

ESOMAR

COVID-19

Open Community Support Circle

5th session | Research Quality

Follow up – Tips and Findings



Key Takeaways

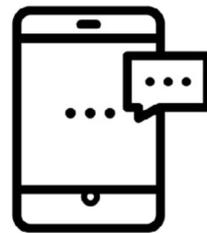
“Our general and most basic skills as market researchers are now more important than ever – they are crucial right now in order to write balanced questionnaires and understand how people are feeling during this time.”



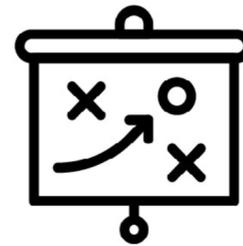
1. Delivering reliable data in a fast-moving situation



2. Questions researchers should be asking to get a reliable and unbiased response



3. How to address the digital divide



4. The argument for an 'Emerging Stronger' strategy



1. Delivering reliable data in a fast-moving situation

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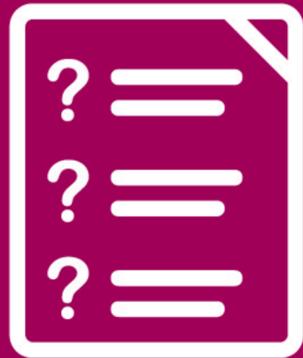
Although there are many questions around whether we should modify existing trackers, let's hold back from tweaking them too much, particularly for any trackers you are running on an ongoing basis

We are now on Ground 0 – benchmarking is incredibly valuable right now and can give us points to navigate from in the future

Consider not making too many changes to quotas you may have established so far

Trends do matter, particularly at this point in time – one hint is to look backwards at the data you may have from a period of time where we faced a crisis and see if you can repurpose any of the questions

A point on methodology – if you can, go back to a completed survey from a month ago and re-interview the same people so you can weigh your sample and better understand where the response issues are



2. Questions researchers should be asking to get a reliable and unbiased response

There are a lot of sources for good questions – one of them is in your past work!

If there are repositories in your country that aggregate all questions that have been asked in public surveys, this can be very helpful

On avoiding bias, call upon your experience as market researchers right now and don't overlook the basics of writing questionnaires

As researchers, we need to think about how to give people the opportunity to freely express their feelings and opinions, so no leading questions!

If a question is not working or is leading, think about reframing it in a slightly different way or from a different perspective

When doing international studies, account for the fact that some regions are recovering from the COVID-19 outbreak, some are the in the heat of it while others may hit have to be hit by it



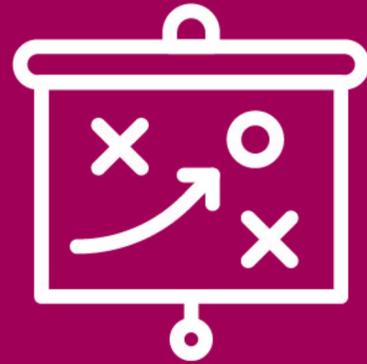
3. How to address the digital divide

We may see that some parts of the population are not yet comfortable with the switch to online – but don't forget that telephone interviews are still possible

Equally, don't underestimate the representativity of online as a huge proportion of the global population is using mobile phones

An approach to dealing with this could be to focus on careful demographic segmentation rather than measuring things such as income, which is often not reliable

“Our role as researchers is to observe these changes in behaviours and share insights on what is working for people: we have a critical economic role to cross-communicate solutions across the world.”



4. The argument for an 'Emerging Stronger' strategy

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We must continue to ask ourselves critical questions: What can we do to emerge stronger after this crisis? How can we improve the way we do research and what new solutions can we pioneer?

Invest the time wisely over the next few months to make the most of the opportunities arising from this process. Try to experiment and review your methodologies

We need to keep the finger on the pulse of consumer behaviour to keep up with significant changes in our societies

We need to put down markers to track root cultural changes

Key Question: Can we leverage the collective wisdom of the research community around the world and create a future prediction project?