Using Facebook Messenger Bots for Market Research

By Kate DuHadway
MICHIGAN STATE UNIVERSITY MASTER’S OF SCIENCE IN MARKET RESEARCH
Agenda

A BRIEF HISTORY OF CHATBOTS
• What are they?
• What do they mean for the industry?

WHAT WE DID
• Look and feel of a Facebook Messenger-based survey

KEY FINDINGS
• Devices used and overall experience
• Demographics and tech adoption
• Costs and response rates
• Best practices and opportunities for further research
What Are Chatbots?

Applications that are designed to respond to conversational language - like narrow versions of digital assistants like Apple's Siri, Amazon's Alexa or Google Assistant, designed to perform specific tasks.

Steve Ranger, ZDNet
A Brief History of Chatbots

1966: ELIZA, a computer program designed by Joseph Weizenbaum, professor of computer science at M.I.T., is created as a therapist (but doesn’t pass the Turing test).

1996: Clippy offers tips for using Microsoft Office.


2013: WeChat opens its platform to chatbots in China.

2014: Amazon launches its Echo digital assistant, powered by Alexa.

2016: Facebook opens Messenger platform to bot developers in April, now has over 10,000 bots.

2017: Kik launches bot shop in April 2016, chatbots take off on the platform.

IN THE U.S., CHATBOTS HAVE TAKEN OFF JUST WITHIN THE LAST YEAR
Are Chatbots the Next Mobile Apps?

**Messaging Apps Have Surpassed Social Networks**
*Monthly active users for top 4 social networks and messaging apps*

- Big 4 Messaging Apps
- Big 4 Social Networking Apps

**Smartphone app use - % of time**
- #1 most used app: 45%
- #2 most used app: 18%
- #3 most used app: 10%

**TOTAL**: 73% Of time spent on top 3 mobile apps

**Monthly unique visitors**
- Facebook: 150M
- Messenger: 130M
- YouTube: 116M

*Source: Companies, BI Intelligence, 2016, Global*
Using chatbots for market research is something that hasn’t been fully explored yet.

Researchers need to be where their consumers are, which is increasingly mobile.

Messaging apps are a natural and intuitive way to reach people on mobile.
Proof of Concept: What We Did

METHODOLOGY

Two experimental groups recruited via Facebook news feed promotions to take a survey on Facebook Messenger

1ST GROUP
Active panelists (targeted via email list)

2nd GROUP
Anyone but active panelists

INCENTIVES: POINTS FOR PANELISTS, AMAZON GIFT CARD FOR NON-PANELISTS

One control group recruited from our existing panel to take the same 10 min survey on our website

Total completes via website survey: n=1660
Keys to a Good User Experience

- Simple, clear instructions
- Use of “quick reply” feature
- Limited open ends
- Short response options

This might be a new experience for you, so here are a few things to note before we begin:

1. The conversation may lag based on your internet connection, please be patient, I’ll eventually respond!

2. Please DO NOT type anything into the chat, unless instructed to do so, it will force you to start the survey over from the beginning.

3. If the question is too long, you may see it in the middle. If this occurs, please scroll up to see the beginning of the question.

4. Have fun!
Look and Feel

Keys to a Good User Experience

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Look and Feel

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Look and Feel

Keys to a Good User Experience

✓ Simple, clear instructions
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User Experience

Overall Survey Experience by Device used, Top 3 Box

86% 80% 80%79% 77%74%

Smartphone Tablet Desktop Laptop

- Facebook Messenger survey - Web-based survey

- Denotes significance at the 95% confidence level

Base: All technology intenders
Web-based survey: n=1660
Facebook Messenger survey: n=620

"Easy to use and understand. The questions were simple and straight forward. Then the answers that I wanted to choose were easy to choose...didn't even have to use a drop down menu. – Danielle H."
**Key Findings – Devices**

**Devices Used to Take Survey**

- **Smartphone**
  - Web-based survey: 76%
  - Facebook Messenger survey: 35%

- **Desktop**
  - Web-based survey: 7%
  - Facebook Messenger survey: 9%

- **Laptop**
  - Web-based survey: 32%
  - Facebook Messenger survey: 7%

- **Tablet**
  - Web-based survey: 23%
  - Facebook Messenger survey: 9%

Typically take our web-based surveys via smartphone.

Base: All technology intending. Web-based survey: n=1660. Facebook Messenger survey: n=620

Denotes significance at the 95% confidence level.
Comparing Apples to Apples

Cost comparisons reflect cost to recruit a Messenger-based panel.

With opt-in, we can send notifications for new surveys directly to panelists’ Messenger inboxes, pre-screened based on previous survey responses.

Total costs were similar to slightly lower than previous panel acquisition campaigns via Facebook.

Best practice

Using traditional panel for longer/more complicated survey designs, using Facebook Messenger for quick reads, in-the-moment surveys, mobile audience.
Key Findings – Response Rates

Qualified completes as a percentage of survey starts

Facebook Messenger: 42%

Web-Based Survey: 39%
Key Findings – Demographics

**Target:** Gen Pop U.S.

### U.S. Facebook Users

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General population (US)</strong></td>
<td><strong>52%</strong></td>
<td><strong>48%</strong></td>
</tr>
<tr>
<td><strong>Messenger survey respondents</strong></td>
<td><strong>Female 71%</strong></td>
<td><strong>Male - 29%</strong></td>
</tr>
</tbody>
</table>

**FACEBOOK USERS**

### Messenger Survey

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 34</td>
<td>25%</td>
<td>34%</td>
</tr>
<tr>
<td>35 to 54</td>
<td>41%</td>
<td>35%</td>
</tr>
<tr>
<td>55 and older</td>
<td>40%</td>
<td>25%</td>
</tr>
</tbody>
</table>
**Data Findings – Intent to Purchase Yes/No**

Significant differences only among TV, VR Headset, and Streaming Device purchase intenders

In the next 6 months, do you intend to purchase a …?

<table>
<thead>
<tr>
<th>Product</th>
<th>Web-based survey</th>
<th>Facebook Messenger survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>44%</td>
<td>50%</td>
</tr>
<tr>
<td>Laptop</td>
<td>28%</td>
<td>34%</td>
</tr>
<tr>
<td>TV</td>
<td>25%</td>
<td>34%</td>
</tr>
<tr>
<td>Fitness Wearable</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Gaming Console</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>Tablet</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>VR headset</td>
<td>7%</td>
<td>16%</td>
</tr>
<tr>
<td>Smartwatch</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Desktop</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>Streaming device</td>
<td>10%</td>
<td>19%</td>
</tr>
</tbody>
</table>

**Denotes significance at the 95% confidence level**

Base: All technology intenders

Web-based survey: n=1660

Facebook Messenger survey: n=620

In the next 6 months, do you intend to purchase a …?
Facebook Messenger respondents were more likely to be innovators when it comes to tech adoption

Web-based survey respondents were more likely to be part of the late majority
Questions?
Learnings and Future Research Opportunities
Bot experience works best within Facebook’s native Messenger app, or within the Messenger-specific interface in a browser.
Using 3rd-party scripting tool vs developing a bot from scratch
Biggest challenge: Data collection and analysis
Incentives – what amount is ideal for this medium?
Qualitative research:
Seamless live chat integration
Varied user inputs:
Audio, images, video, opt-in geolocation, app data, or wearable data
Group chatbots for Messenger-based MROCs
Gamified research:
Chatbot games and
market research integrations