

ONLINE RESEARCH QUALITY COUNCIL MEETING

2:00 PM – 4:30 PM

Tuesday, November 13, 2007

The ARF

432 Park Avenue South, 6th Floor

New York, NY 10016

Call in #: 650-429-3300, event #: 661 050 877

IN ATTENDANCE:

In-Person

Berry, Mark - Synovate	Leiker, LeRoy - Bank of America
Bigman, Shula - Communication Options, Inc.	Linde, Rick - Battalia Winston
Bonhert, Chad - Zogby International	Lorch, Jackie - Survey Sampling, Inc.
Brownell, Larry - Marketing Research Association	Marzilli, Ted - Polimetrix
Chasin, Joshua - comScore Inc.	McCarthy, Lynnette - Lightspeed Research
Coen, Terrence F.- Survey Sampling, Inc.	Moiz, Ali - Peanut Labs, Inc
Coffey, Steve - NPD Group, Inc. (The)	Petersell, Paul - Charles Schwab & Co. Inc.
Cook, William A.- ARF (The)	Place, Alexandra - OTX Research
Durani, Ajay - OTX Research	Ribeiro, Efrain - Ipsos-ASI, Inc.
Evans, Thomas C.N.- ESPN	Schneiderman, Stuart - Online Publishers Association
Fabber, Chris - InsightExpress	Slaten, Jana - Mediamark Research & Intelligence
Flamer, Daphne - Charles Schwab & Co. Inc.	Smith, Andrew - Hershey Chocolate
Fromm, Justin - ABC, Inc.	Smith, Renee - Harris Interactive
Galín, Mickey - Mediamark Research & Intelligence	Stahl, Nancy - Norman Hecht Research, Inc.
Herbst, Robert - FKM	Stevens, Keith - Kraft Foods, Inc.
Jacobs, Ellen - Salt River Project	Sthanunathan, Stan - Coca-Cola USA
Jephcott, Jonathan - Synovate	Todder, Jeff S.- CitiCorp
Katzer, Laura - Norman Hecht Research, Inc.	Tomei, Robert - TNS
Kerner, Heather - Octagon	Vidal-Young, Marina - OTX Research
Kuwahara-Elrod, Miki - Sigma Validation	Wenzel, Fritz - Zogby International

Via Webex

Bruzzone, Don - Bruzzone Research Company	Maguinness, Lisa - NPD Group, Inc. (The)
Bryan, Paula - Microsoft	Mammone, Joseph - HBO
Cigdem, Kaya - Saatchi & Saatchi	Martin, Birgi - Lightspeed Research
Crawford, Mary - Sony BMG Music	McHugh, Steve - Millward Brown International
Curran, Paul - General Motors Corporation	Orr, Barbara - Salt River Project
de Gaudemar, Olivier - OTX Research	Ploskonka, Deb - Millward Brown International
Donatello, Mike - USA Today	Reynar, Angela - Google, Inc.
Durkin, Greg - Warner Brothers	Reynolds, Christopher - Kraft Foods, Inc.
Fallig, Michael - GfK AG	Rivera, Juan - ESPN
Fitzgerald, Dan - Global Market Insight, Inc. (GMI)	Rosenblum, Steve - Seneca College
Frede, Susan - TNS	Rymers, Mary Beth - Nestle USA
Gold, Larry - Inside Research	Spencer, Ramona - Claritas
Graham, Patricia - Knowledge Networks	Stark, Marjette M.- Digital Marketing Services, Inc.
Hardin, Joseph - PERQ/HCI	Stevens, Chris - Lightspeed Research
Hill, Alison - Time Warner	Storey, Keith - Sports Marketing Surveys
Kemp, Dean - Harris Interactive	Thumma, Clifford - Pfizer, Inc.
Kienzler, Nancy - Lightspeed Research	Tsuchida, Eiichiro - Video Research Ltd.
Lavine, Steven - Common Knowledge Research	Winnicki, Christine M.- Time Warner

Welcome & Introductions (2:00 – 2:10 PM)

Robert Tomei, EVP & Global Director of Access Panels at TNS, introduced himself as the chair of the Online Research Quality Council (ORQC) steering committee. He explained that the council's mission was to develop a set of standards to be followed by research buyers and sellers, and discussed the formation of the Steering Committee and the Client Advisory Board, as well as the four working committees: Defining Quality, Quality Accountability, Metrics, and Funding and Outreach. The committee chairs were then asked to introduce themselves.

Panel Discussion & Commentary (2:10–3:40 PM)

Robert Tomei was the moderator of the panel, which consisted of five speakers from the Client Advisory Board: Tom Evans (ESPN), Leroy Leiker (Bank of America), Keith Stevens (Kraft), Stan Sthanunathan (Coca-Cola), and Jeffrey Todder (CitiBrands). Three topics were addressed:

- Advertiser expectations of online research providers
- Advertiser commitment to actions to improve fit between expectations and deliverables
- Actions they would like to see immediately and those in the near-to-medium term

Stan Sthanunathan began by explaining that there were repeated studies taking place, with the same supplier, but yielding different results. Thus the three main challenges would be (a) implementing the proper survey design, (b) collecting data, and (c) analyzing it. There were also several on-going issues with conducting on-line surveys. First, respondent engagement is reduced with multi-tasking, as survey takes online are likely to be doing other things at the same time. Next, the questionnaires are sometimes too long and complex, giving the respondent too much to address especially as it relates to potential incentive. With the right incentive, you can get respondents to answer longer surveys but can not do so with 'standard' incentive programs. Finally, there are no longer any back checks of the data – they are a lost art. Stan proposed to get to a solution in 90 days, but noted that we'd only be able to achieve it if we all worked together, since "online is here to stay."

Leroy Leiker stated that it was hard to believe that samples from online research could be representative. There has been a shift of brand tracking to be online, is faster, better, and cheaper. However, since price is cheap, so are the results, and the panels are not necessarily projectable. The current trend, he noted, is that we question an unlimited amount of people, but we don't pay attention to what we're getting out of the process. Leroy agreed that online is here to stay, and emphasized that need to work on improving the online research processes.

Keith Stevens recalled that when he worked at GF, ten people were providing research quality oversight. Today at Kraft, it's "15% of one person." The shift was a result of advertisers who abdicated "quality" to suppliers who may or may not be addressing. He believes that they, the advertisers, got what they deserved. From a client perspective, they now need to get educated by our research suppliers.

Tom Evans (Dr. Tom) expressed his expectations from council members. He believes that there has to be transparency, as we must understand what everyone has been doing so far. There needs

to be open communication, and everyone should come to meetings: that's how one shows their commitment to quality, and that he/she cares. Dr. Tom also noted that the sample is critical, and it's important to start off with the right one. He's not sure whether online is here to stay or whether it will be mobile, because during a recent weekend ESPN had more people connected to it via mobile than via their PC's.

Jeffrey Todder bluntly stated that "we don't know what we don't know." Online research started as a method for low incidence studies, but we've shifted to wholesale use and reliance on the law of large numbers. He agrees that simultaneous media usage affects online results, since the respondent is not focused. Further, the incentives are "dangerous" and there is typically a 16 minute "cliff." Furthermore, some studies just shouldn't be conducted online. We need reliability and consistency in our data. As long as we put parameters on online research, he concluded, it will be effective.

Commentary Highlights:

Members of the audience asked the panelists questions, and some added in their own comments, to which the panelists responded.

Tom Evans commented that we make promises to our respondents in asking specific questions, and that we should not add more questions than we promised. We need research on research, specifically on incentives, questionnaire length, and sample size. Steve Coffey (Co-chair: Funding & Outreach Working Committee) stated that the issues are: incentives, questionnaire length, and respondent's attention (SIMM). He agreed that we need research-on-research, especially since differences between interviewer surveys and self-administered online surveys are not studied. We also need to understand the respondent better as guidance for improved engagement. It's missing "color and flavor."

Working Committees (3:40 – 4:20 PM)

Working Committee Co-Chairs			
Committee	<u>Steering Committee Co-Chair</u>		<u>Client Advisory Board Co-Chair</u>
<i>Define Quality</i>	Renee Smith, Harris Interactive	Efrain Ribiero, Ipsos Interactive	Tom Evans, ESPN
<i>Quality Matters</i>	Josh Chasin, comScore		Stan Sthanunathan, Coca Cola
<i>Quality Metrics</i>	Jonathan Jephcott, Synovate		Leroy Leiker, Bank of America
<i>Outreach</i>	Steve Coffey, The NPD Group		Keith Stevens, Kraft
			Jeffrey Todder, CitiBrands

The co-chairs of the four working committees discussed their ideas and plans for progress:

The Define Quality committee reached a consensus that the overarching mission is to put the "science" back into market research. They want working via bulletin board discussions this month to make this mission statement more specific. They've developed goals to identify client expectations about quality and define key dimensions of quality tied either to the research process or to client business problems. They agreed that they need both minimum and maximum standards since there are gradations of quality. Furthermore, they need to ensure that the scope of what they do is up-to-date so that it can be extended as new technologies emerge. They also concluded that the next steps would be to:

- finalize mission and scope statement
- conduct survey or interviews with clients to understand their expectations for quality
- conduct literature review of both quality and online research
- gather and review published practices of various online sample/online research providers

The Accountability committee (formerly Quality Matters) agreed that "why quality matters?" was something of a moot question. It matters because companies are making multi-million dollar business decisions based on research findings, while flawed findings can lead to wrong decisions. Members recognized that accountability for quality is an increasingly important issue for the client community, and thus decided to recast the mandate of the Committee from "Quality Matters" to "Accountability."

They noted that both vendors and clients own a piece of overall accountability for quality. In light of the change in mandate of this committee, they would like to re-solicit participation from council members, and especially from advertisers.

The Quality Metrics group agreed that its work will really start as the other working parties establish relevant and important quality issues which in turn will define 'best practice'. In the meantime, the group will study what other professional bodies have come up with in terms of both 'quality issues' and corresponding metrics. To the group, it is essential that the ORQC evolve a system of metrics that can be recognized and used globally. The development of usable metrics will ideally be multi-tiered. It will include fast production of interim metrics that can be utilized within, say, 3-6 months, followed by a definitive set, utilizing whatever research is necessary, say, six months later. The group does not think it is appropriate to just grab the metrics currently being tossed around, as it is already concerned that some of these metrics are misleading and may produce counterproductive activity.

The Outreach committee agreed that they will likely need a better understanding of what the other committees are setting as goals for the group to be able to establish a more concrete set of deliverables.

Next Steps and Wrap Up (4:20-4:30 PM)

Robert Tomei finished up the meeting by clarifying the discussed ideas for improving online research quality. The proposals are to:

1. Create "certificates" and audits

2. Include a standards scorecard in research proposals
3. Enforce third party audits of the panels
4. Score every panelist based on specific procedures
5. Study heavy responders – bad or not? E.g.: Is five per week too many?
6. Grade panels
7. Define all metrics needed for buyer to make an informed purchase and provide them
8. Expose details of what suppliers do

He also stated that the following Online Research Quality Council meeting would take place on Tuesday, December 11, 2007, from 2:00 – 4:30 PM. In the mean time, he would expect the committees to meet amongst themselves. At the next council meeting, the committee chairs would need to present updates on what they had been working on and discussing since the previous gathering.

Online Research Quality Council: Upcoming Meetings, Dec 2007 – Dec 2008

Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
11th	8th	12th	11th	29th	27th	24th	22nd	19th	16th	14th	11th	9th