

Making Better Decisions: The Dos and Don'ts of Research in the Arts

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WEBINAR SERIES FOR ARTS PRESENTERS



Reminders

- **You can hear us, we cannot hear you!**
- **Can't hear?**
 - Try turning up your volume
 - Call in by phone or use your computer headphones
- **Have a question? Use the Q&A box, any time.**
- **Downloads**
 - Webinar recording
 - Presentation slides (PDF)
 - Bonus slides (PDF)
 - Sample survey (PDF)
 - Links to arts research (PDF)

What we do



- **CAPACOA and regional presenting networks**
- **Brookside Music**
- **Alianait Arts Festival**
- **National Arts Centre**
- **Magnetic North Theatre Festival**
- **Culture Days Ontario**
- **Sistema Canada**
- **Storytellers of Canada**
- **Ottawa Storytellers**
- **Canadian Geographic**
- **Canada Dance Festival**
- **Canadian War Museum**

Agenda

- 1. Building blocks of research process**
- 2. Types of research**
- 3. Sample design**
- 4. Questionnaire design**
- 5. Ethics and privacy (PIPEDA, CASL)**

What's the value of research?

- **Make better decisions**
- **Understand impact of action/inaction**
- **Measure change**
- **Mitigate risk**

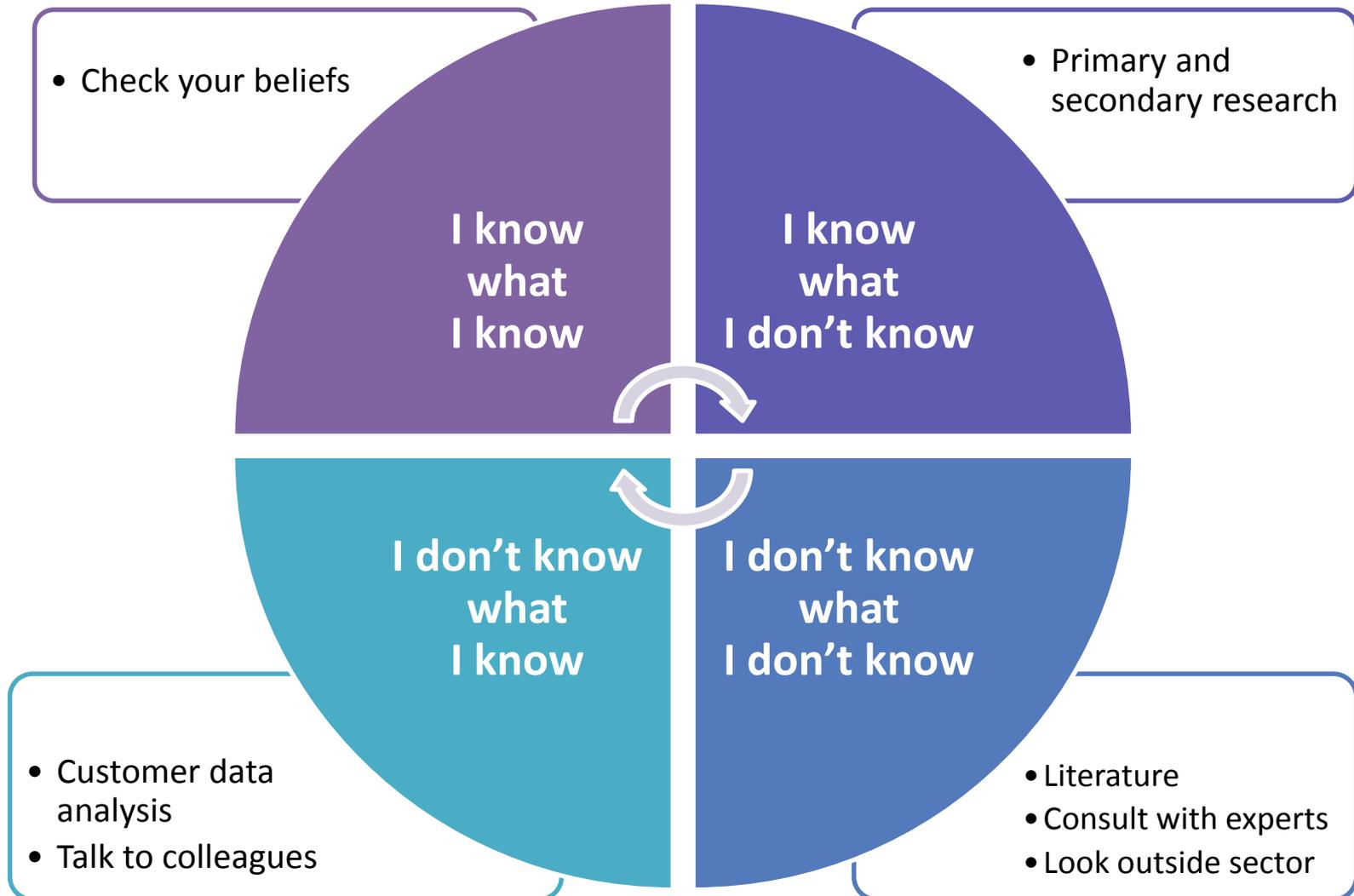
How much certainty does your organization typically look for when making important decisions?

What if we had asked ...

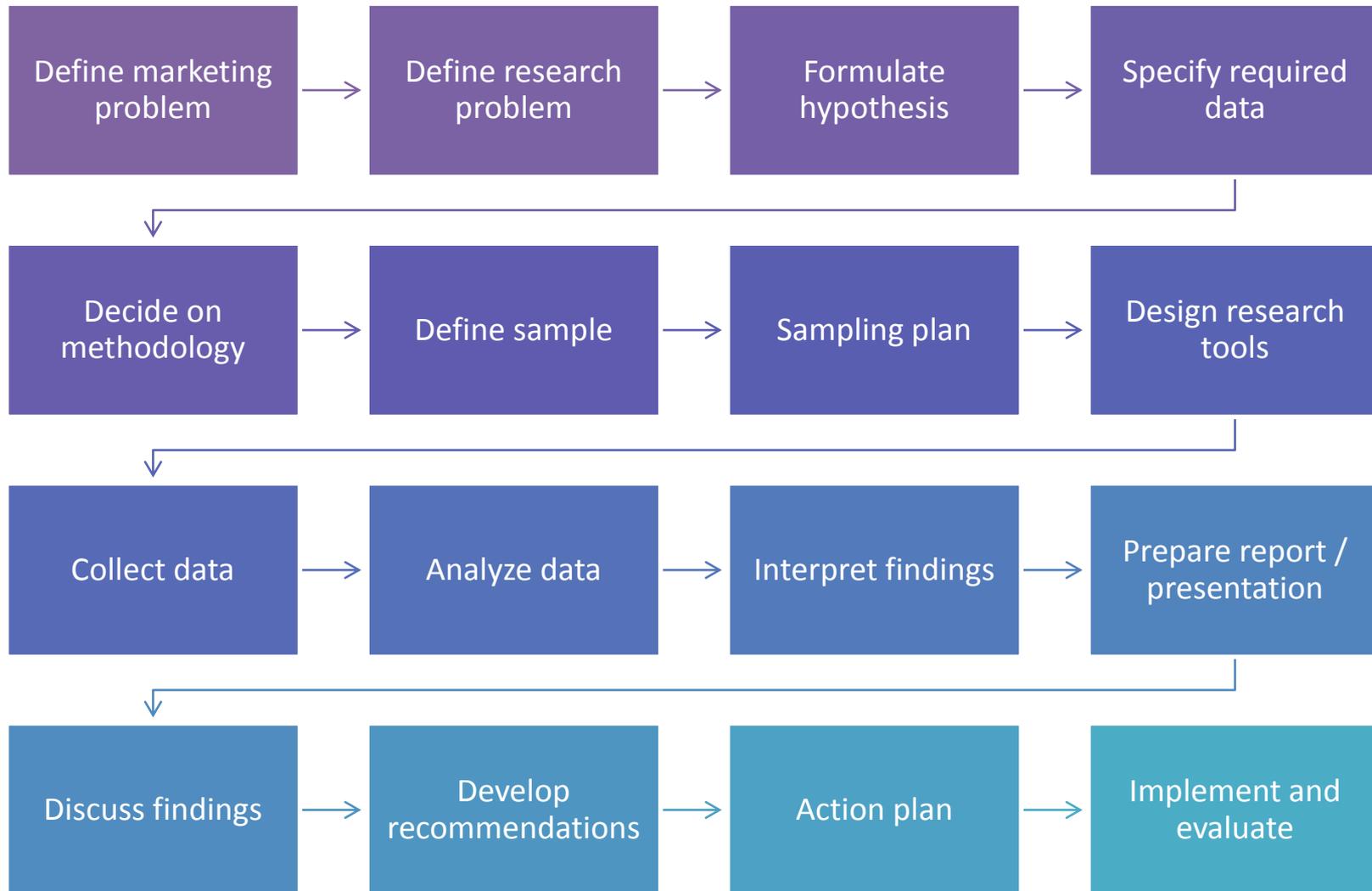
What rate of failure does your organization typically accept:

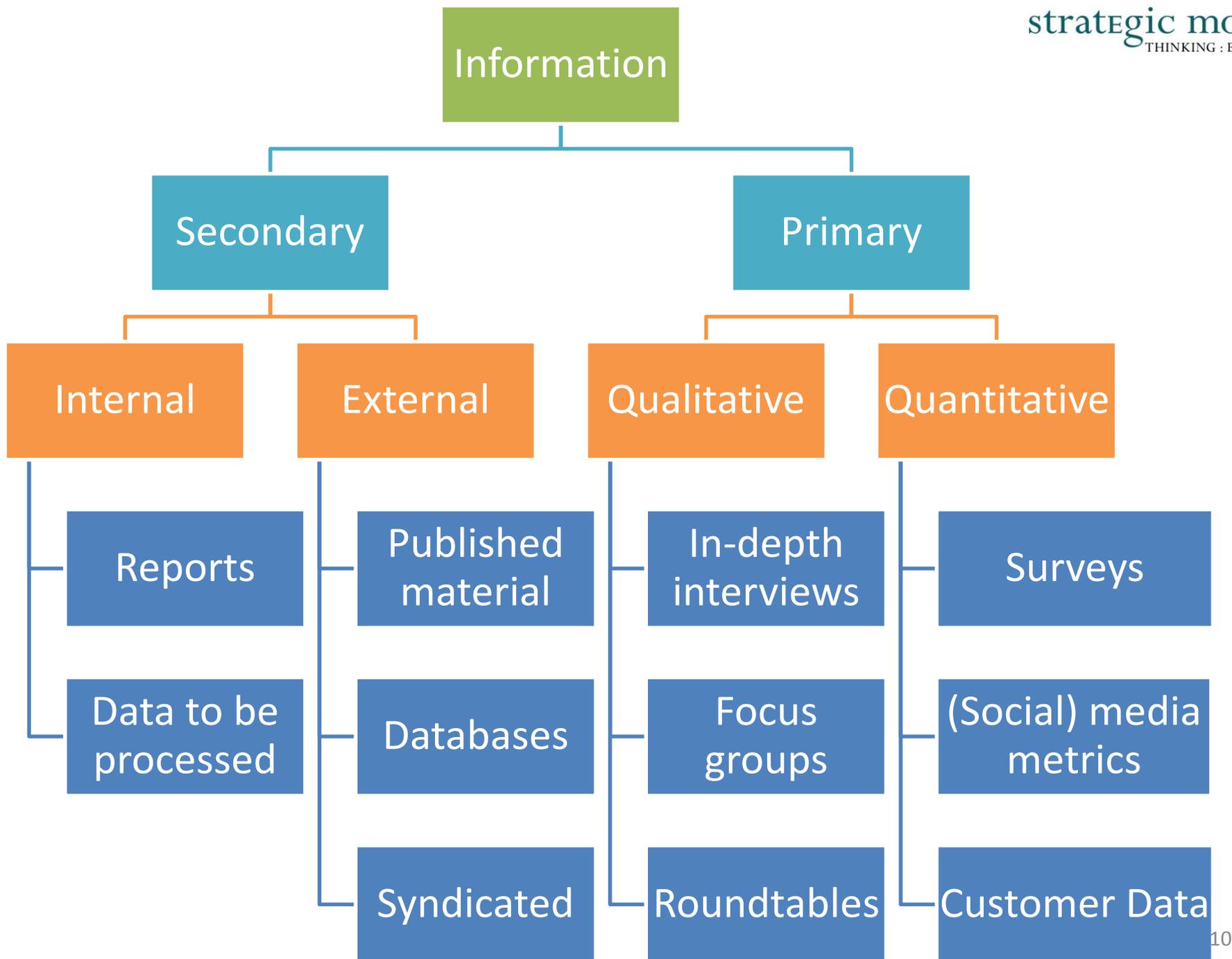
- 1 out of 10
- 1 out of 5
- 1 out of 3
- 1 out of 2

Checking knowledge, dealing with blind spots



Comprehensive research design





**Which of these sources of
arts information have you used
in the past year?**

How to use secondary information

- **Always start with secondary**
- **Baseline information**
 - Increase knowledge and understanding
 - Benchmarking
- **Build your own research protocols**



Evaluate trustworthiness of source

Qualitative research

- **Exploratory**
 - Directional
 - Better understand the “why”
 - Ask better questions

- **Effective to test creative ideas, both marketing and programming**



Results cannot be quantified with numbers

Qualitative research

- **Moderator must be skilled and impartial**
- **Record interviews with consent**
- **Incentives useful in recruitment**

- **In-depth interviews**
 - Experts (internal or external)
 - Web usability
 - Short discussion guide (send in advance)
- **Focus groups**
 - Moderator's guide
 - Advance homework
 - Written responses
 - Unique opportunity for observers

Quantitative research

- Measures perceptions, opinions: the “what”
- Large enough samples to be statistically meaningful
- Descriptive statistics and sub-group analysis
- Advanced statistics to dig deeper



Margin of error and other biases can exist in data

Research design to reduce errors and biases

- **Errors, e.g.**
 - Sampling error
 - Coverage error
 - Measurement error
 - Non-response error
 - If interviewer: Recording error
- **Biases, e.g.**
 - Social desirability
 - Order bias
 - Answer bias
 - Respondent fatigue

Customer data = *Big Data*

- **Purchase history and contact information**
 - Geographic catchment
 - Recency and frequency of purchase
 - Shows bought
 - Patron progression
 - Life-time value
- **Track response to marketing offers**



Do you collect all data reliably?

What type of information do you personally trust more?

Sample design

- **Who can provide insight needed**
 - Patrons
 - General Public
 - Attendees at events elsewhere
 - Specific age groups
- **Sub-group analysis**
- **Consider whether result is projectable**
 - Random probability sample → projectable to larger universe
 - Convenience sample → projectable to respondents
- **Sample size → Margin of error calculator**
<http://americanresearchgroup.com/moe.html>

Sample design

- **How can you find them?**
 - Ticket buyers: Email, phone
 - Patrons: Intercept, referral by ticket buyer
 - Your own lists, others' lists
 - Research houses / research panel / sample providers
 - Communications / advertising / social media campaign



Low incidence drives costs

Questionnaire design

- **Valid information**
 - Accurately measure what was intended to be measured and nothing else
- **Reliable information**
 - Repeating the measurement process on similar samples and getting similar findings (within margin of error; 19 times out of 20 = 95% confidence interval)



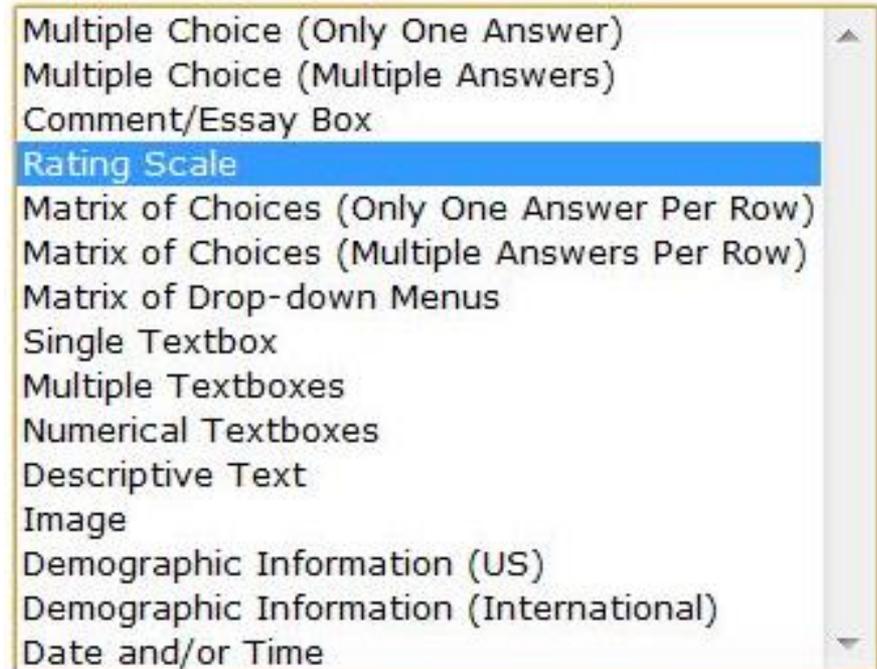
Valid data must be reliable BUT reliable data may not be valid

Data collection

- **Facts**
 - Demographics (Census categories)
- **Opinions**
 - Awareness/familiarity
 - Satisfaction
 - Values, attitudes and beliefs
 - Perceptions

What you want to know determines how you ask

- **Common question types**
 - A/B choice
 - Ratings
 - Multiple choice
 - Checklist
 - Ranking
 - Open-ends

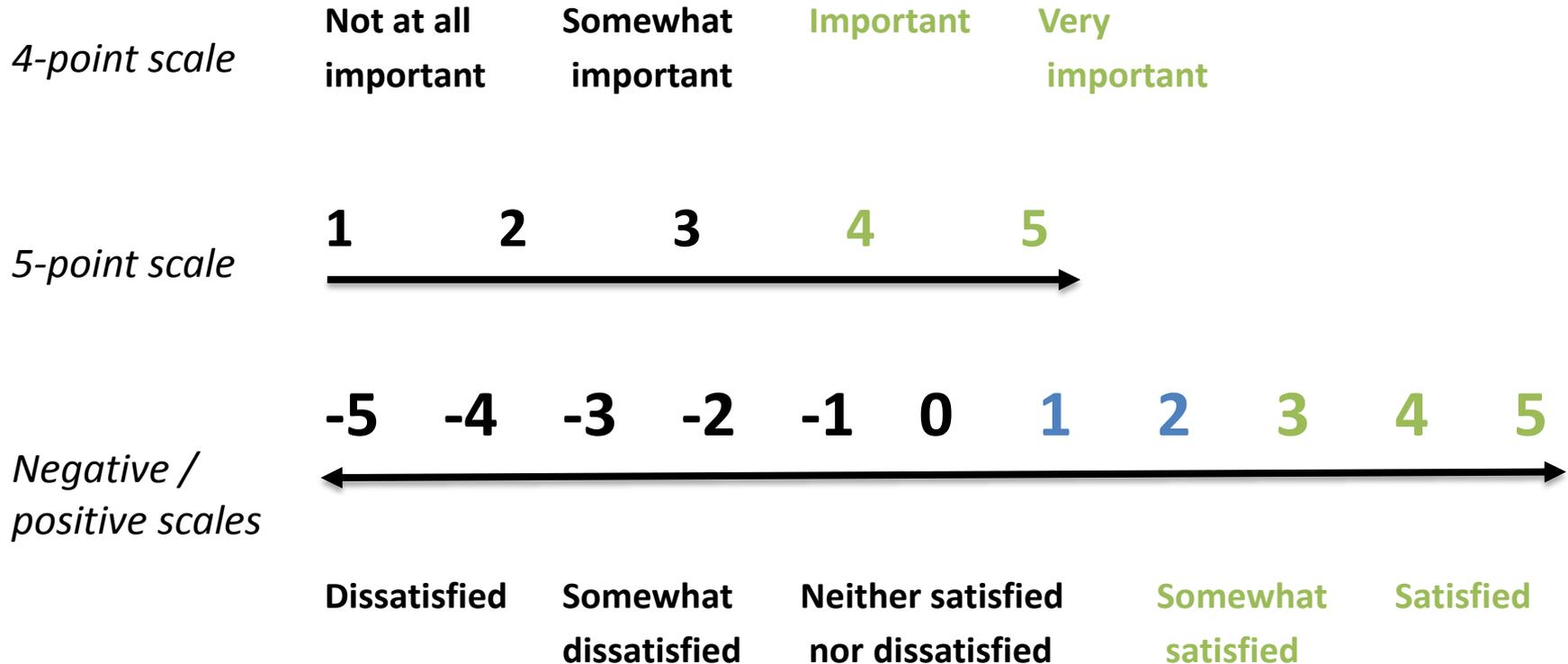


→ **Bonus Slides**

Scales

- Interest (e.g. *Not at all interested to very interested*)
- Importance
- Satisfaction
- Agreement
- Like
- Preference
- Value
- Enjoyment (e.g. *Not at all to greatly*)

Scales and top box scores



Do not reverse scales

Ethics and Privacy

- **Legal frameworks**
 - Competition Act
 - Personal Information Protection and Electronic Documents Act (PIPEDA)
 - Do Not Call List
 - Canada's Anti-spam Legislation (CASL)
- **Self-governing industry**
 - Marketing Research and Intelligence Association

Research must be research

- **Competition Act**
 - Telemarketing is not research



Prohibited

- Marketing under the guise of research (MUGGING)
- Selling under the guise of research (SUGGING)
- Fundraising under the guise of research (FRUGGING)

Research versus telemarketing

- **Research responses cannot be appended to individual customer record**
 - Reports present aggregate results so that participants' anonymity is protected
- **Sales calls can result in extensive notes on customer records**
 - PIPEDA applies to individuals

Personal Information Protection and Electronic Documents Act (PIPEDA)

- **Must inform individuals in a meaningful way of the purposes for the collection, use or disclosure of personal information.**
 - Address, phone numbers and email are personal information
 - Sales transaction data
 - Disclose collection and use of transactional data for research and marketing in your policies
 - Do Not Call and CASL apply re: marketing

Do Not Call List and CASL

- Research companies are not subject to key requirements of the Do Not Call List, as government recognizes need to construct random samples of the general population.
- **Canada's Anti-spam Legislation (CASL)**
 - Legitimate marketing research is not a commercial activity = CASL does not apply.
 - Using incentives
 - Prize draw is considered a “gaming opportunity”, i.e. commercial, so CASL kicks in
 - Financial incentives are ambiguous in CASL
 - Safe approach, if using incentives
 - Consent
 - Option to unsubscribe
 - Clear identification of sender
 - <http://mria-arim.ca/about-mria/advocacy/casl>

Marketing Research and Intelligence Association

- **Governs the profession**

- <http://mria-arim.ca/sites/default/uploads/files/MRIAConduct-Dec2007REV2010.pdf>
- <http://mria-arim.ca/about-mria/standards/charter-of-respondent-rights>



Research with Children/Young people

- Informed parental consent is mandatory

Questions/Comments

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Please share your feedback with APA/OP:

<https://www.surveymonkey.com/s/8BLVL37>