28 esomar questions

Q.1

What experience does your company have in providing online samples for market research?

mo'web was founded in 2004 and has been an independent provider of high quality online research and sample. But beyond that we have extensive experience in full-service market research. All directors & managers have been in classic (offline) market research roles for many years prior to their formation under mo'web.

We currently average close to 1.000 projects per year, providing services from straight forward online sample delivery to comprehensive project implementation: From complex sample and questionnaire designs, fielding in multi-modal on- and offline methods, uni- and multivariate data analysis and reporting.

Q.2

Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?

At the core of our business lies our actively managed market research panel, but we also provide sample services such as web intercept interviewing and river sampling.

In order to guarantee a well stratified sample, we choose to use a variety of recruitment resources (offline, online, targeted & non-targeted). Most frequent recruitment channels are newsletter advertising, banner and pop-up adverts on regular internet sites, e-mail list mailing as well as offline telephone recruitment. We also utilise conventional advertising in specialist press (for low-reach target groups such as opinion elite, specialists or pensioners). Since the introduction of Web 2.0 tools to our community, a steadily increasing number of new users are recruited virally through social networks.

Q.3

If you provide samples from more than one source: How are the different sample sources blended together to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?

First and foremost, all third party sample sources we employ are from a network of trusted panel providers with which we share a long and reliable relationship. All vendors comply with international codes of conduct and adhere to the same set of values as we do. This ensures the same level of quality and responsiveness throughout all sources.

We employ the recruitment sources in rotation so that the panel composition is always balanced with no overrepresentation of members from any one recruitment source.

The possibility of duplication is ruled out by our Digital Fingerprinting feature, which enables us to identify computers used to create user profiles. The Digital Fingerprint is created using individual system configuration data, obtained through the respondent's browser. This ensures that every profile is unique and attached to a real person.

Q.4

Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

Persons, registered as members of our panel are assured, beyond doubt, that we would never use our panel for marketing activities or promotion of any sort. Respondent input is analysed under the premise of strictest confidentiality and used solely for the research services we offer to our customers. We do not allow for any type of advertising or promotion on our websites. Respondents do not receive any telemarketing calls, any faxes, any postal advertising or any spam emails from us. Personal details are protected and remain in our safeguarded possession at all times.
Member identity and personal details are never shared or sold to third parties.

Q.5

How do you source groups that may be hard to reach on the internet?

We employ a variety of methods to ensure we can provide even the toughest target groups, the most effective technique being telephone recruiting through the telephone-labs of our strategic partners. We frequently conduct surveys using multi modal interviewing techniques (postal, telephone and personal) for audiences of particular high-expectation, low-availability and high-demand. We combine alternative methods of recruiting (to web) if online administration is the method of choice, but also have the capacities for offline administration if required to deliver the targeted group.

Q.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?

We will ask reputable online market research providers to help us with individual projects, if need be. All partners are members of ESOMAR or national market research organisations such as the Market Research Society in England. We have longstanding international partnerships with local and independent agencies which we know and can rely on.

In the eventuality that we do need to buy in sample from third party providers we will ask the client for prior permission, informing them with whom we are choosing to cooperate and to which extent.

Q.7

What steps do you take to achieve a representative sample of the target population?

The precision and speed of target accomplishment depends on the extent and depth of target information provided by the customer. Our databank facilitates respondent pre-selection on a wide range of attributes in cross-combination.
The required net sample is usually a very small fraction of the panel population identified as carrying the target attributes.
In projects where our task is limited to sample provision only, we are grateful if the screening questionnaire is supplied upfront or a comprehensive catalogue of screener criteria is made available. Sample representativeness is secured when we are responsible for the sampling architecture and host the survey ourselves.

Q.8

Do you employ a survey router?

No, we do not employ a survey router. Our system requires customized settings for each individual survey. Survey allocation is determined by two factors: Member compliance with qualification criteria and last survey completion prior to the new invitation. Respondents are generally not invited more than once per week and aren't allowed to take part in a survey more frequently than once monthly. Using an automatic routing would undermine this procedure.

Q.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 do not use automatic routing as our allocation procedures are more effective and being customized, prevent participant overtake and target misdirection.

Q.10

If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?

As we do not have automatic routing in employ, there is no risk of bias – allocation parameters are reset for every survey based on actual survey requirement.

Q.11

If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?

We prefer not to use an automated survey router (please see Q8). Our allocation procedures make it necessary for the project manager in charge of a particular survey to determine the member profile settings before invitations are dispensed.

Q.12

What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects dealt with?

Extensive profiling data is recorded in the respondents' profiles, which are completed by panel members on registration and during their membership with our panels. The profiles incorporate several different modules depending on each respondent. The modules vary from general demographic information up to specific and very detailed criteria.

Respondents are required to update their profiles annually, and have the option to do so at any time during the year, should their circumstances change. The completion and update of member's profile information is rewarded.

Q.13

Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.

All invites are manually dispatched by our project managers who are in direct contact with the clients (on the one hand) and our panel managers (on the other). Our panel managers are in direct on-going communication with our panel members and are responsible for liaising between the project team and the panel community's needs. We make sure that every user who has access to a survey has been carefully selected in accordance with project requirements and client updates. This is a finely tuned interactive process and reflects reaction from both sides which enables project management to take action with immediate effect. This is the reason why we prefer not to use automatic inviting devices. Our approach raises response rates and member-satisfaction, whilst preventing unnecessary user-frustration through high screen-out scores.

The invitation procedure is as follows: The project manager in charge selects a group of respondents who qualify to participate by fit of criteria defined by the client. The respondents who have been selected receive a notification, usually via email, which informs them on the survey available for their participation. The survey can be accessed directly through a link in the notification email or through the member's page on our panel's website.

The correct and appropriate addressing of users is an issue that we have spent a considerable amount of time on, realizing that the response rate is directly positively influenced by the 'correct' mode of contact. We have optimized the invitation messages for each market with the help of our local panel managers. Especially with regard to our B2B-Panels, this has proven to be vital in reducing non-response.

The invitation and the survey title should not disclose any information about the survey that could influence the respondents' answers to the survey questions. The user is informed on the general nature of the survey, the incentive offered upon completion and the expected length of the interview. This procedure might vary when users are invited directly through websites or custom campaigns, but we always adhere to our general rules: correct address, easy access and no disclosure of information which might influence responses.

Depending on the survey concept, it might be necessary to telephone-screen and then to send an invitation email directly to the qualifying respondent's email-address. In some cases, a one-off panel entry is permitted for the exclusive participation in a particular survey or online group session – with an option for membership registration on closure and before log out.

Q.14

Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Respondents registered with our panels are stimulated to participation by two drivers: monetary incentives and intrinsic motivation. We believe the best way to increase the intrinsic motivation of our users is by simply being nice to them, showing our gratitude and demonstrating respect. We make sure that our respondents are well aware that their time and effort is appreciated. Our panel managers are in effect our community carers and always go the extra mile in dealing with our members. Every question is answered and every issue addressed.

Upon completion of a survey respondents receive points, which can be exchanged for money which is then paid out via PayPal. The amount of points varies in relation to the target group, the length of interview and the complexity factor. Members have an option to donate the rewards to a charitable organization of their choice.
This option is more popular with higher income groups and is the preferred choice of reward for our B2B-Panel.

Q.15

What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

Our proprietary panels are distributed throughout the most important markets of the western world and we maintain B2C as well as B2B panels in all of the countries we operate in.

To estimate the feasibility of a survey design, we need to know the exact criteria qualifying the target group, the quotas to be applied, the length of the survey and the intended time schedule. If the target criteria are not immediately accessible in our profile database we would also need customer input on penetration rates or incidence estimates.

Q.16

Do you measure respondent satisfaction? Is this information made available to clients?

A respondent feedback page is attached to every survey (whether the respondent has completed or not).
This respondent-based feedback is viewed real-time by the panel managers, who give an immediate alert on arising issues to the project managers responsible. Panel managers consistently monitor attrition levels for any signs of deteriorating service delivery.

Panel member satisfaction, along with growth rate and customer satisfaction are the three key factors we base our internal corporate success measurement on.

This information may be disclosed upon request on completion of an assigned project.

Q.17

What information do you provide to debrief your client after the project has finished?

After a project has finished, it is usually too late to correct or modify any element of the survey concept. Convinced that an end-of-project debriefing is not sufficient, we keep our clients informed of progress throughout the fielding of their survey. Progress status data provided during the course of the project are obviously available in project totals at the end of the assignment and include, but are not exclusive to:

· Sampling criteria
· Available sample and sample invited
· Survey progress per day
· Average survey duration
· Survey performance (responses, completes, response rate, incidence level, etc.)
· Respondent satisfaction with the survey

Q.18

Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviours, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item non-response (e.g. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures

Our scope of influence on the actual data varies depending on our involvement in the study. If we are only providing the sample for the survey we usually don't have access to the acquired data. As such we expect the client to analyse the quality of the obtained interviews. If we are assigned in full-service, we use a variety of quality measures to ensure that the final data-set is fully reliable.

Using our Digital Fingerprint we can ensure that duplicate profiles are caught upon creation. Panel members who try to manipulate our survey engine, either by attempting to re-access an already completed survey or trying to maintain multiple memberships are expelled. If we find any indication of a "bad" respondent they too are excluded from our panel.

If we have access to the full dataset of a survey, our data specialists tailor a data-cleaning program for each questionnaire. We use the survey responses to run a plausibility check, frequently drawing comparison to the profile data already stored on the members. Those respondents identified as having implausible values are erased and replaced by others within the same quota segment.

Further to obvious signs of dishonest answering such as straightlining, time is also a major determinant of poor response behaviour. 50% below or above the average time for completion of a particular survey is indication that the data quality may be compromised. These cases are also drawn into scrutiny for data quality control.

Q.19

How often can the same individual be contacted to take part in a survey within a specified period whether they respond to the contact or not? How does this vary across your sample sources?

No respondent will receive more than one invitation per week. Reminders may be more frequent though. The only exceptions to this rule are when multi-phase or follow-up surveys require the repeated participation of the same respondent.

Q.20

How often can the same individual take part in a survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

No respondent can participate in more than one survey per month. The only exception to this rule is when it is a methodological requirement, in the case of multi-phase, follow-up and tracker surveys.

Q.21

Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual level data?

Without disclosing respondent identity or a specific IP address, we are able to inform our clients on the full profiled history of ALL past and present panel member activity:

· Membership start / end date
· Date of last participation
· Date of last login
· Number of logins
· Consecutive non-responses
· Individual status history (number of surveys started, completed, screened etc.)
· Membership status

Q.22

Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?

Our double opt-in recruitment procedure is used to verify email addresses. Duplicate email addresses are not disenabled. An algorithm isolates members who may be potential duplicates identified by their analogical information input. These potential duplicates are then manually screened to ensure that they are unique, failing which they are blocked.

The panel cleansing runs parallel, excluding fraudulent respondents from our panel on account of non-unique Digital Fingerprints. These exclusions contribute significantly to the maintenance of our panel quality, as fraudulent respondents and “professional” survey takers are reliably identified.

Identifying response patterns on the one hand, our Digital Fingerprint isolates unique PC identities based on their physical internet access node as well as the PC systems configuration. Should we detect duplicate profiles of any PC, all profiles in question are immediately listed for double checking (might be a family PC, for example) and blocked if the assumption of fraud is not disproved.

Q.23

Please describe the 'opt-in for market research' processes for all your online sample sources.

All users registering with our panels are informed upfront of the nature of our service. All users registered with our panels have chosen to register and receive survey invitations.

We use a standard double opt-in procedure, to ensure respondents are fully qualified and highly responsive. After the registration panel members receive a confirmation email with a link to a first survey in which general profiling information is gathered.

Comprehensive completion of the profile data is in the center of our panels' website user experience and the importance of the profiles for the sample selection process is stressed wherever suitable.

Q.24

Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

Our panel is fully compliant with rules and regulations set out by the Federal German Data Protection Act, the BVM and with the ICC / ESOMAR International Code on Market and Social Research. The German standard is considered more restrictive than other data privacy regulations and the full extent of privacy protection is extended to all respondents, no matter where they reside. The respondents registered with our panel confirm the policy upon registration.
The policy is also at the bottom of each page of our panel's website, www.myiyo.com. Or accessible in nine languages through the link: http://www.myiyo.com/index.php?sec=info&subl=dataprotection

Q.25

Please describe the measures you take to ensure data protection and data security.

Our proprietary system is designed with security, data protection act (DPA) compliance and respondent confidentiality in mind. The system architect is a nationally recognised authority on system safety and security. More than basic precautions are taken to ensure system availability and to prevent compromise, whether accidental or malign. In awareness of and compliance with the eight principles of the DPA, servers are housed within secure, specialist "server farms" at separate locations, daily full backups of data and software to another server acting as "hot restart" are conducted. Our software is designed to minimise the effects of hostile penetration at several levels and minimises services and port usage on servers.

Q.26

What practices do you follow to decide whether online research should be used to present commercially sensitive clientdata or materials to survey respondents?

There are no definite methods for protecting audio, video, still images or concept descriptions in online surveys. In today's social media world, clients should be aware that the combination of technology solutions and respondent confidentiality agreements are "speed bumps" that mitigate but cannot guarantee that a client's stimuli will not be shared or described in social media. At this point in time, some safety for commercially sensitive client data is secured by the DRM (Digital Rights Management) Flash technology which provides higher safety levels for material in video format. Whether expense and effort are proportionate to the actual gain in safety level is still unproven.

Q.27

Are you certified to any specific quality system? If so, which one(s)?

We are members of ESOMAR, BVM & DGOF – and thus abide to the strict codes of conduct and standards for professional ethics formulated by these governing bodies. Our quality management system is based on two core principles: Treating our respondent panel with respect and being responsive to our clients.

For respondents: We are honest and transparent about who we are, what we do, and what we are asking of them. We have assigned regional local native-speaker panel managers, who are easily approachable for panel members. We have implemented well-designed recruitment processes, interaction and email communication. Our online surveys are created by native language speakers with years of market research experience. We pride ourselves with prompt payment of all incentives due to the respondent.

For clients: We make the effort of issuing signed and specific work orders for every project, spelling out the responsibilities for both parties. The projects are managed by a designated team of project managers based in Germany- making sure the client always has direct access to a person in charge. There is an easy escalation procedure to our managing level in place and we have a firm policy of open communication and transparency.

Q.28

Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?

We adhere to the ESOMAR standards, as well as the code of conduct of the, generally stricter, German governing body of market research, BVM. Minor children may only be recruited through explicit permission from a parent who is a panel member and must be present to introduce the child to the survey. Children are never directly targeted. The target audience definition invariably is filtered through the parent: “Parents of male children, aged 14 to 16 years, who …”. The parent is requested to complete a pre-questionnaire and then may allow the participation of the child (at their own discretion).
The decision lies with the parent and through this approach, the parent can chose to be present when the child is participating.

Thank you for your interest!

Please always feel free to reach out to us in case any questions
were not covered, our answers were insufficient or you would just like to say hi!

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