Event study−Anime Festival Asia
Using Smartphone/Tablet Questionnaire App (SODA)
─Indonesia (Jakarta) ─

SurveyMY

What is "MobileMY"?

It is our mobile survey system which allows answering offline using a smartphone/tablet App. It enables, for instance, a survey to evaluate booths/exhibits with photograghs taken then and there at an event venue.

Compared with conventional paper-based surveys;

- it provides much clearer points of interests of respondents for you to analyze their answers containing photos and movies on the spot taken simultaneously with the study.
- Respondents can save their response data offline, and you will be able to output total results of a survey as soon as they upload the data.
- It provides inovating studies using new devices. Respondents will stay highly motivated to answer questions while taking photos.
- As it is essentially CAPI, interviewers' burden will be greatly reduced.

①To evaluate your corporate booth
（benchmarks, comparisons with competitors, etc.）,
②To collect things that interest visitors at a venue,etc.,
You can set a question pattern along the theme.

Flow of "MobileMY" Event Study – Self Interview

SURVEY MY

① Recruiting

Ask visitors of an event with smartphones/tablets to participate in your survey.

② Installation

During an orientation at the entrance or prior to the survey, have them download and install the App for the survey.

Download the App from Google play , App store ,etc.

③ Interview

Respondents answer the questionnaire, capturing the moment they felt something at the venue.

⑤ Collection and Analysis

Once the answers are uploaded, you can download the data immediately from the server.

Download the collected answer data, photos, etc. You will go on to aggregation and analysis of the data.

④ Uploading Answers

Answers are possible to be given to the ongoing survey without an Internet connection.

Upon completion of the questionnaire, respondents will upload their response data under the Internet environment.

MobileMY Solutions

Scenes for MobileMY

Self Interviews

A respondent having smartphone/tablet will download the mobile App and participate in a survey at any given location.

Lifestyle Studies

Answering a questionnaire and taking pictures/shooting movies off-line. Studies on usage of household products, food diaries, etc.

Event Studies

Evaluate an event from the visitors perspectives. Capture their points of interest. Instantly record a respondent's evaluation and photographs of booths/exhibits, etc. drawing his attention.
Evaluation of an entire event venue or individual booths, exhibits, etc.

Store Studies

Evaluation of a store through the eyes of consumers.
Visit an store and evaluate its actual conditions, such as a selection of goods.

By Interviewers

Usable as an offline survey system（CAPI）by providing interviewers with devices where the system has been installed.

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Overview of Event and Venue

Anime Festival Asia（AFA）

AFA took place in Indonesia from 6 to 8 September 2013.

About 25 thousands people visited.

http://www.animefestival.asia/

【Venue】

Survey results

Survey summary

Event：Anime Festival Asia（Jakarta, Indonesia）

Target：Smartphone or Tablet owners who download questionnaire App（SODA）
Offline recruiting（face-to-face）and participation at the event

Questions：25（including photo capture）

Samples：N=20

Fieldwork：7th Sep-2013

Respondents Demographics

Age / sex	Male	Female	Total
10's	6	3	9
20's	6	3	9
30's	1	1	2
Total	13	7	20

Examples of questionnaire

- Photographs of things, people, booths that interested you at the event and the reason.
- Evaluation the event（scores and reason）
- Title of the most favorite anime and the reason
- Free description about Japanese anime

Occupation	N
Student	10
Employees / civil servants	8
Full-time housewives	1
Unemployed	1

"Photographs of things, people, booths that interested you at the event and the reason"

- Figurines, such as Gunpla and Nendroid, and "Attack on Titan" appeared frequently.

- Also, scenes of cosplay and Capsule toy station (Gacha-gacha) were captured.

"Evaluation the event (scores and reason)"

- Average score is 8 /10 points. Many people gave high ratings since they were eager for the event, which is not held often in Indonesia.

- Also, many respondents assess that there were too many people to move around in the small space, etc.

"Title of the most favorite anime and the reason"

- Respondents' favorite anime titles are vary. "One Piece" is among the widely supported.

- Creativity and storylines are the major reasons for their favorites as many respondents answered.

"Free description about Japanese anime"

- Overlapped with the answers for the previous question, the richness in creativity and fun storylines are highly evaluated.

- In addition, many responses show that they are aware that these are Japan's

Photo			
Title	Capsule toy station (Gacha-gacha)	Gundam	Nendoroid Madoka Kaname Maiko ver.
Reason	Don't know what toy to come.	Challenging to assemble	Her costume is good.
Demo	Males aged 25 Company employees	Males aged 16 Students	Males aged 15 Students

Photo			
Title	Mirai Suenaga (created and produced by Danny Choo)	Big face	Monkey D. Luffy
Reason	Cool original arts	kimokawaii (gross-ish and cute)	The elastic strength and solidarity with the crew
Demo	Male aged 32 civil servants	Female aged 22 Student	Male aged 15 Student

Photo			
Title	Vocaloid	Bima Satria Garuda	figurine shop
Reason	Its music is cool.	The first special effects program in Indonesia	Everything's cool, because I like Nendoroid.
Demo	Female aged 16 Student	Males aged 26 Company employees	Male aged 16 Student

ID 21344589
Nickname Novy
Age 15 years old
Gender Female
Area Special Capital Region of Jakarta
Occupation Student
Number of HH 4 members
Details (Mother/father)(Brother/sist
Monthly expense er)
  Family Above Rp. 4,500,000
  Anime Rp 3000000
Titles of anime that you like.

  Chihayafuru

Reason

  This anime taught me about Japan's cultures, such as Hyakunin Isshu karuta (game).

Evaluation of the event(10 is max)   8
Reason

  I was eager for this event, which rarely takes place in Indonesia. There are exhibitions of animes I like. Thank you very much!!

Specify about Japanese Anime

  Japanese anime has its own characteristics. Manga is very interesting (I like manga than manhwa – South Korean comics, manhua – Chinese comics, or webtoons).

Respondent

Take pictures of objects that you are interested in at this event

1st

Title
Attack on Titan
Reason
Merchandise (bags, T-shirts)

2nd

Title
Sword Art Online
Reason
Merchandise (clothes)

3rd

Title
Puella Magi Madoka Magica (Magical Girl Madoka of the Magus)
Reason
This anime declares the power of friendship very strong.

4th	5th
Title	Title
Hyouka	Danganronpa (character)
Reason	Reason
Solving mystery (Ice cream = I scream)	Interested in mystery solving

SURVEY MY

ID	21363075
Nickname	fadel
Age	16 years old
Gender	Male
Area	Special Capital Region of Jakarta
Occupation	Student
Number of HH	5 members
Details	(Mother/father)(Brother/sist er)
Monthly expense	
Family	Don't know/prefer not to state
Anime	Rp 80000

Titles of anime that you like.

.hack series

Reason

Interesting story, good action

Evaluation of the event(10 is max)   8
Reason

The stage shows and exhibitions are interesting, but too crowded.

Specify about Japanese Anime

Japanese anime has interesting and distinctive stories and great graphics.

Respondent

Take pictures of objects that you are interested in at this event

1st

Title

RX-0 UNICORN GUNDAM

Reason

Because the model (MOBILE SUIT) is attractive and cool.

4th	5th
Title	Title
GBWC2013 (Gunpla Builders World Cup 2013)	RORONOA ZORO BATTLE VERSION -RENGOKU ONIGIRI-
Reason	Reason
great models, in the cool anime	Zoro is cool.

2nd

Title

RX-0 UNICORN GUNDAM 02 BANSHEE

Reason

Models and cool action

3rd

Title

MSN-06S SINANJU VER.KA TITANIUM FINISH

Reason

color, models, and weapons

ID	21373995
Nickname	Ash
Age	29 years old
Gender	Male
Area	Special Capital Region of Jakarta
Occupation	Company employees
Number of HH	4 members
Details	(Mother/father)(Brother/sist
Monthly expense	er)
Family	Don't know/prefer not to state
Anime	Rp 2000000

Titles of anime that you like.

One Piece

Reason

full imagination

Evaluation of the event(10 is max)   9
Reason

Nice cosplay, good choice of the place, lots of figurines.

Specify about Japanese Anime

One Piece, free imagination with no restriction.

Respondent

Take pictures of objects that you are interested in at this event

1st

Title
Luffy battle version
Reason
special effects

2nd

Title
Shanks (One Piece)
Reason
figurine

3rd

Title
Trafalgar Law
Reason
clothing is good

4th	5th
Title	Title
Magellan wearing a hydra	Enel (One Piece)
Reason	Reason
special effect of the hydra	thunder effects

Implementation of the event

The event information was recognized and passed through Internet and word-of-mouth communication.

Q How did you know the implementation of the event this time？（MA）(N=20,reference)

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