



SOS Bureau™

online field&tab rescue™

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SOS Bureau™

online field&tab rescue™

Use the SOS Cross Code:



1/. Only work with expert colleagues/partners...

- skilled and experienced in the application of online research
- skilled and experienced with online panels

2/. Only work with quality resources:

- The best programming tools (GP/OPST)
- Quality-recruited and quality-managed access panels
 - E.g. The Euro-Panel™
- Service-oriented 'can-do' colleagues/staff/partners

3/. Only work with members of MRS/ESOMAR etc.

- And who abide by their codes of conduct:
 - For research in general
 - For online or internet research
 - For the recruitment and use of online panels



There was a time I didn't
think I'd ever marry....



Or have kids....



But.....

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Things change!

Online research will dominate in the future
Online-managed panels will provide access
Respondent Abuse must stop.....!

Year 2005 (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*

..... intrusive?..... Anti-social?

Year 2015 (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 2015?

- **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'*

Some vital statistics...

- Today, 55-65% of quant data collected online in USA
 - TNS/NFO apparently collects 70% of its US domestic data online
- Today, 15-25% of quant data in Western Europe/UK collected online
 - This was only 3-5% 4 years ago
- SKOPOS collects over 60% of its data in Europe online, and over 70% in the UK
- Companies like Budweiser and Canon do virtually all their quant research online

So online is the future.



But you must take care
with your online research....

Use the SOS Cross Code:



1/. Only use expert colleagues/partners...

- **skilled and experienced in the application of online research**
- **skilled and experienced with online panels**

2/. Only access quality resources:

- **The best programming tools (GP/OPST)**
- **Quality-recruited and quality-managed access panels**
 - **E.g. The Euro-Panel™**
- **Service-oriented colleagues/staff**

3/. Only work with members of MRS/ESOMAR etc.

- **And who abide by their codes of conduct:**
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Cheers!

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