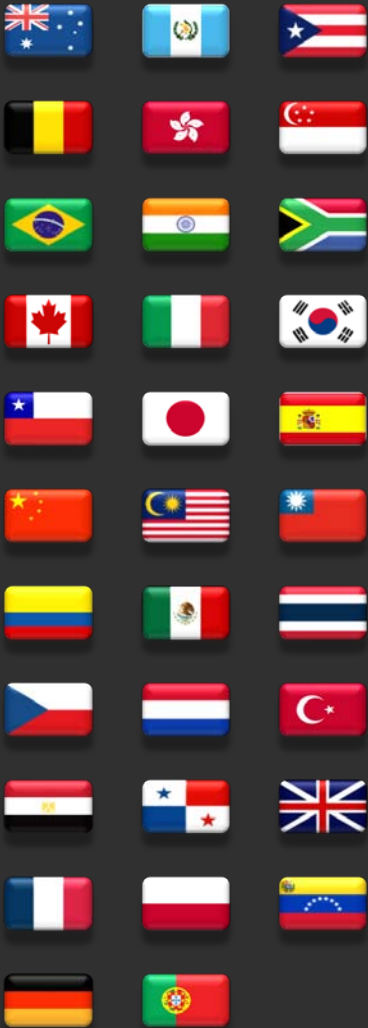




The Language of International Research

Flags of the World



How well do you know the flags of the world?

Conducting research internationally can offer a new set of challenges to researchers. However, if approached with an experienced partner, it may just revise the list of checks and balances to ensure data quality. The components of international research are similar to domestic research, but there are a few more details that need to be addressed. One of those major details is translations. This is where a knowledgeable and trusted online partner can avoid any delays or problems with data.

Translations include more than just changing words and phrases from one language to another. Translations involve preparing a survey to be administered in another country in another language. For example, understanding the culture is an important part of the translation process. In certain countries some demographics cannot and should not be asked. Political climate and sensitivity can also impact survey questions and design. Knowing these nuances is important to obtaining quality and useful data.

The method of data collection will also impact translations. The spoken word is often different from the written word. Working with a partner that understands the in-country language will help assure quality.

Identifying the geography is vitally important for international studies because one country may have many different dialects that may need to be understood and incorporated into the survey. An experienced partner can counsel on when and if regional dialects need to be considered.

When considering an international research study, timing is an important factor. Most translations are done with an in-country linguist. Because of the difference between time zones, additional timing may be needed. Turnaround times should be clearly discussed and accurate expectations set.

Although this list of concerns and issues may seem alarming, the good news is there are experts in the market to help guide you through these International waters.



The Conference Conundrum

By Janet Savoie

A conundrum is defined as anything that puzzles. So what is puzzling about conferences? It is how to figure out the right market research conference to attend. The economy has in many cases forced companies to limit the budget for these events, so choosing wisely to get the most for your dollar is more important than ever.

The first thing that should be considered is what you hope to get out of any conference you are considering. Not every event will fulfill all your goals, but it is possible to find the one that at least comes close if you are willing to do some searching. There is nothing worse than spending money and time only to leave disappointed. Set your expectations and then do your research.

So what can conferences offer?

- ▶ Networking
- ▶ Furthering education
- ▶ Self-promotion
- ▶ Sharing ideas with others in the industry
- ▶ Hearing about new ideas and technologies
- ▶ Socializing with friends
- ▶ Getting energized

Most people want to meet new people and learn more about new ideas their industry in hopes of improving their business. Attendees want networking because it offers the opportunity to meet potential clients, schmooze with leaders in the industry, and connect with people who can possibly help now or down the road.

If this is your goal, the key to finding the right conference for networking lies in the attendee list. Most conferences will only share the list prior to the conference with registered attendees. This doesn't help if you are trying to decide to go.

My solution is to call and explain that you are trying to make a decision about signing up and would like to see last year's attendee list and speaker list. Most likely they will let you see that and it will give you a good feel for the type of companies and level of people that attend.

(continued on next page)

Highlighted Tool: Moment 2 Moment Video Testing



With online surveys the possibilities are endless. If you can image it, we can program it. One of the many tools that OSS offers its clients is Moment 2 Moment Video Testing. While the respondent views a video they can move a marker along a scale to indicate if there are certain areas of the video they especially like or especially dislike.

So for clients testing a new ad or a public service message, the Moment 2 Moment tool allows respondents to immediately interact with the video and express their opinions. A demo of the tool (also called Video Slider) http://www.oss-survey.com/wix/p9485339.aspx?_qid=qVidSlide is available for testing.

The Conference Conundrum *(continued)*



If you are a data collector looking for full service research companies to network with, a conference full of your competitors is not the place you need to be. It also gives you an idea of the size of the conference. Do you feel lost in the crowd at a conference of 500-1000 people? There are many smaller conferences that can fill your networking needs.

Making more people aware of you and your company is part of the networking process. Check out the number of scheduled networking events. Is there enough time and opportunity to make contacts? Check out the opportunities to exhibit or speak at the conference. When you exhibit, the people come to you; you don't have to find them in the crowd. Being a speaker puts you in the spotlight and gives you credibility. People look upon you as an expert.

If you are more interested in the learning aspect of what conferences have to offer, you need to zero in on exactly what areas you want to know more about. Most conferences have several tracks going on at the same time.

Go to the conference website, read about the scheduled presentations and the presenters. Is the level of the information basic or advanced? Will it advance your current level of knowledge? Are the presentations on the cutting edge, spotlighting the newest ideas, technology, and methodologies? Although not all speakers are created equal, if the material is interesting and challenging, a lot can still be learned from a less than exciting presentation style.

To solve a puzzle you have to fit all the pieces together to get the big picture. Solving the conference puzzle requires the same effort. If you succeed you will not leave the conference disappointed. Instead you will be energized, by new relationships, new knowledge and a satisfaction in knowing it was money and time well spent.

"The best we can do is size up the chances, calculate the risks involved, estimate our ability to deal with them, and then make our plans with confidence."

- Henry Ford

CLICK

The Census is Going Online!



This spring our mailboxes were flooded with the 2010 census forms. It was a quick paper survey, just 10 questions that could be completed in less than 5 minutes. This time only the short form was mailed to all households.

For years the government has been supplementing census data with annual surveys, such as the American Community Survey. This and other surveys continue to keep census estimates current as well as supplement with richer data. Data that as researchers we rely on heavily to help us balance sample, understand the market and answer other geo-demographic questions.

As of the writing of this article the response rate was 72%.

I recently received an invitation in the mail from the census requesting my participation in the 2010 Census Quality Survey online. This request is two-fold. They are verifying data but also using the survey as their initial testing phase for the next census.

How exciting! This is big news! The government is accepting and testing the possibilities of online as a viable and important method of collecting data.

Who knows where our technology usage will be in 10 years. Based on an article published in emarketer "US Internet Users, 2010" http://www.emarketer.com/Reports/All/Emarketer_2000670.aspx about 71% of the US population is online (Internet World Stats estimated 77% of the US population is online).

It is estimated that the growth will continue. Mobile devices continue to make the Internet more accessible and portable.

Where will the census be in 10 years? Will respondents have a choice of responding by mail or online? Will supplemental data be collected online?

I think this is an exciting time as the census begins to test online. I am sure this will provide feedback and impact on our methods. The question is how?

Contact Us!

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