



Internet fieldwork services

Centralized and international

Scope

For email/internet mail interviewing, 1WR uses open survey systems that offer:

- a stand alone program that is sent by email or used in internet cafés
- specific web based questionnaires that are secured and password protected

Advantages of internet surveys include:

- low cost especially with successive waves
- audio/video exposures can be integrated
- complicated experimental plans may be organized (simple and more complex filters, rotation of sections, questions and their items)

Stand alone and internet café field services

These are used where internet penetration is low.

Showcase: Internet research in emerging markets

Background

Specific parts of the project are retained to protect confidentiality. A research project required to assess usage and attitudes and help develop a new product in a North and West African cities. 1WR conducted this fieldwork in Algiers and Abidjan.

Sampling and methodology

Online research was not possible; hence a standalone PC program was used. We could show visuals and conduct interviews in a side by side mode or self-completed mode for computer literates. Some 400 people were interviewed in Algiers and half that in Abidjan.

Reporting

Data files and a field appendix was written to explain all training and fieldwork details.

Quality

On site by supervisor, manager and client.

Internet interviewing

These are used internet penetration is good.

Showcase: Design online preferences

Background

Specific parts of the project are retained to protect confidentiality. A research project helped determine design preferences of certain components for a new product in London and Stockholm.

Sampling and methodology

An online survey was set-up, enabling participants to view pictures of the various design options. Some 200 people were interviewed. Half were recruited especially for this operation and half were from other internet sources.

Reporting

Data files and field appendix explaining fieldwork sources: pre-recruited and some "from the shelf".

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