

SSI POV: Online

The Eight Characteristics of Quality Online Sample

What Is Quality Online Sample?

- SSI defines quality online sample as sample selected using sound methodology from a broadly-recruited, carefully-managed diverse population, who are committed to answering surveys attentively and honestly.
 - SSI quality practices can be summarized in 8 categories.
1. **Transparency:** SSI is prepared to share information about anything which might impact survey results, including sample source, recruitment, quality control procedures, rewards and more.
 2. **Consultation:** SSI creates a customized sample, reward and participant contact plan to suit each project. SSI staff are ready to discuss how deduping, demographic selection and a myriad of other details may affect research data. SSI's own research-on-research results provide information on topics, such as appropriate time-in-field, how to communicate with participants and how to create questionnaires for best quality.
 3. **Consistency:** By supporting hundreds of tracking studies annually, SSI has developed best practices for replicating results time-after-time in the field. SSI sample is quality controlled for consistency via multiple controls, including measurement against external benchmarks for consistency.
 4. **Attention to detail:** There is no one single metric which controls quality. Hundreds of practices combine to make up a quality sample. Examples include digital fingerprinting, third-party verification, proper profiling, recruitment and reward practices, quality control checks at multiple stages, and multiple points of randomization.
 5. **Focus:** For a combined 50 years, SSI's focus has remained constant: superior sampling for market research. Systems, products and procedures are designed to support high-quality research results.
 6. **Broad global reach:** Bringing together Survey Sampling International and Opinionology, SSI (www.surveysampling.com) is the premier global provider of world-leading sampling, data collection and data analytic solutions for survey research. SSI reaches respondents in 72 countries via Internet, telephone, mobile/wireless and mixed access offerings. Value-add services include questionnaire design consultation, programming and hosting, data processing and real-time reporting. SSI serves more than 2,000 clients, including the top-50 research organizations. With 50 + years of combined experience, SSI has 30 offices around the world.

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- 7. Respect for participants:** A focus on the participant experience is at the core of SSI's quality approach. To ensure they answer questionnaires accurately and carefully, participants must be nurtured and protected. SSI's respondent EXperience (REX) teams check questionnaires from the point of view of the participant and recommend changes to promote data quality. Research-on-research provides insights on how best to communicate with, reward and engage participants.
- 8. Research science:** Industry leaders say it's time to put the science back into online research. At SSI careful stratification and targeting, scientific selection methods, appropriate rewards, lockouts and contact plans, correct geographic and demographic allocation and meticulous panel and community management, have always been key elements of a methodologically sound sample plan. SSI counts methodology experts among its staff, and SSI knowledge leaders are frequently invited to speak at the major industry events around the globe.