



MAGNIFIED RESEARCH

Your thoughts visualised

**ESOMAR 28
QUESTIONS**

To Help the buyers of online sample



INTRODUCTION

The primary aim of these 28 Questions is to increase transparency and raise awareness of the key issues for researchers to consider when deciding whether an online sampling approach is fit for their purpose. Put another way, the aim is to help researchers to ensure that what they receive meets their expectations. The questions are also designed to introduce consistent terminology for providers to state how they maintain quality, to enable buyers to compare the services of different sample suppliers. Notes on the context of the questions explain why the questions should be asked and which issues researchers should expect to be covered in the answer.

These new questions replace ESOMAR's "26 Questions to help Research Buyers of Online Samples". ESOMAR has updated the text to recognize the ongoing development of techniques. While some of the questions remain constant, new questions have been added to incorporate new techniques and new technology in this area. In particular, this revision recognizes the broad trend within the industry to build online samples from multiple sources rather than relying on a single panel.

It should be noted that these 28 Questions focus on the questions that need to be asked by those buying online samples. If the sample provider is also hosting the data collection you will need to ask additional questions to ensure that your project is carried out in a way that satisfies your quality requirements.

The 28 Questions complement ESOMAR's Guideline to Online

Research which was revised in 2011 to add updated legal and ethical guidance and new sections on privacy notices, cookies, downloadable technology and interactive mobile



COMPANY PROFILE

1. What experience does your company have in providing online samples for market research?

Magnified Research has created an online research panel in Healthcare starting 2011, since then Magnified Research has been offering studies on Health Care sample. We provide services to international research agencies who are looking for reliable respondent samples. Our panel consists of a HealthCare panel and several specialized subpanels.

SAMPLE SOURCES AND RECRUITMENT

2. Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?

Magnified Research uses a proprietary research panel, The panelists are recruited from many sources to ensure a possibly diverse representation of the HealthCare Professionals in North America and EUROPE. We have actively managed research panels. Panelists are recruited based on opt-in to exclusively take part in Market Research. The panelists are verified via phone and email.

3. If you provide samples from more than one source: How are the different sample sources blended together to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?

Our internal panel team works on the database

regularly and each panel member is allocated an internal ID. Every project is checked for Duplicates and sanitized before the launch of the project.

We ensure transparency with our clients should an external panel partner be required to complete quotas. Also exclusion list is provided to the partner to avoid duplication.

4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

The panel is used solely for the purpose of conducting market research.

5. How do you source groups that may be hard to reach on the internet?

While recruiting samples that are difficult to obtain, we look for them primarily within our panel. If we believe that this might not be effective, we suggest other methods of obtaining respondents, such as telephone recruitment from our CATI studio. We have in house Recruiters for difficult studies who personally recruit for the given research.

For certain geographies we also have field team which does face to face interviews where internet penetration is low or hard to reach.

6. If, on a particular project, you need to supplement your sample(s) with sample(s) from other providers, how do you select those partners? Is it your policy to notify a client in advance when using a third party provider?

Magnified uses primarily its own respondent's database and we only complement our sample with external sources in exceptional situations.

We do not use external partners. Whilst bidding if we anticipate total sample required is higher



than feasible, we proactively inform our clients on the achievable number. We also use our internal team to call and recruit new panel members.

SAMPLING AND PROJECT MANAGEMENT

7. What steps do you take to achieve a representative sample of the target population?

Our studies are governed by the quotas designed by client. We send out invites based on the sample requirement from the client. The quotas (provincial, gender, age, etc.) are predefined before the launch of the study to ensure that the data collected is representative of the target population.

8. Do you employ a survey router?

No. Our respondents are invited each time via email to take part in one specifically described survey.

9. If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?

We do not Use a survey router.

10. If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?

We do not use a survey router.

11. If you use a router: Who in your com-

pany sets the parameters of the router? Is it a dedicated team or individual project managers?

We do not use a survey router.

12. What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects dealt with?

We record more than 25 profiling questions for screening. Once a respondent shows interest in becoming a member of the panel, a link is sent with set of questions which are stored with us in a secured server. Respondents are requested to update their profiles biannually for any changes.

The few critical questions besides demographic details are

- Specialty

- Years in Practice
- Work Address
- Type of establishment
- Time spent in treating patients etc.

13. Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.

Survey invitations are sent in controlled batches. Invite includes details about the study, time required to complete the study, incentives if any and survey link. About the study, briefs the topic about the study only. No information on the



screening questions are mentioned in the invite. Incentives are paid relative to the market trends to respective specialty. For certain studies where we have smaller panel size we use referral mode from our participants. But before an invite is sent to the referred respondent, they are asked to go through the panel recruitment process.

14. Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Magnified Research panelists are paid by check, cash (using visa Debit Card) or by PayPal for completing the surveys. Incentive rewarded depends on the length of the survey, its level of complexity and the target sample.

15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

In order to determine our ability to provide an adequate sample, we need the following information:

- A general description of the sample,
- Quota conditions (demography),
- Conditions of qualification for participants,
- The estimated length of the interview,
- The required number of completes,
- Desired fieldwork time.
- Geography
- Client or open sample

16. Do you measure respondent satisfaction? Is this information made available to clients?

Magnified asks all respondents to rate their satisfaction at the end of each survey carried out on

our online system. Furthermore, we check adverse effect if the panelist specialty is appropriate for the study, and revert to clients.

17. What information do you provide to debrief your client after the project has finished?

At the end of the survey, the client is provided with a fieldwork report

Containing detailed information according to the client's individual needs. Generally, the report includes the exact start and end date, description of the sample and sample designing, response rate, number of invitations sent and number of completed surveys.

DATA QUALITY AND VALIDATION

18. Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item non-response (e.g. "Don't Know") or

(d) speeding (too rapid survey completion)? Please describe these procedures.

We use a number of techniques to detect fraudulent respondents. We check the demographic data obtained in other surveys for consistency and accuracy. We check the time of completion and frequency of choosing the response options "Don't know" or "No Answer". If surveys are completed far too quickly or DK/NA are used too often, we closely watch the respondents and monitor their following activity. Any suspected fraudulent respondents are removed from the



panel.

19. How often can the same individual be contacted to take part in a survey within a specified period whether they respond to the contact or not? How does this vary across your sample sources?

Invites are sent up to 2 times a week and not more than 8 times a study. If an individual refuses or informs the date by when they will participate, reminders are stopped for those respondents.

20. How often can the same individual take part in a survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

Our panel members are restricted to 12 surveys per quarter and not more than 4 per 30 consecutive days. For certain clients we restrict participation for a particular study depending on their requirement for up to no participation in any study for last 3 months on the given subject. We keep a record of the respondent who participates in our studies. Invites are controlled by system and the above mentioned logic is appended to the system to ensure controlled participation.

21. Do you maintain individual level data such as recent participation history, date of entry, source, etc., on

your survey respondents? Are you able to supply your client with a project analysis of such individual level data?

Yes, we do record the individual-level data on our respondents, such as participation history, date of joining the panel, etc., but we do not deliver this information to our clients because of confidentiality and protection of such data. data?

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22. Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?

Yes, all the interested panelists are welcomed to the panel with a communication to confirm their identity.

We have a double opt-in methodology to recruit our panelists, hence eliminating fraudulent respondents during the screening process. All the interested panelists are verified via email and phone.

Magnified Research as a process keeps evaluating and deploying new technologies as needed to ensure respondent identity is validated at regular intervals.

POLICIES AND COMPLIANCE

23. Please describe the 'opt-in for market research' processes for all your online sample sources.

Joining the online panel is a two-step process. Candidates register on www.magnifiedresearch.com by filling out a short form stating, among others, their name and e-mail address. This address is being used for sending the request for confirmation of identity as well as the first survey asking for demographic data, like education level, working status, possessions, use of services and other profile questions.



24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

The privacy policy we use is available on the website <http://www.magnifiedresearch.com/Privacy.php>. We proceed in accordance with the International Code of Conduct of ICC / ESOMAR (www.esomar.org) and the applicable international and local law. The Magnified Research panel member's personal data are processed in accordance with the Data Protection Law

25. Please describe the measures you take to ensure data protection and data security.

We use up-to-date, stable and secure server units able to store and process huge amount of data from thousands of respondents. They are securely protected from unauthorized access by means of specialized IT software and hardware. All equipment are monitoring and controlled. Access to the online application is secured with SSL protocol.

The database is separated from a direct Internet traffic in three levels. Every access to the data management application requires authorization. Only a few employees within the company have access to respondent database and every login attempt is recorded.

26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

For surveys where we need to present commercially sensitive data, all the participants have to agree to a privacy clause in the beginning of the study. We also use best technological tools to ensure that while presenting the data, it has been protected from not being able to copy or save.

27. Are you certified to any specific quality

system? If so, which one(s)?

We abide and conduct research in accordance with CASRO and ESOMAR Code of Conduct

28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?

Magnified does not conduct online surveys with children's or young people, We conduct research with legal aged respondents as specified by ESOMAR guide line for the given geography.