ESOMAR – 28
Guidelines

MENA Opinion RESEARCH

Company Profile

Q1 What experience does your company have with providing online samples for market research?

Mena Opinion Research online permission-based panels in Middle East and many countries connecting businesses with consumers for the purpose of market research.

Mena Opinion Research has been supplying the Market Research industry with quality online sample since 2017. We supply to independent research consultants, full service market research agencies, direct clients as well as other panel providers. Mena Opinion Research also offer full Market Research services which include questionnaire design, scripting, online data collection and analysis.

Sample Sources and Recruitment

Q2 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?

The online panel is an actively managed research panel recruited through a variety of online and offline channels. These may be through advertisements within publications, banner ads or commercials and recruitment from consumer databases via email analysis.

Q3 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?

For most projects, Mena Opinion Research utilizes its own panel. Where more than one sample source is required, this is determined during the feasibility phase. The different sample sources will be provided with their own quotas and profiled to match demographically by monitoring key variables such as (but not limited to) age, income, education to ensure

Consistency from both sources. Duplication will be managed within the survey Platform through IP and demographic questions

Q4 Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

Mena Opinion Research different panels for market research.

Mena Opinion Research understands that data quality is of upmost importance to our Clients. We have developed internal systems that are able to manage and quarantine respondents who have participated in market research surveys of the same category to mitigate bias that may impact data. Further exclusions can be applied as requested by the client.

Q5   How do you source groups that may be hard to reach on the internet?

To source hard to reach targets Mena Opinion Research employs a variety of recruitment methods and incentive programs.

Q6   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?

In a majority of cases, Mena Opinion Research does not need to partner with other sample/panel providers. If a project cannot be completed in its entirety using our panel alone, then the client is advised at the quotation stage. Mena Opinion Research does not commit to any study that it cannot complete to the client's complete satisfaction. On the unlikely occasion when a project is in field and additional external sample is required, the client is first notified that additional sample is required before a third party partner Mena Opinion Research.

Sampling and Project Management

Q7 What steps do you take to achieve a representative sample of the target population?

Sample is drawn based on individual project requirements (survey screeners) using the information collected from members. Those members who qualify for the online research are randomly selected for participation. The number of invitations sent for participation in the research will vary according to the total number of surveys required.
A randomized selection process is undertaken when drawing the sample and can be further randomized prior to deployment of the online research.
Mena Opinion Research has developed internal systems that manage and block respondents who have participated in same subject studies from the member base. Mena Opinion Research also highlights this as part of our quoting system so that our clients are aware and can make better sample choices.

Furthermore, given the large size of the panel, this eliminates the need for over sampling of members.

Mena Opinion Research advanced IT management platform allows deployment of batches and replicates by time zone and geography. Further functions can also be undertaken based on client requirements.

Q8 Do you employ a survey router?

Yes, our platform has an integrated survey router and dynamic profiler called Optimizer. This Optimizer increases panel reach and sample efficiency by addressing deficiencies in first generation stand-alone router systems, which can often result in poor panelist experience and higher panelist churn.

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RESEARCH

Q9 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?

Every respondent get a direct email invitation for a study. If the respondent does not qualify for the intended survey (screened-out, quota full), the platform will attempt to match the respondent to another open study by matching the stored profile of the respondent. If there is a match, there are no qualifying questions asked. If there is a partial match, the panelist will be asked the remaining qualifying questions. The respondent can opt-out at any time during this process. Survey allocation is randomized although the match rate between respondent and open studies is considered.

Q10 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 only use this on studies that are not likely to be affected by or likely will not negatively affect the available routed traffic. With high volume and a wide mix of target populations, we mitigate the risk of router bias.

Our tool does not utilize routing methods that can create systematic prioritization of certain categories or studies which would create bias. The randomization element used in the routing algorithm is key.

Q11 If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?

The top management sets larger and overreaching rules around participation. A carefully selected and limited number of administrators have access to view or change these parameters.

Q12 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?

Basic demographic information and data on the most common topics for online surveys are collected from all members. This includes age, gender, location, family status, occupation, income, education, etc.

In addition, panel members are profiled on a range of topics including technology, travel, automotive, health, lifestyle, media and many more. These additional profile surveys are fully optional.

Also, after responding to a survey (as a complete, quota-full or screened-out participant), panelists are presented with the opportunity to complete additional questions from the global questions list, to ensure their profile is kept up to date.

Q13 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.

We set up our own invitations in the platform using the panel management dashboard controls. All items required by ISO 20252 are included in email invitations:

❑ A general description of the purpose of the project

❑ The estimated length of interview

❑ A statement of the confidentiality and anonymity of each respondent's responses

❑ The closing date for completed responses (if applicable)

❑ Access to full disclosure of incentive terms and conditions applying to the project

❑ An explanation if the invitation is sent out on behalf of another research service provider

❑ For panel members, the opportunity to unsubscribe or opt out of future research

❑ An appropriate privacy policy or statement

There are also clear instructions within the invite if the respondent is required to undertake a particular task, or is required to have a specific software or capability on their PC, laptop, mobile or other device.
For those who do not wish to take part in the survey, there is a 'decline' option that is embedded in the email. The invite also includes a support email address for any queries relating to the survey

Q14 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?

It is important for a respondent to be duly incentivized for taking out time to share his/her opinion. We incentivize each respondent who participates in our survey and completes it. The number of points awarded is driven by the length of interview (LOI). On reaching a redemption level set by us, panelists can redeem their rewards in cash sent to their bank accounts (e.g. via PayPal)

The number of rewards points awarded depends on the type and complexity of the survey. The exact number of reward points may vary depending on the survey and is clearly stated at the beginning of each survey.

Q15 What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

When we receive the initial request form our client, we see for below information from them:
The demographics details (age, gender, regions, etc.)

❑ Any non-demographic targeting or behavioral criteria necessary to qualify

❑ Any quotas or sub-quotas which need to be achieved

❑ Additional sampling (deployment) criteria if applicable (i.e. census representative deployment or balanced send-outs to initiate the survey)

❑ Incidence Rate (IR)

❑ Length of Interview (LOI)

Q16 Do you measure respondent satisfaction? Is this information made available to clients?

Yes, we do. Respondents are asked a few questions on their survey participation experience in terms of survey length, logic, language and are also able to give feedback in an open text box. We then compile all this information on our system and analyze it in aggregate as well as individual cases.

Q17 What information do you provide to debrief your client after the project has finished?

After completion of a project we can send across a de-brief report to the client if required. If the survey has been programmed on our system then a clean data map is provided. We also send across a feedback survey to our clients so that we can better understand their experience and expectations and if any, to improve our quality of service.

Data Quality and Validation

Q18 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 nonresponse (e.g. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures.

If the survey is being programmed at our end then yes, we do take care of all the quality measures within the survey to make sure that no fraudulent is allowed to complete the survey. However, if the programming is done at client end, we encourage clients to deploy appropriate validation checks, including but not limited to: analysis of questionnaire completion time, data outliers, unanswered questions and patterned responses. We further encourage our clients to add straight-lining, red herring questions and other data quality checks to their surveys. Respondents who do not pass these checks do not qualify as completes and do not qualify for an incentive.

If a client reports cheaters in a survey, our project managers remove these from the survey and also maintains a record of these IDs internally. After a panelist receives "three strikes," they are taken out of the panel.

Q19 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?

We monitor the frequency of participation of all panel members in our platform. Every panelist is also given a score based on their responsiveness. We hold a detailed data for each panelist on which survey they have taken part in; therefore, a panelist can easily be included or excluded in another survey. In general a panelist receives one-two surveys weekly to ensure panelists do not receive too many invitations, depending on his or her profile and the country

Regardless of sample source, our policy allows for one invite and one reminder to a single survey opportunity.

Q20 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?

Depending on the settings on both the panel and the panelist, this ranges from once a month to three times per week. Panelist may only complete the same survey once. De-duplication, re-use and the lockout period for quota-full or terminates is set on a per-project basis based on client-preference. The default allows no re-entry once an official status (complete, terminate, etc.) is achieved.

For tracking surveys, de-duplication, re-use or lock-out period for subsequent waves is set according to client-preference

Q21 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?

We saves detailed panelist participation data which includes: panelist join date, last participation date, transaction history on all surveys, redemptions, reward points transactions, etc..

We have the capability of bringing this information in an individual level to our client, if required. The information is deleted once the panelist terminates his or her account.

Q22 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?

We have a range of features to deal with professional/duplicate respondents. The system includes stratified sampling to get various types of respondents, including active and less-active panelists. The length of the survey is evaluated and compared against individual answers. The system identifies and excludes multiple panel respondents both through email address and by name. Postal address and bank data is also investigated if the payment method supports this. Our panel quality team continuously analyzes panel data to identify 'fraudulent' or 'inattentive' panelists.

Our project managers provide feedback to clients of all potential issues which could affect fieldwork, both before project launch as well as on project completion.

Policies and Compliance

Q23 Please describe the 'opt-in for market research' processes for all your online sample sources.

We use a standard double opt-in procedure, to ensure respondents are fully qualified and highly responsive. Mena Opinion Research panelists follow the following panel recruitment process:
Click on an invitation to join the panel

- ❑ Complete a basic background and demographic survey
- ❑ Send a follow up email confirmation to double opt-in the panel
- ❑ Multimodal verification of details given by panelists
- ❑ Complete a first 'dummy/test' survey
- ❑ Results of the dummy/test survey are checked and incorrect/fraudulent respondents are identified through this and
- ❑ removed instantly

Q24 Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

The users can read our Privacy Policy before signing up in our Panel. Also, our privacy policy is included on panelist invites.

https://menaopinion.com/privacy_policy.php

Q25 Please describe the measures you take to ensure data protection and data security.

A brief description of each of the measures is outlined as below.
Over-all Security:

All Server/LAN/Networking equipment is confined to a separate enclosed room and the location accessible only by authorized personnel.

❑ The team at Mena Opinion Research has restricted access to the actual panel database for security purposes

❑ To prevent any virus/malware from entering the company infrastructure via electronic route, all machines including email server are monitored in real-time by anti-spyware and other relevant fire-wall applications.

❑ Sampling security.

❑ Access to project information is only granted to the user who creates each project.

❑ Users are automatically logged off after a given period of non-activity.

❑ Users must sign in using a username and password.

❑ Respondents reach their surveys by GUIDS (globally unique identifiers).

❑ Panel management security:

❑ Access panel and panelist information is only granted to the company's top level management.

❑ Users are automatically logged off after a given period of non-activity.

Q26 What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

If the survey contains any sensitive material or content, that is clearly cited in the survey invite and, where appropriate within the survey, giving panelists the opportunity to opt-out. As required, we exercise Non-Disclosure Agreements (NDAs) with clients and panelists, highlighting the sensitivity of the material. These NDAs mandate that all information within the survey must be kept confidential and any breach of proprietary information may be cause for legal action.

Mena Opinion Research maintains a detailed inventory of all relevant national privacy law and regulations to ensure up-to-date compliance. If any items in the questionnaire or its fielding are not to compliance with our quality standards, the project manager will promptly communicate with the client making recommendations for any necessary changes. All such interactions are logged.

Q27   Are you certified to any specific quality system? If so, which one(s)?

We design different techniques and mechanisms to avoid frauds and professional panelists:
We send unique URLs per study to each panelist.

❑ We accept only one registration from each computer (We detect this using the IP and cookies).

❑ We analyze the time that the panelist takes to answer the questionnaire. If the time is shorten then the minimum expected, we delete these respondents.

❑ We analyze open end answers.

❑ We do not reveal the target we are looking to our panelist

❑ Our incentives system do not promote the "professional panelist"

❑ We compare the information that the panelists provide in their profile vs. the information provided in the surveys we send to the panelist

Q28 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?

Yes, in some cases. Children aged under 14 years, may only be reached through explicit permission from a parent who is a panel member and must be present to introduce their child to the survey. Children are never directly targeted.
We respect all ESOMAR rules and we follow all the guidelines related with the Online Market Research.

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