



ESOMAR 28

28 QUERIES TO ASSIST DIGITAL RESEARCH PURCHASERS





The main objective of these 28 questions is to enhance clarity and spotlight essential considerations for researchers evaluating the suitability of an online sampling method. In simpler terms, these questions aim to guide researchers in ensuring that the samples they obtain align with their expectations. Furthermore, they standardize the language used by providers to describe their quality assurance measures, facilitating comparisons among various sample providers. Contextual notes accompany the questions, detailing the reasons behind them and indicating the topics researchers should anticipate in the responses.

These newly introduced questions supersede ESOMAR's previous set titled "26 Questions to Aid Research Buyers of Online Samples". ESOMAR updated this guide to reflect the evolving methodologies in the field. While a few questions remain unchanged, several new ones are incorporated to reflect advancements and innovations. Specifically, this update acknowledges the industry's shift towards aggregating online samples from diverse origins rather than depending solely on one panel. Importantly, these 28 questions are tailored for researchers procuring online samples. If the sample provider is also responsible for data collection, additional inquiries are essential to ensure that the project aligns with your quality standards.

COMPANY PROFILE

1. How much expertise does your company possess in supplying online samples for market research?

Pursuit Mindshare stands as a dynamic global Market Intelligence firm, offering in-depth research solutions and strategic insights tailored for Asian businesses aiming to expand globally. Renowned for our expert panelist profiling, we have established ourselves as a frontrunner in online market research across the Middle East and Asia-Pacific regions. Our core strengths encompass market modeling, pricing strategies, demand projection, innovative product development, market segmentation, customer value assessment, and tracking of customer experiences. Additionally, we excel in advertising concept formulation and assessment. Proficient in both qualitative and quantitative data gathering through diverse online and offline channels, our team is reinforced by specialists in advanced marketing analytics. No matter the complexity of your needs, we stand ready and eager to assist.

SAMPLE SOURCES AND RECRUITMENT

2. Kindly detail and elucidate the sources of online samples you utilize for respondents. Do these sources encompass databases? Managed research panels? Direct marketing lists? Social media platforms? Or web intercept (often referred to as river) samples?

Pursuit Mindshare oversees an actively involved group of participants who have willingly chosen to engage in online research tasks. We derive our sample from our exclusive online research community, leveraging our extensive global partner connections.

Our panel stands out from various online sample sources due to its consistent access to a engaged audience, already categorized based on crucial demographic, attitudinal, and lifestyle factors. This capability allows us to conduct diverse projects, ranging from nationally representative samples to surveys targeting elusive audiences.

3. When presenting samples from multiple sources:

- **How are the various sample sources integrated to maintain accuracy?**
- **How can this integration process be consistently applied for reliability over time?**
- **How is the potential overlap of respondents from different sources addressed?**

Duplicate registrations in the access panel are deterred using a technical algorithm, complemented by a manual review that cross-references email, city, postal code, first name, surname, and password details. Any data sourced from external providers is integrated only after securing consent from our clients. Additionally, we collaborate exclusively with partners who adhere to our established quality standards.



4. Are your sample sources exclusively utilized for market research? If not, for what other purposes are they employed?

We exclusively focus on research. Our panel is dedicated strictly to market research and is never utilized for any marketing endeavors.

MARKET
RESEARCH

5. How can you identify and connect with online groups that are challenging to find?

The methods we use to create our specialized panels are crafted specifically for this objective. Our reputation as a top-tier panel company hinges greatly on these methods. At Pursuit Mindshare, the journey starts with our efforts in customer acquisition. It's an ongoing cycle of refining, organizing data, and analyzing metrics. This culminates in a highly reflective panel. Continuously enhancing and expanding our panel to cater to the demanding needs of our clients remains an ongoing endeavor.

6. 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?

Partner selection is determined by their capabilities, feasibility, client requirements, and budget constraints. Our aim is to seamlessly offer our clients top-notch samples from our carefully curated list of endorsed partners. Any collaboration with external partners, including other firms, undergoes flash cookie allocation and is verified based on our IP address location to guarantee distinct survey feedback and prevent duplicates.

SAMPLING AND PROJECT MANAGEMENT

7. How do you ensure that your sample accurately represents the desired population?

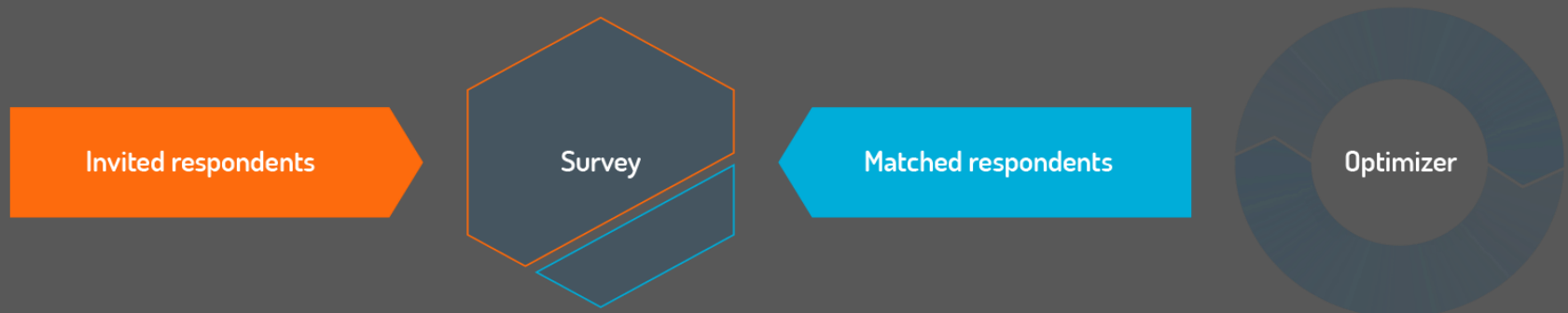
Respondents are chosen based on the target group and survey quotas. Following project guidelines, our sampling team swiftly evaluates feasibility and selects participants from our panel accordingly. We aim to pre-screen as many criteria as feasible to minimize panelists' frustration from frequent disqualifications.

8. Are you using a survey router?

The trademarked sampling software by Pursuit Mindshare features a router, eliminating the chance of survey self-selection. This enhances our capability to provide lower incidence samples quickly. The efficacy of the data largely depends on its intended use and the analysis the client intends to conduct.

9. 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 respondents allocated to surveys?

We send out email invitations to potential panelists containing a survey link. Upon clicking the link, our system evaluates their eligibility based on current survey quotas. Those who meet the criteria are directed to the corresponding survey. While we have some flexibility in arranging the order, the primary allocation is based on predefined quotas for each survey. If a participant is found to be ineligible for the initially assigned survey after further assessment, they will be redirected back to the system and assigned to a different survey.



10. When utilizing a router: How do you address and minimize potential biases that may arise from using a router? Additionally, how do you assess and communicate any identified biases?

Pursuit Mindshare employs tools for setting invitation criteria. If we detect even a minor potential for bias, we switch to a manual invitation method. For all surveys conducted through the router, we maintain sampling control over all factors that could influence the outcomes.

11. When utilizing a router: Within your organization, who configures the router settings? Is it managed by a specialized team or by individual project managers?

The operations department establishes the key settings for the router. Any modifications to these settings are made only after extensive discussions with relevant stakeholders. Additionally, these settings are saved for future analysis and reference.

12. What information is stored about the participants? What methods are used for this data collection? How does this vary depending on the sample sources? How is this information regularly updated? If there's no pertinent data available, how are projects with low participant rates managed?

We gather extensive profiling information about our respondents, encompassing up to 500 data points, during the induction phase, ongoing profiling projects, and additional surveys. This information remains accessible to our respondents at all times, and we urge them to maintain its accuracy and relevance. Our sophisticated profiling and querying system synergizes seamlessly with our ongoing panel management initiatives, providing the intricacies required to handle LR projects with precision.

13. Kindly explain the procedure you follow for sending out survey invitations. What incentives or offers do participants receive to encourage them to partake in individual surveys? What details about the survey project are shared during this invitation phase? Besides receiving direct invitations for particular surveys (or to a survey router), are there other methods through which respondents might be invited to participate? It's important to highlight that invitations might not always be in the form of emails.

We reach out to participants for our surveys using various methods, including email, Facebook notifications, and Twitter alerts.

For standard surveys, participants initially receive a brief overview. Once they are assigned the survey, they are given more comprehensive information along with its duration. In contrast, for quantitative surveys, all the necessary details and the survey duration are communicated directly within the invitation.

14. Kindly detail the rewards provided to participants for completing your surveys. How do these incentives vary based on the source of the sample, the duration of the interview, and the characteristics of the respondent?

After each survey completion, respondents receive points as a reward. These points can be redeemed through PayPal. The number of reward points varies based on factors such as the survey's length, sample source, and LOI. For instance, longer surveys offer more points to participants.

15. What details about a project are required to provide a precise assessment of its feasibility using our resources?

Here are some essential components required:

- Participant category
- Estimated occurrence rate (when accessible)
- Required completion count
- Length of Interview (LOI)
- Study category
- Duration in the field
- Quotas

17. After completing the project, what details do you share with your client in the debriefing?

We prioritize transparency and maintain open communication with our respondents at all times. Additionally, we foster collaboration among our panelists. We continuously assess the feedback to ensure a positive experience for our respondents. While such details may not be directly available to our clients, we address specific requirements on an individual basis.

16. Are respondent satisfaction levels assessed? And is this data shared with clients?

We offer comprehensive information to our clients, including details like response rates (both start and completion), demographic breakdowns, sample invitations, and other relevant specifics related to the project's implementation.

DATA QUALITY AND VALIDATION

18. Who oversees the quality checks for the data? If it's your responsibility, have you established protocols to minimize or eliminate unwanted behaviors during surveys, such as

(a) Unpredictable answers, (b) Responses lacking coherence or consistency, (c) Excessive use of non-responses like "Don't Know", or (d) Hastened completion of the survey. Kindly elaborate on these behaviors.

- (a) We uphold stringent measures to maintain the accuracy of our data.
- (b) Our exclusive algorithms monitor user actions, looking for unusual completion rates, excessive clicking, and conflicting answers. If panelists consistently:
 - (c) - Rank within the top 5% for response speed
 - (d) - Finish surveys in less than 90 seconds
 - (e) - Frequently bypass our initial data quality checks
- (f) they are highlighted for additional data integrity assessments. Additionally, through User Scoring, we continuously evaluate panelists based on their interactions on our platform. Individuals failing to meet our rigorous quality benchmarks at any stage are promptly excluded from our active panel.

19. Within a given timeframe, what is the frequency limit for reaching out to an individual for survey participation, regardless of their response? How does this frequency differ among your various sample sources?

We typically limit invitations to twice a week or up to eight times a month, and on average, we receive 4-5 responses monthly. We carefully oversee and regulate the frequency of both invitations and completions, both overall and within specific subject categories. Additionally, participation may be restricted based on the survey's topic or category.

20. What is the frequency with which an individual can participate in a survey within a given timeframe? How does this frequency differ among your various sample sources? How do you handle this in terms of categories or specific time intervals?

We possess the ability to determine the recipients of invitations based on their prior study completions, tailored to specified time frames. Additionally, we offer the flexibility to customize participation criteria based on client preferences. Our system also includes filters that categorize by type, survey, timeframe, and any other relevant profile or system data.

21. Do you retain detailed data for each respondent, including recent participation records, entry dates, sources, etc., from your surveys? Can you provide a comprehensive analysis based on this individual data for your clients?

Indeed, each respondent's data is kept distinctively in our database. We furnish this information to the client upon specific requests.

22. Is there a procedure in place to verify the identity of respondents? How do you identify and handle potentially fraudulent respondents? Kindly explain the protocols followed during the registration of sample sources or when participants enter a survey or router. If you provide B2B samples, are there specific protocols for them as well?

We use both automated and manual methods to detect and eliminate duplicate or fraudulent registrations. This process is informed by demographic details, zip codes, cities, email addresses, first names, and surnames. Additionally, we vigilantly monitor and restrict access from suspicious internet service providers (ISPs) and hosting services. Similar measures are applied to B2B samples.

23. Kindly explain the procedure for 'opting in for market research' across all your online sample sources.

We utilize a two-step verification method across all our panels. The registration process offers two options: standard registration and Facebook-based registration. Standard details encompass Name, Country, Language, Postal Address, Date of Birth, Gender, Email address, and Username. Meanwhile, Facebook registration captures details such as ID, Name, Profile Picture, Gender, Locale, Age Bracket, Birthday, Educational Background, Relationship Status, Views on Religion & Politics, Professional History, and Email. Once registered, users receive an email to validate their acceptance of our terms and conditions. Only upon this confirmation, we dispatch a registration confirmation email to them.

24. Kindly share the URL to your Privacy Policy. How do you make your Privacy Policy accessible to those who respond?

We take extreme care in ensuring data protection and panellist privacy. Our Privacy Policy can be found at :- <https://pursuitmindshare.com/>

25. Kindly explain the steps you implement to guarantee the safety and security of data.

We maintain rigorous standards to uphold the security of our database. Every piece of panelist information, whether identifiable or not, resides on servers located in the UK. These servers are safeguarded by robust firewalls, IDS, and Threat Management systems. Notably, personally identifiable data is kept distinct from general profile information. Only authorized personnel with specific responsibilities have access to this data. We mandate that all our team members adhere to our privacy guidelines and impose severe consequences for any breaches.

26. How do you determine whether to utilize online research when presenting commercially confidential client information or materials to survey participants?

While no method can fully guarantee the protection of online data, we implement several measures for added security. Upon entering the survey, panel members are required to commit to maintaining confidentiality. Additionally, we employ technical measures to prevent the capture of screenshots or unauthorized data copying. Furthermore, we set a specific duration for videos, audio files, and other materials to ensure they expire after a set period.

27. Do you hold certification in any particular quality system? If yes, which one(s)?

Research adheres to the following ISO standards pertaining to market research:

1. ISO 20252 covers:

- Market opinion and social research
- Project management
- Recruitment measures

2. ISO 26362 encompasses:

- Access panel management
- Access panel usage
- Access panel size
- Data collection

28. Are online surveys administered to children and adolescents? If yes, do you follow the guidelines set by ESOMAR? Additionally, which other regulations or standards, such as COPPA in the U.S., do you adhere to?

We consistently follow all ESOMAR standards. Before involving any minors in market research activities, we diligently secure parental consent and ensure that appropriate parental guidance is provided to the child during any survey.

GUIDANCE ON PROFESSIONAL STANDARDS

Upholding consumer trust remains paramount in the realms of market, social, and opinion research. ESOMAR champions the pinnacle of ethical and professional norms for researchers globally through its codes and directives.

The collaborative effort between ICC and ESOMAR resulted in the Market and Social Research Code, a beacon for self-regulation standards universally acknowledged by ESOMAR affiliates and endorsed by over 60 national market research bodies.

For researchers engaging with online panels, the ESOMAR Guideline on Online Research offers indispensable insights, complemented by further clarifications on the legal and professional obligations of online data collection and analysis.

Furthermore, ESOMAR furnishes researchers with comprehensive guidelines on diverse research areas, including:

- Social Media Research
- Mobile Research Protocols
- Online Research Strategies
- Differentiating Market Research from Other Data Collection Methods
- Passive Data Collection Techniques and Observational Practices
- Interview Protocols for Minors
- Customer Satisfaction Research
- Mystery Shopping Procedures
- Research Commissioning Best Practices
- ESOMAR/WAPOR Guidelines on Opinion Polls

Two ISO standards pertain to market research:

1. ISO Standard 26362: Focuses on access panels in market, opinion, and social research, detailing vocabulary and service requirements.
2. ISO 20252: Centers on market, opinion, and social research, delineating vocabulary and service prerequisites.

These standards offer valuable definitions and outline quality standards for research projects and access panels. They elucidate best practices and the requisite information for client communication. Interested parties can acquire these standards from the International Standards Organization. <https://pursuitmindshare.com/>