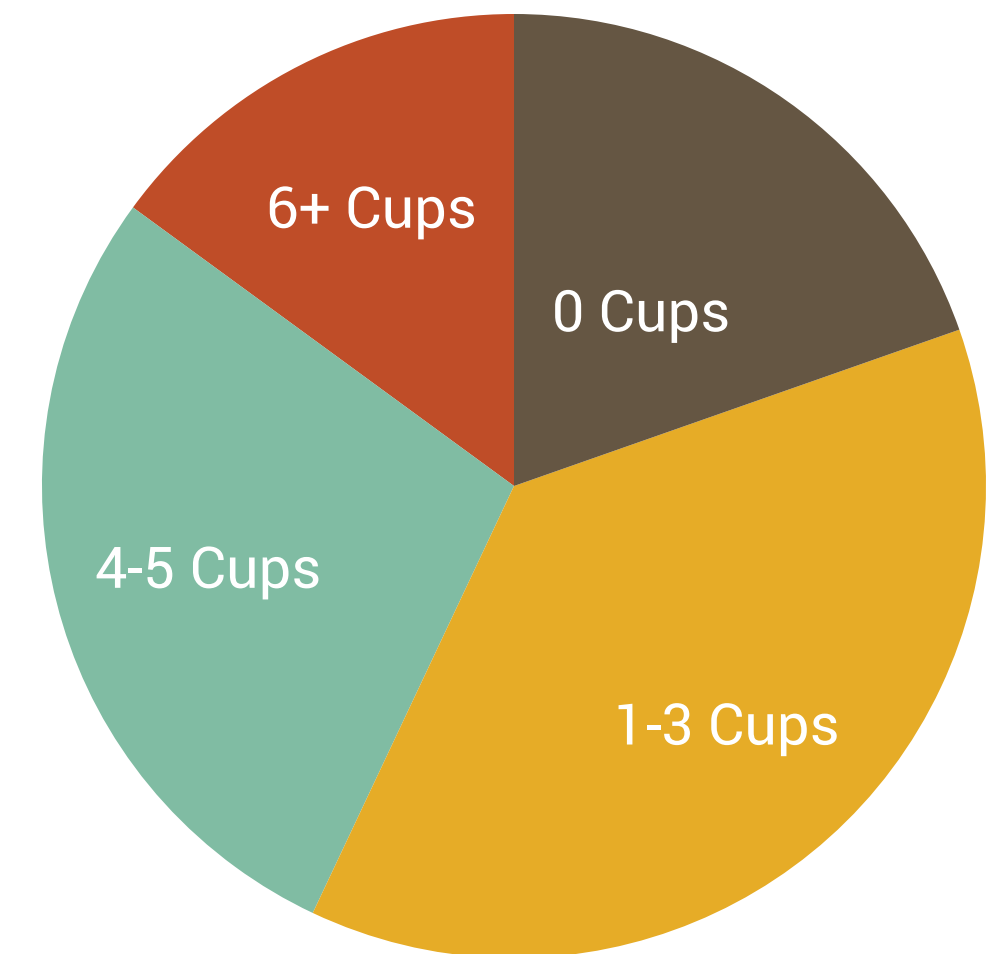
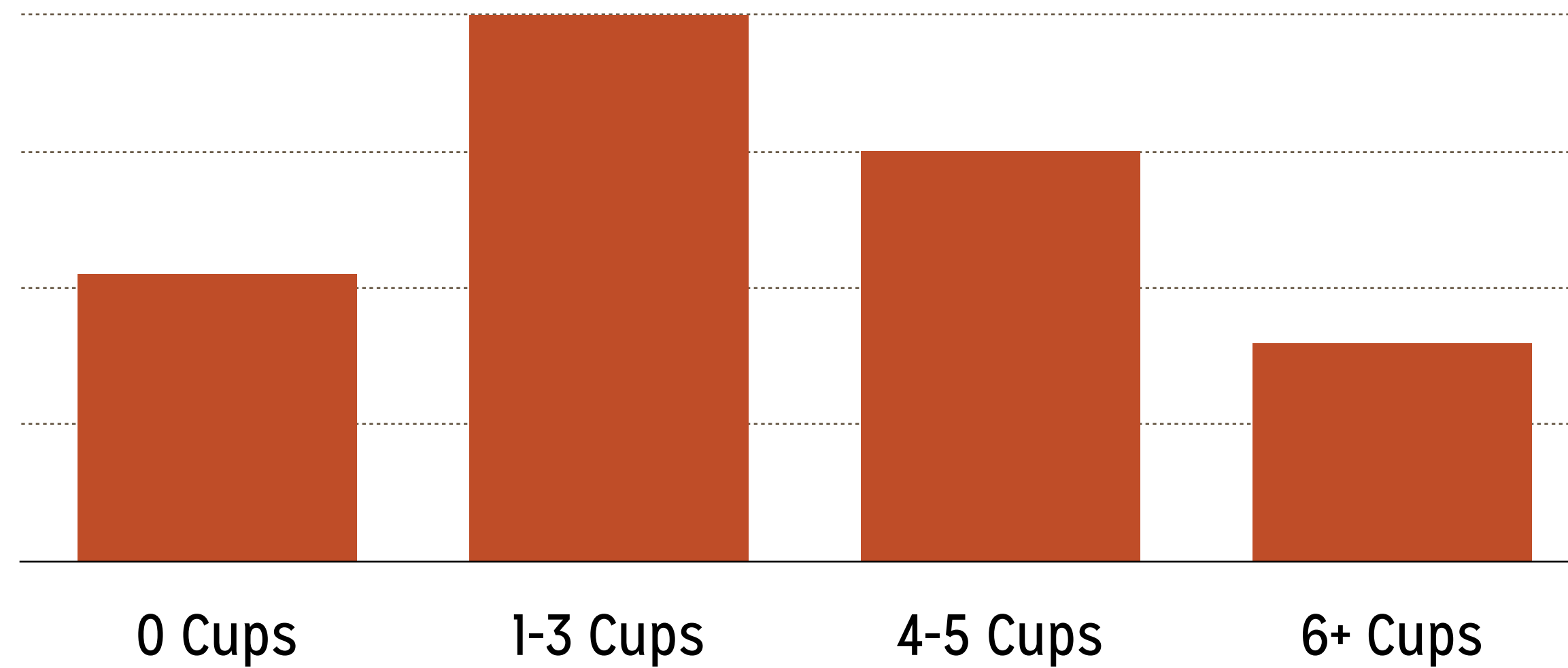
Ordinal

How much coffee do you drink?

- 0 cups per day
- 1-3 cups per day
- 4-5 cups per day
- 6+ cups per day

Ordinal Response

Coffee Drinkers



Ordinal Response

Interval & Ratio

How often do you drink coffee?

Never Rarely Sometimes Often Always

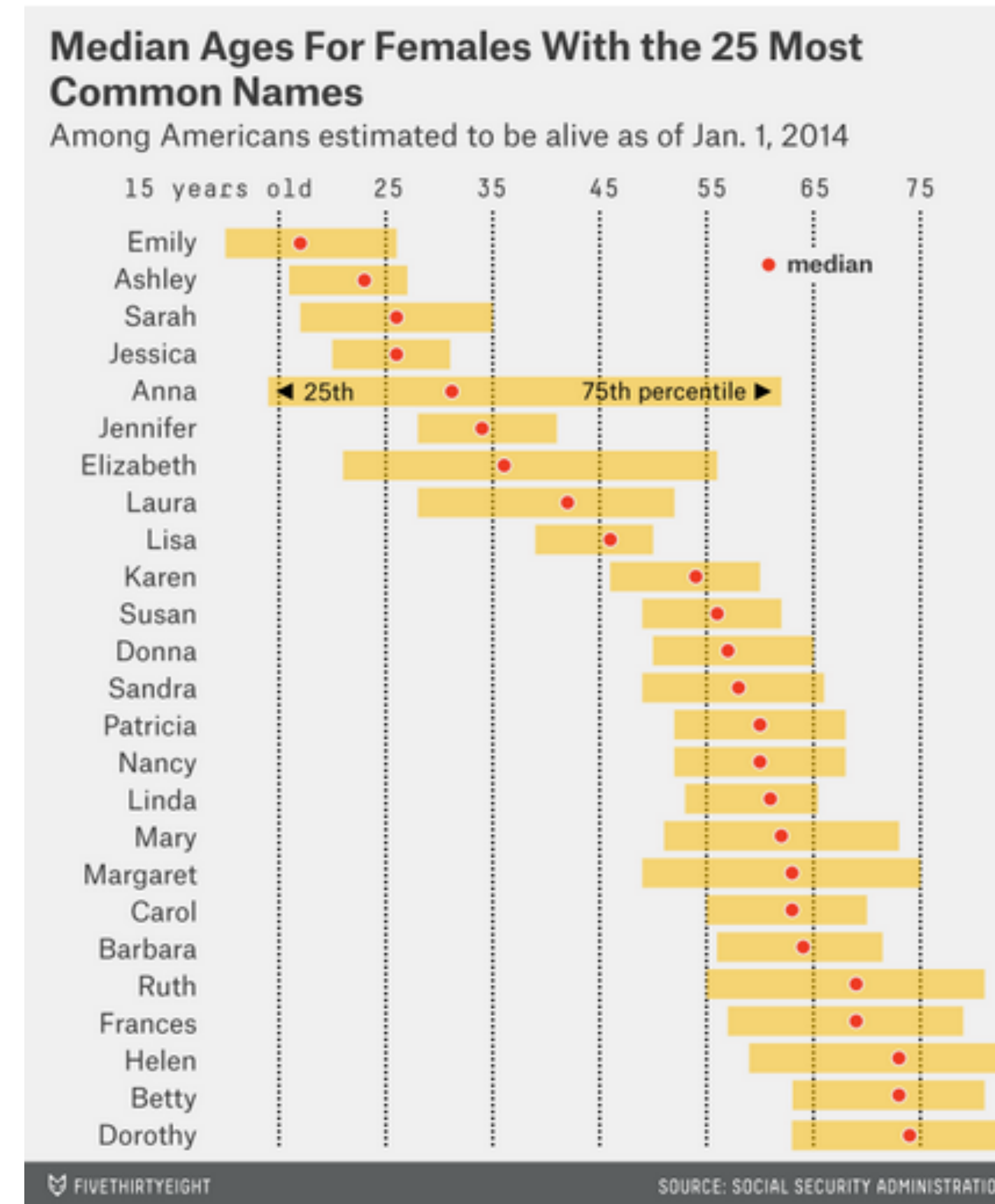
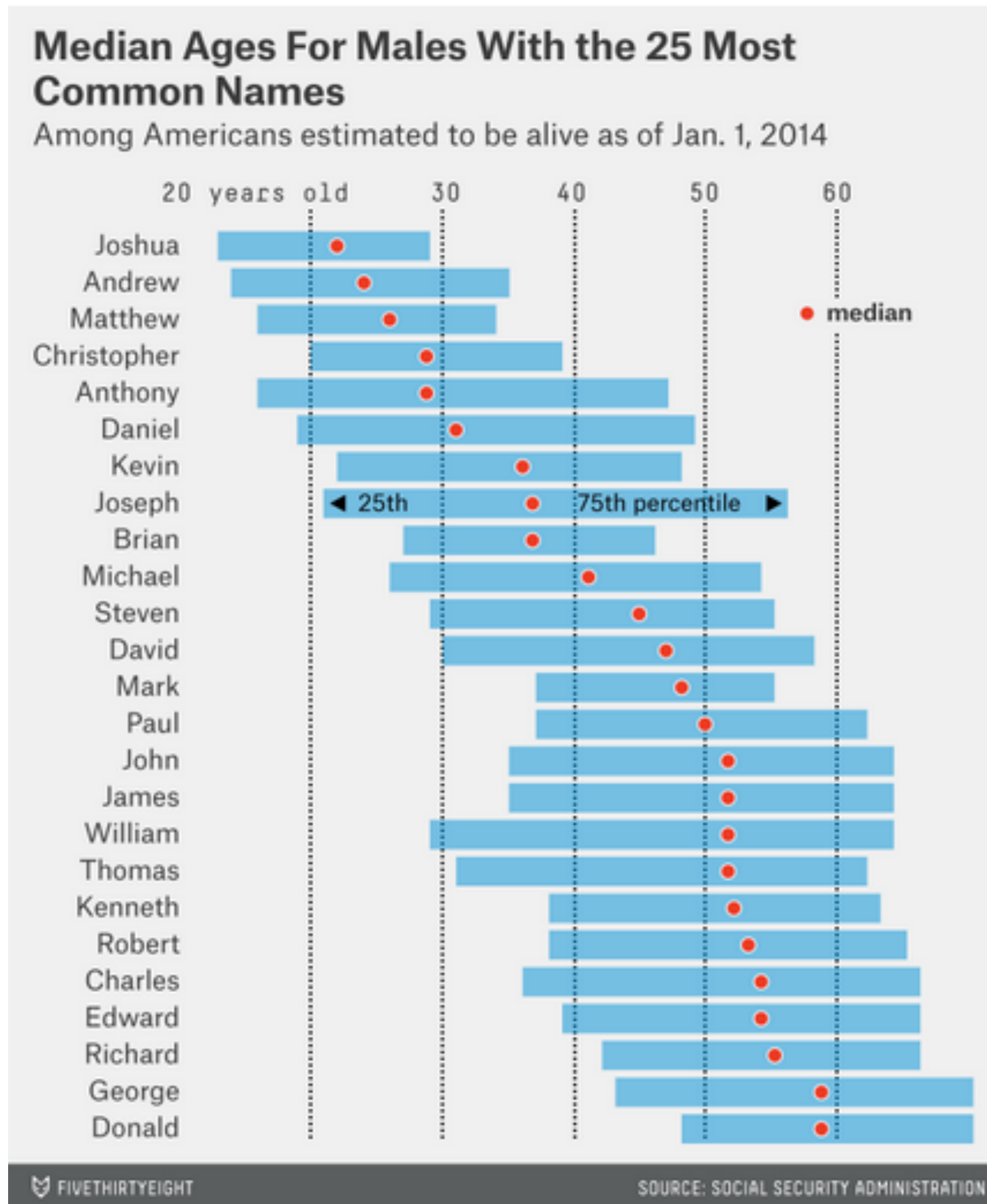
Interval & Ratio Response

How many cups of coffee do you
drink each day?

(fill in the blank)

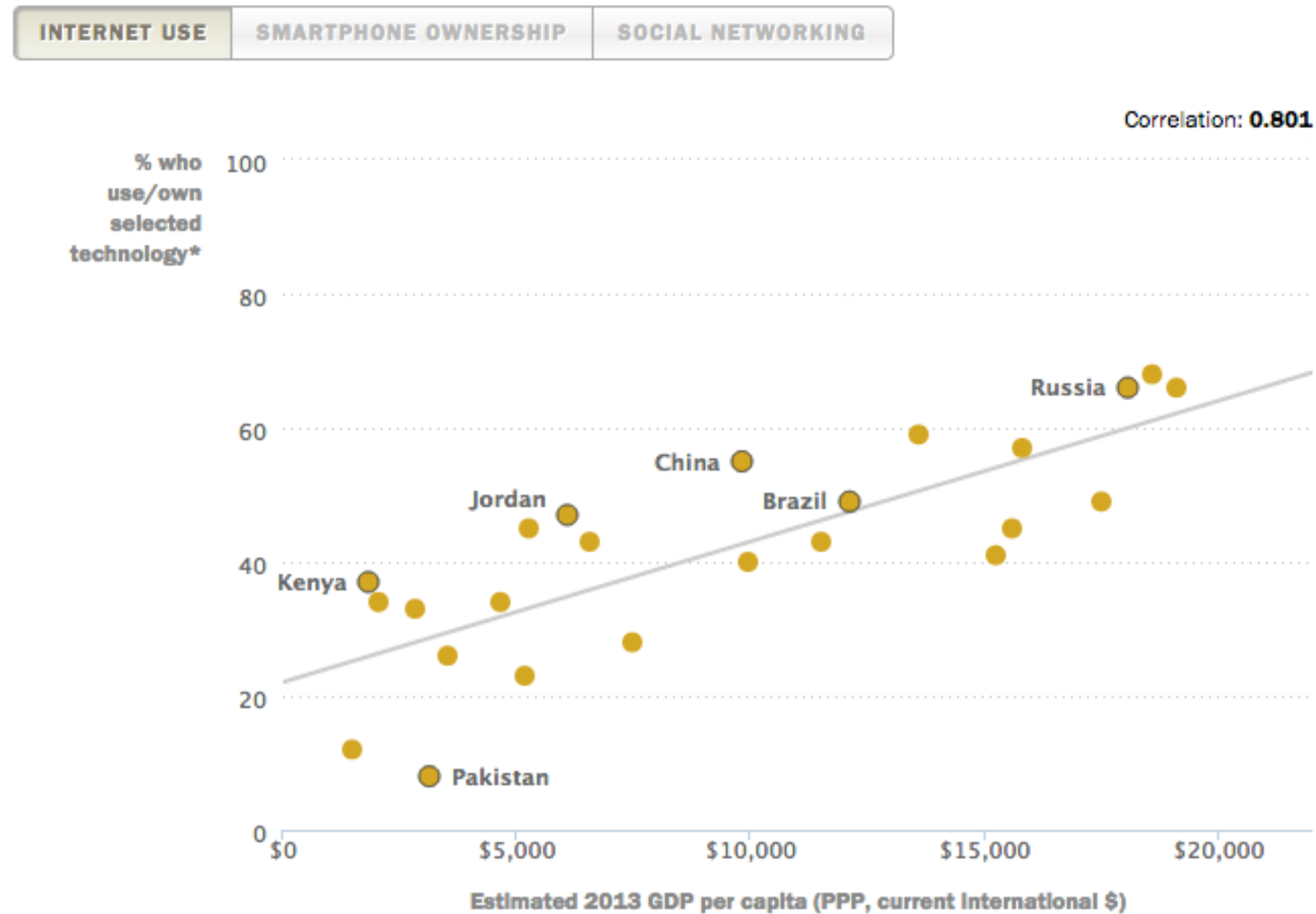
Interval & Ratio Response

Mean, Median, Mode



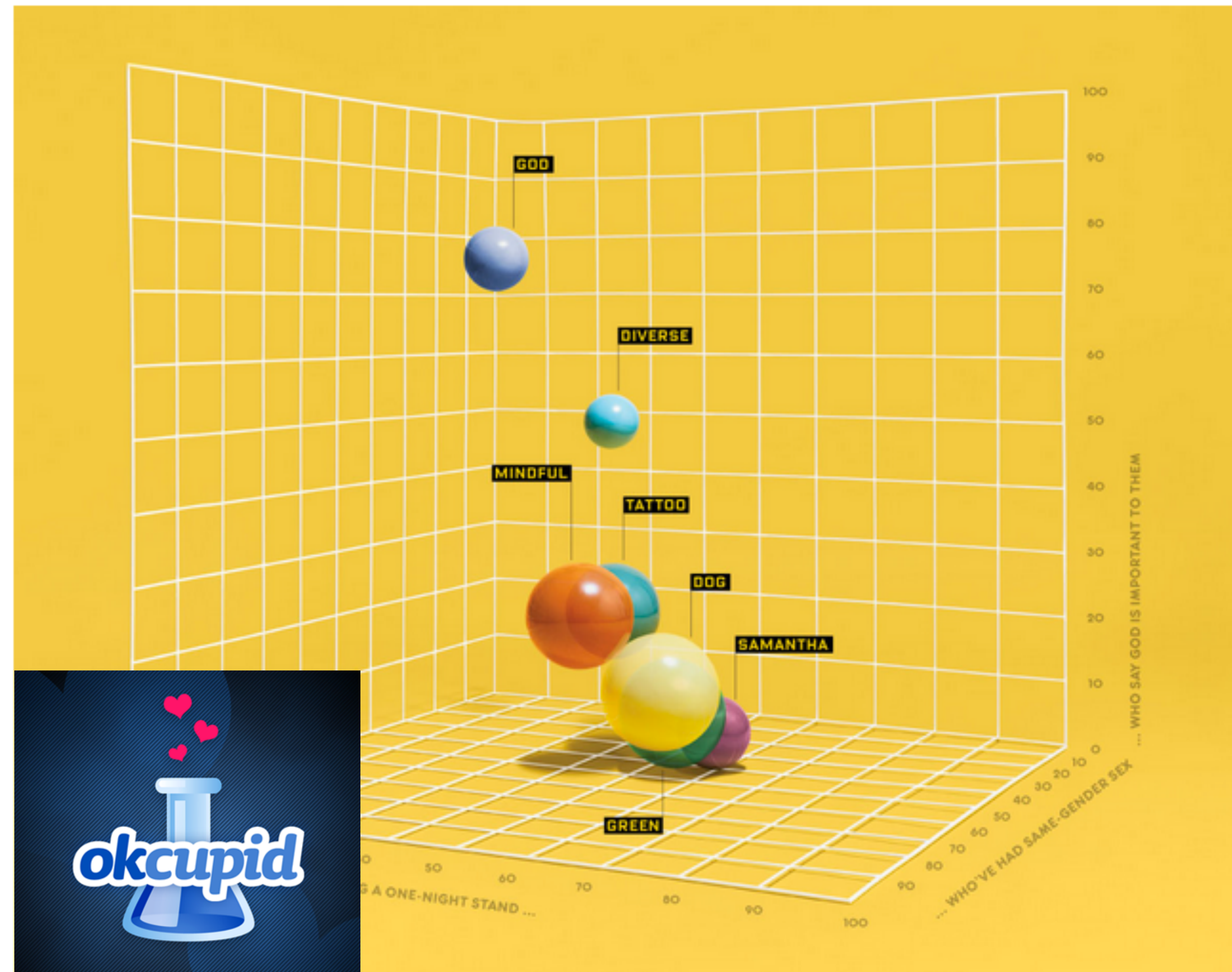
Source: FIVETHIRTYEIGHT

Correlation



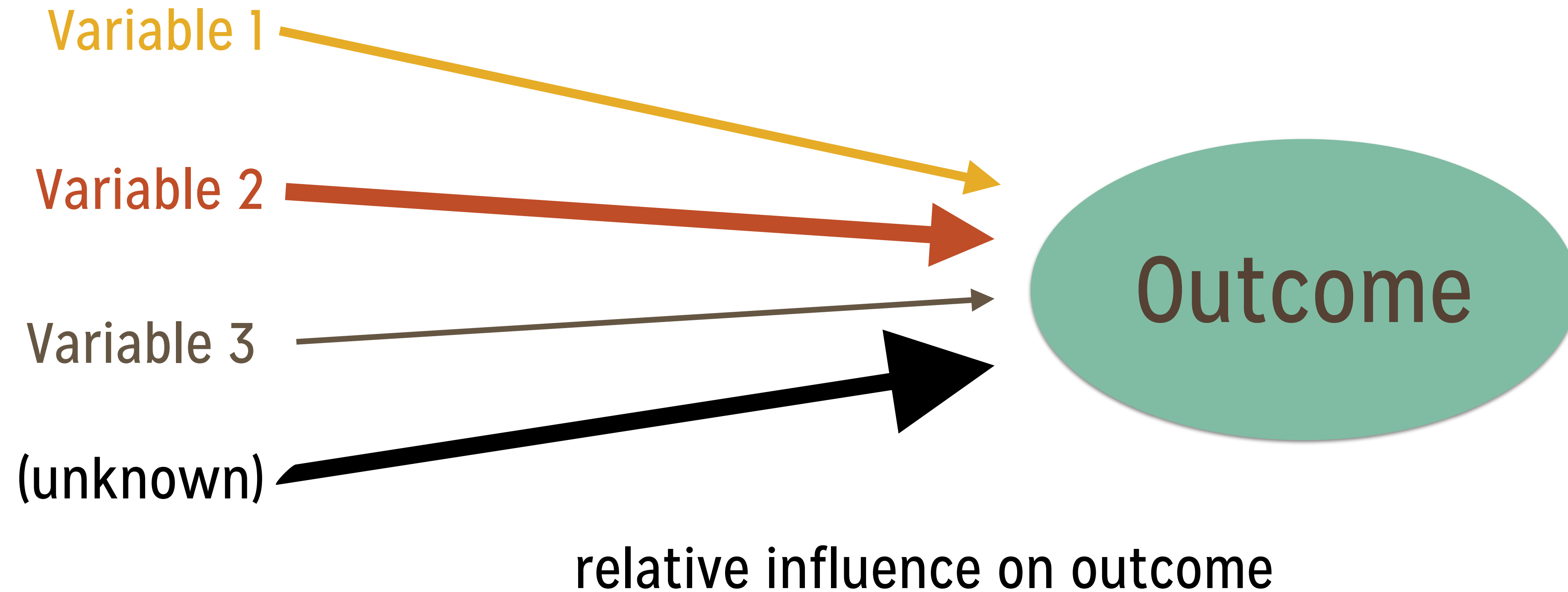
Source: Pew Global

Cluster Analysis



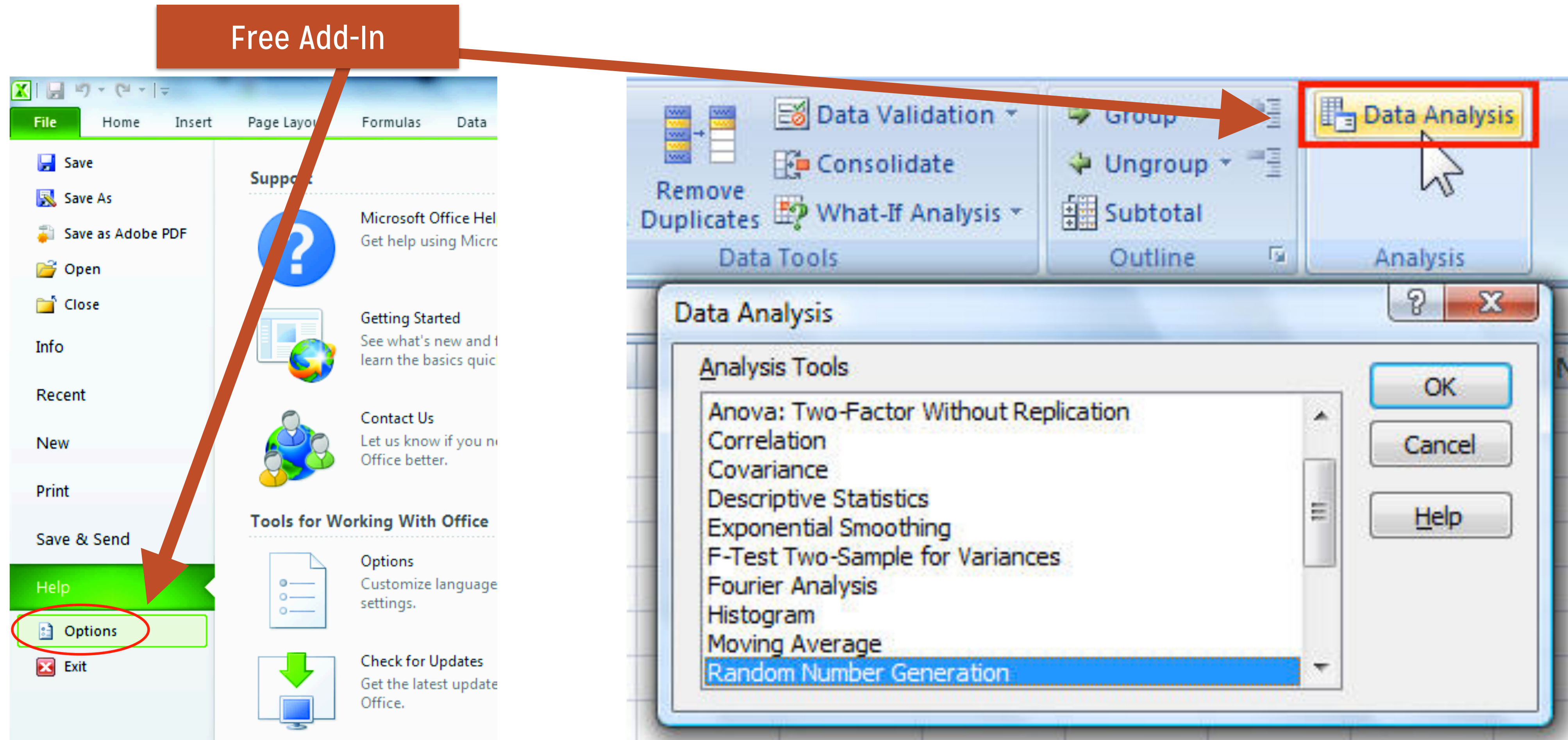
Source: Wired

Regression



Interval & Ratio Response

Excel Add-In: Analysis Toolpak



Interval & Ratio Response

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THANK YOU!

SESSION Q&A



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