Warsaw 06.02.2022

Quality Documentation

Introduction:

This document is divided into 3 sections, answers to the questions of how we collect data, how do we care for quality and what control methods we use to obtain empirical data of the highest quality:

1. Survey tool standards
2. Methods of quality control of collected data
**3.** Standards of cooperation with research panels

1. SURVEY TOOL STANDARDS

1.1 To collect high-quality data, the survey tool must be responsive. For this purpose, remember that the questionnaire should be adjusted to the device on which it is displayed. By analyzing our platform via the google analytical tool, we can see that in the second half of 2021, we made 49,000 surveys, more than half of the panellists use smartphones (61%), and the smaller half use a desktop computer or laptop. Less than 2% use a tablet.

Użytkownicy	Nowi użytkownicy	Średni czas zaangażowania ⑦
49 tys.	50 tys.	5 min 20 s

Użytkownicy ▾ według: Kategoria urządzenia

● MOBILE **61,4%**   ● DESKTOP **36,8%**   ● TABLET **1,8%**
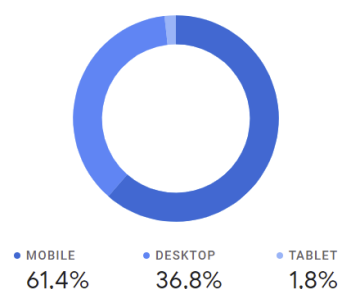
1.2 RESPONSIVENESS

Our tool automatically detects which device the panelist uses and adjusts the appearance of the survey, video or implemented photos in the survey. This fact is extremely important to collect reliable data.

1.3 MINIMALISM

In order to understand the best path for collecting data, we empathize with the role of a panelist who must have a simple questionnaire, without unnecessary distractions. It should be translated into his native language. Our observations show that the length of the survey should not exceed 20 minutes. In the case of online research, "minimalism" is really a very important factor in increasing the quality of the collected material.

1.4 TECHNICAL MATTERS:

DRB Research uses a dedicated server that increases bandwidth by 400 times than with a regular website. This is extremely important when, for example, we want to study a large number of respondents in a short time.Thanks to this, we can perform even the N5000 in one day and the panelists will not feel the discomfort of a slowly loading survey. All our surveys are secured with an SSL certificate.

1.5 REDIRECTIONS

Our surveys have properly implemented redirects, for example, when the full limit of surveys is reached. or reaching the quota limit.

1.6 VERIFICATION

Before starting the survey, we implement several steps to verify the correctness of the questionnaire tool. Our tester carefully checks each survey scenario to detect potential problems and difficulties. After verification and approval of the tool by our tester, we start a "soft launch", the so-called soft start. At this stage, we collect 5% of the full survey among panelists to check once again whether everything is OK with the tool. If everything works fine - we run the "Full launch"

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2. METHODS OF QUALITY CONTROL OF COLLECTED DATA

2.1 CONTROL OF GEO AND DEMOGRAPHIC QUESTIONS:

In our company, we use a full range of possibilities to control the quality of data sets. An interesting phenomenon used by us, controlling and excluding professional respondents, is the introduction of geographic and demographic questions, which, after all, exist in the central database of the research panel. They are used in order to check the answers on an ongoing basis in terms of the information stored in their personal profile when filling in the questionnaire by the respondent. We also use periodic tests of active panellists by inviting them to participate in a survey to check the credibility of the given skills, features or preferences. Thanks to this method, we effectively remove from the database respondents who are unable to solve simple personal tests coinciding with their declared skills.

2.2 DURATION OF THE SURVEY:

An extremely simple and very effective method of controlling the quality level of cases and the involvement of a panelist is the global measurement of the length of the completed questionnaire and the measurement of the time of individual questions. For example, estimating the LOi at the average level of 15 minutes, questionnaires shorter than 10 minutes raise our doubts and are removed and redone by us. An unreliable panellist does not receive a point for an interview, and in return he receives a warning about unreliable participation in the study, which is a standard practice used in Polish research panels.

2.3 SINGLE IP ACCES:

In order to exclude professional panelists, we use consolidated blockades of a unique machine (computer) number and IP network number. By implementing these two options at once, we can be sure that our projects involve unique panellists. The double uniqueness verification method we use is impassable, even for advanced computer users trying to change the IP number.

ISO 27001
Information Security Management System
Certified

DRB – Market Research in Poland
VAT ID: PL7010997139
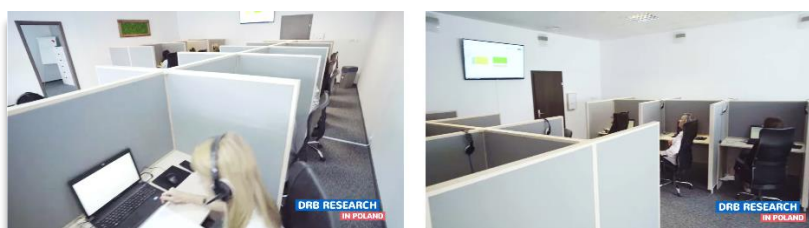
ESOMAR
|member

2.4 TRAP QUESTIONS:

in order to eliminate illogical cases, we use randomly scattered trap questions in the questionnaire, verifying the state of aggregation of the respondents during the completed questionnaire. The most common trap questions we use are: - simple math tests - question about the day of the week - question about the calendar day

2.5 TIME QUARANTINE:

An important element of our research panel is the use of appropriate temporary quarantine of questionnaires completed by one respondent. Its length depends primarily on the subject of commissioned projects and their specificity. Technically, the quarantine process is very simple to set up via IP address correlation or profile account.

2.6 SUPPORT OUR CALL CENTER:

In our company, we have our own telephone studio located in Bełchatów, thanks to which we contact panelists to update data, checking demographic variables, destinations and all other profile information provided during account activation. We focus on implementing global standards.

DRB Research call center in Poland

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3. STANDARDS OF COOPERATION WITH RESEARCH PANEL

3.1 CONSOLIDATION:

DRB Research has access to over 4,000 research panels worldwide, all research panels are consolidated into a transparent platform. Thanks to this solution, we have access to over 75 million respondents around the world. We profile them using 180 primary variables (example: age / gender / workplace) and 2,000 deeper variables (example: workplace -> position -> earnings -> industry -> years of work). When we enter into cooperation with a new research panel, we carefully check it in terms of quality and the number of new panelists.

3.2 INVITATIONS AND EXCLUSIONS:

We have the option of excluding the research panel indicated by you, and it is also possible to exclude individual panellists from participating in the surveys. We can also invite selected research panels to the study as well as selected panelists.

3.3 SUMMARY:

Working with us, your survey will be found in many research panels around the world or in the country of your choice, thanks to which you will get a higher representativeness than in the case of cooperation with a single online panel.

Jonasz Buksztynowicz
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