Fall Volume 6 Issue 4

President's Corner

Lisa Morse, Questar Data Systems, Inc.
Chapter President

The future… something that each of us reflects upon, both personally and professionally. While a crystal ball would certainly ease the occasional anxiety over what tomorrow holds, we would lose the excitement of trying to determine what is around the next corner and the challenge of preparing ourselves for what may come.

Whether or not the picture is clear to us, one thing is certain —the world of marketing research grows increasingly complex with each passing year. As new approaches to gathering, analyzing and interpreting information take root and expand, our industry evolves, new avenues for professional development unfold, and the need to augment our research knowledge grows.

In keeping with our mission to serve as a resource for information and expertise, the MN/Upper Midwest Chapter takes its commitment to the continuing education of its members very seriously. If we are to prepare ourselves for what the future has in store, we must first begin with an awareness of what is shaping our marketplace and how it is impacting the way we do business.

Our event programming reflects this effort to expose our members to new methods, leading-edge technologies, and marketplace influences. Last May, for instance, we took a look at how to bring greater value to our clients through the wealth of information on the Internet found at the end of a few keystrokes. In August, we explored some of the latest techniques in qualitative research. In September, we took a broader view of the industry and its trends from the perspective of the editor and publisher of *Quirk's Marketing Research Review*. In October, we investigated a model for predicting actual customer behavior. And in November, we'll learn how the Health Insurance Portability and Accountability

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2003 Upcoming Events

HIPAA and How It Affects Marketing Research, Tom Schroeder, Partner, Faegre & Benson at Wyndham Garden Hotel, Bloomington
November 20, 2003 11-1:30 p.m.

Event for End-Users:
"End-User's Continuing Dilemma: How to Add Value and Demonstrate ROI in Research Process."
Wednesday, December 3rd from 7:30 - 9:00 a.m. at Land O' Lakes; Linda Devroy moderating.

(Watch your mailbox for details)

What's Inside...

The Future of Market Research

By Linda Daniel, Harris Interactive

One of the great challenges facing market researchers is finding someone to interview. People are busy these days. Some groups are horribly over-surveyed. Even promises of cash, sweepstakes offers, and the researchers' never ending gratitude won't persuade these weary folks to take a survey. Think about the excuses overworked targets make:

- "I have too much to do."
- "I don't even have time for lunch, let alone a survey."
- "If I had even 10 minutes to spare, I'd take a nap."
- "My company doesn't let me do surveys."

And then it hit me. We've all been overlooking the obvious. There is a great, untapped resource out there just waiting to be recognized. Since I thought of the idea, I'm going to apply for a patent…or a trademark…or whatever legal protection a great idea deserves. Ready for it? Sleep walkers/talkers!

I'm married to a SWT. His middle-of-the-night conversations are usually quite thoughtful, sometimes reasonable, and frequently humorous. We've had some great discussions when he's asleep.

I admit I haven't quite worked out the details yet, but the general concept is sound. The researcher will direct a survey appeal to the SWT's spouse, who will put some sort of recording device in his pillow. It's triggered when he leaps out of bed to begin a SWT episode. Only, instead of wandering around the house making sure the ceiling isn't falling in, he'll do a survey. The device will ask questions, pause for his hopefully coherent answers, then gently order him to go back to sleep when the interview is complete. The SWT's spouse will then mail the device back to the survey company and pocket the incentive.

This is a win-win-win situation. The survey company wins because the refusal rate will be much lower than normal—a respondent can hardly use the "I'd rather take a nap" excuse when he's already asleep. The SWT wins because he's doing something worthwhile, not just trying to convince his wife that he's really awake when she knows he isn't. The spouse wins because she actually gets money or goods out of the deal, in addition to her opportunity to laugh (good-naturedly, of course) at her SWT.

When this technology is fully developed and has become the industry standard, just remember that you read about it here first.

2003/2004 MRA MN/Upper Midwest Chapter Board Members

President's Corner

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Act (HIPAA) influences how we are now conducting research and using personal data.

These opportunities to expand our educational horizons exist because dedicated professionals in our chapter are giving their time and effort to bring this about. For those of you who have not experienced the pleasure of volunteering, I encourage you to get involved. Not only is working toward a common goal along side your industry colleagues a fun way to network, it is a great way to gain a broader understanding of the marketplace influences impacting our research community.

I thank you for your continued support of our Chapter and look forward to seeing you at an upcoming event.

November Lunch Event Official Nagging Reminder

By Linda Daniel, Harris Interactive

"HIPAA and How it Affects Marketing Research"

I hear it from my daughter and my husband—I am a first class nag. That's because I take pride in my nagging ability and use it at every opportunity. So, if you thought I'd just ignore the fact that you haven't signed up for this fascinating event, you were wrong. Here we have an experienced, knowledgeable person who is willing to discuss something that potentially has a great affect on you as both a person and as a market research professional. And did you rush to meet the sign-up deadline? Have you already sent your check? Well, OK, some of you have. But the rest of you know who you are….and so do I. Consider yourself nagged.

Tom S. Schroeder, a partner at Faegre & Benson, will discuss HIPAA (the Health Insurance Portability and Accountability Act) and how it affects us as market researchers. Tom will focus on how HIPAA will affect surveying of patients and medical professionals—as if we need more obstacles when conducting surveys for pharmaceutical companies, hospitals, insurance companies, HMO's, and other players in the health care industry. Will HIPAA be a lot of bluster and no action, or will it permanently change the way we conduct market research in this industry?

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WEB SITES OF INTEREST:

When looking for a listing of hoaxes regarding viruses, generally e-mail related, check this website: http://www.symantec.com/avcenter/hoax.html

Scorecards and Linkage Research: Combining Theoretical and Practical to Make Your Data More Actionable

By Kyle Lundby, Data Recognition Corporation

To some, the term "scorecard" conjures up happy images of golf, bowling, or the latest Twins game at the Metrodome. To many managers, however, "scorecards" raise a mixed-bag of feelings.

Scorecards have gained popularity within organizations as an efficient and effective means of displaying critical information to managers. Scorecards tend to be short (e.g., 1 or 2 pages) yet they communicate a great deal of information by way of charts and graphics. A typical scorecard, for example, may provide a manager with quantitative (e.g., customer opinions, employee opinions, financials, productivity), qualitative (e.g., customer comments), and trend data for his/her particular unit (workgroup, function, store location, etc.).

By presenting this data in an easily digestible fashion, it is assumed that the information will remain *top-of-the-mind* and influence subsequent managerial behaviors. However, a criticism of scorecards (see Gordon Wyner's article *Scorecards and More*, Marketing Research, Summer 2003) is that while they do a good job of keeping managers informed about current performance, they do little to point managers in the right direction. In other words, they don't tell managers *where* to focus attention, *why*, and what *impact* that will have. Consequently, there may be a tendency to focus only on "easy fixes" or the lowest scoring items. However, these may not be the issues that will have the greatest benefit (i.e., biggest impact) on the outcomes that matter (e.g., customer loyalty, financial growth).

One way to make scorecards more actionable (and therefore more valuable) is to supplement them with cause-and-effect information that can be obtained through linkage research. *Linking* is a general term that describes the process of determining statistical relationships between different organizational metrics. For example, linkage researchers can determine the strength of association between what service employees are saying about their jobs and how that impacts customer loyalty and financial outcomes.

Once the "links" have been identified and incorporated into the scorecard, it becomes more actionable. This allows managers to focus on the issues that are really critical by answering the questions - *where*, *why*, and *what impact* their interventions will have.

If you would like to hear more about this topic, see Lundby and Rasinowich's article (*Making Scorecards More Actionable With Linkage Research*) in the upcoming winter edition of Marketing Research.

November Lunch Event Official Nagging Reminder

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Tom Schroeder's practice focuses on health care transactions, regulatory compliance, health information privacy, Medicare/Medicaid issues, and tax exemption matters. He brings a substantial background in litigation to his health care practice, which makes him uniquely qualified to speak about HIPAA.

So, don't delay and sign up for this great event.

Date: November 20th, 2003, from 11:00 to 1:30 p.m..

11:00 AM	Registration and Networking
11:30 AM	Lunch Buffet
12 -1:30 PM	Presentation, Question and Answer Session

Location: Wyndham Garden Hotel, Bloomington

Deadline: November 13, 2003

Cost: $35 for MRA and AMA members; $45 for guests

Please send an email to info@mnmra.org indicating you are registering.

Bring a check with you on the day of the event payable to: **MRA MN/Upper Midwest Chapter**

"Do You Want This Touched By Human Thought?" A Perspective On Trends In Qualitative Research.

By Karen A. Karges, Solutions in Focus

"Better, faster, cheaper." This has been the mantra of qualitative research buyers for more than a decade! Recently, coupled with our sagging economy, this mantra is being repeated faster and louder than ever before. The results have been many and varied, from longer discussion guides, to new Internet-based methodologies for qualitative research.

None of the trends I'll talk about in this article are truly "new" from a time perspective. They began to evolve in the mid-to-late 1980s, when the streamlining of business practices forced us all to develop new ways to approach marketing research. When I worked at a local ad agency in the mid-1990s, my boss would respond to shortened research project timelines with, "Do you want this touched by human thought or not?" This phrase became our new mantra! I quickly adopted as truth the old saying, "Better, faster and cheaper—pick two. You can't have all three."

Recently, however, I amended that viewpoint because after using some of the new and powerful tools available to us today, I believe that in some cases, we can satisfy our ever-increasing craving for all three—or at least "as good," faster and cheaper.

I'll begin with some trends identified by local moderators at a recent Minneapolis chapter meeting of the QRCA. These trends run the gamut from client communications to report writing; I think they provide a useful backdrop against which to discuss some of these newer qualitative research tools.

- <u>The use of e-mail as a primary communication venue</u>. This is both a blessing and a curse. While it is faster than the telephone and regular mail, we cannot always be sure a client has read our entire e-mail. The brief nature of messages can lead to fewer details, resulting in misunderstandings. Then there are delays in the receipt of messages, loss of formatting in attachments and incompatibility between systems, not to mention the need to access e-mail while traveling.

- <u>Busy clients who haven't the time to sit down and discuss the background and objectives of research prior to starting the project.</u> It is becoming the norm for many clients to ask moderators to set up facilities for a certain week, and start recruiting even before any objectives have been outlined! As ludicrous as this sounds, it is reality. It means that as qualitative consultants we moderators need to take responsibility for defining the research and objectives and presenting them to our clients for input. Clients are also expecting more from moderators in the area of project management. We need to recognize this trend and anticipate these increased duties by reserving an appropriate amount of time up front in a project, and also increasing our fees to cover the added duties.

- <u>Longer discussion guides</u>. A growing number of clients are requesting discussion guides that show every question to be asked, rather than the traditional outline of topics to be discussed. What once was a two- or three-page topic guide is now a seven- to 10-page outline of questions that must be covered. Unfortunately, this practice proves futile when you actually do the math and realize that for a two-hour group, after the introductions and warm-up, approximately 100 minutes remain to discuss the topics. When a client would like 8 to 10 discrete discussion topics in a focus group, we're back to the question, "Do you want this touched by human thought?" Say there are eight topics for eight people to cover in 100 minutes, giving each participant roughly a minute and a half to articulate their viewpoint on each topic! This does not leave any room for further probing or discussion. A maximum of five topics per group is ideal. It allows for an unhurried 20-minute discussion for each topic area.

- <u>Report formats are changing, too</u>. Clients increasingly are requesting shorter reports, and perhaps "topline only." Reports are becoming more visual in nature, and often set up to double as the presentation deck as well as the report. This killing of two

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"Do You Want This Touched By Human Thought?"

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birds with one stone requires an up-front discussion with clients about their expectations for the report.

- Clients want the debriefing conducted immediately following the last group, when the moderator is tired and worn-out and hasn't had time to process what happened collectively in the groups. The moderator's job in this case is to make the client aware of the dangers associated with the immediate debrief, then proceed with the client knowing that things may change after processing the groups. The immediate debrief is, in my opinion, the "Do you want this touched by human thought?" concept in all of its glory! Getting clients to participate in or even take the lead in the debriefing and recording the session are excellent ways to have a productive debriefing in these less than ideal circumstances.

Against this backdrop of current trends, there are methods that can deliver on our current quest for cheaper, faster and better (or at least just as good). Several of these were discussed in a panel presentation moderated by Allan Floyd during the August 19th MRA Chapter event held at Research International.

Combination Quantitative and Qualitative Research in Fund-Raising Settings.

Harold Cook of Cook Research & Consulting, Inc., demonstrated how partnering with broad-based local civic, athletic, educational and religious groups looking to raise money makes it possible to complete a large number of surveys, and hold a couple of focus groups, for an affordable price. To accomplish this, one selects organizations that are most likely to connect you with the target consumer. The use of several locations and a variety of markets helps to assure a more representative sample. People from the organization are recruited to come to a central location, such as a school or church, to complete a questionnaire. The organization gets paid $15 to $30 per participant. Several participants are invited to remain for a 45-minute to one-hour focus group. The organization receives extra money for participating in the focus group. While this method has limitations, such as difficulty in filling stringent requirements for quota groups, and results that probably will not meet specific guidelines for statistical significance, there are also some real advantages. This approach can result in a high level of participation at a low cost-per-interview and a significant cost savings versus pre-recruiting participants to a central location and paying them a large fee to attend. In addition, people are often more diligent about showing up, knowing that their participation means a contribution to an organization they support.

Remote Video Conferencing Moderation (Video Conferencing and Video Streaming)

Judy Opstad of Focus Market Research spoke about how video conferencing and streaming video are gaining momentum and popularity as qualitative tools. They eliminate client travel, and therefore cost and lost time from the office, by providing remote viewing at the client's own site. Remote video conferencing allows everyone on the client team, including the moderator, to view the interviews or groups at their home office. The technique allows the researcher to expand the geographic diversity of his or her sample, and recruit and interview people from anywhere! These techniques are especially useful when you need a geographically dispersed sample of highly specialized respondents.

Online Qualitative: Online Chat Groups, and Bulletin Board Groups

I personally spoke about two online techniques—Online Chat Groups and Bulletin Board Groups. While these techniques have the drawback of giving up facial expressions and body language, the techniques offer several attractive benefits. First, they eliminate all travel costs and are conducted in a natural in-home or in-office setting. Online groups allow one to reach otherwise unreachable markets and

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“Do You Want This Touched By Human Thought?”

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busy people. Participants in online groups are essentially anonymous and therefore more candid. People are much more likely to talk about sensitive issues when they are not sitting face-to-face with a group of other people. While one still needs to be reasonable about the number of topics to be discussed, it is not as important an issue as in a traditional group, because all participants in a bulletin board have an equal share-of-voice. Among the greatest benefits of a bulletin board are the well-thought out, well-written responses from participants, and the immediate transcripts that can be downloaded by anyone on the client team at any point during the process. Online qualitative should be considered in situations calling for low-incidence, difficult-to-recruit or busy respondents, when fast turnaround is required, and when the client is willing to sacrifice body language and facial expressions.

Use of Qualitative Approaches to Aid Innovation (New Product Development)

Randi Luoto of American Express Financial Advisors spoke about how qualitative research fits with the new product development process. Qualitative research is often used at several points in the process: at the beginning or ideation phase, at the concept screening phase, and again just prior to full-blown product testing. She talked about how cost-saving techniques such as video conferencing and online bulletin boards (as opposed to several traditional focus groups in several markets) are often used at the ideation phase to avoid spending a large portion of the research budget at the outset. Randi also spoke about ways to streamline the research process by anticipating requests to do more faster, using templates for project intake and reporting, enabling fast turnaround times on everything, offering choices in report format, and doing it right the first time.

The use of any of these approaches in many, though not all, instances can indeed fill the ever-increasing appetite for “faster, cheaper and better!”

MPPAW Meeting Announcement

Want to hear what your colleagues in Industrial/Organizational Psychology are talking about? Come join us at the University of Minnesota on **Thursday, November 20,** for the next meeting of MPPAW (Minnesota Professionals for Psychology Applied to Work). Our speaker will be Filip Leivens, Professor, University of Ghent, Visiting Fulbright Scholar. The title of his presentation is - Competency modeling & European perspectives on I/O.

If you would like to know more about the organization or future meetings, visit our website at (www.mppaw.org) or phone Kyle Lundby at DRC (763-268-2106).

Update from CASRO- fax rules as affected by FCC TCPA Rules.

By Donna L. Gillin, Director of Government Affairs

The new so-called do-not-fax law is not a new law, but are the changes to the FCC TCPA Rules. As we noted (via the email alert we recently sent to you for republication), unsolicited faxes for survey research purposes would be outside the scope of the original and amended TCPA Rules (which restrict unsolicited faxes that “advertise the commercial availability or quality of any property, goods, or services”). We also suggest (as always) consultation with private legal counsel on the exact impact of any law/regulations on one’s particular business/activities, but have provided a few other cautions and caveats below:

1) Type of survey fax. To be outside the scope of the amended TCPA Rules, the survey research fax cannot “advertise the commercial availability or quality of any property, goods, or services.” This means that the fax should be very careful about its reference to product or services the client company sells, etc.

2) Inclusion of reference to an incentive — there is some question (by industry members) about whether the inclusion of the reference to an incentive would be

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Future Trends in Marketing Research

By Paulette Podratz, Harris Interactive

Where is the marketing research industry headed? Evan Tweed, Associate Publisher, and Joe Rydholm, Editor of *Quirk's Marketing Research Review* shared their perspective on this at the Minnesota/Upper Midwest Chapter's September MRA event.

Based upon his interactions with the company leaders in the marketing research community and his involvement with the content published in *Quirk's* each month, Joe Rydholm identified seven "Techniques and Application Trends" gaining in prominence:

Market segmentation. Companies are focusing more and more on targeting niche markets and specialized markets. In order to find out more about these markets, there is increased interest in doing things like ethnographic research.

Up-close-and-personal types of research. Ethnographic research, where marketers and researchers watch consumers use products in their homes or watch them shop, is a growing form of gathering information. An example was given on the Moen research done to develop a user-friendly showerhead.

Shifts in approach to product development. Companies are starting to move away from product development cycle in which a product is first developed and then tested with consumers, to a more consumer-centric approach that incorporates consumer input from the very beginning. Companies are using research to find out what consumers want, then creating the product prototypes and testing them with consumers.

Technology on the Internet. Over the past year, the number of on-line articles has greatly increased. How can we expand the number of ways to conduct research and also have it be fun for our respondents? One such method is for a moderator to be in one location, respondent in another and the client and observers in yet another location. The Internet is an ever-changing mode of research.

Declining respondent numbers. The market research industry has been struggling with how we can educate our respondents. Respondents are getting paid for completing surveys, yet they are skeptical on which are the legitimate surveys. Respondents are willing to do surveys if they can be assured of the legitimacy.

Do-It-Yourself Research. This definitely looks attractive and much less expensive to research clients. One example of such a program is SurveyMonkey.com. Anyone can develop a survey and no questionnaire design expertise is required. However, if analysis and research expertise are also needed, a project requires a comparable budget to cover the expense of other project elements, such as the sample list and report preparations, as well as the appropriate timing to conduct the research and provide the desired value-add services. How do we, as research professionals, educate and communicate to our clients that an off-the-shelf, do-it-yourself tool may not be the best approach to addressing their research objective?

Rise of ROI. How can we measure it or demonstrate it? The research community needs to develop our own return-on-investment measures that will go a long way to promoting legitimate research.

Evan Tweed reported on industry trends from the perspective of many company owners and researchers.

From the information he has received over the past six months, we have reason to be optimistic about growth in our industry. Overall, 25% of the research currently conducted is done on-line, and it looks as this may increase to 35%. East Coast projections show that 38% is done on CATI.

Mid-sized companies are concerned that the larger companies will be the ones to survive over the long term. Companies are forming alliances with other

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Quick Tips from the Experts: Writing High-Impact Email

The Typical Email Reader Today…

- ♦ Will reliably read only the subject line and opening paragraph of an extensive message.
- ♦ Is likely to read the closing paragraph.
- ♦ Is more likely to read information in a bullet or list form than in paragraph form.
- ♦ Will nearly always read highlighted information.
- ♦ Will read paragraphs for only 3-4 lines.
- ♦ Will seldom read an extensive email thoroughly from start to finish.
- ♦ Will stop reading if it becomes too difficult.

Seven Guiding Questions to Organizing Email
Subject: What will give the reader a reason to open this message?

Opener
Background: What does the reader know already that had triggered this message?
Main Point: What is the most important point of this message?

Details
Logical Order: Is the information in the order that reflects the reader's interest? Consider using subheadings for multiple topics.
Readability: Can you break information into bite-size pieces to make information easy to read? Consider using bullets or highlighting.
Layout: Can you use short paragraphs (3-4 lines) to build in white space?

Closer
Action: What happens next? When?

Watch for more Tips on Reader-Focused Openers, High Impact Design Techniques and Reader-Focused Closers in the next issue of "The Verbatim!"

Ben Shank has taught writing and written professionally since 1975. As a newspaper writer and editor, he has written and edited company newsletters. Shank has also published his own poetry and short fiction. His background includes an undergraduate degree in communications, graduate training in industrial relations and ethics, and a master's degree in psychology. In addition to his strong writing background, Shank also maintains a private psychology practice in Minneapolis.

This is an excerpt from ACUMEN, a free email newsletter from The Management Center – University of St. Thomas. If you wish to subscribe, email Christine Johnston at cmwolf@stthomas.edu

Update from CASRO

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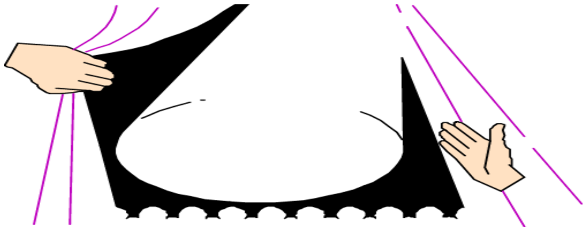
advertising "the commercial availability or quality of any property, goods, or services" and therefore trigger the TCPA Rules. However, as a general matter, the FCC's concerns are with sales-related faxes that ask for money from members of the public, not for those that are giving money (or items) to members of the public. Furthermore, I am not aware of any cases or enforcement procedures against a survey research-related fax (not even against those that have included incentives).

3) The changes to the TCPA fax Rules (i.e. the "do-not-fax" provisions) will not go into effect until January of 2005.

An attorney CMOR worked with in regard to the TCPA Rule review, has suggested that as a business decision (and as a way of showing to the FCC, respondents and lawmakers that we "do the right thing"), industry members may choose to include an "opt out" in any unsolicited faxes, whether or not they include an incentive.

Favorite Puzzle Teasers

How many boys' names or nicknames can you find hidden on a U.S. dime? The letters must be consecutive, but not necessarily in the same word. For example, hidden in the phrase 'ONE DIME' on the back of the coin is the name NED. You may use both sides of the dime.



Spotlight

The Verbatim will **"SPOTLIGHT"** a different Board or Committee Chair's Company in each issue.

SPOTLIGHT on

Delve

Delve is an innovative company that creates and fosters dynamic environments for insightful dialogues between marketers and customers. Be they face-to-face, voice-to-voice, or technology-based settings like the Internet, we are committed to providing you with the best techniques, facilities and technology in the industry.

Creating Connections

Face-To-Face

Focus Groups – With 31 state-of-the-art focus group suites across the country, Delve is one of the nation's leading providers of focus group facilities.

Pre-Recruits – Pre-recruited studies are one of the hallmarks of our network. Only Delve can offer 12 locations, 300,000+ NameSource Respondents, and quality-first oriented training.

Central Location Testing – From ad testing to mock store scenarios, we will recruit the ideal respondents to provide you with the feedback you need to stay competitive.

Individual Interviews – Most of our offices contain one-on-one interviewing rooms with viewing rooms for interviewing executives or discussing sensitive issues.

Taste Tests – Thirteen test kitchens across the country enable us to prepare and serve a wide variety of products to the target market you define.

Voice-to-Voice

Telephone Interviews – With more than 450 CATI interviewing stations in three networked locations, Delve conducts more than 3,000,000 phone interviews each year.

Interactive Voice Response – QuikCallSM is a totally automated telephone interviewing system that uses interactive voice response technology to conduct surveys at the convenience of the respondent.

Technology Settings (Clicks and Bricks)

Web Surveys – Delve provides the unique ability to combine traditional methodologies with the Internet - the perfect combination of clicks and bricks to give you more flexibility than ever. Here are some examples of ways to combine traditional research with the Internet:

- *Assure tighter respondent screening by having participants come to our facility to pick up test products or view concepts*
- *Combine central location testing with an online questionnaire for pre-recruits*
- *Utilize an online diary for home usage tests to get more frequent and timely feedback*

Delve provides "full service data collection". If your project design and questionnaire are complete, our central project management team can coordinate all the pricing, scheduling, fielding, reporting, and data processing that a successful research study requires. Let us take care of all the details, while you concentrate on your client!

Putting It All Together

Future Trends in Marketing Research

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companies to share costs in fighting back. This may help create trust among their clients and enable smaller companies to conduct larger studies and produce a quality product.

Evan Tweed's conversations with certain research companies indicate that business is good even in the relatively flat market. Does this mean that this trend will continue? We can only remain optimistic.

The presentation ended with time for questions and answers. A short discussion was held regarding profitability. How can researchers still produce the same product for less money? Clients are more sensitive to price. Projects are out there but will research houses have to compromise? How do we as an industry counteract this?

Another discussion was held regarding the quality of self-administered surveys. They cannot provide anything other than aggregate results. When clients want to get basic, quick answers for validation, this may be the way they will go. However, when they need analysis, they may come back. How can we educate our clients to what is included in research? We need to instruct clients that research is not only field and tab, but analysis and value-added insight. Research gives our client insights into what they can do with the results.

Lastly, a short discussion was held regarding the future of telephone interviewing. With privacy issues becoming uppermost in the heads of our respondents, it becomes harder and harder to meet quotas. What is the future of conducting interviews using cell phones? Are there rules for using cell phone numbers? Are cell phone numbers eliminated when sample is cleaned? Should the respondent be responsible for the cost of minutes used during a survey?

The topics presented by Joe Rydholm and Evan Tweed generated much interest among attendees and the discussion was lively. Many thanks to Doug Skipper, The Market Solutions Group, for serving as the Programming Committee's Event Champion for this session.

Answers to Page 9
"Favorite Puzzle Teasers"

Front:
Bert, Ty (in 'Liberty'); Tru (in 'In God We Trust')

Back:
Ned, Ed (in 'One Dime'); Ted (in 'United'); Tate (in 'States'); Eric, Ric (in 'America'); Uri (in 'Pluribus').