

PANEL DISCUSSION



Moderator

IOAN SIMU

General Manager, Mercury Research

Research Quality in Romania

Panel's Participants:

- ❖ ANA DUMITRESCU, Senior Business Analyst | Customer Insights, Telekom Romania
- ❖ ANDREI DUDU, Business Intelligence Manager, Servier Pharma
- ❖ BOGDAN VASILESCU, Head of Statistical Data Unit | Strategy and Statistics, ANCOM
- ❖ MIHAI CIUTA, CX & Research Lead, Raiffeisen Bank



Few words about SORMA and Quality

We are known for
Best of ESOMAR,
now ESOMAR **Connect**

Starting 2023,
SORMA members offer
more **accountability**

Why is it important to discuss Quality?

My perspective

Data quality in danger!

Robots complete surveys

Farms in China impersonating as
someone from a more developed
country

Unemployed posing as Doctors or IT
managers

Employ open-ended questions thoughtfully

**Bad respondents
may out themselves**

**Look for wildly
off-topic responses**

**AI may make this
harder to detect in
the future!**

What would you say is the most important issue facing our country?

If you had to summarize this survey, what would you say it was about?



Steve Snell

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Unemployed posing as Doctors or IT managers

Buyers' perspective

Consulting, Advising

Good design

Relevant interpretations

Good data

Data quality ok, trust in suppliers

What we know about Quality from a Buyer's viewpoint?

| | Satisfaction | Evolution | Effort | SORMA role | |
|---|--------------|-----------|--------|------------|-------------|
| CONSULTING | | | | | |
| Understanding of business information needs | 8.0 | -10% | 10% | 37% | DESIGN |
| Sample, method | 7.9 | 5% | 8% | 47% | |
| Q'aire, discussion guide | 8.1 | 30% | 9% | 32% | INTERPRET |
| Tables | 8.7 | 15% | 7% | 5% | |
| Charting | 8.6 | 30% | 8% | 5% | |
| Interpretations and conclusions | 7.6 | -5% | 12% | 37% | INTERPRET |
| Recommendations for action | 7.1 | -16% | 9% | 26% | |
| DATA | | | | | |
| Interviewer training material | 7.9 | -25% | 3% | 16% | INTERVIEWER |
| Trained interviewers | 7.2 | -25% | 2% | 11% | |
| Respondent selection | 8.4 | -17% | 6% | 21% | ONLINE |
| Moderation of FGs and IDIs | 8.6 | 0% | 6% | 0% | |
| Interviews with interviewer | 7.9 | -25% | 7% | 16% | |
| Online completes | 8.1 | -20% | 4% | 26% | ONLINE |
| PROJECT MANAGEMENT | | | | | |
| Execution deadlines | 8.5 | -5% | 10% | 5% | TIMELINES |



RECOMANDARI METODOLOGICE

EVALUARE TIMING-URI REZONABILE PENTRU CATEVA TIPOLOGII DE STUDII

SORMA 23/11/2018 0 comments

Evaluare timing-uri rezonabile pentru cateva tipologii de studii:

| Studii Cantitative | Durata (medie), in zile lucratoare, din momentul inceperii field-ului |
|---|---|
| 1. sondaj de opinie, 300 subiecti pe Bucuresti, chestionar de 30 min | 22 |
| 2. sondaj de opinie, 500 subiecti pe orasele mari (200k+), chestionar de 45 min | 28 |
| 3. sondaj de opinie, 1,000 subiecti, national urban, chestionar de 45 min | 29 |
| 4. sondaj de opinie, 1,000 subiecti, national urban si rural, chestionar de 1h | 34 |
| 5. sondaj de opinie, 600 companii, national | 37 |

Are they useful?

Shall SORMA update them?

Blame the **respondent**

Fraud

- Deduplication (IP, device fingerprinting)
- VPN – risk
- Translation the survey in another language
- Pasting open-ended answers
- Re-contact for quality audit

Lack of attention or mischievous behavior

- Attention questions
- Speeding (commonly 1/3 of median)
- Straight lining (only partially useful)
- Gibberish or pasting open answers

Fight technology with technology

- Imperium
- Research Defender

Influence the **panel providers**

Could buyers persuade panel providers to

- give fair incentive for screening
- be transparent about incentive value
- be transparent about profile information
- % of quality terminations by respondent

Should respondents be paid

- Less? Means less incentive to cheat
- More? Means more normal people in panels

Anyone using **ESOMAR 37?**

- are they **useful?**
- **how do you choose the panel provider?**

Blame the interviewer

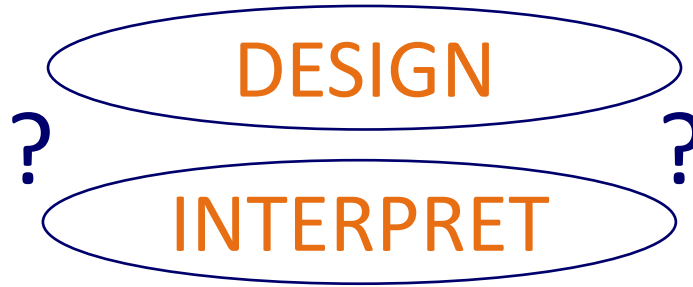
Fraud

- Re-contact for quality audit (lot of effort)
- % controlled
- control q'aire
- elimination of interviewer as quality protection
- real-time supervision on CATI (lot of time)

Influence the agency

Could buyers persuade agency to

- training content, proof of interviewer pass
- audio (video) recording of interview (GDPR?)
- GPS position (fake GPS apps) for F2F
- Phone invoice for CATI (time, duration, ph#)
- Predefined sample for CATI
- Data including screen-outs, refusals, quota full
- RDD sampling for CATI



Courses, certifications

- Q'aire design?
- Segmentation?
- SORMA Interviewer certification
- Are they useful if we already have MRS Academy, AMA, and others?

Agency references

- Agency roster on SORMA, with qualifications and resources checked by SORMA as confirmed by clients. E.g. **agency A has 4.5 stars for max diff from 3 clients?**
- Methodologies described on SORMA website (e.g. conjoint, segmentation)

Who should enforce **quality control**?

Agency

CONSULTING

? incentive for QC ?

Buyers

CONSULTING

? incentive for QC ?

DATA

? incentive for QC ?

DATA

? incentive for QC ?

Who should enforce **quality control**?

Agency

CONSULTING

Costs a lot of time for sure.

High penalty (losing client) if the report is bad

Overall a **high** incentive for QC

DATA

Costs a lot of time for sure.

Penalty only if the data is bad & client checks

No penalty if data is bad & client does not check

Overall a **so and so** incentive for QC

Buyers

CONSULTING

Costs a lot of time for sure.

High penalty (losing job) if the report is bad

Overall a **high** incentive for QC

DATA

Costs a lot of time for sure and creates problems.

No benefit from good data. Dismal risk of business failure caused by a decision based on bad data.

Overall a **low** incentive for QC

High probability of client checks creates high incentive for QC in agency