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 extent registered users rely on other users’ 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 users. I found that although information found in Dopplr has some influence, the fogged is the information found on the internet.

Objectives

With the internet and the technology development, internet has imposed its presence on our workplaces, homes, phones and even public places. It is everywhere and accessible to everyone. Internet made communications global, nature global, economy global, almost any aspect of the so-called “indirect society” can be globalized. But how global did it make travelling as well? Is that process (i.e. beginning or 1) or the travel activity already had a huge impact?

Not the act of travelling by itself. That has always been global by nature. We are interested on finding out, if that globalization are our travelling choices. Do people still travel to places because arrives there in the family, or any friend used there and so the family goes there as well?

Methods

A survey “Dopplr in your life” was conducted amongst Dopplr users selected randomly. Dopplr does not publish email addresses or personal contacts. However, each members choose to disclose their own email, a link to a personal page, a to his personal blog.

A 120-question survey was 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 a closed multipart questionnaire, statistical data, general Questions about travelling Habits and questions regarding Dopplr influences on several travelling aspects. The survey was designed to be short, concise, quick and easy to answer. All asked 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

Age: 18 to 34 years: 54. 60% are men, 45% 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 know any children living with them, while 10% live with one to three children.

Dopplr influences

The internet based information (other than Dopplr) is the major influence on the travel destination (65%). Followed by the information on Dopplr, family and friends reviews and information by travelling agencies.

Results

Travelling Habits

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

The majority (75%) log in Dopplr seven times a month and the minority login several times a year. No one selected the less frequent options.

Dopplr influences

The internet based information (other than Dopplr) is the major influence on the travel destination (65%), followed by the information on Dopplr, family and friends reviews and information by travelling agencies.

Results

Internet based information to randomly chosen user. I found that although information found on Dopplr has some influence, the fogged is the information found on the internet. 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 the information on Dopplr is presented with colorful maps.

The online traveling community Dopplr allows users to interconnect by sharing their traveling plans with people they trust. When travels overlap, dopplr will notify the users.

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 frequent travellers, this characteristic is part of Dopplr users profile. A majority says Dopplr quite frequently, several times a month or a year. All mentioned that travel for business purposes, rather than for business purposes.

Internet based information (other than Dopplr) along with Dopplr information were the most mentioned factors that influence the travelling choices on countries or cities to travel. The internet based information (other than Dopplr) along with Dopplr information was the most mentioned influencing factor. Dopplr information was the second major influencing factor. The third was family and friends reviews.

Influences a bit

Information by travelling agencies

L2 Information by travelling agencies

L3 Information by marketing agencies

L4 Information on internet

L5 Information on Dopplr

Dopplr influences

The internet based information (other than Dopplr) is the major influence for choosing the transportation facilities (91%), followed by the information on Dopplr (32%) followed by family and friends reviews (20%) and internet based information (17%).

Results

How much each influences your choices on your travel transport destination?

How much each influences your choices on places you visit?

How much each influences your choices on places you eat?

How much each influences your choices on places you shop?

How much each influences your choices on places you visit?

How much each influences your choices on places you eat?

How much each influences your choices on places you shop?

How much each influences your choices on places you travel?

References

4. United Nations World Tourism Organization (UNWTO/OMT)
5. www.dopplr.com, The online travelling community