ESOMAR 28 Questions

To help research buyers of Online Samples

INTRODUCTION

The primary aim of these 28 Questions is to increase transparency and raise awareness of the key issues for researchers to consider when deciding whether an online sampling approach is fit for their purpose. Put another way, the aim is to help researchers to ensure that what they receive meets their expectations. The questions are also designed to introduce consistent terminology for providers to state how they maintain quality, to enable buyers to compare the services of different sample suppliers. Notes on the context of the questions explain why the questions should be asked and which issues researchers should expect to be covered in the answer.

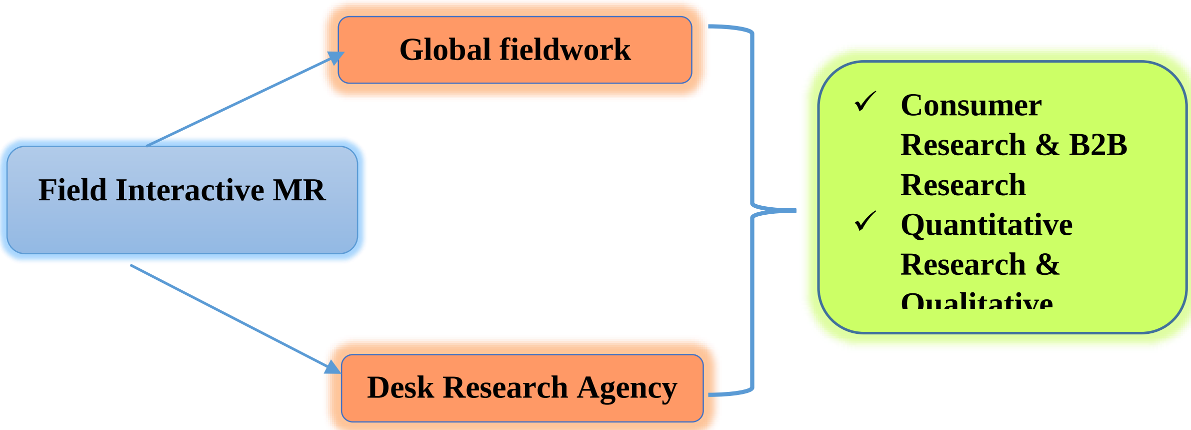
These new questions replace ESOMAR's "26 Questions to help Research Buyers of Online Samples". ESOMAR has updated the text to recognize the ongoing development of techniques. While some of the questions remain constant, new questions have been added to incorporate new techniques and new technology in this area. In particular, this revision recognizes the broad trend within the industry to build online samples from multiple sources rather than relying on a single panel.

It should be noted that these 28 Questions focus on the questions that need to be asked by those buying online samples. If the sample provider is also hosting the data collection you will need to ask additional questions to ensure that your project is carried out in a way that satisfies your quality requirements.

The 28 Questions complement ESOMAR's Guideline to Online Research which was revised in 2011 to add updated legal and ethical guidance and new sections on privacy notices, cookies, downloadable technology and interactive mobile.

COMPANY PROFILE

Q1. What experience does your company have in providing online samples for market research?



Area of Expertise

Advertising

Brand/Branding

Children/ Youth

Consumer

Customer Satisfaction

New Product Development

Packaging/ Design

Pricing

Product Testing

Usage and Attitude study

SAMPLE SOURCES AND RECRUITMENT

Q2. Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?

Members of our panels are recruited for market research purposes only using diverse online and offline methods. We place great emphasis on the quality of our recruiting sources and are happy to pay a little more in order to maintain the superior standards you have come to expect from us. Respondents can join on invitation only, which reduces the risk of panel overlap and of attracting "professional" respondents who are only taking part to make a fast buck or two. Our panelist actively managed to ensure optimum survey feasibility and to keep our members motivated.

We also use followers of our social media page as respondents if they are fulfilling the criteria (Targeting based on intent)

- **LinkedIn:** We post an advert for our study in feed, and ask those are connected to share to their own social media pages or ask them to become participant of our study.
- **Facebook:** We are recruiting from a very specific population, Facebook can be a very useful tactic in gathering research participants. Be sure to contact the moderator/owner of the group before making any posts, unless they specifically state you can do so.

Use of survey cycle: It works on a points based system, when you take part in research you are awarded points and the more points you have – the more you are supported with your research. It will help in recruiting respondents faster.

Q3. If you provide samples from more than one source: How are the different sample sources blended together to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?

As respondents can join on invitation only, we have full control over the registration in our panel. Instant quality checks during the recruitment process enable us to exclude peculiar applicants or shut down single recruitment sources as a whole. These quality checks include duplicate checks, plausibility tests and field performance.

We also ensure an optimal blend if the needed target group occurs in more than one of the available sources. The sample blend is controlled by a number of rules to ensure both source bias and panel usage risks are mitigated. Our platform uses a suite of technologies and controls that ensure that duplicates are not present in any online sample.

Q4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

We treat our respondents' personal data with the strictest confidentiality and it is not used for direct marketing or any other marketing activities but purely for market research purposes.

Q5. How do you source groups that may be hard to reach on the internet?

When we have to source an audience which is hard to reach on the internet then we recommend an alternative Methodology to our clients like CATI/CLT methodology.

Q6. If, on a particular project, you need to supplement your sample(s) with sample(s) from other providers, how do you select those partners? Is it your policy to notify a client in advance when using a third party provider?

As we have high-performance panels, we rarely use other suppliers to fulfill requests. However, when this situation arises, we rely on our global partner network. Partners are selected based on their individual capabilities, feasibility, client specifications and budget.

Q7. What steps do you take to achieve a representative sample of the target population?

Since we're recruiting actively we have full control over the subscription of single target groups in our panel. We define the required targets thoroughly comparing the socio-demographic structure of our active panel with the general population. The controlling factor is the actual panel manager, who both selects and excludes potential respondents based on client requirements and his or her professional judgment on what is required to meet the client's needs.

Q8. Do you employ a survey router?

Currently we don't employ a survey router, since we don't see appropriate solutions for important methodological issues yet. As we are committed to providing high-quality products and services, we are not convinced that a survey router fits to our quality standards.

Q9. If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondent's allocated to surveys?

We do not employ survey routing systems.

Q10. If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?

We do not employ survey routing systems.

Q11. If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project manager?

We do not employ survey routing systems.

Q12. What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects dealt with?

The registration variables which are mandatory in order to become an active member include socio-demographic data like name, address, age, gender, household size etc. In addition to this, special background variables on e.g. cars & motorbikes, job & career, health, household & finance, media & communication, hobbies & travelling, are filled out on a voluntary basis. We prompt our panelist to update their own profiles on a regular basis (by sending monthly newsletter). In addition, panelists will be reminded in their member area to update the data if necessary.

Q13. Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to?

We have the capability to deploy SMS alerts to those members who have provided and double opted-in their mobile number.

We set up our own invitations in the platform using the panel management dashboard controls. All items required by ISO 20252 are included in email invitations:

- A general description of the purpose of the project
- The estimated length of interview

- A statement of the confidentiality and anonymity of each respondent's responses
- The closing date for completed responses (if applicable)
- Access to full disclosure of incentive terms and conditions applying to the project
- An explanation if the invitation is sent out on behalf of another research service provider
- For panel members, the opportunity to unsubscribe or opt out of future research
- An appropriate privacy policy or statement

Q14. Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Due to different national laws, the redemption of the bonus points differs across the panels. In any case our incentives are meant as compensation to our panelists.

We adopt a clear and transparent incentive system based on redeemable points based on each survey. The primary determinant for rewarding point is the length of the interview. We increase the number of points for B2B and low incidence groups in order to improve response rates and representation.

The focus is never put on the incentive itself as it could become a magnet for "incentive hunters". Consequently we carry out regular internal studies and adjust our system if necessary.

Q15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

In most of the cases, a definition of the target group and quotas is enough to give an accurate estimate of feasibility. When we receive the initial request form our client, we see for below information from them:

- The demographics details (age, gender, regions, etc.)
- Any non-demographic targeting or behavioral criteria necessary to qualify
- Any quotas or sub-quotas which need to be achieved
- Additional sampling (deployment) criteria if applicable (i.e. census representative deployment or balanced send-outs to initiate the survey)
- Incidence Rate (IR)
- Length of Interview (LOI)
- Sample size
- Timeline

Q16. Do you measure respondent satisfaction? Is this information made available to clients?

Yes. Measuring and maintaining our respondents' satisfaction is an integral part of our quality process. We can only expect that happy and motivated respondents will keep on taking part in surveys and providing genuine answers. Our panel support team ensures that all enquiries or complaints from our respondents are promptly answered and solved.

Q17. What information do you provide to debrief your client after the project has finished?

After completion of a project we can send across a de-brief report to the client if required. If the survey has been programmed on our system then a clean data map is provided. We also send across a feedback survey to our clients so that we can better understand their experience and expectations and if any, to improve our quality of service.

DATA QUALITY AND VALIDATION

Q18. Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item non-response (e.g. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures.

As we strive for delivering high-quality field research services, a **holistic quality management** is the core of our efforts.

We are convinced that the quality of research has three major dimensions that coincide at best: the **quality of the panel, the quality of the project and the quality of the service**. In each of these dimensions we're trying to prevent undesired survey behavior, rather than cleansing the data retroactively. Our panels meet the highest standards in recruitment and maintenance and we direct our efforts to delivering an outstanding service to our clients.

If the survey is being programmed at our end then yes, we do take care of all the quality measures within the survey to make sure that no fraudulent is allowed to complete the survey. However, **if the programming is done at client end**, we encourage clients to deploy appropriate validation checks, including but not limited to: analysis of questionnaire completion time, data outliers, unanswered questions and patterned responses. We further encourage our clients to add **straight-lining, red herring questions and other data quality checks to their surveys**.

Respondents who do not pass these checks do not qualify as completes and do not qualify for an incentive. If a client reports cheaters in a survey, our project managers remove these from the survey and also maintains a record of these IDs internally. After a panelist receives "three strikes," they are taken out of the panel. And also the Data Processing Team checks and eliminates any undesirable responses from each survey to ensure high quality data. Actual rules are confidential.

Following are some of the check points: **Illogical response, inappropriate free answers and inappropriate response patterns.**

Q19. How often can the same individual be contacted to take part in a survey within a specified period whether they respond to the contact or not? How does this vary across your sample sources?

Usually we don't send **more than one reminder** after having invited a certain panelist, to protect our panel members from being overwhelmed by the amount of our emails. In **urgent cases we may send a second reminder**, but in any case we respect a period of at **least two days between the emails**.

Q20. How often can the same individual take part in a survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

Depending on the settings of both the panel and the panelist, it ranges from once a month to three times per week. Panelist may only complete the same survey once. De-duplication, re-use and the lockout period for quota-full or terminates is set on a per-project basis based on client-preference. The default allows no re-entry once an official status (complete, terminate, etc.) is achieved.

For **tracking surveys**, de-duplication, re-use or lock-out period for subsequent waves is set according to client-preference.

Q21. Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual level data?

This data is stored in our **panel database**, but we do not provide them to our clients.

Q22. Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?

Yes, below is respondent identity procedure-

- We check the reliability of the individual through the following procedure:
- Check the validity of email registered
- Check the registered information
- Monthly check of the whole panel on the registered information
- Check information on the online recruiting form
- Check validity of the responses
- Actual rules are confidential.

POLICIES AND COMPLIANCE

Q23. Please describe the 'opt-in for market research' processes for all your online sample sources?

Every person who is invited to join our panel gets a **personalized invitation-code** which allows them to register at our panel. After the initial registration with basic demographic variables every potential member receives an email and only upon confirmation this person becomes an active panel member (double-opt-in-process). Depending on the country and source of recruitment, further instruments for assessing the quality of our recruitment may be applied.

Q24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

Data protection and privacy are serious issues for our company. We treat our panelists' data strictly confidentially. Studies are always analyzed anonymously. Of course the privacy policy is clearly visible on websites.

Q25. Please describe the measures you take to ensure data protection and data security.

Field Interactive MR uses strict data protection and security actions to secure every piece of information related to respondents. We always act in accordance with national and international data protection laws - ESOMAR and CASRO.

Q26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

All such decisions are made jointly with the client.

Q27. Are you certified to any specific quality system? If so, which one(s)?

We comply with industry standards and also are active member of ESOMAR

Q28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?

We do not have under 14s (15s in some countries) in our panel, in accordance with the guidelines of the European law and ESOMAR's instructions on this topic. In such cases, we invite panelists from whom we know that they have offspring in the required age group and we ask them to let their children answer the questionnaire.

We respect all ESOMAR rules, GDPR Guidelines and we follow all the guidelines related with the Market Research norms.

Visit our website or contact us for more information

http://fieldinteractive-mr.com/