

SSI POV: Online

Recruitment Best Practices

- **When creating online sample, the same principles apply as when building any sample: the sampling frame must be large and diverse and the sample selected carefully and consistently.**

Multi-Sourced Approach Achieves Optimal Representation

In building its online sample, SSI employs a broad, multi-sourced approach. Participants are recruited using thousands of sources, such as banner ads, pop ups and messages on web sites encouraging people to give their opinion, with a chance to win a prize or other reward. Recruitment messages are tailored to the population being recruited, and to the interests of the web site where the message is displayed.

SSI reaches out to thousands of recruitment sources because we believe that this broad, all-encompassing approach is the best way to achieve maximum representation within online sample. Panels which are recruited predominantly through a handful of sites may work well for certain types of research, but a researcher may not want to conduct a travel study, for example, from a site which recruits heavily from travel-related brands.

Broad Recruitment Best Reflects Diverse Motivations

SSI research has shown that there are many motivations for taking surveys, including a desire to win prizes or receive a small payment, the chance to speak out and have their voice heard, or the enjoyment of taking surveys as an online activity. Broad recruitment ensures best representation not only of demographics, but also of psychographics. Although SSI reaches out to offer panel membership as broadly as possible, and anyone can apply to join an SSI panel, or take an SSI survey, SSI does not accept everyone's application.

In the US for example, members must provide a full, accurate postal address which is matched to US Postal databases in real time.

SSI panel management practices involve multiple continuous checks on participant data to ensure that SSI online samples provide the most accurate data possible and that members answer surveys carefully, accurately and conscientiously.