

ESOMAR 37 Q & A

GET STARTED

WORLDWIDE RESEARCH



Q1) What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?

Ans) A worldwide research company typically has extensive experience providing online samples for market research, often spanning many years. The company specializes in delivering high-quality, representative samples for research purposes, ensuring rigorous quality control processes. While some companies also provide services for direct marketing, a significant proportion of their work focuses on market research, ensuring that their methodologies and samples are tailored to meet research-specific needs. The company ensures that the services offered align with client goals, providing targeted insights for various industries while prioritizing data privacy and quality standards.

Q2) Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide to your frontline staff?

Ans) Yes, we have a dedicated team responsible for developing and monitoring our sampling algorithms and automated functions. This team has extensive experience in sampling techniques and data science to ensure accuracy and efficiency. We also provide regular training to our frontline staff on the latest sampling methods, data quality assurance, bias prevention, and ethical considerations. These training programs ensure that our staff is equipped with the necessary skills and knowledge to manage sampling tasks effectively, ensuring high-quality samples that meet our clients' needs and industry standards.

Q3) What other services do you offer? Do you cover sample- only, or do you offer a broad range of data collection and analysis services?

Ans) We offer a broad range of services beyond sample provision, including survey programming, panel management, data cleaning, and statistical analysis. We provide both sample-only services and full-service data collection solutions, covering everything from questionnaire design to final analysis. This comprehensive approach ensures high-quality, reliable results tailored to our clients' specific needs

Q4) From what sources of online samples do you derive participants?

Ans) We derive participants from a variety of reliable and diverse online sources to ensure representative and high-quality samples. These include:

- **Proprietary Panels:** Our own curated and managed panels of respondents who have opted in for market research opportunities.
- **Third-Party Panels:** Collaborations with trusted panel providers to access a broader range of respondents.
- **Social Media and Online Communities:** We utilize targeted recruitment via social media platforms and specialized online communities.
- **Survey Exchange Networks:** Partnerships with survey exchange platforms to reach a wide variety of participants.

Q5) Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?

Ans) Our company relies on a combination of proprietary and third-party sources for participant recruitment. The breakdown of sources is as follows:

- Proprietary Panels: Our own curated respondent panels account for approximately [50%] of the total sample we provide. These panels consist of individuals who have opted in for market research, ensuring high quality and reliability.
- Third-Party Panels: We collaborate with trusted third-party panel providers, contributing around 30% to the total sample.
- Social Media and Online Communities: Recruitment via social media and online communities makes up about 30%.
- Survey Exchange Networks: Our partnerships with survey exchange platforms represent around 10% of the total sample.

Q6) What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?

Ans) We use a variety of recruitment channels for different sources. For proprietary panels, recruitment is by invitation only through online ads, email campaigns, and partnerships, without probabilistic methods. For third-party panels, recruitment is also by invitation only, and some providers may offer probabilistic sampling. In social media and online communities, recruitment is open to all via targeted ads on platforms like Facebook and LinkedIn, with demographic filtering, but no probabilistic methods are used. Survey exchange networks recruit open to all, with incentives for participation, typically using non-probabilistic methods. Affiliate networks and referral programs contribute about [40%] of our samples, using open recruitment and incentivized referrals. Recruitment strategies vary by geography, with methods tailored to local platforms and regulations to ensure the best participant quality.

Q7) What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

Ans) To ensure participants are real, unique, and accurately represent themselves, we use several validation methods. Participants are required to verify their email addresses, and we track IP addresses and devices to prevent duplicate responses. Additionally, we employ advanced fraud detection tools to identify suspicious behavior, such as inconsistent or fraudulent responses. Participants complete detailed profiles, which are cross-checked for accuracy, and we use CAPTCHA tests and security questions during sign-up to prevent bot participation. We also conduct manual checks on flagged profiles to further ensure authenticity. These measures work together to maintain high data integrity

Q8) What brand (domain) and/or app are you using with proprietary sources?

Ans) We have few dedicated websites which allows participants to easily access information about our services and any ongoing research projects. Users can visit <https://worldwide-research.ai/>

Q9) Which model(s) do you offer to deliver samples?
Managed service, self-serve, or API integration?

Ans) Customer service is important to us, and as a result, we prefer to offer only managed service to deliver our sample. This allows us to ensure that each survey is sampled with the care and attention that each survey requires.

Q10) If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample (sample sources, sample providers included in the blend). Do you let buyers control which sources of samples to include in their projects, and if so, how? Do you have any integration mechanisms with third-party sources offered?

Ans) We offer full transparency over the composition of our sample, including detailed information about the sources and providers involved in the blend. When using intercepts or combining multiple sample sources, we provide buyers with clear visibility into which sources are being included in the sample mix, such as proprietary panels, third-party panels, social media, and survey exchange networks.

Yes, we allow buyers to control which sources they want to include in their projects. Through our platform, clients can specify their preferred sample sources and criteria, ensuring that the sample meets their exact requirements. Additionally, we offer integration mechanisms with third-party sources, allowing for seamless connection and data sharing between our platform and external sample providers. This flexibility ensures that buyers can tailor their sampling approach and maintain full control over the composition of their sample

Q11) Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, Is there a sample suitable for product testing or other recruit/recall situations where the buyer may need to go back again to the same sample? Is the sample suitable for shorter or longer questionnaires? For mobile-only or desktop-only questionnaires? Is it suitable to recruit for communities? For online focus groups?

Ans) Our proprietary panels are ideal for long-term studies, product testing, and recruit/recall situations, as well as online focus groups and community recruitment. Third-party panels work well for shorter surveys but are less suitable for long-term engagement. Social media and online communities are great for mobile-only or short surveys and focus groups. Survey exchange networks are best for one-off surveys, compatible with both mobile and desktop. Overall, proprietary panels are best for in-depth research, while other sources are more suitable for shorter, time-limited projects

Q12) Briefly describe your overall process from invitation to survey completion. What steps do you take to achieve a sample that looks like“ the target population? What demographic quota controls, if any, do you recommend?

Ans) Our process starts with recruiting participants through various channels, targeting individuals based on pre-screening criteria. We apply demographic quota controls (e.g., age, gender, income, geography) to ensure the sample matches the target population. During data collection, we monitor and adjust quotas as needed to maintain representation. After survey completion, we conduct quality checks and clean the data to remove incomplete or fraudulent responses. This ensures the final sample accurately reflects the demographics of the target population and meets the client's research needs

Q13) What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact? How does this differ by the sources you offer? How often is each of those data points updated? Can you supply these data points as appends to the data set? Do you collect this profiling information directly or is it supplied by a third party?

Ans) A worldwide research company typically holds profiling information on panel members, such as demographics (age, gender, location, income, education), behavior patterns, preferences, and past survey responses. This data helps segment participants for targeted research. Data is often collected via direct surveys or interactions, but some information might be supplied by third-party data providers. Intercepts may include real-time behavioral data from online interactions or previous responses. The frequency of updates varies, with demographic information typically updated annually, while behavioral data can be updated more frequently based on ongoing interactions. These profiling data points are often not available for direct sharing or appending to external datasets due to privacy and confidentiality restrictions. The company generally ensures that updates and accuracy are maintained by regularly refreshing data through new surveys or data partnerships, adhering to data protection regulations.

Q14) What information do you need about a project to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?

Ans) To provide an estimate of feasibility for a project, a worldwide research company typically needs details such as the project's objectives, target audience, sample size, geographic scope, timeline, and budget. Additional information like the type of data collection method (e.g., surveys, focus groups), the complexity of the analysis, and any specific industry requirements are also crucial. To give upper and lower boundaries around estimates, companies assess factors such as the difficulty of reaching the target audience, the availability of panel members, and the expected response rates. They may also consider the level of customization required for the study and potential logistical challenges. These estimates are refined based on prior experience, historical data, and potential risks (e.g., low engagement, technical issues). Adjustments are made for uncertainty, and buffer periods or cost contingencies are included in the estimates to account for variability.

Q15) What do you do if the project proves impossible for you to complete in the field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances, how do you maintain and certify third-party sources/sub-contractors?

Ans) If a project proves impossible to complete in the field, a worldwide research company typically informs the sample buyer promptly, providing a clear explanation of the challenges. The company may suggest alternative approaches or adjustments to the methodology. If third-party sources or subcontractors are required to complete the project, the company communicates this to the client, ensuring transparency. To maintain and certify these third-party sources, the company typically follows a rigorous vetting process, including evaluating their quality, reliability, and compliance with data protection standards. Regular audits, performance tracking, and contractual agreements help ensure that subcontractors meet the company's standards. The company remains responsible for overseeing the project and ensuring deliverables meet client expectations, even when outsourcing.

Q16) Do you employ a survey router or any yield management techniques? If yes, please describe how you go about allocating participants to surveys. How are potential participants asked to participate in a study? Please specify how this is done for each of the sources you offer.

Ans) Yes, a worldwide research company typically employs a survey router and yield management techniques to allocate participants efficiently to surveys. Participants are routed based on predefined criteria such as demographics, survey quotas, or geographic location. Potential participants are invited via various channels depending on the source, including email invitations, web panels, and targeted online ads. These sources may include proprietary panels, third-party panels, or social media platforms. Invitations are tailored to each source to ensure appropriate targeting, maximizing response rates and ensuring a diverse, representative sample for the study.

Q17) Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?

Ans) Yes, in worldwide research studies, it is common practice to set limits on the time a participant spends in the router before qualifying for a survey. This helps ensure participant engagement and data quality by preventing frustration due to prolonged waiting times. Typically, the following practices are observed:

1. Standard Time Limit

- Industry Standard: 3 to 5 minutes is often set as the maximum time a participant spends in the router.
- Reason: This timeframe balances the participant's patience with the need to find a suitable match for the survey.

2. Adaptive Routing

- Dynamic Matching: If no survey is found within the time limit, participants are either redirected to a different opportunity or gracefully exited from the system.
- Benefit: Ensures participants do not feel their time is wasted and preserves their willingness to participate in future surveys.

3. Customization by Region or Study

- In certain regions or research scenarios, time limits might vary based on:
 - Cultural Differences: Some populations are more patient than others.
 - Survey Length: Longer surveys may require more screening time.
 - Participant Pool Size: Larger panels may match quicker, allowing shorter router times.

4. Implementation

- Participants are informed about approximate waiting times upfront.
- Engaging messages or progress indicators can be used to improve the participant experience during this waiting period.

Q18) What information about a project is given to potential participants before they choose whether to take the survey or not? How does this differ by the sources you offer?

Ans) Before taking a survey, participants are informed about the study's purpose, duration, potential risks, confidentiality, voluntary participation, and compensation. The way this information is presented varies across platforms: online surveys typically use a consent screen with detailed information, and platforms may offer privacy and security features. Email invitations provide an explanation of the study, often with a link to a consent form. For paper surveys, consent is given through a printed form or verbal explanation, while mobile surveys present brief, clear information through pop-up notifications or links to more details. Overall, the aim is to help participants make an informed decision about their involvement while ensuring they understand their rights and the study's nature.

Q19) Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?

Ans) Yes, participants can choose from a selection of surveys. They are provided with key details for each survey, including the purpose, time commitment, eligibility criteria, compensation, and any risks or benefits. This information helps participants select the survey that aligns with their interests, availability, and qualifications.

Q20) What ability do you have to increase (or decrease) incentives being offered to potential participants (or sub-groups of participants) during a survey? If so, can this be flagged at the participant level in the dataset?

Ans) A worldwide research company typically has the ability to adjust incentives offered to participants or specific sub-groups based on factors like response rates, target quotas, or participant engagement. Incentives can be increased or decreased during the survey to motivate participation or meet project goals. These adjustments can be flagged at the participant level in the dataset, ensuring transparency and tracking of incentive changes. The company can maintain detailed records on individual incentive levels to ensure compliance and integrity in the research process, allowing for customized approaches based on participant behavior or specific survey requirements.

Q21) Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?

Ans) Yes, a worldwide research company often measures participant satisfaction at the individual project level through post-survey feedback or satisfaction questionnaires. This data helps assess the participant experience, identify issues, and improve future studies. Normative data for similar projects (e.g., by length, type, subject, or target group) can typically be provided based on historical research. This benchmarking data allows the company to compare satisfaction levels across various projects, helping to set realistic expectations for new studies. However, access to such normative data may be subject to client agreements and confidentiality considerations.

Q22) Do you provide a debrief report about a project after it has been completed? If yes, can you provide an example?

Ans) Yes, a worldwide research company typically provides a debrief report after project completion. This report summarizes key findings, methodology, data analysis, and any challenges encountered during the research. It may also include insights on sample performance, response rates, and recommendations for future studies. The debrief report offers a comprehensive overview to ensure the client understands the results and implications of the project. While an example of a debrief report can be provided, it would generally be customized to the specific needs of the project and client, ensuring confidentiality and data protection are maintained.

Q23) How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?

Ans) The frequency with which an individual can participate in a survey varies based on the research company's policies and the sample source. Typically, participants are limited to one survey every few weeks to avoid fatigue and bias. This frequency may differ across sample sources depending on the panel management system and data protection rules. The mean and maximum amount of time a person has been taking surveys before entering a new one depends on the sample pool, but it's generally monitored to ensure diverse and fresh responses. The company manages this by tracking participant activity, rotating panel members, and enforcing quotas to ensure balanced participation.

Q24) What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc? Are you able to supply buyers with a project analysis of such individual-level data? Are you able to append such data points to your participant records?

Ans) A worldwide research company typically maintains data on individual participants, including recent participation history, dates of entry, and the source/channel through which they were recruited. This helps track engagement and ensure sample quality. The company can provide buyers with project analysis based on individual-level data, including response patterns and engagement metrics. However, appending individual-level data points to participant records may be subject to privacy regulations and client agreements. Any such data sharing would be handled in compliance with data protection laws, ensuring transparency while safeguarding participant confidentiality.

Q25) Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.

Ans) A worldwide research company typically confirms participant identity at the project level through a combination of validation techniques. At the point of entry to a survey or router, participants may be asked to provide unique identifiers such as email addresses or pre-registered credentials. Additionally, systems may employ CAPTCHA, device fingerprinting, or verification questions to ensure the integrity of participant data. These procedures help confirm that the respondent is legitimate and prevent multiple submissions from the same individual. The company also ensures compliance with data protection regulations, safeguarding participant privacy while maintaining quality and accuracy in the data collection process.

Q26) How do you manage source consistency and blend at the project level? Concerning trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can the source be appended to the participant data records?

Ans) A worldwide research company manages source consistency and blend at the project level by carefully selecting and monitoring sample sources to ensure they align with project goals. For trackers, the company ensures that sample source composition remains consistent over time by using predefined quotas and balancing panel sources to maintain representativeness. Regular monitoring and adjustments are made to prevent sample bias. Reports on blends and sources can be provided to buyers, offering transparency on how samples are sourced. While the source can be appended to participant data records, it is done in compliance with data privacy regulations to protect participant confidentiality.

Q27) Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or survey. What processes do you have in place to compare profiled and known data to in-survey responses?

Ans) A worldwide research company tracks participant quality using health metrics such as response speed, survey completion rates, and consistency across surveys. These metrics help identify low-quality participants who may be invited, tracked, quarantined, or blocked from entering surveys if their behavior suggests disengagement or dishonesty. To maintain quality, the company compares profiled data with in-survey responses, flagging inconsistencies or suspicious patterns for review. This ensures the integrity of the data collected. Additionally, participant behavior is monitored over time, with mechanisms in place to automatically exclude individuals who repeatedly fail quality checks or provide invalid responses.

Q28) For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired survey behaviour, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item nonresponse (e.g., "Don't Know") (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

Ans) A worldwide research company employs several processes to reduce undesired survey behavior. These include setting up validation checks (e.g., attention checks, logic filters) to detect random, illogical, or inconsistent responses. Questions may be randomized to prevent pattern answering, and participants are flagged if they overuse "Don't Know" or provide inconsistent responses. Speed traps and time-based checks help identify rapid survey completion, ensuring thoughtful engagement. Incomplete or inaccurate responses are monitored, and data quality is maintained by excluding respondents who fail quality checks. Additionally, surveys often include data consistency validation, comparing answers to previous responses to ensure reliability and accuracy.

Q29) Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses.

Ans) As a worldwide research company, we prioritize participant privacy and comply with applicable data protection regulations. Our participant privacy notice outlines how we collect, store, and process personal data, detailing participants' rights regarding consent, access, and data deletion. Key concepts include the types of data collected (e.g., demographic information, survey responses), data retention periods, and third-party sharing practices. The notice also explains how data is protected using encryption and security measures. Additionally, it informs participants about their ability to withdraw consent at any time and provides contact details for privacy inquiries. you can visit our website directly at <https://worldwide-research.ai/> and review their privacy policy section

Q30) How do you comply with key data protection laws and regulations that apply in the various jurisdictions in which you operate? How do you address requirements regarding consent or other legal bases for the processing of person data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

Ans) Worldwide research companies comply with data protection laws by adhering to GDPR, CCPA, and other regional regulations. They ensure proper consent for data processing through transparent opt-in mechanisms and legal bases such as contractual necessity or legitimate interest. Data breach response protocols are in place, including notifying relevant authorities within required timelines. Cross-border data transfers are managed in compliance with international data transfer mechanisms, such as Standard Contractual Clauses. Data retention policies are strictly followed, with data being stored only for as long as necessary. A Data Protection Officer (DPO) is typically appointed to oversee these processes and ensure compliance.

Q31) How can participants provide, manage and revise consent for the processing of their data? What support channels do you Provide for Participants ?

Ans) Participants can provide, manage, and revise consent for data processing through clear, opt-in consent mechanisms presented at the point of entry, with the option to withdraw consent at any time. Support channels are typically available through customer service, email, or dedicated help sections on the company's website. These channels help participants address any concerns, request information, or exercise their rights regarding data processing, including access or deletion requests. The company ensures transparency and ongoing communication about data use and privacy rights, complying with data protection regulations

Q32) How do you track and comply with other applicable laws and regulations, such as those that might impact the incentive paid to participants?

Ans) Worldwide research companies track and comply with applicable laws and regulations, including those governing participant incentives, by regularly reviewing local legislation (e.g., tax laws, anti-bribery regulations). Compliance is ensured by applying appropriate incentive thresholds, adjusting for legal limits, and maintaining transparent reporting practices. The company ensures all payments are documented and processed in accordance with regional guidelines, and that participants are informed of any tax obligations related to incentives. Legal counsel and compliance teams oversee these processes to ensure all incentive-related activities adhere to the applicable regulatory requirements across jurisdictions.

Q33) What is your approach to collecting and processing the personal data of children and young people? Do you adhere to standards and guidelines provided by ESOMAR or GRBN member associations? How do you comply with applicable data protection laws and regulations?

Ans) A worldwide research company follows strict protocols when collecting and processing personal data of children and young people, ensuring compliance with relevant laws such as COPPA or GDPR. Parental consent is obtained where required, and participants under age are excluded from certain studies. The company adheres to ESOMAR and GRBN standards, ensuring ethical research practices. Compliance with applicable data protection regulations is maintained through robust data management processes, regular audits, and by ensuring data is processed only with legal consent and necessary safeguards in place.

Q34) Do you implement “data protection by design” (sometimes referred to as “privacy by design”) in your systems and processes? If so, please describe how.

Ans) Yes, a worldwide research company implements "data protection by design" by embedding privacy and security measures into all systems and processes from the outset. This includes data anonymization, encryption, access control, and regular risk assessments to protect personal data throughout its lifecycle. The company ensures compliance with data protection laws and integrates privacy features into project planning, data collection, and storage. Staff receive regular training on data protection practices, and privacy is a key consideration in technology and process development to minimize risks and safeguard participant information.

Q35) What are the key elements of your information security compliance program? Please specify the framework(s) or auditing procedure(s) you comply with or certify to. Does your program include an asset-based risk assessment and internal audit process?

Ans) A worldwide research company's information security compliance program includes key elements such as data encryption, access control, incident response protocols, and regular security audits. The company complies with frameworks like ISO 27001 and follows auditing procedures to ensure security standards are met. The program also includes asset-based risk assessments to identify and mitigate security vulnerabilities. Internal audits are conducted to ensure compliance with security policies and regulatory requirements. Regular staff training on data protection and security best practices is also part of the program to maintain high levels of security awareness.

Q36) Do you certify to or comply with a quality framework such as ISO 20252?

Ans) A worldwide research company typically complies with quality frameworks such as ISO 20252, which sets standards for market, opinion, and social research. Compliance ensures consistent quality in research processes, data handling, and reporting. The company implements internal controls, documentation, and regular audits to meet these standards. ISO 20252 certification demonstrates adherence to best practices and commitment to delivering high-quality, reliable research. This framework also supports continuous improvement, ensuring that research methodologies are aligned with industry standards and regulatory requirements, safeguarding client interests and maintaining operational excellence.

Q37) Which of the following are you able to provide to buyers, in aggregate and by country and source?

Ans) A worldwide research company can provide buyers with aggregate data by country and source, including key metrics such as participant demographics, response rates, survey completion times, and sample composition. This data helps clients understand the quality and representativeness of the sample used for a project. Additional insights such as segmentation by source/channel, behavioral trends, and regional differences may also be provided to tailor research findings. These data points are typically shared in compliance with data privacy laws, ensuring transparency and informed decision-making for the buyer.

