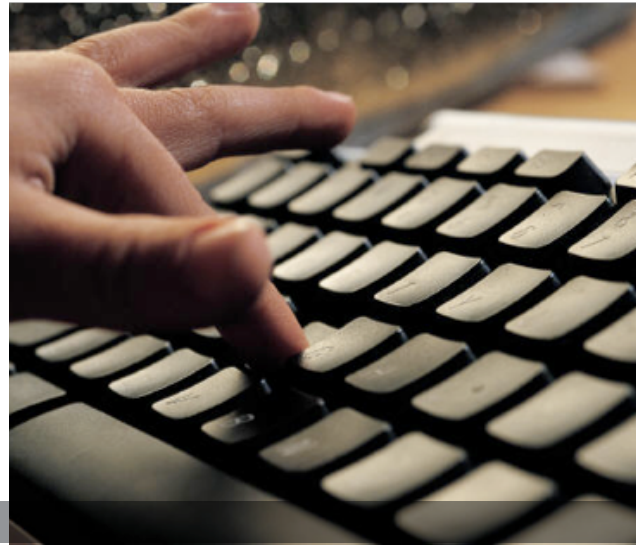


# Online Research Quality



*Advertising Research Foundation's Online Research Quality Council*

## Knowledge driven standards and metrics

*Kimberly Dedeker/P&G & Co-Chair, Robert Tomei/IRI & Co-Chair, and Joel Rubinson/ARF share the latest developments*

WE ARE PROUD to issue the first ORQC Newsletter and will use this vehicle (along with the quarterly Council meetings) to inform the industry on progress being made against the issues and opportunities addressed by the ARF's Online Research Quality Council. As a reminder, we originally formed the ORQC in order to create a positive and constructive forum to bring together the leading buyers and sellers of online research to effectively address the key quality-related issues and opportunities being faced by the market research industry. Since the official launch of the council, we have achieved active participation across the industry with 20 client companies, more than 20 research agencies, and seven other professional associations, all working toward a common goal.

### “Foundations of Quality” Research-on-Research Study: An Industry First!

A centerpiece of the ORQC is to be first and foremost ‘knowledge driven,’ and we are extremely excited that the ‘Foundations of Quality’ research-on-research was officially launched on October 28th and will have a significant and positive impact on the entire online research community. We need to offer our special appreciation to the entire Define Quality Committee lead by Renee Smith/Harris Interactive, Efrain Ribeiro/Ipsos, and Dr. Tom Evans/ESPN, for all the hard work and passion that they have put into the design and implementation of this research that will address many

of the key challenges faced by research companies and buyers. The committee has achieved unprecedented collaboration – this is clearly an industry-leading accomplishment – congratulations to the team!

### Funding

To sustain the FoQ record-breaking research-on-research study, we are asking companies to assist in funding the costs to implement and analyze the results. We are looking for additional support and we will be reaching out to many of you. To date, we have received strong support from a range of advertisers and research companies that have agreed to provide funding directly – those already involved are listed overleaf. This is an opportunity for your company to contribute to a potentially industry-changing study that will have extremely positive impact on the quality of research.

There are a number of benefits to sponsoring the FoQ study, including:


1. Preview of results.
2. Participating in interpretation of results and development of industry-wide solution.
3. Receive complimentary copy of the detailed findings and supporting data set.
4. Eligibility for active participation on new ‘Industry Solution’ committee being formed to develop a set of recommended solutions to address the key quality-related issues identified.



Council Co-Chairs: Kimberley Dedeker, VP Global Consumer & Market Knowledge, Procter & Gamble; and Robert Tomei, President, Consumer & Shopper Insights, Information Resources, Inc.

To find out more contact Ray Pettit, SVP Research and Standards at the ARF, [rpettit@thearf.org](mailto:rpettit@thearf.org).

### Defining Metrics

At the last Council meeting, Jonathan Jephcott/Synovate discussed the progress being made by the Metrics Committee to define some key metrics that would allow for a consistent approach to evaluating the quality of various online panels. It is the hope that as this initiative develops that the industry will align around a consistent set of metrics that are regularly reported on for each company's online panels, plus on an individual project basis. This would, in our view, begin to address one of the biggest challenges that exists in the industry today – transparency. The ultimate goal will be to develop and implement a dashboard that each online panel company would use and provide to the industry and clients. 

# Collaborative cross-industry action for Foundations of Quality

In a historic demonstration of industry collaboration, the Advertising Research Foundation through the efforts of the Online Research Quality Council has brought Procter & Gamble, Coca-Cola, Kraft, Microsoft, Bayer, Capital One, General Motors, and ESPN together with leading research companies and industry associations to launch the largest research-on-research project to date, called the “Foundations of Quality.” This massive project involves 17 sample providers, which account for around 80% of all online research conducted in the USA and has the support of many vendors that are providing pro bono or at cost services.

The research project will yield findings that no single client or supplier could obtain on their own. Moreover, the results will equip the industry with fact-based knowledge to make key decisions about how to improve or enhance research quality. There is strong agreement and alignment within the Council that the learning from this research will result in a long-term


and ongoing collaboration between buyers and suppliers, facilitated by the Advertising Research Foundation.

Enthusiastically led by Dr. Tom Evans, VP Audio & Special Projects, ESPN; Efrain Ribeiro, SVP Ipsos Global Operations; and Renee Smith, VP Panel Quality at Harris Interactive, the “Foundations of Quality” project has prestigious industry backing at a time when proving the value of research is of critical importance to research companies.

Kim Dedeker of Procter & Gamble and Co-Chair of the ORQC has emphasized that, “If we don’t improve research quality, we lose credibility about what our primary accountability is within our respective companies – providing actionable insights that drive business growth,” a sentiment echoed by Robert Tomei from Information Resources (Founder and co-Chair of the Council): “We need to be able to first establish the facts around online research quality in order to fully implement appropriate processes to address key challenges

and opportunities that exist in the industry that results in the delivery of high quality research that our clients can rely on to make their business decisions.”

The project stems from the ARF’s Online Research Quality Council (ORQC) and was designed by a client-driven cross-industry committee. One of the project leaders, Dr. Tom Evans of ESPN, sums up the importance of the study: “As more and more research involves online panels, nothing is more important than a study like the ‘Foundations of Quality’ to address the issues related to taking surveys on the Internet. The study will help clients gain a better understanding of the impact of these issues on the reliability of the survey results and confidence as they use these results to make business decisions.”

Results from the extensive online, telephone and mail surveys will be released in the first quarter of 2009, along with guidelines for the future of research that will positively impact the entire industry. 

## Proud sponsors of Foundations of Quality



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# Industry leaders in action

## Introducing the Governing board and Industry Solution Committee

As we move forward and into phase two of the Online Research Quality Council's work, we have decided to re-structure how we manage the ORQC. From the conception of the Council we have been committed to bring research agencies (via the Steering Committee and the general Council) and clients (via the Client Advisory Board and the general Council) together to identify, research and address the issues and opportunities facing the industry. We are now strengthening this integrated, collaborative approach by creating one Governing Board, co-Chaired by Robert Tomei and Kim Dedeker, with an equal number of research agencies and clients represented, along with ARF participation. In addition, since our focus on of the Council is on the 'Foundations of Quality' project and Metrics, we have decided to eliminate the Accountability and Outreach committees. Outreach will be directly driven by Kim, Robert and Joel.


### New "Industry Solution" Committee

As the ORQC moves into the next phase and leverages the results from the "FoQ" study, it is important to begin the process of establishing a new committee that will be focused on potential solutions that can be applied across all research agencies to address the key quality issues. Therefore, the ORQC is announcing the formation of a new committee (Industry Solution) that will be tasked to evaluate various potential solutions

| Governing Board   |                              |
|-------------------|------------------------------|
| Kimberly Dedeker  | Procter & Gamble             |
| Robert Tomei      | Information Resources, Inc.  |
| Anne Hedde        | Lightspeed Research – Kantar |
| Efrain Ribiero    | Ipsos                        |
| David Bakken      | Harris Interactive           |
| Dr. Tom Evans     | ESPN                         |
| Steve Coffey      | NPD                          |
| Mark Berry        | Synovate                     |
| Steve Oi          | Kraft                        |
| Raymond Pettit    | ARF                          |
| Joel Rubinson     | ARF                          |
| Stan Sthanunathan | Coca-Cola                    |
| John Willard      | Bayer Consumer Care Division |
| Bryan Mahlmeister | General Motors               |
| James Mendelsohn  | Capital One                  |

(systems, applications, processes, etc) that may be available and/or need to be developed to address the key quality issues.

The members of this new, exciting committee will be announced shortly and will be limited to those companies that have sponsored the "FoQ" study.

The Industry Solution committee will be co-chaired by Anne Hedde/Kantar Lightspeed, Mark Berry/Synovate and Tomas Emmers/Unilever. 

## Online Panel Quality Metrics a Critical Task

*Overview of Quality Metrics Committee from Jonathan Jephcott /Synovate (pictured) and Steve Oi /Kraft*

One of the more important tasks of the ORQC is to oversee the development of panel quality metrics as a basis for ensuring improved online survey samples. The metrics are evolving through a series of committee meetings, rating scale input, and continuous discussions. The objective is to find which measures could, collectively, define panels in terms of both 'fitness for purpose' and also in terms of an absolute measure of quality. We are pleased to announce that Mark Berry (Synovate) will not only be joining ORQC Governing Board but also will be partnering with us in driving the Metrics committee going forward.


The current scope of the Committee is focused on consumer online panels based on the widely-held perception that this is the area of study most needing measures and tests of quality. To that end, the metrics coverage encompasses: measures of sources of error; minimization of professional respondents; panel source parameters; hosting processes; and data cleaning protocols.

The Metrics Committee is producing a provisional list of metrics with the intention of (1) stimulating critical discussion of these metrics, (2) studying the potential implications



"Ultimately we envision an end-to-end process model that provides metrics on the panel; as well as standards for individual study metrics, both pre and post."

for both panel operators and users, and (3) helping source the list of questions that need answers from methodological studies, in particular the ARF's Foundation of Quality Study (Phase 1) currently in field. Ultimately, we envision an end-to-end process model that provides metrics on the panel; as well as standards and guidance for individual study metrics, both pre and post.

Going forward, we have added Steve Segur/TNS to work with Jonathan and Steve to continue the progress made to date. 

## Join the ORQC

We welcome as much industry participation as possible to contribute to the success of this initiative. Council meetings are open to all members of the ARF, to find out more go to [www.thearf.org](http://www.thearf.org) or email Ray Pettit, SVP Research & Standards at the ARF, [rpettit@thearf.org](mailto:rpettit@thearf.org).

## 2009 Meetings

MARCH 3rd                      SEPTEMBER 15th  
JUNE 9th                        DECEMBER 8th

All meetings 2:00–4:30PM EDT  
at The Advertising Research Foundation  
432 Park Avenue South, Sixth Floor,  
New York, NY 10016. To attend, register online  
at [www.thearf.org](http://www.thearf.org).



## Online Research Quality Knowledge Base

The ORQC Knowledge Base includes papers and presentations from over 20 companies on how they have addressed issues such as deduplication, panel quality and “undesirable” survey respondents.

Visit the Knowledge Base on the ARF website:  
<http://www.thearf.org/assets/orqc-sharing>.

To submit a knowledge base contribution, please email it to Inna Sokolyanskaya, [inna@thearf.org](mailto:inna@thearf.org).

## Online Research Quality Bibliography

The ORQC has created a searchable bibliography composed of annotated listings of over 675 practitioner and academic studies of “research on online research.”

To access the Online Research Quality Bibliography go to <http://69.12.15.170:10000/orqc>.

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