



Foundations of Quality 2

*“Building the Teams
and
Fueling the Engines”*

ARF Research Quality Forum
November 8, 2011

ARF 2012

rethink

ANNUAL CONVENTION + INSIGHTS ZONE



March 25-28, 2012

Marriott Marquis - New York City

From Complexity to Simplicity Through Knowledge

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DAVID OGILVY AWARDS

Presented by the Advertising Research Foundation

March 27, 2012
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Agenda



2:30–2:40PM Welcome and ARF Updates

William Cook, ARF
Zena M Pagán, ARF

2:40–2:45PM Agenda Overview and Introductions

Don Gloeckler, P&G

2:45–2:55PM FOQ 2 – Background and Objectives

William Cook, ARF

2:55-3:25 FOQ Roles and Responsibilities

John Ouren, MarketTools
George Terhanian, Toluna

3:25-3:35 FOQ 2 Funding Requirements

Gian Fulgoni, comScore

3:35-3:50 Benefits / Assessing the Economic Value of FOQ

William Cook, ARF

3:50-4:00 FOQ 2 Preliminary Timeline

Don Gloeckler, P&G

4:00-4:30 Initiative Chairs Review First Drafts

- Susan Frede, Ipsos, Co-chair, Sample Sources
- Nallan Suresh, MarketTools, Co-chair, Identity verification & Participation Frequency
- Chuck Miller, Usamp/DMS, Co-chair, Router sample optimization practices

4:30–5:30PM

Next Steps, Committee Sign Up with Wine & Cheese Provided by VS Research

Foundations of Quality 2



Building on FOQ 1, FOQ 2 will map the route to higher research quality.

» FOQ 1 revealed:

New learning about online research and how it varies across suppliers and versus other data collection methods

» FOQ 2 will provide:

New learning about how online research management practices impact survey response quality



Foundations of Quality 1

The objective of FOQ 1 was to provide fact based answers to questions about the quality of online research related to:

- » **Overlap and Duplication**
 - multiple sample sources
 - multi panel membership
 - multi-source participation
- » **Response Data Quality**
 - survey length
 - respondent motivations, attentiveness, and reporting accuracy
- » **Inter-Study Comparability**
 - wave-over-wave consistency
 - consistency across sample providers and across modes



Foundations of Quality 2

The objective of FOQ 2 is to evaluate the impact of each of the following on survey response quality:

1. Respondent selection procedures
2. Post-hoc weighting procedures
3. Procedures to reduce/eliminate undesired within-survey behavior
4. Identity verification (and exclusions based on non-identification)
5. Survey participation frequency
6. Respondent motivations and incentives
7. Sample sources (panel, river, community, etc.)
8. Router sample optimization practices (impact on sample and survey results)

Overall FOQ Roles and Responsibilities



Committee Chairs

- > Determine overall objectives and scope of the FOQ 2.0 Research
- > Identify sources of funding and raise sufficient resources
- > Recruit and select the project manager
- > Manage tradeoffs between objectives of the research initiatives

Initiative Leaders

- > Develop a detailed research proposal to accomplish initiative
- > Contribute detailed questionnaire and sample requirements to PM
- > Develop analysis plan to answer key questions for the initiative
- > Analyze results and synthesize into findings suitable to publish

Project Manager (PM)

- > Manage overall project management and timeline ownership
- > Develop integrated questionnaire and sample requirements
- > Negotiate NDA/Contract with appropriate sample vendors
- > Select vendor and manage programming/hosting of questionnaire
- > Manage overall analysis plan and integrate findings to propose final report for Committee Chair approval.

Overall FOQ Roles and Responsibilities



Committee Chairs

- > *Michael Fallig (Sr. V.P., Director, Online Strategy & Methodology, GfK)*
- > *Chuck Miller (President, DMS & CRO, uSamp)*
- > *John Ouren (EVP of TrueSample and Zoompanel)*
- > *George Terhanian (President, NA and Group CSO, Toluna)*

Initiative Leaders

1. Respondent selection procedures - *TBD*
2. Post-hoc weighting procedures - *John Bremer (CRO, Toluna)*
3. Procedures to reduce/eliminate undesired within-survey behavior - *Randall Thomas (CRM, ICF Int'l)*
4. Identity verification – *Nallan Suresh (Sr. Director, TrueSample Analytics)*
5. Survey participation frequency - *Nallan Suresh (Sr. Director, TrueSample Analytics)*
6. Respondent motivations and incentives - *TBD*
7. Sample sources - *Susan Frede (VP, Research, Lightspeed)*
8. Router sample optimization practices – *Chuck Miller (President, DMS & CRO, uSamp), Michael Fallig (SVP, Dir, Online Strategy & Methodology)*

Project Manager (PM)

- > *To Be Determined*

FOQ 2 Project Manager Role Requirements



Research Expertise

- > Respected researcher capable of working with initiative leaders
- > Experience integrating diverse objectives, research questionnaire requirements, sample requirements and analysis plans into a single project.

Project Management

- > Experience managing complex industry projects (8 initiatives, 15+ sample companies, solution providers and programming/hosting firm).
- > Detail oriented, task manager capable of delivering clear requirements to sample firms and other vendors.
- > Ability to anticipate and identify risks to the project.

Data Collection

- > Strong operational experience with online research
- > Data protection and confidentiality contracts familiarity
- > Experience working with sample and programming/hosting firms

Communications

- > Ability to deliver detailed communications for execution
- > Ability to synthesize and deliver compelling executive communications to the Committee chairs and stakeholders.

Manage initiative leaders to a common deliverable and timeline

Appropriate and timely communications to all levels of stakeholders

Ownership of overall project objectives, timelines and budgets

FOQ 2 Funding Requirements (Preliminary Estimates)



Study Planning & Design	\$100K
Survey Programming	\$100K
Reporting & Analysis	\$100-150K
Offline Research Field Costs	\$100K
Project Mgt Costs	\$50-100K
<u>Total Cash outlay</u>	<u>\$450-550K</u>
<u>Donated Services</u>	<u>\$1,500K</u>

As in FOQ1, substantial amounts of donated services including planning, research design, survey design, online samples, simulation programming and analyses.



FOQ 2 Benefits

Proposed FOQ 2 Budget is 2X FOQ 1

However, Payoff could be 3 - 4X

» Immediate benefits

- Industry-wide collaboration brings powers of scale
- Frameworks offer common focus and terminology
- Buyers and sellers have “appropriate practice” models

» Long-term benefits

- Quality metrics and practices reduce risk and waste
- Tools for survey approaches will:
 - allow us to reduce bias
 - better match research needs and research selection
 - better align research price and value

Assessing the Economic Value of FOQ



A hypothetical case:

- » Assume that 50% is the threshold at which Company A will move forward with investment on a product launch.
- » Suppose that Company A's estimate that comes back through survey research is 35%. Based on the 50% threshold assumption, Company A may not move forward, or it may do so with lower investment.
- » If the true percentage was actually 50% (and not 35% as estimated), then Company A would have made a costly mistake - perhaps the average profit associated with a typical product launch that hit the 50% threshold.
- » In this example, the error or bias associated with the survey research estimate would be 15% (50-35).
- » The aim of RoR is to reduce or eliminate those errors leading to increased revenue and profit.
- » If this hypothetical "15% error" seems extreme, the following is evidence from FOQ 1

Assessing the Economic Value of FOQ



- » FOQ 1 found that the variation among the 17 participating panels was large even when averaged over the five surveys conducted with each panel. These surveys tested new concepts for paint and soup.
- » When the lowest three panels were compared to the highest three panels on average top-two-box percentage the range is much greater than 15%:
 - Paint concept rating range: 45% to 60.7% -- a difference of 35%
 - Soup concept rating range: 35% to 50% -- a difference of 43%
- » One could expect a 15% shift, or greater, not from switching panels, but even as a result of blending one panel with another from the other end of the range.
- » Had a marketer been given a measure of concept test performance that differed from the “true” value by 40%, and made the wrong decision, what would be the cost attributed to that research quality gap?
- » How many decisions does your company make using such survey research? What’s the cumulative risk?

FOQ 2 Preliminary Timeline



Timing:

Oct-Jan

Jan-Mar

Apr-May

Jun-Aug

Activities:

- Recruit Project Manager

- Identify Initiative Research Leads

- Develop rules of engagement for sample suppliers

- Fund RoR (ongoing) →

- Design studies (sample, survey)

- Identify solutions to test

- Recruit sample suppliers

- Identify offline partner

- Identify hosting platform

(ongoing) →

- Field offline studies

- Field online studies

(ongoing) →

- Analyze Results

- Develop Conclusions

- Present results

- Make data set available for additional analysis and research

Initiative Chairs Review First Drafts



Susan Frede
Ipsos



Nallan Suresh
MarketTools



Michael Fallig
GfK SE

Priority 7 – Sample Source – Research Design

- **Objective:** evaluate the impact of sample source on response quality.
- **Research questions:**
 1. How does sample source or combination of sample sources impact response quality?
 - Reliability – Results are consistent and stable over time.
 - Accuracy – Results are similar to a benchmark.
 - Respondent quality – Respondents are real, unique, and engaged.
 2. How do different ways of blending sources together perform? How does blending impact reliability, accuracy, and respondent quality?
- Primary **sample sources** to explore:
 - Panel
 - River or real time
 - Social media
 - Aggregation
- **Next step:** Collect information on commercial blending solutions to make sure they will be able to be applied.



Priority 4: Identity Verification Proposal

Meeting: November 8th, 2011

Nallan Suresh

Priority 4: Introduction and Background



Background

- Several findings in industry on the topic (Miller and Courtright, 2011; TrueSample research (Conklin, 2008, upcoming CASRO paper 2012); Kantar internal research (unpublished)
- Well established that unverifiable have different responses than those verifiable
- Concerns raised: Non-participation bias, cost, capacity issues in hard-to-reach demographics

Priority 4 Objective: Evaluate the impact of identity verification (and exclusions based on non-verification) on data quality

Priority 4 Revisits Identity Verification Problem With More Scope

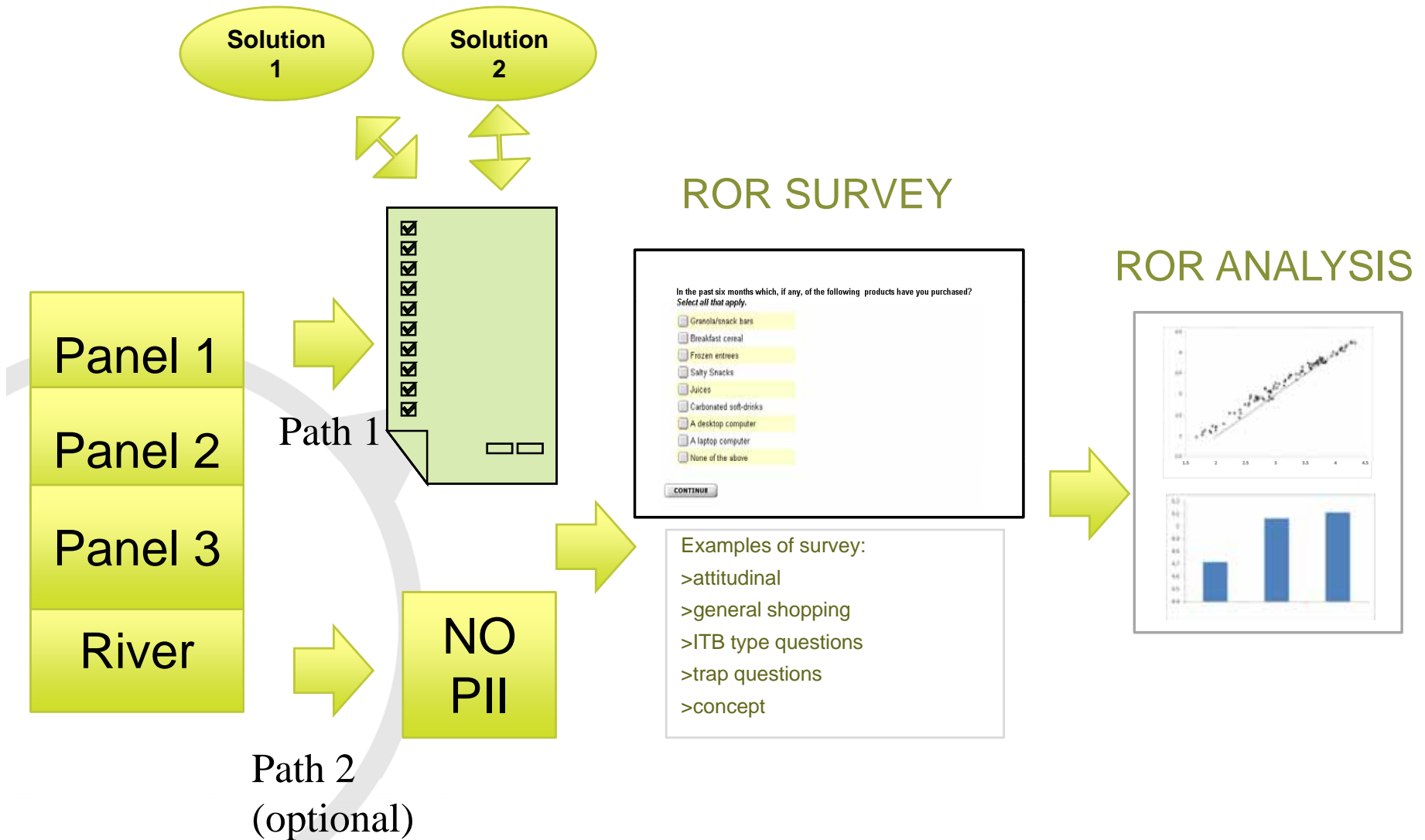


Scope

- Re-establish above findings in larger framework
- Several sample sources (including river)
- Several identity verification solutions
- Evaluate sub-components of solution – e.g. Thresholds, address-only
- Evaluate cost impact and implementation issues

Establish set of guidelines and recommendations for use of identity verification on panel sample and respondents

Priority 4 Methodology



Priority 4 Methodology (cont'd)



Segmentation	Validation Passed*	Validation Failed*
18-24	500	350
Over 24	1000	500
US Hispanic	500	350
US African American	500	350

- 4 Sample providers (including 1 River) + 1 RDD Sample
- Overall sample N=16950
- Other options that may increase N – split on PII/no PII collection, online form vs pre-collected PII
- TrueSample, Verity and 2 other validation sources

*(minimum sample size across all validation providers, for each sample source)



Priority 4 Analysis Examples

- How does the validation rate vary across demographic groups and ID sources?
- Are invalid panelists more likely to cheat and behave badly?
- Is the data from the invalids biased and different compared to the valid?
- How does this vary across providers?

Next Steps



Anyone like to join me?
Or propose someone who can?

If you are not with me, you are against me