

ONLINE RESEARCH QUALITY COUNCIL MEETING

2:00 PM – 4:30 PM

Tuesday, December 11, 2007

The ARF

432 Park Avenue South, 6th Floor

New York, NY 10016

IN ATTENDANCE:

In-Person

Abramson, Alexis - Retirement Living TV	Leiker, LeRoy (Advisory) - Bank of America
Alpert, Lew - Chilmark Digital	Lorch, Jackie (speaker) - Survey Sampling International
Block, John - The NPD Group, Inc.	Mendelsohn, James D. (Advisory) - Capital One
Botero, Alberto - NBC Universal	Nuffer, Kevin - McKinsey & Company, Inc.
Carter, Jim (Advisory) - AT&T	Place, Alexandra - OTX
Chasin, Joshua (Steering) - comScore Media Metrix	Plante, Ronald - Lifetime Television
Coffey, Steve (Outreach) - The NPD Group, Inc.	Ribiero, Efrain (Steering) - Ipsos Interactive Services
Cotignola, Frank - Kraft/KNAC	Rosen, Audrey - Knowledge Networks
Dedeker, Kimberly B. (Advisory) - The Procter & Gamble Company	Salazar, Michelle (Advisory) - McDonald's Corporation
Donatello, Mike - USA Today	Shullman, Robert - Monroe Mendelsohn Research, Inc.
Eadie, Wayne P. - Magazine Publishers of America, Inc.	Smith, Renee (Steering) - Harris Interactive
Eule, Michelle - Dynamic Logic	Stahl, Nancy - Norman Hecht Research Inc
Evans, Thomas C.N. (Advisory) - ESPN	Stanley, Dana (speaker) - Research Now
Glazer, Patrick (speaker) - CMOR, Inc.	Sterne, Sharon - Simmons, An Experian Company
Greenberg, Laura - Norman Hecht Research, Inc.	Sthanunathan, Stan (Advisory) - Coca-Cola Global
Havlena, William J. - Dynamic Logic	Thumma, Clifford (Advisory) - Pfizer Pharmaceuticals Group
Hedde, Anne - Lightspeed Research	Todder, Jeffrey (Advisory) - Citigroup
Heurtebise, Alain - Exalead	Tomei, Robert (Chair) - TNS
Jephcott, Jonathan (Steering) - Synovate	Willard, John (Advisory) - Bayer Consumer Care
Katzer, Laura - Norman Hecht Research Inc	Winnicki, Christine M. - Time Inc.

Via Web-Ex

Becker, Risa - Mediamark Research, Inc.	Lobstein, Kelly - Kantar Operations
Boyd, David - ACNielsen International Research	Mallya, Geeta - Millward Brown
Bruzzone, Don - Bruzzone Research Company	Martin, Birgi - Lightspeed Research
Chaterji, Chandra - GSD&M	Martinez, Cathi - Kantar Operations
Daily, Eldaa - Ameritest	McHugh, Steve - Millward Brown
Day, Elizabeth - NBC Universal	Moyer, Ellen - The Clorox Company
Demme, Erica - Knowledge Networks	Pappachen, George - Millward Brown
Dorsey, Bryan - John Deere Worldwide	Ploskonka, Deb - Millward Brown
Fallig, Michael - GfK	Raihill, Amy - Shell Lubricants
Frede, Susan - TNS	Reville, Peter - MasterCard Worldwide
Hardin, Joseph - PERQ/HCI	Riegner, Cate - Media-Screen
Harris, David - Suzuki	Rosenblum, Steve - Seneca College
Holden, Mary Ellen - Newspaper National Network	Sanders, Bob (Advisory) - Allstate Insurance Co.
Kienzler, Nancy - LightSpeed Research Ltd.	Schneiderman, Stuart - Online Publishers Association
Kohs, Gregory - Comcast Cable Communications	Shellenberg, Paul - Bruzzone Research Company
Kuwahara-Elrod, Miki - Sigma Validation	Silk, Patty - The Clorox Company

Stanton, David - Knowledge Networks/SRI
Stevens, Chris - LightSpeed Research Ltd.
Stevens, Keith (Advisory) - Kraft Foods, Inc.

Urso, Diane - Survey Sampling International
Zampa, Laura - Universal McCann

Overview

The meeting continued ORQC knowledge sharing on research-on-research to drive increased quality. Three speakers reported valuable research on online research:

- Patrick Glaser, CMOR
- Jackie Lorch, Survey Sampling International
- Dana Stanley, Research Now

This was followed by the Committee co-chairs sharing updates on the plans and progress of their respective working committees.

(2:00 – 2:20 PM)

Patrick Glaser, CMOR, reported on the study “Creating a Respondent Cooperation Playbook.” CMOR wanted to determine to what extent tailoring the language used at the introduction of a survey will improve cooperation.

The results demonstrated that the various incentive offerings, phrasing of the subject matter, and explanation of survey burden/time constraints need to be carefully considered during survey creation. For more details, and an overview of which introductions fared best, [click here](#).

(2:20 – 2:40 PM)

Jackie Lorch, Survey Sampling International, began her presentation, “New Dimensions of Quality in Online Panels” by stating that the main components of a quality online research study were: a) a representative, well-managed pool of respondents, b) respondents who respond honestly and conscientiously, and c) a well-designed survey instrument. Thus, a focal issue for research companies is to determine whether the proper survey participants are being chosen. The problematic participants were broken up into four categories: Hyperactive Respondents, Fraudulent Respondents, Conditioned Respondents, and Inattentive Responders, and each group was defined.

Jackie cited several instances where respondents provided feedback that pinpointed the weaknesses of surveys, and showed examples of how carelessly planned questionnaires could force the respondents to pick inappropriate answers, thus affecting survey results. She suggested that we need to work together to create common terms and definitions, and figure out ways to weed out problem survey takers and eliminate poor survey design.

(2:40 – 3:00 PM)

Dana Stanley’s presentation, “Innovations in the Active Research Experience: Flash Tools and Their Impact on Data Quality.” Dana, of Research Now, reported on the importance of survey

respondents' engagement and interaction with the questionnaire. He addressed the need to keep up with consumer expectations regarding their internet experience. Dana proposed that a better survey experience means better data quality, as improvements occur in response rates and completion rates, and reductions occur in respondent fatigue and panelist attrition.

The research reported compared Flash-enabled surveys from Research Now's UK panel and surveys using standard (html) formats.

(3:00 – 3:20 PM)

Council chair Bob Tomei, TNS, began the ORQC committee updates by explaining that the Council's key objective is to have a forum where participants can openly share information. The presentations did that, and now he was interested in the updates from the working committees.

Co-chairs of the "Define Quality Committee," Renee Smith of Harris Interactive, and Efrain Ribiero of Ipsos Interactive continued meetings and email discussions on research-on-research (RonR) that they could propose for the knowledge-driven aspect of the ORQC. One idea is to complete a longitudinal study, and to have the research designed in time for the ARF Annual. Furthermore, they said their committee is seeking client involvement through a series of reviews with the members of the client advisory board. They ask for ORQC participants to share any RonR that they may have conducted.

Josh Chasin, chair of the "Accountability" committee reminded everyone that his group moved from "Quality Matters" in the direction of becoming an accountability-oriented committee. This committee will organize industry knowledge on how research quality can be related to business outcomes.

(3:20 – 3:30 PM)

Robert Tomei, TNS, began concluding the meeting by commenting that many times we start projects for clients, but issues develop over time that cause us to get off track. It is important to stay focused, and have individual client discussions. Currently, our issues include the respondent profile and interaction. Some of these things may be small and misunderstood, but visibility and sensitivity still exist. Thus, we need to continue research around respondent classifications (Jackie Lorch's presentation).

Another issue is respondent engagement (Dana Stanley's presentation): we can't communicate online the same way that we can on the phone or in person – thus the issue is quality-related. The presentations demonstrate that RonR does exist, but there is lack of awareness and education. We need to educate on the price-value relationship of quality, and take an integrated message to the industry – a deliverable. The Define Quality and Accountability groups should take this on to show that yes, there are good processes in place.

For the "Quality Metrics" committee, a lot of material exists on how panels are utilized, and how effective they are. Researchers already use metrics to check their own performance. However, no one has come up with metrics. Now is the time to organize ourselves to accomplish that.

The “Outreach” will lay out a process to communicate the value of research quality and how research buyers and sellers can work together to identify the means to achieving an enduring commitment to quality.

The next meeting is Tuesday, January 8th, from 2:00-4:30PM.