

IQCA SUMMARY OF STANDARDS – FACE TO FACE

(Door to Door, Central Location and Business Interviewing – Face to Face)

When you purchase research from an IQCA accredited company, you can be assured that the following quality control practices have taken place:

TRAINING:

- Interviewers have completed a minimum of four (4) hours basic classroom training before being briefed and assigned to a client's project.
- Interviewer training is conducted by a previously trained market research Supervisor and covers the MRSA Code of Professional Behaviour in relation to interviewing; identification procedures; dealing with the public professionally and courteously; conducting an interview; quota control and administration.
- Supervisors have been trained on field sampling procedures, achieving quotas and conducting observations on interviewers.
- Supervisors undergo an annual face to face meeting with the Field Manager at which their performance is appraised.

IDENTITY CARDS:

- All interviewers are issued with identity cards to establish their bona fides.

SURVEY ADMINISTRATION:

- Interviewers and Supervisors are briefed on every job to which they are assigned.
- A supervisor is assigned from the start of the interviewing process through to the completion of validation. Central Location interviewers are supervised on every project.
- Each hardcopy questionnaire includes a declaration attesting to the fact that the interview was conducted according to the MRSA Code of Professional Behaviour. The declaration is signed by the interviewer upon completion of each interview.

OBSERVATIONS:

- A new interviewer is observed at least once during his/her first three job assignments and an experienced interviewer is observed, at a minimum, at least once a year by a Field Manager, Supervisor or Team Leader. They assess whether the interviewer understands the appropriate procedures and follows them accordingly.

VALIDATION:

- Door to Door - A minimum of 10% of all completed questionnaires for each interviewer on a project is validated using either telephone or face to face contacts within two weeks of the project being completed.
- Central Location validations are done progressively with a minimum of 10% of completed interviews being validated at each location by the end of the project.
- Business Interviewing-face to face – validation of 10% of completed interviews that is completed within two weeks of the date of the original interview using either telephone or face to face contacts.

MROA SUMMARY OF STANDARDS

IQCA SUMMARY OF STANDARDS – TELEPHONE

When you purchase research from an IQCA accredited company, you can be assured that the following quality control practices have taken place:

TRAINING:

- Interviewers have completed a minimum of four (4) hours basic classroom training before being briefed and assigned to a client's project.
- Interviewer training is conducted by a previously trained market research Supervisor and covers the MRSA Code of Professional Behaviour in relation to interviewing; identification procedures; dealing with the public professionally and courteously; conducting an interview; quota control and administration.
- Supervisors have been trained on field sampling procedures, achieving quotas, conducting observations on interviewers.
- Supervisors undergo an annual face to face meeting with the Field Manager at which their performance is appraised.

SURVEY ADMINISTRATION:

- Interviewers and Supervisors are briefed on every job to which they are assigned.
- A Supervisor is assigned from the start of the interviewing process through to the completion of validation.
- A Supervisor is present at all times in a centralised phone facility.
- Each hardcopy questionnaire includes a declaration attesting to the fact that the interview was conducted according to the MRSA Code of Professional Behaviour. The declaration is signed by the interviewer upon completion of each interview.

OBSERVATIONS:

- A new interviewer is observed at least once during his/her first three job assignments.
- An experienced interviewer is observed, at a minimum, at least once a year by a Field Manager, Supervisor or Team Leader. They assess whether the interviewer understands the appropriate procedures and follows them accordingly.

VALIDATION:

- A minimum of 10% of all completed questionnaires for each interviewer on a project are validated within two weeks by a Field Manager, Supervisor or Team leader.

IQCA SUMMARY OF STANDARDS – AUDITS & OBSERVATIONS

When you purchase research from an IQCA accredited company, you can be assured that the following quality control practices have taken place:

TRAINING:

- Auditors have completed a minimum of two (2) hours basic classroom training and two (2) hours simulated audit activity before being briefed and assigned to an auditing assignment.
- Auditor training is conducted by a previously trained market research Supervisor and covers the MRSA Code of Professional Behaviour in relation to auditing/ observing.
- Supervisors have been trained on field sampling procedures, achieving quotas and verification of audits.
- Supervisors undergo an annual face to face meeting with the Field Manager at which their performance is appraised.

IDENTITY CARDS:

- All auditors carry an identity card to verify their bona fides if they are conducting face to face audits.

SURVEY ADMINISTRATION:

- Auditors and Supervisors are briefed on every job to which they are assigned.
- A supervisor is assigned from the start of the interviewing process through to the completion of the verification process.
- Each data collection sheet includes a declaration attesting to the fact that the data was collected according to the MRSA Code of Professional Behaviour. The declaration is signed by the auditor upon completion of each interview.

VERIFICATION:

- A systematic method of verification is used to ensure that all auditors are included in the verification process and a representative sample of each auditor's work is verified.
- Audit verification is completed within two weeks of the date of the original audit being completed.

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RECRUITMENT FOR QUALITATIVE RESEARCH STANDARDS

When you purchase research from an IQCA accredited company, you can be assured that the following quality control practices have taken place:

TRAINING:

- Recruiters have completed a minimum of two (2) hours basic classroom training before being briefed and assigned to a client's project.
- Recruiter training is conducted by a previously trained market research Supervisor and covers the MRSA Code of Professional Behaviour in relation to interviewing; the role of group discussion, obtaining a commitment to attend groups or interviews.
- Supervisors have been trained on field sampling procedures, achieving quotas and conducting observations on recruiters.
- Supervisors have an annual face to face meeting with the Field Manager at which their performance is appraised.

IDENTITY CARDS:

- Recruiters engaged in face to face recruitment are issued with identity cards that contain a photograph.

SURVEY ADMINISTRATION:

- Recruiters and Supervisors are briefed on every job to which they are assigned and they receive a copy of written specifications.
- A respondent must not be used for a group discussion, in-depth interview or centralised test more than once during any six month period.

OBSERVATIONS:

- At a minimum, a Recruitment Interviewer must be observed at least once a year by a Field Manager, Supervisor or Team Leader or Recruitment Manager.

VALIDATION:

- The researcher must ensure that answers to all screening questions are validated at the time of each interview or group discussion by requiring all attending respondents to complete and sign a document that confirms their eligibility to take part in a particular survey or test etc.