

# GLOBAL RESEARCH BUSINESS NETWORK UPDATE

Q2 / 2015



Konnichiwa!

Welcome to Q2/2015 GRBN newsletter for national association members!

At the recent GRBN Leadership meeting, we mapped out the actions we will be taking over the next 6 to 9 months to support our three core objectives of:

1. **Strengthening national associations**
2. **Improving researcher knowledge & expertise**
3. **Informing & developing the sector**

I am particularly pleased to inform you that GRBN and ESOMAR have agreed on a protocol for issuing joint guidelines, and that the first joint guidelines - on online sample quality - were recently released. In this newsletter, Peter Milla, who co-chaired the project team, shares his thoughts on the guidelines, and we also have a very interesting guest contribution by MRIA CEO Kara Mitchelmore on Canadian Anti-spam legislation.

I hope you find this newsletter interesting, and please do not hesitate to [contact me](#) with any comments or suggestions you have.

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## Global Guideline for Online Sample Quality Published: Thoughts from co-chair Peter Milla



The joint ESOMAR-GRBN guidelines on online sample quality have now been issued and can be accessed from [here](#). Peter Milla, Consultant to CASRO, who co-chaired the project team along with Reg Baker, shares his thoughts on the new guidelines...

*The GRBN, working with ESOMAR has developed and recently published the ESOMAR/GRBN Online Sample Quality Guideline. The Guideline provides best practice guidance for online sample providers, online sample buyers and end-clients. It presents the key drivers of sample quality and sets out a framework that can be used to assess the quality of current and evolving online sampling approaches.*

*The Guideline responds to research industry concerns by providing guidance on the operational requirements for the provision of online samples. It sets out recommended methods to be used by online sample providers, online sample buyers, and end clients to ensure that a sample meets widely accepted quality criteria. It will become an essential tool for all stakeholders in the research process -- from survey designers to data users.*

*The Guideline addresses key issues in the debate about online sample quality. These include:*

- Research participant validation
- Survey fraud prevention
- Survey engagement
- Category exclusion
- Process transparency

*The Guideline will bring significant benefits to various stakeholder groups:*

- The research industry will benefit from a truly global quality standard that is based on the professional and ethical codes of research organization around the world as well as the global ISO research quality standards
- Online sample providers and online sample buyers will benefit from guidance on operational requirements and methods
- End clients will benefit from the Guideline's focus on transparency and a set of common definitions

For more information on the Online Sample Quality Guideline, please [drop us a line](#).

The work does not stop here, however, and GRBN and ESOMAR are already working on the next guidelines, which include guidelines on Online Research, Mobile Research and Social Media Research.

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## Upcoming events. Don't forget to take advantage of your GRBN discount rates

Click on the titles below for more information on the events and to register

- [13th & 20th May – MRS webinar: International Research \(2-part webinar\)](#)
- [14th May – CASRO webinar: Privacy in the Cloud](#)
- [19th May – AMSRS webinar 'Microsimulation in Research'](#)
- [21st May – MRS webinar: Introduction to Sensory Evaluation](#)
- [28th & 29th May – CASRO Technology & Innovation Event in Philadelphia USA](#)
- [3rd & 10th June – MRS webinar: Researching Children \(2-part webinar\)](#)
- [11th June – CASRO webinar 'How to differentiate your firm in a crowded marketplace'](#)
- [17th June – MRS webinar: Introduction to B2B Market Research](#)
- [25th June – MRS Automotive Research 2015 in London UK](#)
- [30th June – MRS webinar: Commissioning Qual for Client Insight Teams](#)
- [16th & 17th July – AMSRS Winter School in Sydney Australia](#)
- [3rd & 4th September – 'The power and the passion - AMSRS 60 years' conference in Sydney, Australia](#)
- [7th & 8th September APRC National Conference in Auckland New Zealand](#)
- [21st – 23rd October – CASRO 40th Annual Conference in Miami, USA](#)

## GRBN Building Public Trust programme: Ready for action. A call for financial support.

Over the last couple of months we have been able to talk to a wide range of people about the programme and we are moving closer to signing up the first sponsors. MRS gave Andrew the opportunity to present the Trust and Personal Data Survey results, as well as the outline for the Building Public Trust programme, to a group of senior leaders from the UK research sector.

The audience unanimously agreed that **building public trust will add value both to the industry and to clients**, and nine out-of-ten agreed that it would benefit research participants, the company they work for and themselves personally. Based on this, as well as other feedback we have received over the last few months, we are more convinced than ever that we need to act collectively to build trust with the public, and that the GRBN programme will help us do just that.

We have set up a special page about the programme on LinkedIn and encourage you to [access the presentations](#) on the page, as they show why action is needed, as well as outline the programme.

If we act collectively on this, we believe we can achieve great things for the sector. In his keynote address at the MRS Conference, Unilever CEO Paul Polman lamented that... **"we live in a world long on words, but short on actions"**, but we hope that together we can prove him wrong when it comes to the opportunity we have to build trust with the public.

But to act, GRBN needs financial support for the programme. We have built the programme so that it offers significant benefits to sponsors, and hope we can attract supporters from all corners of the global, as the Trust & Personal Data survey shows us that the issue of trust in our industry is indeed a truly global one. In particular, if your company has **"trust"** as a core element of its corporate identity, then we believe that sponsorship of the programme would not only be a **generous** act for the good of the sector, but would also make solid **business sense**. Many thanks in advance for considering this opportunity and do not hesitate to [contact us](#) to discuss the possibilities.

## Some thoughts on recently held conferences around the globe by Andrew Cannon

*"I recently had the opportunity to attend both the CASRO Digital Conference and the MRS Annual Conference, and found that the keynote speakers and expert presentations at both conferences were of a very high standard. Whilst, I won't bore you with a full report on the conferences I would like to highlight a few points..."*

*At the CASRO Digital Conference Valerie Lykes from JD Power and Kristin Cavallaro from SSI presented a paper on "Implications of Privacy Concerns on Consumer Behavior and Market Research", which nicely dovetailed with the research GRBN conducted last year with Research Now on Trust & Personal Data, and helps keep our industry's focus on this extremely important issue. Of particular relevance to our sector is their finding that many people, especially young people, are in the habit of at least sometimes provide false information on-line. I listened to fascinating presentations on data quality, and was reminded of the importance of "getting the basic rights", in addition to the importance of embracing new technology and new techniques. In particular I was reminded of the importance of allowing for device agnosticism when designing research projects, and whilst our industry faces the challenge of delivering both high quality data and insights in a timely many, with competitive prices and solid margins, the conference showed that there is a lot of great work being done by a lot of talented people to tackle the challenge. On a more-lighted hearted note, the Conference also allowed for great networking and I was impressed by the quality and diversity of country music to be heard down just one street in Nashville!*

*At the MRS Annual Conference, I was particularly impressed by the key note speakers, especially the opening keynote by Unilever's CEO Paul Polman and his point of view on sustainability. His comment that "research is more important than ever in 2015" was music to our industry's ears, whilst his comment that we are "living in world long on words and short on actions" was to me a warning sign that our industry must not fall into the same trap with respect to building trust with the public. The buzz at the conference during every break indicated to me just how thought-provoking all the sessions were. During the conference, there was also an excellent session on data protection and privacy, during which the MRS Delphi report, titled "Private Lives" was launched. The report makes fascinating reading and you can access it [here](#)."*

In March, GRBN also partnered with GreenBook on the IleX Europe event in Amsterdam, giving a presentation on the Trust & Personal Data Survey, as well as running an interactive session on Building Trust. The GRBN track was rounded off by presentations and a panel on the Future of Research: Clients, growth and associations, featuring Bart Nauta, MOA Chairman, Debrah Harding, MRS Managing Director, and Jan Zwang, Senior Manager Market Insights, Vodafone. IleX Europe showcased some of the great innovation happening in the industry, and Debrah wrote a blog about the event, which you can read [here](#).

## Anti-spam legislation in Canada: An update by Kara Mitchelmore, MRIA CEO



As data privacy continues to be on the agenda of many regulators across the globe, we thought you might be interested in reading an article by Kara Mitchelmore, MRIA CEO, on the Canadian Anti-Spam Legislation (CASL) and about the successful lobbying MRIA carried out on behalf of the Canadian research industry....

*While Canada's Anti-Spam Law ("CASL") came into force and effect on July 1<sup>st</sup>, 2014, there is still a considerable amount of ambiguity regarding how CASL will be applied and how it will affect various industries, including market research.*

*MRIA has received definitive confirmation from the federal Government that the Act won't apply to legitimate market and survey research where there is no attempt to solicit. Conversely, that also means that CASL will be triggered by a solicitation that was disguised as a research request. In effect, this provision means that we've been successful in obtaining yet another legal barrier to prohibit Mugging and Sugging (Marketing and Soliciting Under the Guise of research).*

*The area, however, that is less clear for market researchers is whether CASL will be triggered when an incentive is used to encourage participation in a research project. While the Canadian Radio-television and Telecommunications Commission (the "CRTC") has provided MRIA with written commentary that CASL does not apply to "legitimate*

*online marketing and survey research", there is still uncertainty whether the electronic communications sent by market researchers that contain incentives would trigger CASL.*

*The fact that the CRTC stated in advance of the law coming into force that CASL would not apply to legitimate marketing and survey research, provides a significant degree of comfort that email invitations which contain incentives would not be subject to CASL, since these emails are connected to legitimate online marketing and survey research.*

*Even though it is unlikely that such emails would trigger CASL, for those who wish to mitigate the possibility that the CRTC and/or the courts may determine otherwise, we would recommend that all obligations under CASL be complied with as a best practice, including obtaining the requisite consent.*

*MRIA has been and continues to work productively with Industry Canada and the CRTC to ensure the federal government communicates the fact that CASL will not apply to market and survey research where there is no attempt to solicit. We see this as integral to the success of the Act's implementation, to avoid confusion about what will or will not be captured by the Act.*

*Canada's anti-spam legislation received royal assent on December 15, 2010, and came into effect on July 1, 2014. The goal of the law is to protect Canadians from spam, malware, including phishing and spyware, and other electronic threats. With its broad scope, steep penalties, and private right to action, CASL is widely considered to be the toughest anti-spam legislation in the world.*



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We think this is a great example of what strong industry representation by a national association can achieve for the benefit of its members, and highlights the importance of staying on top of national, as well as international, legislative initiatives, which could adversely impact the research sector. It is expected that other governments will look closely at CASL, when considering introducing / updating anti-spam legislation.

## About The GRBN

The Global Research Business Network is a not-for-profit organization founded by the APRC, ARIA and EFAMRO. The GRBN connects 38 national market, social and opinion research associations and over 3500 research businesses on five continents. More than US\$25 billion (€18.8 billion) in annual research revenues (turnover) are generated by these businesses.

GRBN's mission is to promote and advance the business of research by developing and supporting strong autonomous national research associations. More information on the Global Research Business Network is available at [www.grbn.org](http://www.grbn.org).

