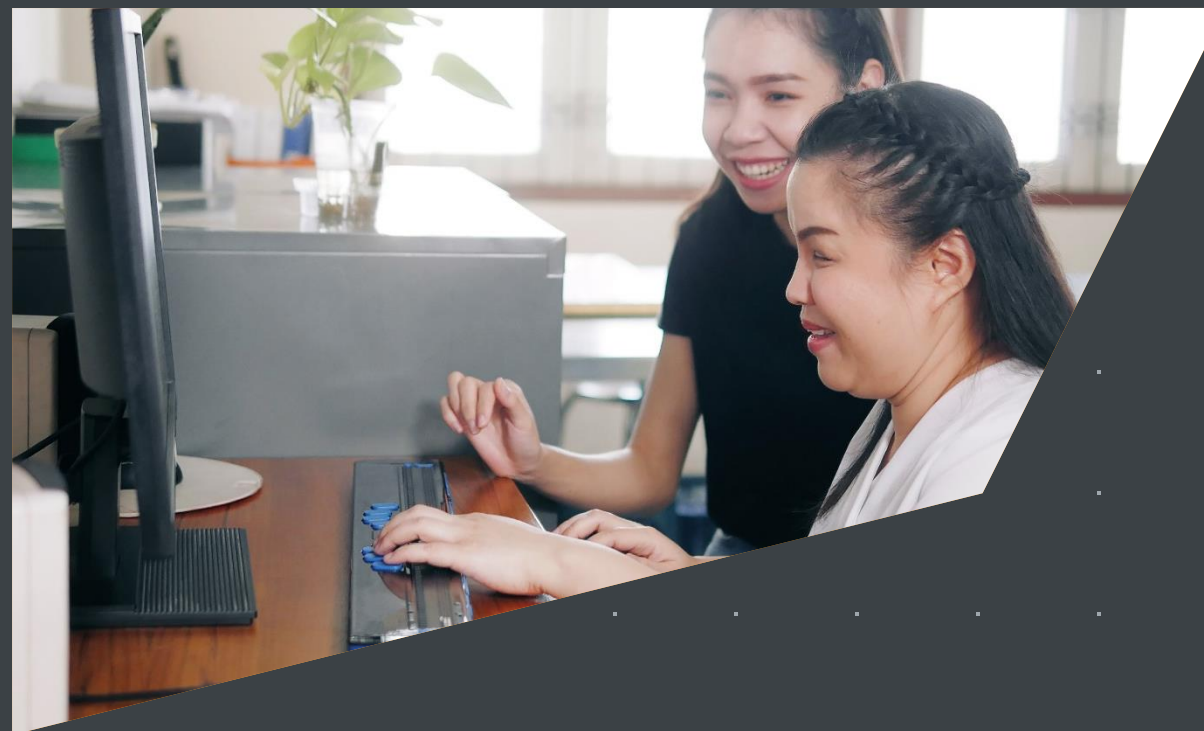


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## Actions speak louder: Striving to give every respondent a voice

Microsoft & GfK set out on a  
journey toward MR inclusion

Josh Billig – Microsoft  
Shelley Krasnick – GfK



## Today's Presenters



**Josh Billig**  
*Market Research Manager*



**Shelley Krasnick**  
*VP, Marketing Effectiveness*



## Sustained focus is essential to maintaining research inclusion – and consumer trust



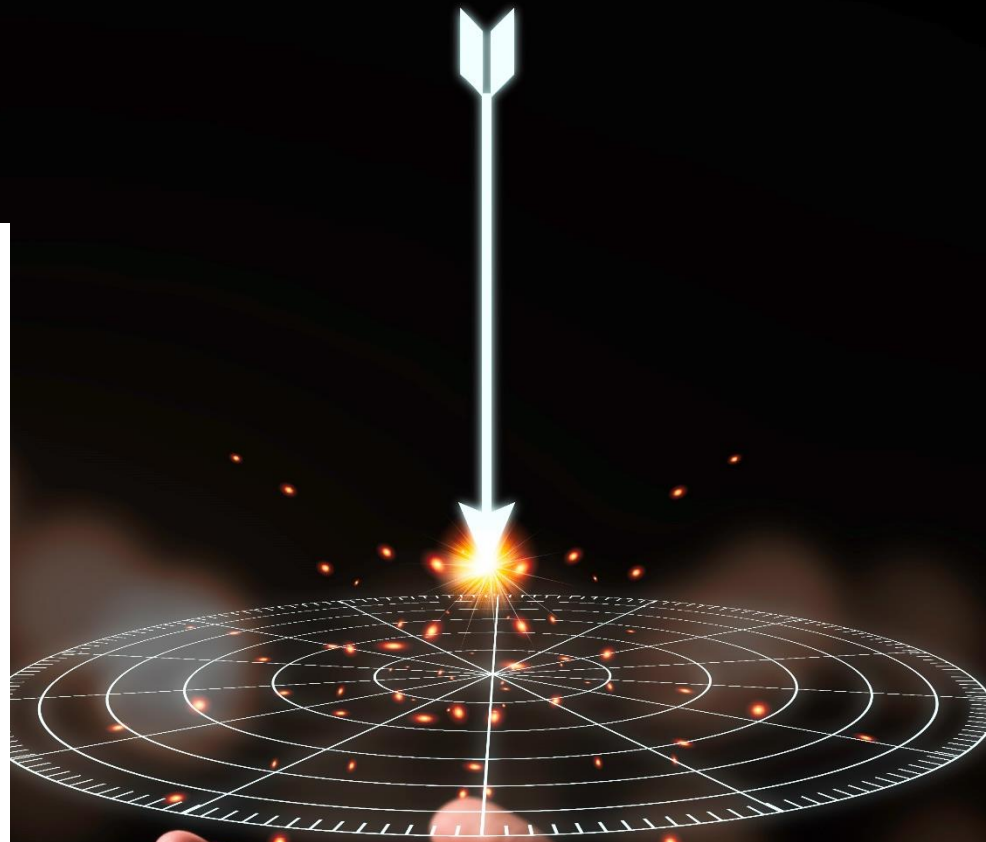
Technology accelerating



Income disparities growing



Consumer expectations rising

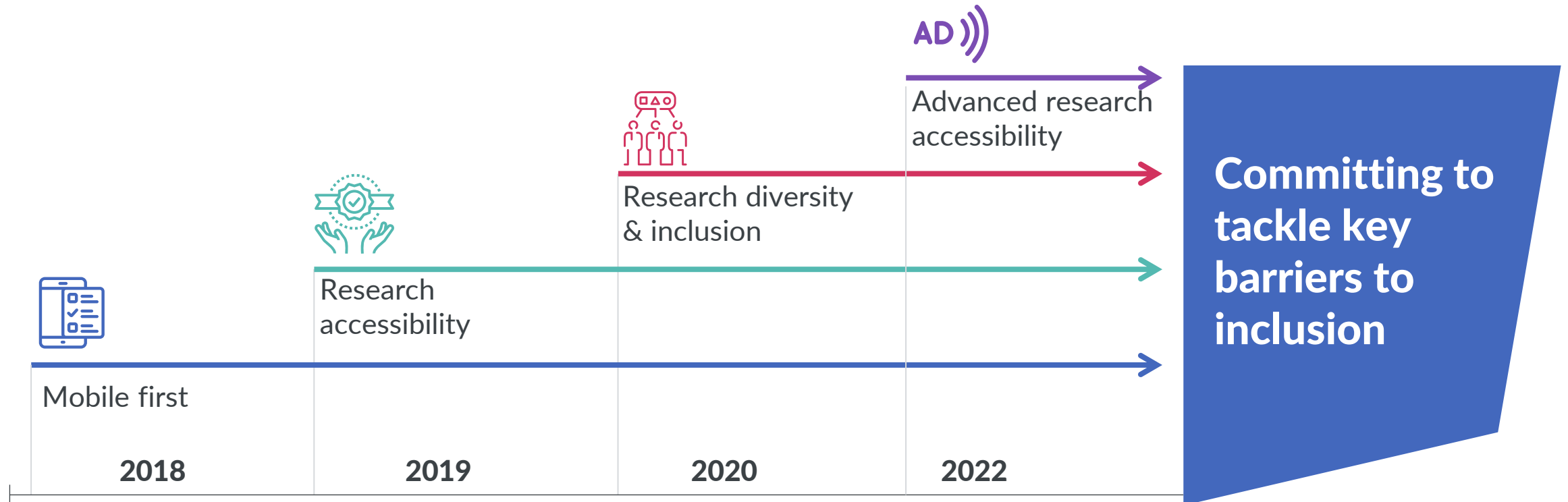


01

## Where we've been

# Four years ago, Microsoft & GfK started a journey together

Committing to tackle key barriers to inclusion





# 2018: Mobile-first design

Smartphones users underserved



## ISSUE



Significantly **higher dropout rates** among surveys initiated on mobile

**Poor experience** on mobile devices

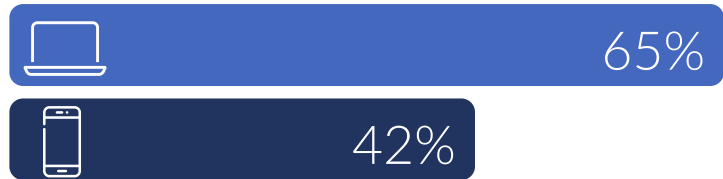
**Key populations underrepresented**

## Survey satisfaction

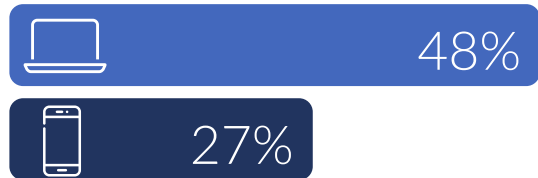
Question understanding



User friendliness



Survey length





# 2018: Evolving to mobile-first



GfK B04

How likely are you to **use** each of the following brands?

**Brand 1**

Will Will Not

Definitely Probably Neither Probably Definitely

**Brand 2**

Will Will Not

Definitely Probably Neither Probably Definitely

**Brand 3**

Will Will Not

Definitely Probably Neither Probably Definitely

**Brand 4**

Will Will Not

Definitely Probably Neither Probably Definitely

← →

Rolling Bank Question Format

## ACTION



### Reduce Survey LOI

- Eliminate non-critical questions and cut extra text
- Reduce response options

### Mobile-first question formats

- Replace grids to modernize and eliminate extra scrolling
- Provide more accessible tiles and response options
- Optimize for touch



# 2019: Research Accessibility Audit

Starting our journey



## ISSUE

No alignment on accommodations for **audiences with disabilities**

*Need for contrast is not always obvious*







# Ambitious moves to boost access

Taking on a thorough list of inclusive actions



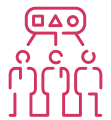
## *Research accessibility checklist:*

- People-first language
- Ability to navigate with a keyboard
- Limit scrolling in two directions
- Allow zooming up to 200%
- Clear indication of content in focus
- Sequences of content to be maintained when window size is adjusted
- Contrasting colors for text with a minimum luminosity of 4.5:1
- Contrasting colors for non-text content with a minimum luminosity of 3:1
- Alt text for non-text content
- Avoid using images of text
- Captions or text transcripts for audio
- Text transcripts or audio track for videos
- Audio descriptions for media content
- Ability to adjust time limit on time sensitive tasks
- Correctable answers
- Error identification and suggestion
- Consistent placement of navigation buttons
- Color to not be the only way to communicate information
- Limit using shape, location, size, orientation, and sound to communicate information
- Clearly stated purpose for link text
- Mechanisms to play/pause and control volume for audio/videos
- Avoid grid questions

## ACTION



**Develop & audit  
standards for basic  
research accessibility  
challenges**



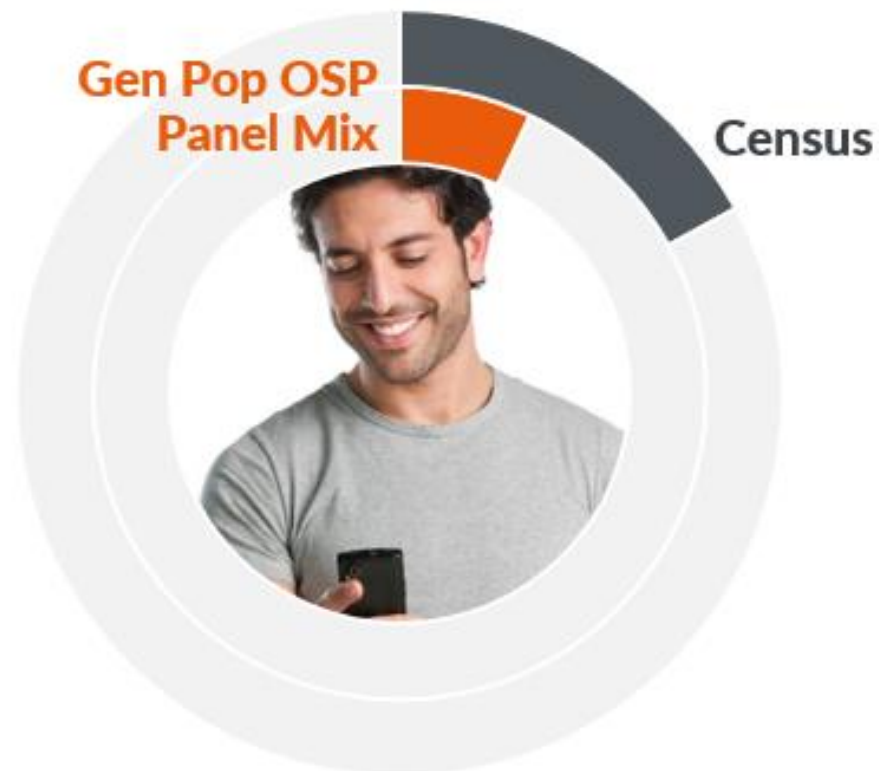
# 2020: Research diversity and inclusion

Hispanic representation still problematic



## ISSUE

Share of Hispanics in US gen pop is **underrepresented** in panels

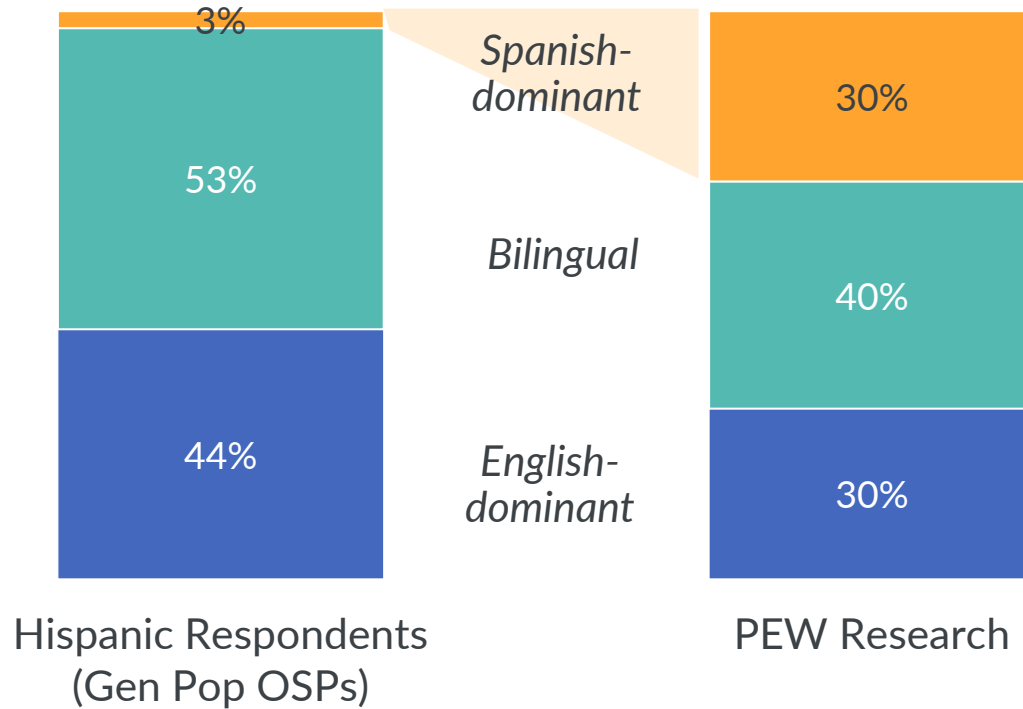




# Appropriately representing the Hispanic population



Hispanic representation: PEW vs. Hispanic sample



**ACTION**

**Spanish language survey**

**Augment sample with Hispanic OSPs, oversample, & weight back**



# 2022: Research diversity and inclusion

Expanding representation of respondents with disabilities



## ISSUE

If we build it, will they come?

Are audiences with disabilities represented in mainstream OSPs?

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent

[Microsoft Design](#)

## Exclusion happens when we solve problems using our own biases

Principles of Inclusive Research Design:

- Recognize exclusion
- Learn from diversity
- **Solve for one, extend to many**

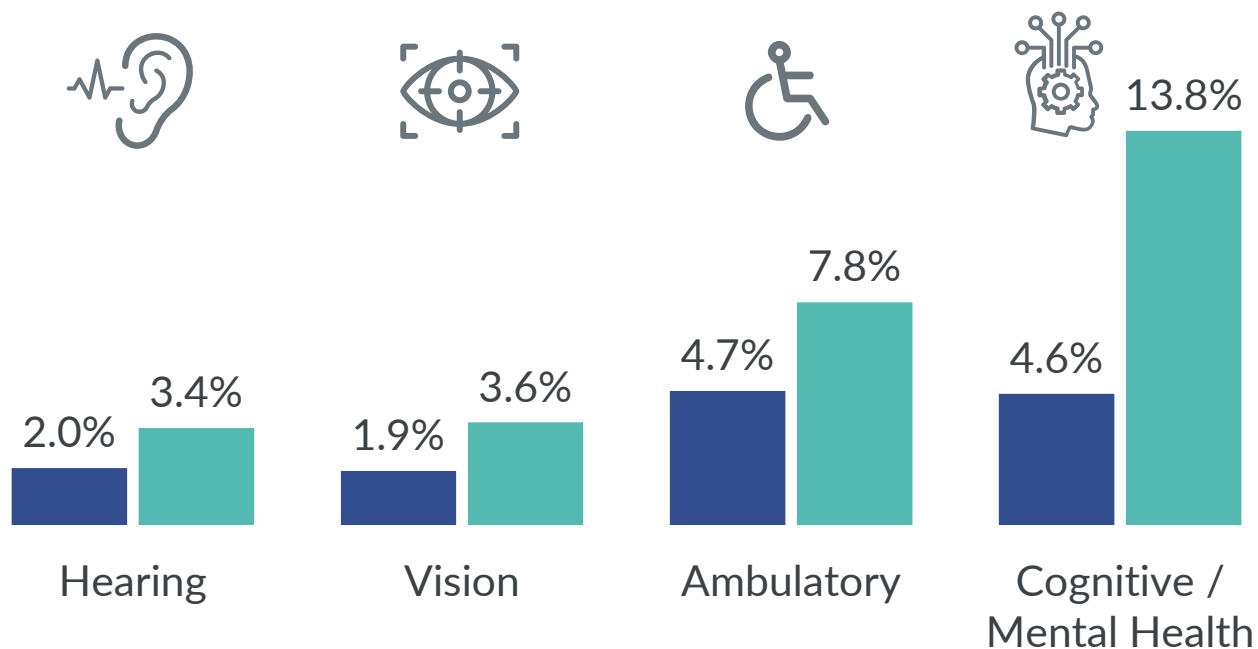


# Appropriately representing disabled audiences

Representation is possible with mainstream OSPs



Disability representation:  
ACS Incidence Rates (2019) vs. Study incidence



## ACTION



### Pilot research

- Basic compatibility with assistive technologies
- Rudimentary keyboard navigation

Incidence rates for people with disabilities was higher than ACS incidence rates (2019)

02

**Key 2022 focus:  
Advance research  
accessibility**


# 2022: Taking accessibility to the next level

Special survey programming needed



**ISSUE**

People with vision and some motor and cognitive impairments can't participate in our research



**ACTION**

**Keyboard navigability and assistive technology compatibility enable broader participation.**

# Updated 'CAPTCHA' question type

To eliminate any pictures



## ORIGINAL

GfK QID: CAPTCHA [Report a technical issue](#)

What type of animal is this?



Dog

Cow

Horse

Bird

Sheep

Zebra

Elephant

None of the above

[Back](#) [Continue](#)

## NEW

GfK [TechnicalHelpLink\(\)](#)

The answer to the next question is the following number: 3

Please remember this number to enter it on the next page, as we want to make sure a real person is taking this survey.

[Continue](#)

GfK [TechnicalHelpLink\(\)](#)

What number are we looking for?

[Back](#) [Continue](#)




# Trigger questions do not meet accessibility guidelines

Updated to 2 pages



## ORIGINAL

 QID: gender age age2 [Report a technical issue](#)

Are you...?

Male

Female

Other

Prefer not to answer

What is your age?


And in what year were you born?

1986

Prefer not to answer

[Back](#) [Continue](#)

## NEW

 QID: gender age age2 [Report a technical issue](#)

Are you...?

Male


Female

Other

Prefer not to answer

What is your age?

[Continue](#)

 QID: gender age age2 [Report a technical issue](#)

And in what year were you born?

1986

Prefer not to answer


[Continue](#)

# +/- buttons in a 'shopping cart' question limit accessibility

Updated for direct entry




ORIGINAL

 QID: SizeAgeHH2 SizeAgeHH2x96 [Report a technical issue](#)

Please indicate how many people in each of the following age groups are living in your household, including yourself.

6 years or under	-	0	+
7 to 12 years	-	0	+
13 to 17 years	-	0	+
18 to 25 years	-	0	+
26 years or older	-	0	+

NEW



Please indicate how many people in each of the following age groups are living in your household, including yourself.

6 years or under	<input type="text"/>
7 to 12 years	<input type="text"/>
13 to 17 years	<input type="text"/>
18 to 25 years	<input type="text"/>
26 years or older	<input type="text"/>

03

## Continuing the journey

## Traditional thinking

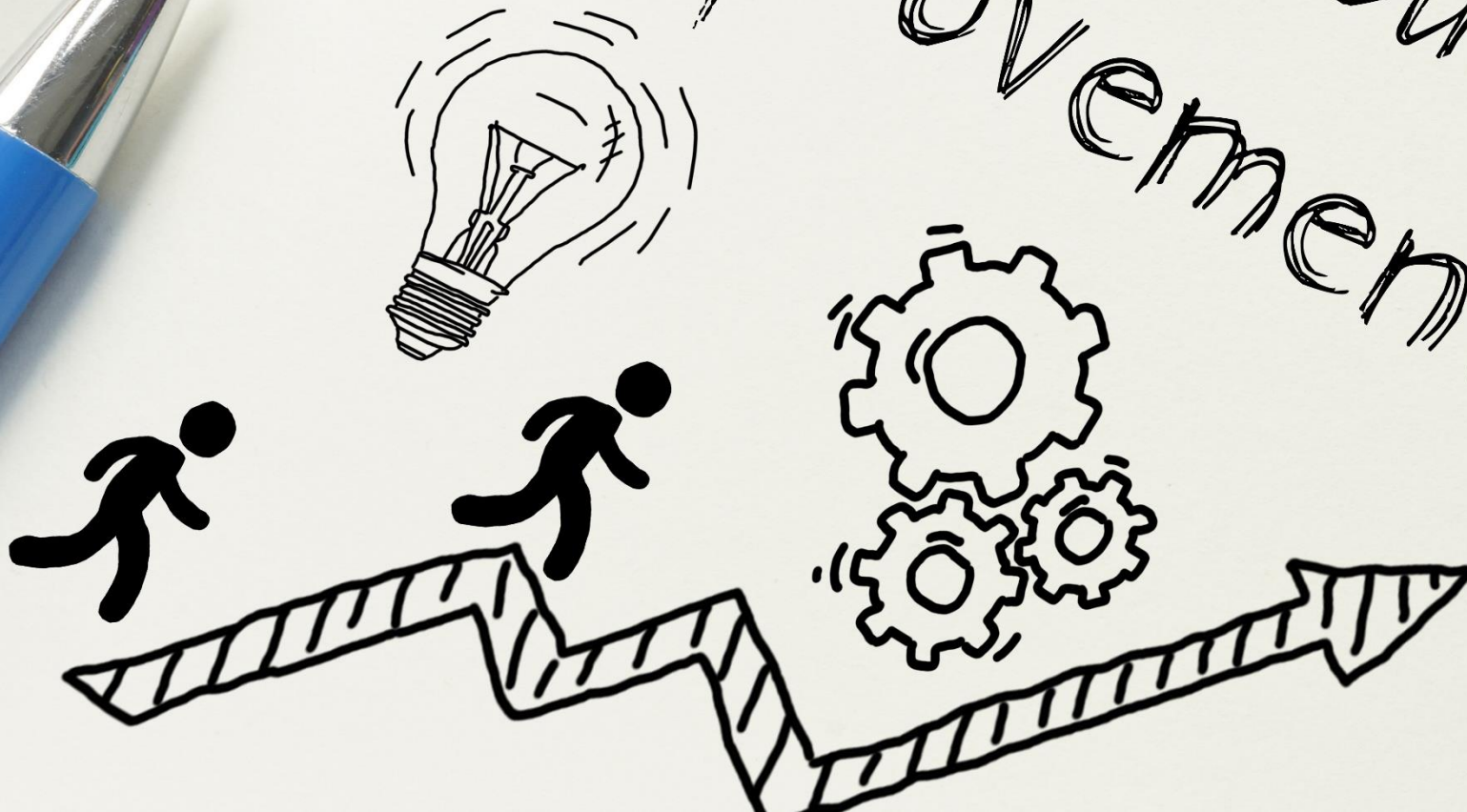
*Ensure that every question has a business purpose*

## Inclusive thinking

*Design questions to make people feel more included*



# Continuous Improvement



After you've done the basics, you realize how far there is still to go

# Thank you

Josh Billig

[Josh.Billig@microsoft.com](mailto:Josh.Billig@microsoft.com)

Shelley Krasnick

[shelley.krasnick@gfk.com](mailto:shelley.krasnick@gfk.com)