Minnesota Upper Midwest Chapter MRA

The Verbatim

Newsletter of the Minnesota/Upper Midwest Chapter of the MRA

Winter 2011 **Volume 14 Issue 1**

President's Corner

Danelle Gorra, Delve Minneapolis, 2010 – 2011 Chapter President

Greetings, fellow market researchers! Let me introduce myself for those who do not know me. My name is Danelle Gorra, Managing Director of Delve Minneapolis. I am honored to be the president of the Minnesota/Upper Midwest Chapter of the MRA.

Although our chapter does not have quite as long a history as some of the other chapters, its history is rich. According to the Minnesota/Upper Midwest Chapter Snapshot presented in the Marketing Research Association Needs Assessment (done by Edge Research), 50% of those responding stated they were *very satisfied* when it came to overall satisfaction with this MRA chapter, higher than any other MRA chapter. While I cannot claim responsibility for this high level of satisfaction, I hope to continue to satisfy you as so many of my illustrious predecessors have so successfully done in the past.

During this year, I am focusing on the theme of connecting: connecting you with National MRA, connecting you to each other, connecting you with nonmembers, connecting you to education and connecting you to other organizations. It is a broad goal, but we are taking it step by step, and I am lucky to have a strong, talented and hardworking team.

This idea of connecting is not a new one to the local chapter, as the chapter has connected in a number of ways through social events, through newsletters, through educational events and conferences, via email, more recently through a stronger website, and now via Evite. I would like simply to continue that theme of connecting by focusing on new ways to connect and the best ways to connect.

(continued on Page 2)

2011 Upcoming Events

May 19, 2011 - Emerging trends with in-sourcing and DIY research tools

The Colonnade
5500 Wayzata Boulevard,
St. Louis Park
Lower level conference room

- Scott Weinberg, Director of SampleMarket™ for uSamp
- Kevin Micklitz, Director of Business Development for Chamberlain Research Consultants

Keep checking the calendar and home page on ww.mnmra.org!!

What's Inside...

President’s Corner

(continued from Page 1)
Thus far, the board is looking into new and better ways to distribute the membership roster, as it is an added benefit of your membership that you should be able to easily utilize. The board is connecting by starting a LinkedIn sub-group of the MRA for our chapter to discuss and share events. We are researching the psychology behind groups to better understand why people join groups and why people want to be involved, so we can connect you to the group in the ways you want to be connected. We are revisiting our connection to fellow organizations such as the AMA to see if we can offer a joint venture in the future. Last but not least, we have a champion on the board who is seeking to rebuild the publicity committee to reach out in new directions to outside publications.

I hope to hear from you if you have suggestions on how the chapter leadership can better serve you. Please feel free to call or email anytime, and I would be happy to help or connect you to a person who can help.
Danelle.Gorra@Delve.com

I'd Like an Order of Research, Please

By Annie Pettit, Ph.D.

Having been recommended to try this restaurant several times, you step up to the counter, money in hand, and smile at the bright-eyed sales clerk. “Are you ready to order?” she inquires. You nod your head, and instead of ordering a bacon cheeseburger hold the onions with a side of sweet potato fries, and instead of ordering combo #2, you announce... “I’d like an order of food, please.”

In just the last year, a new tool crash-landed in the market research toolbox, a tool which, for some reason, has caused people to step up to the market research order counter and announce, “I’d like an order of research, please.”

On countless occasions, I’ve listened to people who are struggling after having received instructions along the lines of “do something with social media.” They’ve not been given research goals, objectives, any sense of why they are to conduct research, or what problems are meant to be solved with the research.

As a researcher, I can almost guarantee that a project with no goals or objectives will fail. It’s impossible to determine what variables need to be created and measured, and it’s impossible to know where to focus the analysis. With no problem to solve, there is no way to judge the success of the research, and there is no sense of how to prioritize any recommended actions that will arise from the analysis.

Research without goals is money down the toilet. It’s money that could have gone towards meeting the goals and strategies that a brand has carefully prioritized for the coming fiscal year.

So what kind of research can be done with social media research? As with most questions I answer regarding social media research, I’ll answer it like this: What kinds of research can you do with survey research? What follows are just a few of the research options that are available with social media research.

Most obviously, social media research has great potential for brand tracking. Because social media data is stored (relatively) permanently along with the date that the information was created, you can measure attitudes and behaviors from today, yesterday, last month and last year. Consumer brands that are highly visible have the option to gather thousands of records per time period, whether daily, weekly, monthly or quarterly.

Usage and attitudes studies are another excellent option for social media research. Rather than focusing data analysis efforts on a few variables across a long time period, users can instead concentrate on many variables within a single time frame. In this case, the focus is a deep understanding of the whole brand. Who are the people communicating about the brand? How are they talking about the brand? What innovative ideas do they bring to the brand? What serendipitous results will arise?

Competitive brand studies also work well within social media research. Just as with traditional research, users might choose to focus on the category leaders or the brands that are most competitive with their own. And, there is a new option. Users might want to focus on the brands that are leaders in the social media space—for those leaders are not necessarily the same leaders as in the offline world.

Segmentation studies are yet another option available within social media research. Just as with other types of research, segmentation studies require an in-depth review of the data to tease out the different types of people who are talking about a product in the online space. Don't be surprised if your work leads you to a place that traditional research did not. With new methods and new research contributors come new discoveries.

Like any fast food restaurant with a well-planned menu, and like any market research firm with a range of tools to meet specific objectives, market research using social media data also has a menu to choose from. And when you've finished perusing that menu, I'd be happy to place your order.

Annie Pettit, Ph.D. is the chief research officer at Conversition Strategies www.conversition.com and can be reached at annie@conversition.com.

Know Your Audience

Graphics Presentation at the Fall 2010 chapter conference by Don Feeney, *Minnesota State Lottery*.

This engaging workshop started out with quick and useful facts. For example:

Unconventional Graphics
These can be helpful in some situations:

- Excel — shaded (for example, a time chart)
- Box & Whisker chart (SPSS not PowerPoint)
- Radar Chart (PowerPoint)
- Pyramid Chart

Fonts

- Don't use ALL CAPS or Italics or fancy fonts for graphics charting
- Color can be distracting — use carefully
    - Avoid red/green combination
    - Prefer to skip yellow/blue

Tables
Generally data storage units rather than display units, but if using:

- If/Then: Order things in a way that makes sense
- Round numbers — a lot!
- ALL is different and important — use summary stats

Pie Charts

- Stick with 5 pieces — if you have more than 5, it could work better as a bar chart
- Don't do 3D pie charts — the 3D just distracts from the message
- Don't use grey tones or cross hatching — again, they are too distracting

Bar Charts

- Don't use grid lines — they're distracting
- Take out axis lines and surrounding box lines — it looks cleaner
- Use good labels, not a legend, and watch the order — large to small is best
- Don't make the bar widths too wide — it's distracting

As a final nod to knowledge, he passed on this tidbit: don't go for small scales — it gives fake precision!

Punished for Being Honest on a Survey

A Star-Tribune.com posting: Posted by Lora Pabst
http://www.startribune.com/local/blogs/102438944.html?elr=KArks:DCiUHc3E7_V_nDaycUiacyKUnciaec8O7EyUr

Over the past year, hundreds of you have asked Whistleblower for help. While we can't investigate each tip, we want to share more of what you tell us. In 2009, we started publishing a few tips each week to stimulate online discussion and create ways for our readers to help each other. Unlike our news stories, we have not verified this information, so we do not include the names of the parties involved. If you have a tip, send it to whistleblower@startribune.com.

A repeat customer at a Twin Cities car dealership was shocked when he tried to schedule a service appointment and was told to go somewhere else. The dealership didn't want his business because he had once made a minor complaint about service on a customer satisfaction survey sent to him by the manufacturer. He complained to the manufacturer but was told that it didn't have any control over what the dealerships did with the information from the survey.

The dealership's general manager eventually cleared up the issue, but the car owner thinks the manufacturer's survey is unfair. "They heavily penalize the dealerships financially for anything other than a perfect rating, which is just not a realistic way to use a survey as a learning tool," he said.

Have you ever been retaliated against for being honest on a survey?

Hiring for Research

Fall 2010 Chapter Conference Workshop Recap

Russ Lilienthal, CEO of Working Relationships, gave an engaging workshop on just that – how to know when you are engaged and what disengagement looks like. He gave perspectives from both the employee's and manager's point of view.

Key learnings included how to tap into your passion and find purpose in your career as an employee, and how to find and hire passionate and engaged people as a manager.

First, an overview of disengagement and engagement. Disengagement is a lose–lose for the person and the company. Warning signs include:

- Absenteeism – "I don't feel like going to work"
- Tardiness – "I don't care if I'm late"
- Withdrawal – "I don't make a difference"
- Sadness – "increase in my negativity"

Of course, there are ranges of engagement to disengagement…it is a process, not an event. Active engagement in corporate America can be when employees give 100% and are connected, which means they feel good about the organization's goals, are committed to living by the organizational values, go beyond basic responsibility, and say things like "I love my job" and "I'm proud to work here."

Neutral (neither engaged nor actively disengaged) employees can be quick to say no or give reasons "why not." They frequently offer excuses and may feel discounted, unappreciated and insignificant. You may hear things like "it's not my job" or "nothing changes around here." When challenged, they won't assert themselves too much.

Actively disengaged employees in corporate America can be good people in difficult situations. But they do give off negative energy, and they may get power through cynicism or open resistance. They seek out flaws that can work against the organization – and focus on the problems while resisting the solutions. They rarely speak in meetings and may gossip to seek support. They can feel angry, frustrated and highly disconnected, and may place blame or whine with "my boss is a jerk," "this place is the pits," or "this is hopeless."

Engagement in corporate America, as found through Gallup, SHRM, Saratoga Institute, and HR Magazine, can be described as all in the "eyes." Actively engaged employees are the "bright eyes." Neutral employees are "glassy eyes," and actively disengaged employees are "beady eyes." The corporate profile of "world class" companies finds:

- 36% Bright Eyes
- 55% Glassy Eyes
- 9% Beady Eyes

But only 12% of people leave positions due to compensation. The top four reasons employees give for leaving (disengagement) are:

1. The job does not live up to expectations.
2. There is a mismatch between job needs and the person.
3. Too little coaching or feedback.
4. Too little opportunity for growth and advancement.

If you are one of those "glassy" or "beady" eyed employees and feel like you are wasting your time at your job – what can you do?

Step 1 – REFLECT
Reflect on what you are passionate about, what you love to do. Think about (and ask others) what you are good at. Where could you do more of what you love, where you are currently?

Step 2 – MANAGE UP
You can talk with your manager – ask for more evaluation. Discuss with him/her your questions about the meaning of the vision, mission and values of your organization. Ask for opportunities for development. Take more responsibility – be engaged.

Step 3 – TAKE ACTION
Write down your action steps, and then *take action!* Meet with your manager. Make a dream planner – where to use your strengths – and share it with your manager. Make retreats (self reflection, check on action step progress) a priority, and give yourself a quarterly review (about life). Ask your manager for an informal quarterly review on how you're doing.

In summary, Russ concluded that life is too short, so don't stand for anything less than engagement! Manage "up" to get your job/career to develop the way you want. Make certain you are doing what you are wired to do best (most of the time). Select better – so you are in a position where you can become the best version of yourself as a result of that position/business experience.

For a detailed diagnosis of your passion, purpose or engagement, contact Russ Lilienthal to learn more about the validated tools available to you through Working Relationships, www.workingrelationshipsllc.com or 612-281-8886.

Punished for Being Honest on a Survey

RESPONSE: Completing Market Research Surveys

Posted by Danelle Gorra, Delve

I am the current President of the Marketing Research Association, Minnesota/Upper Midwest Chapter, and I am shocked that research would be used in this way. The ethical guidelines the MRA sets out for research assume confidentiality for the participant, and it appears that it may have been breached in this case. Research participants are integral to a cycle of feedback and improvement that is needed for a business to thrive. Participating is a gift that a consumer gives to a company, and that gift should be accepted with the respect it deserves. I am sorry your research experience was a poor one. I want you to know that I will be in contact with MRA National regarding this situation and it will be looked into thoroughly. In the future, I hope you and others will be able to participate in research projects with companies that respect the MRA guidelines (as the majority of us do) as quality, ethical research benefits us all.

2010 – 2011 MRA MN/Upper Midwest Chapter Board Members

President
Danelle Gorra
Delve
952-858-1550
danelle.gorra@delve.com

President Elect
Jeanine Hesse
Questar
651-688-1932
jhesse@questarweb.com

Past President
Gayle Belkengren
612-925-3492
gbelkengren@aol.com

Treasurer
Cheryl Powers, PRC
The Research Edge
Cheryl@theresearchedge.com

Secretary
Amy Gehring
amyfgehring@yahoo.com

Director at Large
Rob Daves
Daves & Associates Research
612-822-0085
rob@davesandassociates.com

Director at Large
Michele Hanson
Readex Research
651-439-6415
mhanson@readexresearch.com

Director at Large
Josh Holly
Satisfaction Management Systems
952-939-4304
jholly@satmansys.com

Fall Conference Recap – Opening Session

September 16, 2010

The MN/Upper Midwest MRA Fall Conference started off with "Don't Get Voted Off the Island," presented by Rick Cunningham of Richard Cunningham Development.

Rick focused on opening a conversation that is actually a *bridge*. We all feel the need to raise a concern or issue without either getting a bad reputation or getting frustrated from not saying anything. The bridge is about speaking our own truth with respect and deeply listening to the other's truth. It helps foster trust, cooperation and better decisions … and few ever get "voted off the island" for using this bridge approach!

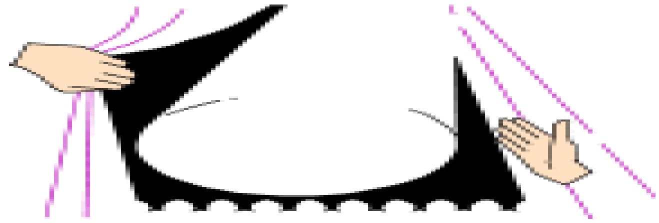
What keeps us from having these conversations successfully may be our difficulty recognizing that most people approach things differently than we do. We need to shift from seeing *differences* to seeing *comforts and strengths*. And we need to be respectful in giving our own gifts. Rick had participants think about the things they do when defensive. He coached on switching from defending to deep listening. Things that seem to be differences can reveal values and contributions. Look for ways to honor and use them. It's a sign of strength to really be open and risk going out of your comforts to find the bridge.

Rick had participants identify situations they would like to work on, while he went through his methodology of a self-coaching triangle, including six coaching questions to help us plan how to bring up the issue and find a "bridge" in the situation through conversation. He also talked about our own style comforts and needs and identified four main style types to help us understand others' styles and needs. The descriptions of the types included their strengths, their needs, their defensiveness styles, how others can bridge to them, and how people with each style can increase their own bridging efforts.

He closed with a quote from Thich Nhat Hanh: "My actions are my only true belongings. I cannot escape the consequences of my actions. My actions are the ground on which I stand." He also recommended two books for those with further interest in this topic (and gave some away in a raffle!): *Forgive for Good*, by Dr. Fred Luskin, and *The Art of Possibility: Transforming Professional and Personal Life*, by Rosamund Stone Zander and Benjamin Zander.

For more on his coaching, see www.richardcunninghamdevelopment.com or email him at rick@richardcunninghamdevelopment.com.

Spotlight on…



The Research Edge® LLC
Market Research Services

In business since 1995, The Research Edge® LLC provides a cafeteria of services, including survey design, data collection, analysis and reporting for phone, web and mail surveys and qualitative research as well. We work directly with clients or collaboratively with other research or marketing companies.

Our 28-station call center provides high-quality CATI interviewing using Sawtooth Software. We can work with you to handle that part of the research project needing additional support, as well as entire projects. Working behind the scenes or out front, our job is to make our clients look good by delivering the insights, data and customer service they need.

Trained at Burke Institute, Cheryl Powers, PRC, conducts focus groups and in-depth interviews for clients desiring qualitative research. We provide recruiting, incentive payments and reporting for qualitative research, as needed.

Our primary market segments are health care, financial services, non-profits and business-to-business clients.

Welcoming New Members

The MRA MN/Upper Midwest Chapter is pleased to welcome our new members.

Scott Barlass	Co-Founder, The Axiom Group	Eden Prairie MN
Julie Boutaghou		St. Paul, MN
Steve Gentry	Market Research Analyst,	Mpls MN
Susan Gillespie	Director Market Insights, Prime Therapeutics	Bloomington MN
Patricia Itzkowitz	Survey & Analytics Manager, Wipfli, LLC	Wausau WI
Olga Kalinchuk	National Research Program Manager, Golder Associates, Ltd.	Calgary AL
Brian Kenyon	Account Executive, Eastern Research Services, Inc.	Springfield PA
Trina Martell	Business Manager, ClickIQ	Bloomington MN
Song Rattanavong	Corporate Account Executive, Itracks	Saskatoon SK
Irina Strelchenko	Field Director, SMI - Alcott	Park Ridge IL
Kris Tarbet	Senior Director, Survey Solutions, uSamp	Encino CA
Christopher Tatham	Vice President, ETC Institute	Olathe KS
Jaclyn Tucker	Consumer Research Scientist, SC Johnson	Racine WI

Painless Approach to Response Rates

Fall 2010 Chapter Conference Workshop Recap
Rob Daves, *Daves & Associates Research*

Rob Daves, chapter board member and past president of AAPOR, gave a thorough and truly *painless* overview of response rates, with insights on the right way to figure them out as well how to understand when they do really matter.

Rob started out with an explanation of *total survey error* and how nonresponse fits in. Total survey error is made up of random error (sampling error) and nonrandom error (bias), which can occur from:

- specification error
- coverage error
- measurement error
- data tabulation error (editing/processing)
- analysis error
- nonresponse error

There are two types of nonresponse. *Unit nonresponse*, which is when the element (e.g., program participant, household, or likely voter) in the sample was selected for the interview but was not part of the sample. *Item nonresponse* is when the interview was conducted but one or more questions are missing from the information due to

- respondent refusal
- interviewer mistakes
- programming or other data processing mistakes

Why is nonresponse a problem? Rob explained that all inferential statistics are based on probability sampling, and probability sampling assumes 100% of the sample is measured for the characteristic of interest. Nonresponse rates measure the potential for bias but not the actual bias. Nonresponse bias is a function of the nonresponse rate and difference in characteristics under study between the respondents and nonrespondents.

Just to clarify, the nonrespondents are those with noncontact; for example, they were called but not at home during the field period, or the web/mail questionnaire came back due to a bad address. Refusals, on the other hand, are contacted and are either hard refusals (NO) or soft refusals (excuses).

Why does tracking response rates matter?

- Response rates are one of several quality indicators of a sample.
- Knowing the response rate allows mid-fieldwork adjustments to interviewing.
- Warns of differential nonresponse among strata.
- Provides a measure of interviewer (and sometimes instrument) quality.
- Tells the client that you are competent and care about your work and theirs.
- And, of course, keeping response rates up can increase the validity of a survey.

Nonresponse has been studied since the dawn of the modern survey (the 1930s), but only since 1998 has its measurement been standardized. The first modern period of study began in the 1980s, when rates began declining in developed countries and it was found that rates vary by country, but the variation was from increases in refusals, not noncontacts.

The second period of study began around 2000, when standard definitions were available and the focus was on measuring nonresponse and reducing nonresponse. The third period (current) focuses on using mixed modes to mitigate nonresponse and on nonresponse bias itself. Current nonresponse measurement sources include

CASRO's calculations and AAPOR's standard definitions. AAPOR outcome rates are defined to be consistent across modes and designs, and they include

- cooperation rates
- refusal rates
- contact rates
- response rates

How to measure outcome rates is best achieved during both the specification process and the design process. During the spec process, you have to detail to data collection folks what is needed. In the design process, you need to use a CATI or web survey system that provides outcome rates. Some examples are Sawtooth and the newer releases of CfMC's SurvEnt. It's also a good idea to use AAPOR's standard definitions as a guideline for these processes.

Steps to measuring outcome rates:

- Use a system designed for it.
- Code appropriately each attempt to reach a respondent, which requires interviewer training (note the difference between outcome and "temporary"/house codes).
- Scan all attempt codes to reach a final disposition (automated systems make it easier).
- Plug the final dispositions into a calculator – it's free and on the web.
  - interviews (partial or complete – define standard for partial)
  - eligible cases not interviewed
  - cases of unknown eligibility
  - cases that are not eligible

Outcome rates:

- Response rate = I / I + R + NC + U
- Cooperation rate = I / I + R
- Refusal rate = R / I + R + NC + U
- Contact rate = I + R / I + R + NC + U

http://www.AAPOR.org/Do_Response_Rates_Matter_/1285.htm
http://www.quantitativeskills.com/sisa/calculations/casro.htm

What do we know about nonresponse bias?

We don't know as much as we need to, but we do know that refusers are different from those who are hard to reach, especially in surveys that measure behaviors and use of time. We also know that nonresponse has to do with population being surveyed. For example, late responding physicians' answers don't differ greatly from early responding physicians' answers. However, late responding newspaper readers' attitudes and behavior do differ from early responding readers'. We know that political attitudes in low and higher response rate situations don't vary much but that sometimes an extraordinary attempt to include hard-to-reach respondents results in bias. We also know that response rates can affect some variables in a survey and not others. But there are tried-and-true techniques (advance notification, small gratuities, and use of social exchange theory) that will help increase response rates.

There are some tricks for boosting response rates. For example, in phone surveys

- Prior notification is good.
- Short intros that use social exchange theory help.
  - push hot buttons and can quell fears and establish trust
- Less burden on respondents is better than more burden.
  - short surveys

- o well-written, tested questions
- o psychological hooks up front
- Clean samples pay off.
- Front-end loading/back-end clean up.
- Callbacks and callback appointments.
- Refusal conversions (maybe).
- Well-trained interviewers.

For self-administered surveys, you can

- use incentives
- give prior notification – use the best method
- follow up
- place less burden on respondents
    - short surveys
    - Don Dillman's Total Design Method
    - well-written and tested questions
    - demographics up front
- use clean samples – they pay off

Overall, for boosting response rates, consider using multimode methods. You can also add weighting to mitigate nonresponse effect. The use of weighting generally addresses unequal probabilities of selection. It can affect replicate and other sampling issues. Weighting can correct for nonresponse (bias indicators). And weighting can address projection to populations. Finally, imputation adjusts for item nonresponse.

Most importantly, you need to talk to clients to explain that response rates matter. For questions or comments, you can reach out to Rob Daves of Daves & Associates Research.

Emerging trends with in-sourcing and DIY research tools May 19, 2011

Learner Outcomes:
Discover:

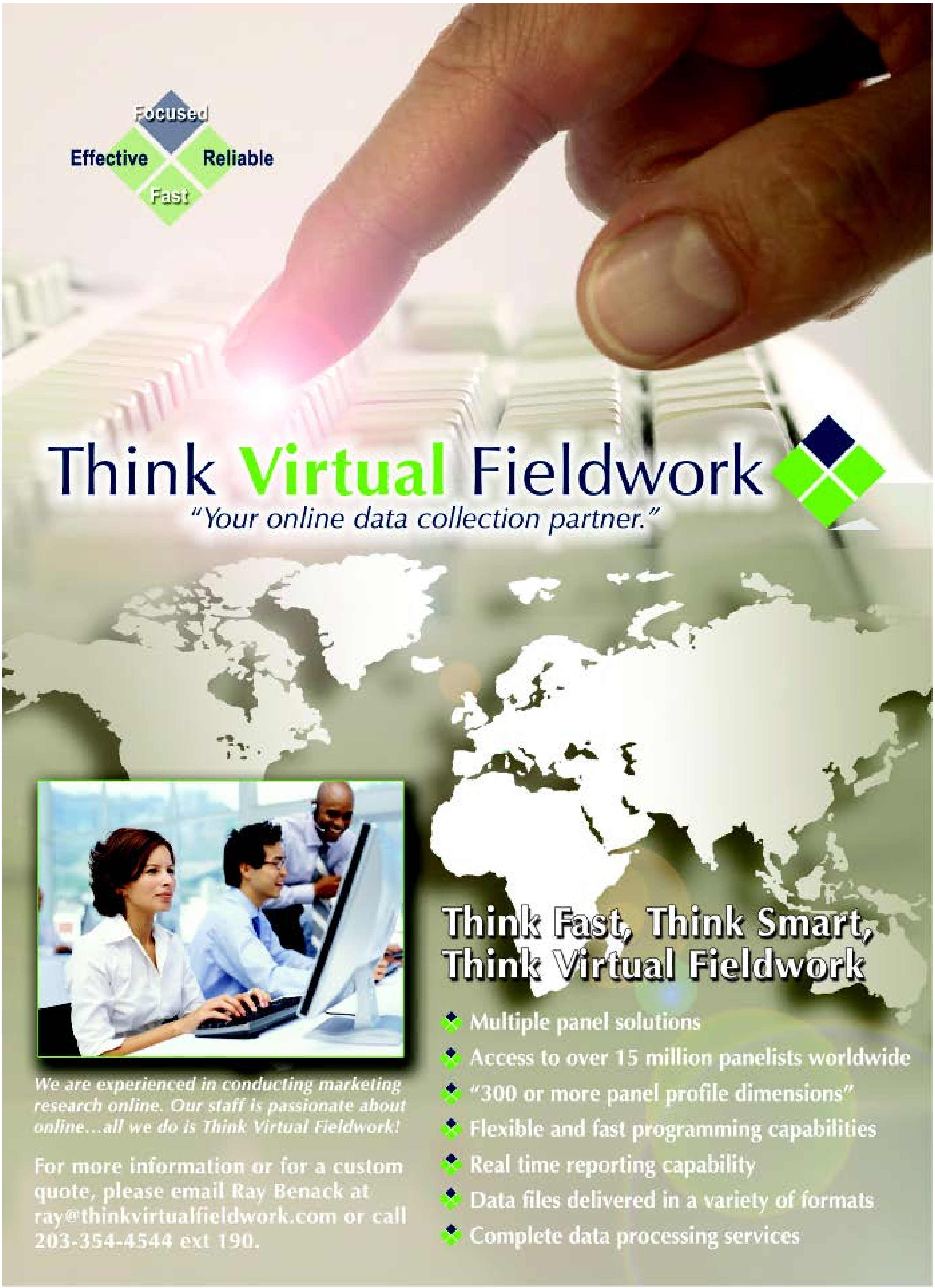
1. An overview of the categories of DIY tools
2. Examples of leading blogs & authors that monitor and dissect discussion in this space
3. A quick look at a DIY feasibility and CPI calculator with a direct conduit into an online panel
4. What is bound to be a lively discussion on the implications for us as professionals in the Market Research industry

Format:

11:30 a.m. - 12:00 p.m.	Lunch & Board Installation for 2011-2012 Chapter Board
12:00 p.m. - 1:00 p.m.	Presentation and Q&A

Location:
The Colonnade
5500 Wayzata Boulevard
St. Louis Park, MN 55416
Lower level conference room

Pricing:
$40 MRA Members
$50 non-MRA members/guests
$15 students enrolled in a higher education program and not currently working for a research company


Focused
Effective
Reliable
Fast
Think Virtual Fieldwork
"Your online data collection partner."
Think Fast, Think Smart, Think Virtual Fieldwork
Multiple panel solutions
Access to over 15 million panelists worldwide
"300 or more panel profile dimensions"
Flexible and fast programming capabilities
Real time reporting capability
Data files delivered in a variety of formats
Complete data processing services
We are experienced in conducting marketing research online. Our staff is passionate about online…all we do is Think Virtual Fieldwork!
For more information or for a custom quote, please email Ray Benack at ray@thinkvirtualfieldwork.com or call 203-354-4544 ext 190.

MRA
Minnesota
Upper Midwest
Chapter

The Verbatim

Robin McDougal
Maritz Research
7701 France Ave S # 300
Minneapolis, MN 55435-5295