Dopplr in your life

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Abstract

The main objective of this report is to study a travel online community Dopplr and to find to what extend registered users rely on other users's opinions and reviews to support their own decision about travel destinations, transport facilities, lodging options, restaurants and bars, shopping and visiting places. A survey was made to randomly chosen user. I found that although information found on Dopplr has some influence, the biggest is the information found on the internet

Objectives

With the internet and the technology development, internet has imposed its presence at our workplaces, homes, phones and even public places. It is everywhere and accessible to everyone. Internet made communications global, culture global, economies global, almost any aspect of the so called "civilized societies" can be globalized. But how global did it made travelling as well ? Is that process just beginning ? Or has the travel activity has already had a huge impact ?

Not the act of travelling by itself. That has been always global by nature. We are interested on finding out how globalized are our traveling choices. Do people still travel to places because someone in the family or any friend was there and recommends? Or because the travelling destination has some promising photos on the travel agency brochure ? Or the travel destinations choices are influenced by the internet ? An what about places to stay, places to visit, places to eat and places to shop choices ? How much are all of these influenced by the internet ?

Why Dopplr ?

DOPPLR

Dopplr seems to have some interesting characteristics. It is a newborn (December 2007). It is European. Its design is very innovative; graphics are out of usual and interesting. Also scores for inventing new features, like the traveling report with the color coding, the social atlas and the carbon calculations.
Dopplr allows users to interconnect by sharing their traveling plans with people they trust. When travels overlap, dopplr will notify the users.
Tips and traveling advices can be found for each traveling destination.

Methods

A survey "Doppr in your life" was conducted amongst Dopplr users selected randomly. Dopplr does not publish email addresses or personal contacts. However each member may choose to disclose their own email, a link to a personal page, to a personal blog.
The contacts found were used to send a personalized email requesting the volunteer participation in the survey along with a brief explanation of the survey context and the link to the survey. Email messages were sent, either by email or messages posted on blogs or contact forms.
It was divided to four sections: presentation, statistical data, general Questions about Traveling Habits and questions regarding Dopplr Influences on several travelling decisions. The survey was designed to be clear, concise, quick answering (3 to 4 minutes) and ensure the minimum of dubious answers. The questions are a total amount of fifteen questions, most of them closed with single or multiple selection, seven table / matrix questions type.

Results

Statistical data

Ages range from 19 to 54. 60% are men. 40% are born and reside in the UK, 30% are born and reside in the USA, 10% are born and reside in Italy, 10% are born and reside in France and 10% are born and reside in Canada. 50% are single. 40% are married. 10% are divorced.
70% don't have any children living with them, while 10% live with one to 3 children
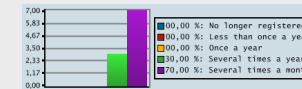
Results

Travelling Habits

A majority of 60% travels several times a year. 30% travels less than once a year, while a minority (10%) travels once a year.

- 00,00 %: Several times a month
- 60,00 %: Several times a year
- 10,00 %: Once a year
- 30,00 %: Less than once a year
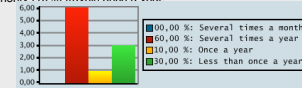
All the individuals referred pleasure as the main purpose for travelling, while 50% referred business purposes. No one mentioned travelling for health issues.
Half of the users surveyed referred that usually travel with friends and family. A minority also travel with work peers (10%).
The majority (70%) logs in Dopplr several times a month and the minority logins several times a year. No one selected the less frequent options.

- 00,00 %: No longer registered
- 00,00 %: Less than once a year
- 00,00 %: Once a year
- 30,00 %: Several times a year
- 70,00 %: Several times a month

Dopplr influences

The internet based information (other than Dopplr) is the major nfluence for choosing the travel destination (90%), followed by the information on Dopplr, family and friends reviews and information by travelling agencies

A major influence / **B** Influences a bit
**C** Few influences / **D** Minor influence

L1 Family or friends reviews
L2 Information by travelling agencies
L3 Information by marketing campaigns
L4 Information on internet
L5 Information on Dopplr

How much each influences your choices on your travel destination ?
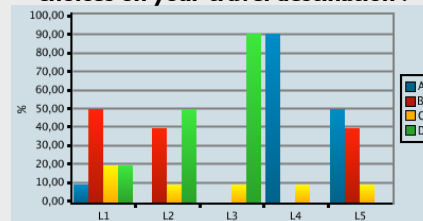
Internet based information is the major influence for choosing the transportation facilities (90%), followed by the information on Dopplr (30%) followed by family and friends reviews. 30% also referred Dopplr as influencing a bit, along with information by travelling agencies and family and friends reviews.
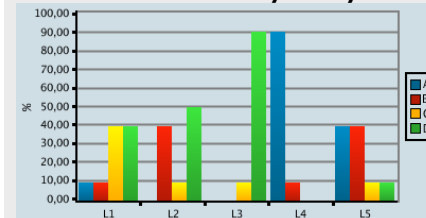
How much each influences your choices on your transportation
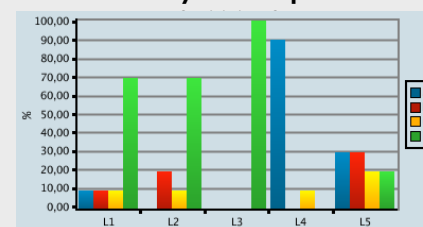

Results

The internet based (90%) and Dopplr information (40%) are a major influence on lodging choices, followed by information by family or friends reviews. Information by travelling agencies is referred as influencing just a bit (40%) along with Dopplr.

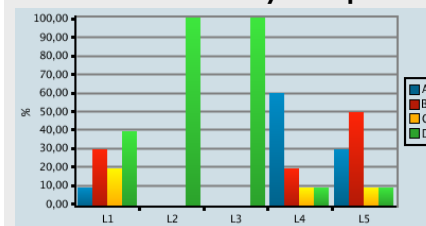### How much each influences your choices on where you stay ?

Where to eat are mainly influenced by internet based (80%), Dopplr information (40%) and family or friends reviews (20%). Information on Dopplr (40%) and family and friends reviews (20%) is mentioned as influencing a bit.

How much each influences your choices on where you eat ?
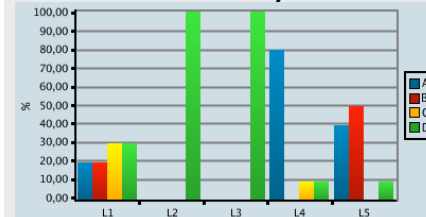
Where to shop is mainly influenced by internet based (60%) and Dopplr information (30%) and family or friends reviews (10%). As having a bit on influence, Dopplr information (50%), family and friends reviews (30%) and internet based information (20%).
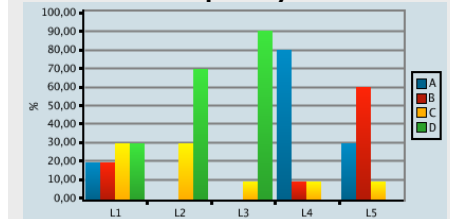
How much each influences your choices on where you shop ?

Results

he visiting places are more determined by information on the internet (80%), on Dopplr (30%) and by family and friends reviews (20%).

How much each influences your choices on places you visit ?

Conclusions

The majority of the individuals have high percentages for high frequency travelling. This is actually expected, because this survey was made only to Dopplr registered users. Since Dopplr is an online community designed for frequente travellers, this caracrheristic is part of Dopplr users' profiles. A majority logins Dopplr quite frequently, several times a month or a year. All mentioned that travel for pleasure purposes, rather than for business purposes.
Internet based information (other than Dopplr) along with Dopplr information were the most mentioned factors that influence the travellers choices on countries or cities to travel to, the transportation facilities used, where to stay, eat and shop and places to visit.
On all of these choices, internet based information was constantly the most influencing factor. Dopplr information was the second major influencing factor. The third was family and friends review. Information given by travelling agencies and marketing campaigns were not mentioned at all by any of the users as being a major influence. Furthermore these were the most pointed out factores as being the minor influencing factors. For the choices on transporting facilities, where to eat and where to shop, 100% of the users pointed out marketing campaigns what influences the least. For the choices on where to eat and where to shop, 100% of the users pointed out information by travelling agencies as being the least influences and 70% pointed as well it for the transporting facilities choices.
Dopplr seems to influence the mostly choices places to visit (70%), restaurants or bars to go to (50%), hotels or lodging options (40%), places to shop (30%) and countries or cities to visit (20%). Dopplr has not revealed itself as being an influence on the use of specific facilities.
Information given by travelling agencies were expected to be higher rated on levels of influencing travellers choices, considering these are the travelling professionals that are most in contact with travellers when they make book the travels and make the ultimate choices on where to go.

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