



The Foundations of Quality Project

Collaborative Research for Measurable Benefits



Define Quality Committee
Co-chairs: Tom Evans, ESPN
Efrain Ribeiro, IPSOS Interactive
Renee Smith, Harris Interactive

Online Research Quality Council

Client & Knowledge Driven Standards & Metrics



» Online Research Quality Council Mission:

- To be client and knowledge driven
- To build up knowledge that defines and enhances high quality research standards, processes
- To deliver a set of metrics that can be used to evaluate and monitor quality in the online research

» Define Quality Committee

- Client driven
 - Active involvement of clients on the committee
 - Conducted client and stakeholder survey
- Knowledge driven
 - Compiled public bibliography with 1,000+ entries for existing research on research
 - Developed an industry-wide research-on-research project to address key questions that have been raised about the quality of online research

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Goals & Objectives



» Goals

- Collaborative
- Systematic
- Understand levers of quality so they can be linked to measurable benefits

» Areas of investigation

- Multi-panel participation
 - Duplication when multiple sample sources are used
 - Conditioning/bias from prior survey taking
- Respondent engagement
 - Attentiveness, rate of errors
 - Honesty, fraudulence
 - Motivations for survey taking
- Replication
 - Consistency of results for independent samples from wave to wave

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The Need for Systematic Knowledge



» Limitations of existing knowledge on online research quality

- No unified, public body of knowledge
- Little to no ability to review the data or the details behind the conclusions reached
- Some questions are difficult to study using only a single online sample source
- No integration or testing of conflicting results
- Diversity of new and evolving technologies with full impact on quality yet to be evaluated

The Foundations of Quality Project

Value to the Industry



» The Foundations of Quality Project has been devised to:

- Provide an up-to-date view of the current state – important in this rapidly evolving industry
- Produce systematic and public knowledge that can be used to:
 - Ensure that investments in quality controls will yield benefits
 - Inform best practices, industry standards
- Provide a benchmark for interpreting claims about online research quality
- Evaluate the impact of quality practices used or advocated with desired outcomes
- Yield knowledge that will help us all -- clients and suppliers -- run our businesses better

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Key Questions To Be Addressed

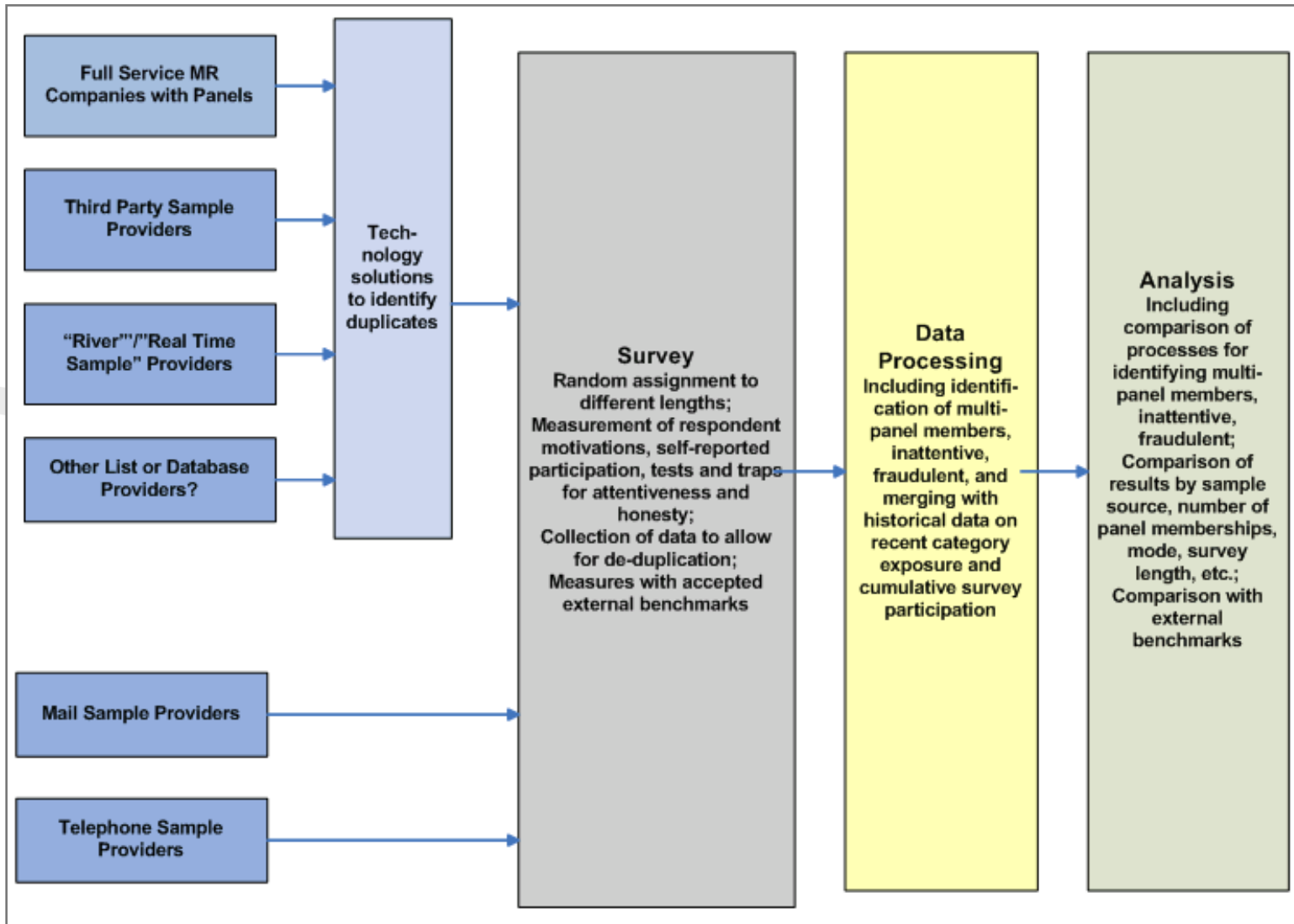


» Key questions to be addressed:

- Conditioning/bias
 - Do any of the following – frequent survey takers, speeders, those with multiple panel memberships – bias survey results?
- Uniqueness
 - What are the strengths and limitations of different methods for identifying duplicate respondents when multiple sample sources are used?
- Undesirable respondent behavior
 - To what degree are inattentiveness, errors, or fraud caused by respondent motivations? Survey length?

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The Collaborative Process



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Call to Action



<u>Activity</u>	<u>Date</u>
Distribute RFPs	6/10/2008
Supplier Questions	6/23/2008
Finalize Sample Design	6/27/2008
RFP Submission	7/8/2008
Selection of Consultants	7/15/2008
Selection of Suppliers	8/5/2008
Seek Industry Funding	7/28/2008
Secure Funding	9/5/2008
Finalize Survey Design and Analytic Plan	9/5/2008
Complete Legal Agreements for Cross Company Collaboration	9/5/2008
Sample Providers Begin Working With Central Host	9/5/2008
Fieldwork	10-11/1/2008
Data Processing	11/15/2008
Initial Data Tables for Analysis	11/20/2008
Complete Analysis	12/31/2008
Preliminary Findings and Recommendations	1/15/2009
Final recommendations	2/1/2009

Define Quality Committee

Active, Broad Client and Supplier Participation



Name	Title	Company
Amanda Abry	Senior Interactive Research Manager	Meredith Corporation
Lew Alpert	CEO	Chilmark Digital
Risa Becker	VP, Research Operations	Mediamark Research Inc.
Chad Bohnert	VP, Marketing and e-Commerce	Zogby International
Don Bruzzone	President	Bruzzone Research
Jennifer Cripe	Sr. Res. Analyst, Consumer Insights	Fox Interactive Media
Mike Donatello	Director of Research	USA Today
Thomas C. Evans	VP, Digital and Cross Media Research	ESPN
Dan Fitzgerald	VP Americas and Global Accounts	GMI
Justin Fromm	Sales and Strategy Research	ABC Television Network
Ellen Jacobs	Sr. Analyst, Strategy and Evaluation	Salt River Project
Miki Kuwahara	President	Sigma Validation
Jackie Lorch	Product Manager	Survey Sampling International
Birgi Martin	Quant. Marketing Mgr., Ad Intelligence	Google
Efrain Ribeiro	COO	IPSOS Interactive
Steve Schwartz	Group Res. Mgr, Quality and Vendor Mgmt.	Microsoft
Paul Shellenberg	Director of Sales	Bruzzone Research
Renee Smith	VP, Panel Quality	Harris Interactive
Chris Stevens	Chief Research Officer	Lightspeed Research
Jeff Stewart	Director, Panel Management & Development	MarketTools Inc.
Andrew Susman	CEO	Studio One Networks
Bruce Tedesco	Chief Research Officer	OTX
Gordon Wyner	Executive Vice President	Millward Brown

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