

Opt-in ?



No Option !

Online-managed panels are the future

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Year 2004 (today)

- **Most research uses 'cold' unsolicited approaches**
 - *"Excuse me, can you help us?"*
 - *"Sorry to bother you. Would you mind..?"*
- **Little use of opt-in**
 - *Permission not currently required for first approaches*
 - *Unless re-contacting respondents*

Year 2014 (tomorrow)

- **Most research permission-based**
 - *Opt-in only for research*
 - *Except perhaps Government research*
- **(Online-managed) Panels primary research tool**
- **Research channels still vary by research requirement**
 - *But online research considerable force (plus TAWI)*

PEST Analysis/Reasoning

Why should it be like this in 2014?

- **Politics**: *government legislation/policy (anti-cold calling, anti-spam, etc.)*
- **Economics**: *commercial pressures.. cost, speed, repetition*
 - **And Quality**: *No fraud, reliable/good quality data: data density, open ended questions*
- **Society**: *desire for control/personalisation, wary of commercial approaches, individual privacy, reward/feedback for contributions, internet access/use for majority*
- **Technology**: *computerisation, internet...online-managed panels*

Side Effects

- **Significantly less face to face approaches**
 - *Fewer personal interviewers required*
 - *Telephone will prosper in combination with panels and TAWI surveys*
- **More respondent control**
 - *Do what they want, when they want*
 - *Trust*
- **(Online) Panels prevalent**
 - *But often used as respondent 'pools' rather than 'representative panels'*

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