

# Best Practices in Research Operations

## Quantitative

- **Best Practices in the Conduct of Surveys - Vivian Japos**

**9:00-12:00**

1. Establishing Respondents
  - Face to face
    - i. Numbers of interview per spot (coverage, cluster or interval)
    - ii. Samplings (over sampling)
    - iii. Random Start (e.g. structure; household)
    - iv. Definitions (terms)
    - v. Establishing respondents (Kish grid, next birthday; last birthday)
    - vi. Call recording (Original & Substitute respondent)
  - Telephone
  - Central locations
  - Executive interviews
2. Conducting Field Interviews
  - Qualifications of a good field researcher
    - i. Skills
    - ii. Personality types
  - Do's and Don'ts in conducting interviews (probing, hostile respondents, respondent fatigue, etc.)
    - i. Face to face
    - ii. Telephone
    - iii. Central locations
    - iv. Executive interviews
3. Field Quality Controls
  - Observations
  - Spot-checking
  - Back-checking
  - Editing

- **Best Practices in Panel Research - Russel Hidrosollo**

**1:30-3:30**

1. Types of Panel Research
  - a. Retail Panels
  - b. Consumer Panels
  - c. Media Panels
2. Establishing Panels
  - a. Establishment Survey
  - b. Panel Size and Composition
  - c. Panel Recruitment

- d. Panel Maintenance
- 3. Quality Controls

**COFFEE BREAK**  
**3:30-3:45**

• **Best Practices in Media Research – Jay Bautista**

**3:45-5:00**

- 1. Types of Media Research
  - a. Single Source/Readership
  - b. Radio Audience Measurement
- 2. Establishing Respondents
  - a. Numbers of interview per spot (coverage, cluster or interval)
  - b. Samplings (over sampling)
  - c. Random Start (e.g. structure; household)
  - d. Definitions (terms)
  - e. Establishing respondents (Kish grid, next birthday; last birthday)
  - f. Call recording (Original & Substitute respondent)
- 3. Conducting Field Interviews
  - a. Qualifications of a good field researcher
    - i. Skills
    - ii. Personality types
  - b. Do's and Don'ts in conducting interviews (probing, hostile respondents, respondent fatigue, etc.)
    - i. Face to face
    - ii. Telephone
    - iii. Central locations
    - iv. Executive interviews
- 4. Field Quality Controls
  - a. Observations
  - b. Spot-checking
  - c. Back-checking
  - d. Editing

**Day 2**

**Best Practices in Qualitative Research Operations – Sylvia Habulan**

**9:00-12:00**

- 1. Recruitment
- 2. Screening
- 3. Quality Control
- 4. Logistics
- 5. Psychographic Questions

## **Trends and Updates in Research Operations – Ferdie Frejas**

**1:30-4:00**

1. What factors will shape the change or the future of in research operations?
  - a. The challenges of the current research operations methods
  - b. The changing consumer behavior
  - c. The changing preference for new channels or respondent touch points
2. What new channels can be used to do research?
  - a. Online
  - b. Mobile
  - c. Video
  - d. CCTV
3. New developments in data processing
4. Others