ESOMAR COVID-19 Support Programme: Research Quality
2 April 2020

Panel Members:
Kathy Frankovic, ESOMAR Professional Standards Committee
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Moderator:
Reg Baker, ESOMAR Professional Standards Committee
Context

• Unprecedented level of disruption to global norms due to this crisis with different levels of evolution by broad geography and country

• Ongoing disruption to research industry as companies, governments, and the public have a need to know how the pandemic may be changing attitudes and behaviors of all kinds
LEAST FEARFUL: Sweden, Finland, Denmark

MOST FEARFUL: Malaysia, Indonesia, Thailand, Philippines

GREATEST INCREASE: France, UK, Spain, US, Canada, Germany
Question 1: How can researchers deliver reliable data in such a fast-moving situation?

• Are trends important?
• Geographies?
• Quotas?
• Representivity?
Question 2: What questions should we be asking to get good, reliable and unbiased responses?

- What are good sources for questions?
- How do we avoid bias in our questions?
- How important are respondents’ sources of information about the pandemic?
Question 3: It seems like there are a lot of companies in the field right now? How are samples performing?

• Online?
• CATI?
• Probability vs. non-probability?
• Digital Divide?
Panel:

Please send us your questions via the join.me chat function.

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