DISCOVERY RESEARCH

Welcome to Discovery Research

Our goal is for you to feel comfortable and confident when you approach your first potential respondent.

This is a general introduction to interviewing and working with Discovery Research. Depending on your background you may need to spend more time on some sections of this guide and less on others. If you have any questions do not hesitate to ask. We look forward to working with you!

Expectations

♦Professional ♦Friendly ♦Reliable ♦Confident

As a Market Research interviewer your role is to collect information to help companies and organizations make decisions and better serve their customers. When you are interviewing you are representing yourself, Discovery Research, and any company that has contracted us so it is important to conduct yourself in a professional, polite, and cheerful manner.

- If a respondent is rude to you remain calm and professional, contact your project manager if needed.

- Treat any employees and managers of the locations you are attending with respect. They will often encourage people to do the survey with you and can be very helpful. If an employee or manager instructs you to do something that could impede your ability to do surveys contact your project manager and they will discuss with the client.

- As a representative it is not appropriate for you to share your opinions about the company or organization you are interviewing about. You are simply gathering opinions from others. If you are ever uncertain about a situation contact your project manager.

As a contractor you are expected to be reliable and communicate:

- We typically have a limited window to be on-site, it is very important that you attend your shift. We understand that life happens: in the event that you are unable to work contact your project manager to give as much notice as possible. If you are running late notify your project manager and team members as soon as possible with your estimated arrival time. **The key to any issue is communication!**

- It is very important that you respond to all communications from your project manager. Even a reply that simply says “Thanks” or “k” to acknowledge that you have received the information is appreciated.

- **Always contact Discovery Research** first. Project instructions will often list the contact information for the companies that hire us. Always contact your Discovery Research Project Manager; we will contact the client if needed.

Data Quality

♦Accurate ♦Neutral ♦Representative

Our goal for every project is to provide the client with quality information that they can base important decisions on. There are several things that can influence how people answer questions and the quality of data obtained:

- Ask questions word for word, as they are written. Changing words can change the question, and if different interviewers use different words than this will influence the results.

- Follow all instructions regarding whether you read answer options or simply ask the question.

- Ask all questions confidently and do not offer the option to refuse: If you ask someone for their postal code etc. confidently the majority of people will provide it. If you ask for their postal code and quickly mention that they do not have to answer a lot of people will then refuse to provide one.

- Before you start asking questions you need to get someone to agree to do the survey! It is important that you **approach as many people as possible.**
    - It is important that you do not let your own bias influence who you approach to do a survey. You will inevitably feel more comfortable approaching some people than others. The key is to approach everyone with confidence and a smile and let refusals roll off your back.
    - The more people you approach, the more completes you will get.
    - Assume that everyone you approach is going to do the survey

Quality Control

Some interviewers might be tempted to fake completed surveys. In the past, we have had interviewers complete surveys that have been filled out by the interviewer randomly instead of completing the work by following the proper procedures. Obviously these interviewers have wasted a lot of time forging the surveys and these interviewers were not paid. We can tell something is wrong with an interviewer's surveying procedure upon reviewing data. In addition, surveys are timestamped.

Survey Results:

When dealing with large sample sizes, you will often here statisticians state: "the results are accurate within plus or minus 3.0%, 19 times out of 20." For example, if the average rating on a question is 26%, 19 of 20 interviewers will have an average between 23% and 29%. If the average ratings or the percentages generated from an interviewer's results are significantly different from the average, we know the interviewer has done something other than follow procedure.

We can tell something is wrong with an interviewer's surveys immediately. It is not possible to fake the correct response percentages for closed end questions. It is also impossible to fake the randomness of respondent's answers on open ended questions. If an interviewer's responses vary significantly from the average response, Discovery will investigate and pay will be withheld.

Tips for Success

Some helpful tips for maximizing your completion rate:

- Smile! It is the simplest and easiest way to encourage someone to complete a survey with you. It works even better if it is a genuine smile so thinking about something happy or funny helps.

- Dress for success: proper hygiene and a neat and tidy appearance will make you more approachable. Some projects may have specific dress codes.

- Remain optimistic! If you are feeling down from people saying no, take a quick break to collect yourself and know that you will get more completes.

- Make the assumption that each respondent is going to do the survey with you. Ask them the first question of the survey as part of your introduction. That way, they will be doing the survey with you prior to them thinking of an excuse not to do it.

- Before your shift practice reading the survey questions out loud either with a friend, on your own, or over the phone with your project manager. This will help you become comfortable and sound more natural than scripted.

- If you are competitive have a contest with a co-worker to see who can get more completes.

- Location staff may be helpful, if you are looking for a certain type of respondent they may send them your way so be friendly and let them know what you are looking for.

Compensation

The details of each project, including rate of pay, will be sent to you in a job offer email. Upon completion of a project we will send you an invoice template to fill out and return to us. You are responsible for tracking your time and expenses for each project.

We offer payment via cheque or e-transfer. If e-transfer limits are met we will default to mailing a cheque.

Contact Information

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