

Tips for your research



TOURISM
VICTORIA 







SPEED
LIMIT
25

**WRONG
WAY**

NO
TURN
ON
RED
6AM-9AM
MON-FRI

Park PL 4100
←

NO
PARKING
ON
BRIDGE

ONE WAY →



SPEED
CHECKED
BY
RADAR

NO
SKATEBOARDING
OR
ROLLERBLADING

UNAUTHORIZED VEHICLES
NOT DISPLAYING
DISTINGUISHING PLACARDS
OR LICENSE PLATES ISSUED
FOR DISABLED PERSONS
WILL BE TOWED AWAY
AT OWNER'S EXPENSE.
TOWED VEHICLES
MAY BE RECLAIMED AT
OR BY TELEPHONING

STREET
SWEEPING
3rd
MONDAY
EVERY MONTH
7AM - 10AM

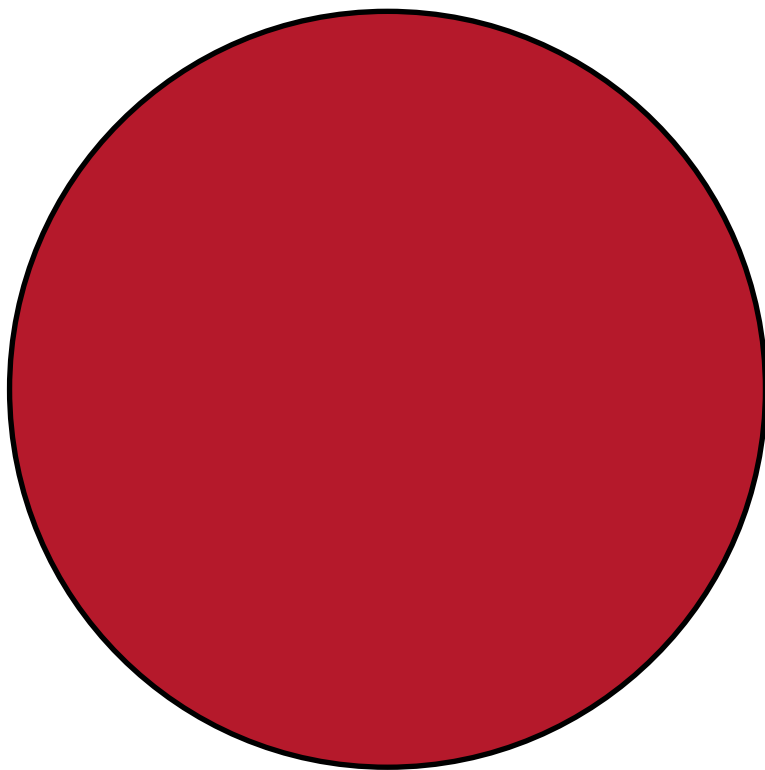
Primary

Original

Secondary

Pre-existing

do's



Get outside
your circle

Incentivize / thank



thank you 

amazon.com
gift card
Claim Code:
XXXX-XXXXXX-XXXX

\$0.00

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free tools

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Wordle™

socialmention*

An illustration of two small, boxy robots, one pink and one light blue, standing on a green hill. They are looking at a map on the ground. A large, stylized tree with a thick, curved trunk and a bright orange, star-speckled canopy stands behind them. The background is a solid blue sky with a few small white clouds and birds. In the distance, there are snow-capped mountains and a winding river.

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36%
strength3:1
sentiment7%
passion44%
reach

2 minutes avg. per mention

last mention 3 minutes ago

132 unique authors

32 retweets

Sentiment







positive	<div></div>	43
neutral	<div></div>	113
negative	<div></div>	17

Top Keywords

victoria	<div></div>	215
canada	<div></div>	99
samoa	<div></div>	57
tour	<div></div>	54
live	<div></div>	32
blues	<div></div>	31
rugby	<div></div>	31
watch	<div></div>	31

Mentions about **Victoria, BC**Sort By: Results:

Results 1 - 15 of 173 mentions.

-  [NovaClinical Breakfast Symposium Presentation - Slide Set - November 8, 2014 - Victoria, BC. Click on link below with password provided at t...](#)
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twitter.com/NatWestBusiness/status/535199039441358850

Tap into your local university or colleges



don'ts

Leading scale

How do you feel about this colour?



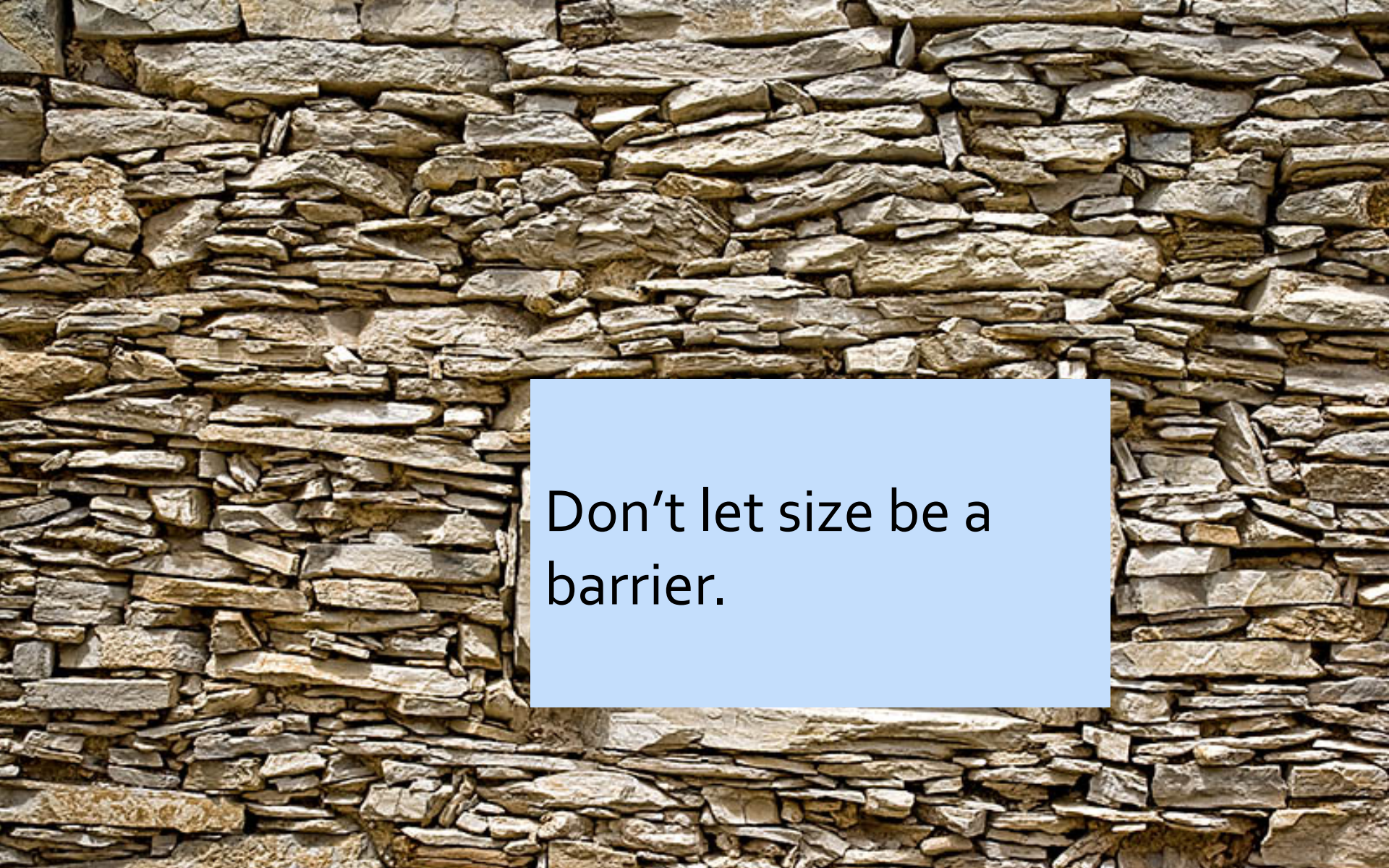
- a) I like it a lot
- b) I like it somewhat
- c) I like it a little

Talking to the wrong people





Loooooonng
surveys



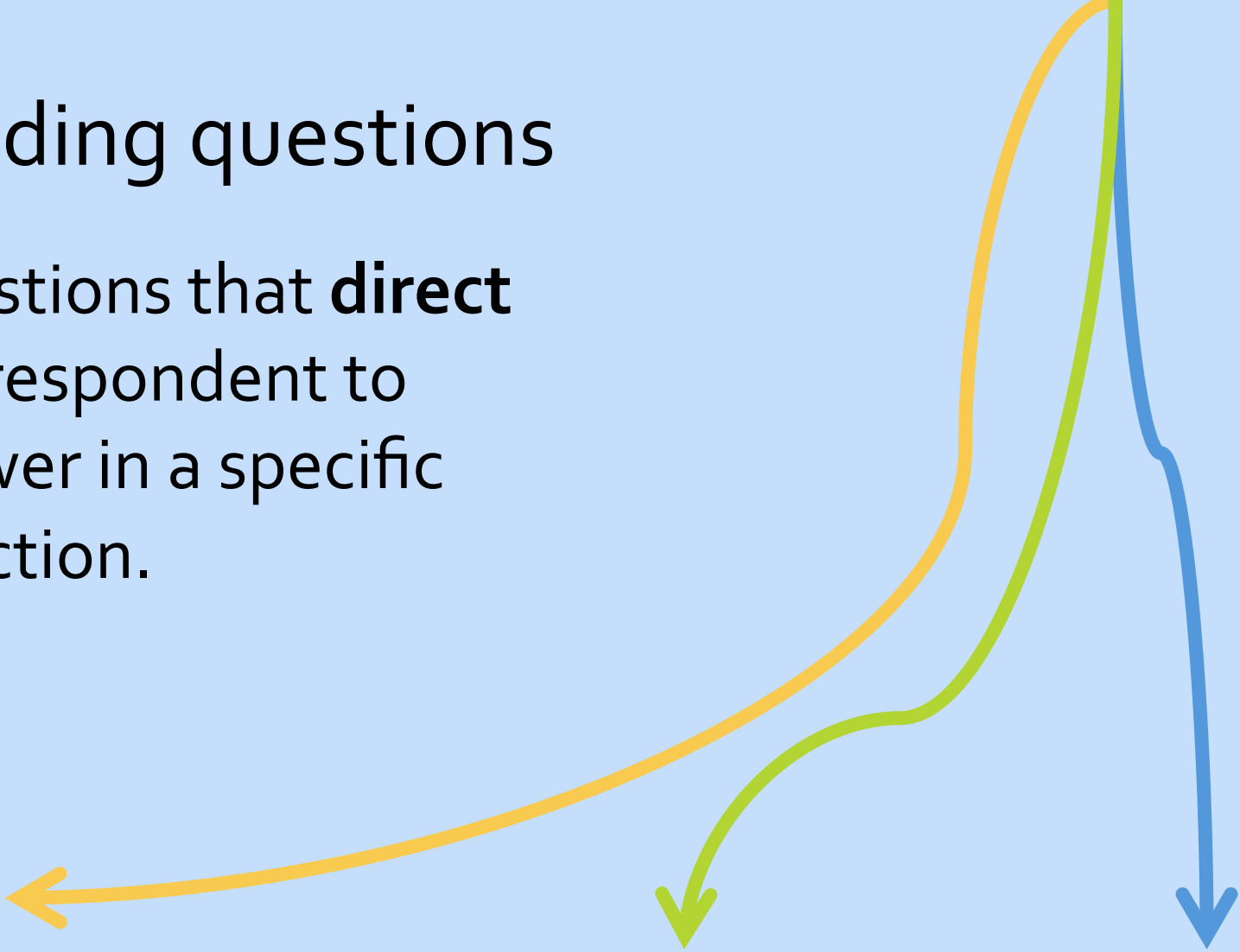
Don't let size be a
barrier.



Don't hastily design your
questions

Leading questions

Questions that **direct** the respondent to answer in a specific direction.



Leading questions

How good was your
experience in
Victoria?

VS

How would you rate
your experience in
Victoria?



Double-barreled questions

Attempting to ask for
more than one piece of
information per
question.

Double-barreled questions

Did you have a fun
and relaxing
memorable in
Victoria?



VS

Did you have a
memorable
experience in
Victoria?



Unreasonable time frames

Asking questions
respondents have a **hard
time answering** due to
the length of recall period

Unreasonable time frames

In the past 3 years,
how many times
have you visited a
grocery store?



VS

In the past 3 months,
how many times have
you visited a grocery
store?



“Simple” pressures to say yes

Questions worded in a
way that respondents
are **inclined to respond**
“yes”

“Simple” pressures to say yes

Do you support bike lanes?



VS

How much do you support or oppose bike lanes in the **City of Victoria**?



Loaded words

Questions containing words
that have **connotations or
overtones**

Loaded words

Cheap
Welfare



VS

Inexpensive
Assistance for the
poor



Vague open-end questions

Open-end questions which lack a specific focus.

Vague open-end questions

How was your
experience in Victoria?



VS

Out of all the things
you did in Victoria,
what did you enjoy the
most?

Did anything not meet
your expectations in
Victoria?



Thank you

Hanson Lok, Vice-President



@luxinsights



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