

Online Research Quality Council Meeting

Welcome

Robert Barocci
President & CEO
September 10, 2007

1:00 pm	Welcome & Introduction	R. Barocci
1:10 pm	ORQC Council Goals	R. Tomei
1:20 pm	Advertiser Review <ul style="list-style-type: none">- P&G- Coca-Cola	B. Cook D. Anthony S. Sthanunathan
2:00 pm	Knowledge Review <ul style="list-style-type: none">- Burke Research- Knowledge Networks- GMI	B. Cook J. Miller P. Graham D. Fitzgerald
2:40 pm	Recognition of Other Industry Initiatives <ul style="list-style-type: none">- IMRO, ESOMAR, CMOR, CASRO- EFAMRO: ISO Standards	S. Coffey E. Wiegand
3:00 pm	ORQC <ul style="list-style-type: none">- Research-on-Research Initiatives- Process- Working Committees	R. Tomei
3:30 pm	Q&A Session	R. Tomei & ORQC
4:00 pm	Meeting Adjourns	All
4:00 - 4:30 pm	Press Conference	ORQC & Speakers

Online Research Quality Council Meeting
“Knowledge Driven Standards & Metrics”

Robert I. Tomei
EVP/Global Director & Council Chair
TNS 6th dimension Access Panels
September 10, 2007

- This Council will be 'knowledge driven' as it defines and enhances high quality research standards, processes, and ultimately metrics.
- This Council meeting is only the beginning. We need active and ongoing participation from all of you.
- The MR Online Research Industry has an enormous opportunity to work together (all stakeholders) to fulfill the full promise of delivering actionable insights via online research.

- It is my privilege and honor to be working with the ARF and my colleagues in the Industry including:
 - Renee Smith, VP – Panel Quality – Harris Interactive
 - Efrain Ribeiro, COO – IPSOS Interactive Services
 - Jonathan Jephcott, EVP – ViewsNet – Synovate
 - Steve Coffey, Chief Research Officer – The NPD Group
 - Josh Chasin, Chief Research Officer – comScore
 - Bill Cook, SVP Research & Standards – ARF
 - Robert I. Tomei, EVP/Global Director & Council Chair – TNS

- The Council will be focused on the issues and opportunities that are important to our clients and the Industry at large
- Have formed a Client Advisory Board:
 - Shell – Amy Raihill
 - Bayer – John Willard
 - Allstate – Bob Sanders
 - ESPN –Tom Evans
 - Capital One – James Mendelsohn
 - Kraft – Keith Stevens
 - McDonalds – Michelle Salazar
 - Bank of America – Leroy Leiker
 - Others pending

All issues will be addressed through knowledge sharing of existing studies and knowledge creation of new Research-on-Research

- 1) How is quality defined?
- 2) Does quality matter?
- 3) Can we identify metrics to be used for all stakeholders to consistently evaluate the quality of the information delivered to them?
 - We will accomplish this by conducting three ‘Research-on-Research’ studies with participation and cooperation from the Council members.
 - “Volunteers” are requested
 - This will be done by leveraging all the current work underway in the Industry to address quality of online research including:
 - CASRO
 - ESOMAR
 - ISO
 - IMRO
 - Various Research-on-Research Studies

Online Research Quality Council Meeting
“Knowledge Driven Standards & Metrics”

Robert I. Tomei
EVP/Global Director & Council Chair
TNS 6th dimension Access Panels
September 10, 2007

Will Address Three Key Issues & Opportunities:

- 1) Define “Quality”
- 2) Document why “Quality” matters
- 3) Identify and adopt metrics to be used for all stakeholders to objectively and consistently evaluate “Quality”

Define Quality

- What are the key aspects of 'Quality' that require standards and Industry alignment?
 - Panel Management Processes?
 - Recruitment
 - Incentives
 - Research Design?
 - Sampling
 - Universe Definition
 - Usage Controls
 - Balancing Techniques
 - Questionnaire Design?
 - Survey Design
 - Visual Design and Format
 - Data Processing & Reporting?
 - Key issues including but not limited to:
 - Replication
 - Validation & Accuracy
 - Representativeness
 - Respondent Cooperation
 - Etc

Define Quality (cont'd)

Replication

- Is the inability to replicate a widespread problem?
 - If so, what are the major causes?
- What are the most prominent factors that influence the reliability of online (panel and non-panel) research results?
 - Do these factors differ and to what degree do they differ from other research methods (phone, in-person, mail)?

Validation & Accuracy

- What are the validation practices in use?
 - How are they different or similar to techniques used in the past with other forms of survey research?

Representativeness

- Are online panels reflective of the general population? Of the online population? Of certain segments of the population?
- In what situations does panel usage have the greatest efficacy? Can we document, quantify, or describe the situations wherein panel respondents are the first, best source for survey respondents?

Define Quality (cont'd)

Respondent Cooperation

- Who is taking online surveys?
- What are the motivational differences with online respondents vs traditional methods?
- How would we define “heavy,” “professional,” “fraudulent” and “inattentive” respondents?
 - What is the impact of multi-panel panelists?
 - Are any of these respondent segments more or less error prone?
 - Do any of these segments cause potential biases that decrease quality?
- What is the impact of these different types of respondents on study results -- how are these respondents different than others?
 - Do they provide invalid data?

Define Quality (cont'd)

Respondent Cooperation (cont'd)

- Do respondent types (based on demographics, psychographics, frequency of participation, etc.) vary by: mode of data collection, sample source, type of incentive, length of time in the field, survey length, survey topic, or survey design elements?
- What methods have been developed to identify them and control their involvement in surveys and on panels?
 - Does ignoring or removing certain respondent types from a set of completed interviews increase or decrease research quality by increasing or decreasing bias?
- Do the answers to these questions vary depending upon whether the research is cross-sectional versus continuous tracking versus longitudinal?

Define Quality (cont'd)

Respondent Cooperation (cont'd)

- How do panel recruitment practices and recruitment sources impact the quality of the research results?
 - Do these practices result in membership in multiple panels by the same individual/household and does this have a detrimental impact on the research?
 - Across different panels, what degree of panel overlap/duplication exists — what degree of overlap exists across the major respondent sources? In multi-sourced studies, what measures should be in place to ensure that same respondent (in two sources) is only included once in the study?
 - To what extent do current panel recruitment practices and common recruitment sources produce panel overlap?
 - As an industry, what can we do to combat the "paid survey" sites and the negative image they have generated of our collective business?
- What elements of online survey design have the greatest impact on the research results and respondent engagement?
 - How does the length and "look and feel" of a survey impact completion and future participation by respondents?
 - What is the recommended length for an online survey? What research type of surveys work best online? Do not work online?

Quality Matters

- What is the price of low quality?
- What are the key components of quality in the market research setting?
- Do any of these components have fixed absolute thresholds for all modes of data collection and/or for all client business problems?
 - If yes, or if yes in some cases, when do the costs of achieving those thresholds outweigh the benefits our clients expect us to achieve on other aspects of their multidimensional needs (e.g., turnaround time, price)?
 - Are there minimum thresholds that can/should be met for different situations?
- What can/should be done to ensure that potentially negative effects of supplier and/or client processes and decisions are minimized?
 - What processes or feedback loops can/should be instituted between suppliers and clients to ensure that at the end of an engagement both can provide information to each other about how their processes and decisions affected quality on specific projects?
- How can we better communicate quality and its value to non-researchers?

Identify & Adopt Metrics

- There are a couple of online sampling approaches utilized by our Industry, panel and non-panel/real-time sampling methods.
 - What are their relative strengths and weaknesses, range and variation on best practices?
 - What are the current common metrics and standards for each of these methods?
 - Is there enough consistency in the current metrics and standards across the industry to allow us and our clients to evaluate and compare these different methods?
 - If not, can common metrics and standards be developed?
- What key information (metrics) regarding online survey methods need to be documented by online research suppliers and communicated to clients?
 - How does the industry validate this information and how frequently?
 - How do we ensure objectivity of the validation?

Identify & Adopt Metrics (cont'd)

- Can we develop a matrix that matches the type of client business problems to 'quality levels' that can communicate the appropriate price/value relationship?
- What are the appropriate metric that should objectively define quality?
 - Response Rates?
 - By demographic segment
 - By sample source
 - By panelist incentives
 - By survey topic and length
 - Turnover Rates?
 - By demographic segment
 - Usage Rates?
 - By category? By type of survey?
 - Other 'New' Metrics?

Working Committees: *Call to Action*

- Four ‘working committees’ will be formed to address the three key areas and design and propose a Research-on-Research study to address:
 1. Define Quality Committee
 2. Quality Matters Committee
 3. Metrics Committee
 4. Funding & “Outreach” Committee
- Committee to include member(s) of Steering Committee, member(s) of Client Advisory Board and ‘Volunteers’
- Volunteers: please contact either Bill Cook or myself
 - Bill Cook: 646.465.5765 or Bill@thearf.org
 - Robert Tomei: 212.991.6136 or robert.tomei@tns-global.com

Process & Timeline

- Steering Committee will meet monthly (either in person or via conference call)
- Working Committees will meet as required and update Steering Committee and Client Advisory Board every month
- General Council Meetings (all invited) to occur quarterly
 - November 2007: week of 11/5
 - January 2008
 - March 2008: coincide with ARF annual conference
 - June 2008
 - September 2008
- Proposed Timeline:
 - September & October: form Working Committees and draft Research-on-Research study objectives, design and funding requirement
 - January 2008: field R-on-R studies
 - March 2008: review status and preliminary results at annual ARF conference
 - June 2008: issue Industry white papers and gain adoption of standards and metrics
 - September 2008: reinforce learnings and continue to 'drive' adoption

Online Research Quality Council Meeting
“Knowledge Driven Standards & Metrics”

Thank You!

Q&A Session