

# MRS Introductory Online Quantitative Research Webinar Overview

By

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# About the webinar

- Designed for those who commission or undertake online surveys
- Assumes delegates have some general survey/market research experience
- Assumes delegates have acquainted themselves with an online survey tool, such as SurveyMonkey
- Lasts over 2 sessions of 45 minutes

# Aims of webinar

- Understanding of the different types of online survey and the sources of sample
- Knowledge of how to design questionnaires appropriately for the online environment
- Appreciation of the importance of quality control in online surveys, and how to implement good practice

# Webinar Overview

1. Types of online survey
2. Quotas and screen outs
3. Purchasing sample
4. Data quality control
5. Questionnaire design and layout
6. Multimedia
7. Response rates
8. Incentives

# 1. Types of online survey (in terms of sample source)

- Database
- Website popup
- Panel

# 1. Types of online survey

## *Panel surveys*

- These involve you providing a survey link to the panel operator
- They will ask you to put on redirect links for screen outs, quota fulls and completes
- They will ask you for details of sample size, quotas and screen out questions
- They will send out invites and both you and they will monitor the number of completes, screen outs, quota outs etc..
- Once the survey is finished they may ask you to send them the IDs of those people who completed the questionnaire

## 2. Quotas and screen outs

- Screen out questions are used to identify those people who do and do not qualify for your survey, and to eliminate those who do not
- With screen out questions it is a good idea to try to make them oblique or indirect, in order to minimize the chances of cheats completing the questionnaire

## 2. Make screener questions indirect

If you are doing a survey for a dog food manufacturer you could screen out non-dog owners with the following question...

*Do you have a dog?*

*Yes*

*No*

But it would be obvious to experienced panellists that answering “No” will result in them being screened out, and therefore not receiving their reward. Better to ask.....

*Which of the following, if any, do you own? (please select all that apply)*

*Dog*

*Cat*

*Rabbit*

*Etc...*

Or even better, an indirect approach such as.....

*Which of the following, if any, do you do at the weekend?*

*Go to the pub*

*Go to the cinema*

*Walk the dog*

*Etc...*

# 3. Purchasing sample

- When we run surveys which require external sample we use an access panel, such as Toluna, SSI, CINT, Research Now or others
- If you are doing the scripting of the questionnaire you ask for a sample only cost...this should come back as a CPI (Cost per interview)
- Be careful about added costs, such as “data export”
- To get a cost you need to give LOI (Length of interview), N (Sample size), IR (Incidence rate) and quotas

# 4. Data quality control

- You can put in logic questions within the questionnaire, so that you can check 2 or more questions against each other
- You can put “opposites” into grids
- You can put in confirmation questions
- You can clean the data during and after fieldwork, by checking LOI and verbatims
- You can reduce the number of filters, lists or exclusive answers

# 4. Data quality control

1. Which of the following shops do you ever visit to buy clothes?

*Please select all that apply*

Next

New Look

George

Primark

Debenhams

M&S

Gap

*Usually Q2 will be set to only show outlets selected at Q1. However, by leaving the entire list in place you can identify people “sleepwalking” through the questionnaire*

2. And which do you shop at most often?

Next

New Look

George

Primark

Debenhams

M&S

Gap

# 5. Questionnaire design and layout

- Always set up online questionnaires based on a “master” questionnaire in Word
- The master questionnaire should be in one document, with consecutive numbering, or at least question numbers not used more than once
- It should ideally not be a draft...but rather final (although there will always be changes)
- Generally scriptwriters will copy and paste from the master questionnaire, and so it is best to spell check it before scripting
- The scriptwriter should not be considered to be a researcher...think of them as akin to a translator or transcriber: do not expect them to read questions

# 5. Questionnaire design and layout

This approach is not as clear and safe as the approach on the right

Q1. Which supermarket do you do most of your grocery shopping at?

1. Asda
2. Tesco {skip to Q3}
3. Sainsbury

Q2. What do you like most about Tesco?

1. Price
2. Service

Q3. What do you eat for breakfast?  
*(Please select all that apply)*

1. Toast
2. Cereal
3. Eggs
4. Fruit

Q1. Which supermarket do you do most of your grocery shopping at?

1. Asda
2. Tesco
3. Sainsbury

*If Response 2 at Q1, Rotate*

Q2. What do you like most about Tesco?

1. Price
2. Service

*AA, Rotate, except Other & None*

Q3. What do you eat for breakfast?  
*(Please select all that apply)*

1. Toast
2. Cereal
3. Eggs
4. Fruit

# 7. Response rates

- Usually you would distinguish between *response* rate (partially and fully completed questionnaires) as a proportion of the number of invitations dispatched and *completion* rate (fully completed questionnaires excluding screen outs, quota outs, suspendeds)
- For panel surveys the notion of response or completion rate is not particularly relevant...you are interested in the number of completes rather than the number of invites the panel needs to send out. It is the number of completes that you will be charged for
- That said, for information, panels generally seem to work on the basis of 10% completion rates on average

# 8. Incentives

- Generally, use prize draws for B2C rather than offering an incentive for each completer
- For B2B charity donations for each completed questionnaire can be an effective incentive, and easy to administer, although you could also use prize draws
- For prize draws remember to ask for contact details, even if you have these from the respondent database
- For prize draws you would usually ask respondents (at the end of the questionnaire) if they want to be included; this would be where you put prize draw rules
- MRS rules need to be followed on incentives

# Final thoughts

- When running an online survey it is essential to address the details at the beginning rather than as you are going along
- It will very often be difficult to persuade the client to address the details up front, but well worthwhile for both parties
- Make sure the master questionnaire is prepared properly, and kept up to date so that it remains the same as the online questionnaire during the scripting process...often questionnaires will include interviewer instructions or be phrased in the first person. Everything should be corrected before scripting, despite time pressures