

# COORDINATE

**Pilot fieldwork in Ireland and Croatia**

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**GAME CHANGERS**



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# STATUS QUO

## Pilot fieldwork in Ireland and Croatia



### Status in Ireland:

- ca. 85 percent completed
- Fieldwork expected to be finished at the end of July
- 45 interviewers working nationwide



### Status in Croatia:

- Fieldwork completed this week
- Interviewers focusing on four regions (urban and close rural areas)

### Average lengths:

- 30 minutes for a child interview
- 45 minutes for an interview with adults
- Range: 20 Min. up to 1,5 hours

### Fieldwork Monitoring Update every two weeks to national partners including:

- *Number of approached participants*
- *Number of succesfully interviewed participants*
- *Number of appointments*
- *Projections for remaining fieldwork*

# TARGET GROUPS AND SAMPLING STRATEGY

## Pilot fieldwork in Ireland and Croatia

### 3 groups of respondents:

- 8- and 9-year-old-children, 250 interviews
  - Carers of 8-/9-year-old children, 250 interviews
  - Carers of new-borns (6-15 months), 250 interviews
- } had to be paired // dyads

→ Incidence for each group below 1 percent!

### → Snowball Sampling Strategy

*We locate a suitable “seed” respondent to take part in the survey, then we ask the respondent if they know of anyone else who also qualifies. If they do, then the seed respondent makes contact with the prospective respondent. If that person is interested in taking part in the research, they contact us directly → important for GDRPR*

→ In addition: other methods of recruitment such as cold calling door to door, using lists/community groups to gain access to the target audience (e.g. mother and toddler groups etc)

# DATA COLLECTION METHOD

## Pilot fieldwork in Ireland and Croatia

- Both countries: Face-to-face interviews (**Computer Assisted Personal Interviewing; CAPI**)
- Software was adapted to **online video interviews** (Computer Assisted Video Interviewing; CAVI), should be considered in all countries for GUIDE -> especially in addressing the most difficult target group (carers of infants)
- Devices: **Tablets** only (Ireland) and a mix of laptops and tablets (Croatia)
- In addition: **Showcards** for children, **self-completion part** for parents
- Locations: Interviews mainly conducted in respondents' **own homes**, but also then in parks, community centres etc
- Working with **incentives** (crucial for success): €20 for the adult interviews and €10 for the child interview





# DISTRIBUTION OF THE SAMPLE

## Pilot fieldwork in Ireland and Croatia

Due to low incidence: no explicit quotas possible. BUT: Aiming at **relatively heterogenous sample** that takes into account relevant characteristics of the target populations.

EXAMPLE IRELAND

Gender of the child	
1 Boy	135
2 Girl	90

Ethnicity of the child	
1 White Irish	174
2 White Irish Traveler	2
3 White (Other)	19
4 Black Irish	4
5 Black (Other)	3
6 Asian Irish	3
7 Asian (Other)	0
8 Hispanic Irish	0
9 Hispanic (Other)	0
10 Other	4

Gender of respondent	
1 Male	30
2 Female	169
3 Non-binary	0
4 Other	0
5 I do not identify with a gender	0

Relationship status	
1 Legally married	132
2 In a legal civil partnership	5
3 Legally separated	8
4 Legally divorced	6
5 Widowed /Civil partner died	2
6 Not married/legal civil relationship	41
7 Other	4

Living area	
1 A big city	23
2 The suburbs or outskirts of a big city	27
3 A town or a small city	67
4 A country village	57
5 A farm or home in the countryside	22
8 I don't know	0
9 I refuse to answer	0

# SET-UP PROCESS

## Pilot fieldwork in Ireland and Croatia

Set-up process was crucial for a harmonized data collection in all pilot countries, also important for GUIDE:

- Agreement on **Consent forms** based on national legal restrictions/handling
- **Translation process** (harmonized translations with national adaptations (e.g. height/weights – metric vs. English system))
- Use of **centralized software** (CenterData): official onboarding process, internal audit, internal instructions of how to use it, technical support during fieldwork



# TRAINING

## Pilot fieldwork in Ireland and Croatia

### Training:

- Special attention to **interviewer training**: general instruction and child protection training (safeguarding children)
- **Train-the-trainers**-event for all partners of the Working Package (all countries)
- Individual interviewer training **on country level**
- In Ireland and Croatia in 2 stages: group webinar followed by individual technical briefing on phone

Part of the interviewer training was the instruction about research with children and the associated **Child Protection Policy**. For example, the code of practice contained information about obtaining permission of the parent/guardian before the child is approached for the interview, the necessity of the child's consent and about how to interact with children in general. Furthermore, the interviewers were prepared for handling difficult situations, such as a child being emotionally upset or scared.



## KEY CRITERION

The content and circumstances of the research must be such that the child and its parents are unlikely to get upset or disturbed.

# Research with children guideline



The age of who can give consent for research and who can't varies per country. This is a cultural (or legal) issue. Consult a local expert if you are unsure.

## LOCAL LAW AND STANDARDS ALWAYS PREVAIL

No local standard?  
Global age ranges:  
child ≤ 12  
young person 13 - 17

My local age ranges:  
child:   
young person:

EXAMPLE CROATIA

## GETTING CONSENT

First get consent of the responsible adult, then ask the child for their agreement.

### What the responsible adult must be told

✓ Name and contact details of the researcher and/or research organisation.

✓ The nature of the data to be collected, including any data that might be considered sensitive or not age appropriate.

✓ The purpose of collecting the data must be specified.

✓ How the data will be used and protected.

✓ The reasons for asking a child to participate and likely benefits or potential impact of the research.

✓ An outline of activities that may be undertaken (e.g. product testing).

✓ Description of any incentive being offered.

✓ The procedure for giving and verifying consent.

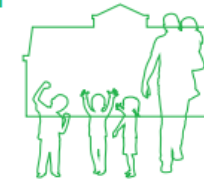
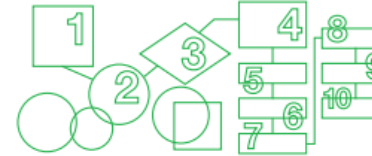
✓ Request for the responsible adult's contact details for verification of consent.



### Don't forget

The researcher must record the identity of the responsible adult giving consent and what their relationship to the child is.

## DATA COLLECTION



### Face-to-face research

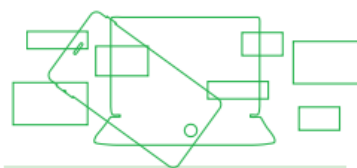
- Never knowingly approach a child unless an adult is with them.
- First get consent of the responsible adult, then get agreement from the child.
- Keep the responsible adult close at hand and fully briefed.

### Research set-up phase

- Take care to ensure that the research topic and questions asked will not upset the child or responsible adult.
- The research method and design must be fit for the age, skill and cognitive ability of the child.
- Incentives offered must be age appropriate.

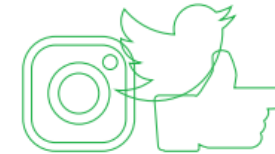
### Research at school or child care

- First get consent from the owner or manager, then get consent from the responsible adult, then get agreement from the child.
- Whether a teacher or caregiver can give consent depends on culture and local law.



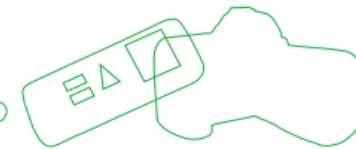
### Phone, email and online research

- If it's not clear if you're dealing with a child, determine their age before anything else. If it is a child, do not gather any further information, but gather the contact details of the responsible adult.



### Social media

- Filter out any data likely to be from a child.
- Mask responses to ensure children cannot be identified or get consent from the responsible adult.
- Age requirements for children's social media registration may vary per country.



### Photographing and recording children

- First, get consent from the responsible adult, then get agreement from the child. If a child is inadvertently pictured or recorded, images and voices must be made unidentifiable or deleted.

ESOMAR



## INTERVIEWING CHILDREN AND YOUNG PEOPLE

*“The intention of the following provisions regarding the age of respondents is to protect children who are potentially vulnerable members of society and to strengthen the principle of public trust”, Market Research Society.*

A considerable amount of survey research is carried out among children and young people. This is a legitimate and valuable form of research but our industry guidelines point out the need for special care and precautions on the part of the researcher. In carrying out such research we understand that:

- The welfare of the children and young people themselves is the over-riding consideration – they must not be disturbed or harmed by the experience of being interviewed.
- The parents or anyone acting as the guardian of any child or young person taking part in a research project must be confident that the latter’s safety, rights and interests are being fully safeguarded.
- The authorities and public generally must be confident that all research carried out with children and young people is conducted to the highest ethical standards and that there can be no question of any possible harm to the children or young people involved.

A key criterion must always be that when the parent or guardian hears about the content or circumstances of the interview, no reasonable person would expect him or her to be upset

## CODE OF PRACTICE – CHILDREN AGED 14 YEARS & YOUNGER

EXAMPLE IRELAND

Interviewers must establish the age of the respondent at the very beginning of the interview and where necessary obtain the relevant permissions.

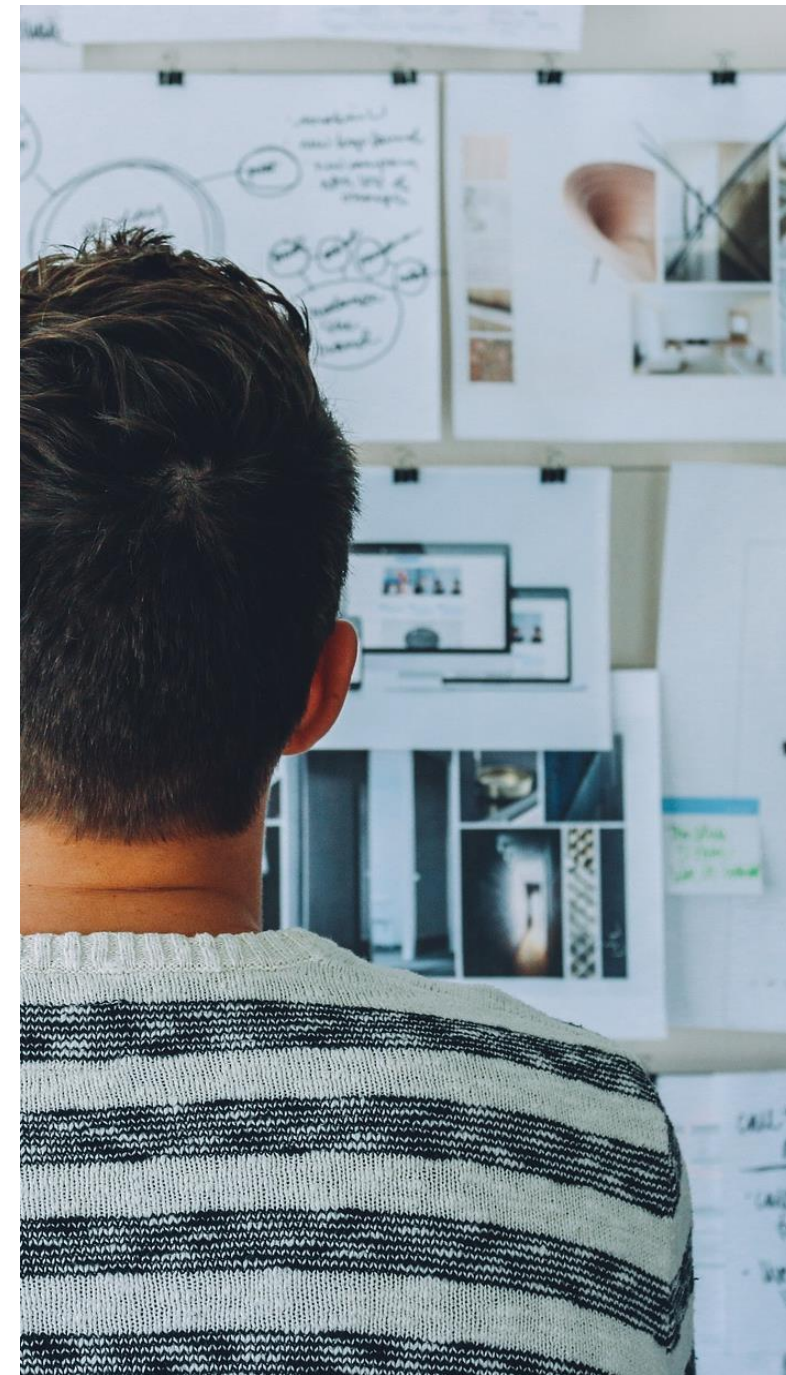
### Obtain permission ..

- Permission of the parent/guardian must always be obtained before the child is approached for interview. This applies to all types of research including on street interviewing.
- Permission of the child should also be sought and the child must be informed that they have the right to decline to be interviewed even if their parent/guardian has given permission. Therefore, in obtaining permission from the parent/guardian, and the co-operation of the child, the request should be written in language that is easily understood by the child.
- Where the survey is being carried out in a “protected” environment such as a school or leisure centre then the permission to approach the child is sought of the relevant adult in authority, who has overall responsibility for the protection of the child in that environment.
- When requesting permission to approach a child for interview, sufficient information about the survey must be given to the parent/guardian to enable that person to reach an adequately considered decision about the child giving such information.
- In particular, for research where the subject matter is potentially embarrassing or

# LEARNINGS FOR GUIDE

## Pilot fieldwork in Ireland and Croatia

1. Plan enough **time for set-up**, including training on software and possible technical difficulties
2. Early integration of survey agencies when it comes to **usability of consent forms and questionnaire**
3. Schedule **regular meetings** between national fieldwork managers about progress and best practises
4. **CAVI** should be considered as an option in all countries
5. Consider alternative **sampling strategies**, especially for reaching most difficult target groups
6. Develop **professionally-looking brochures** with information about the project to help recruitment
7. Back checks/quality control are **currently limited**



# THANK YOU

[www.ipsos.de](http://www.ipsos.de)



**GAME CHANGERS**

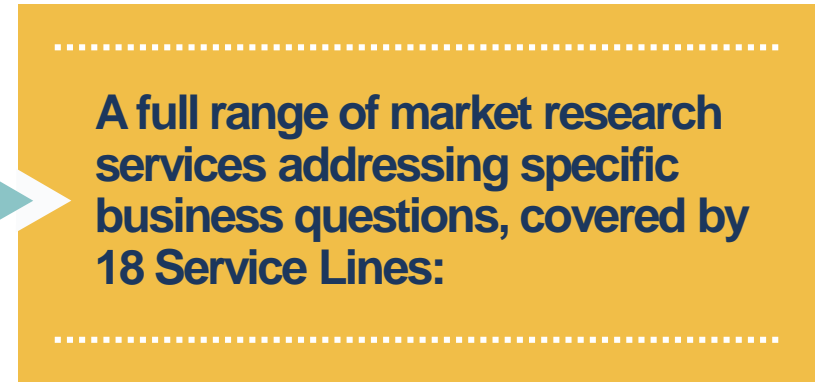




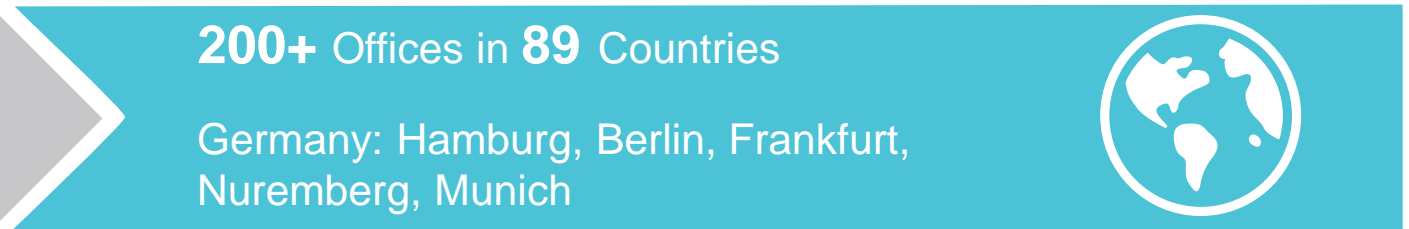
# IPSOS FACTS



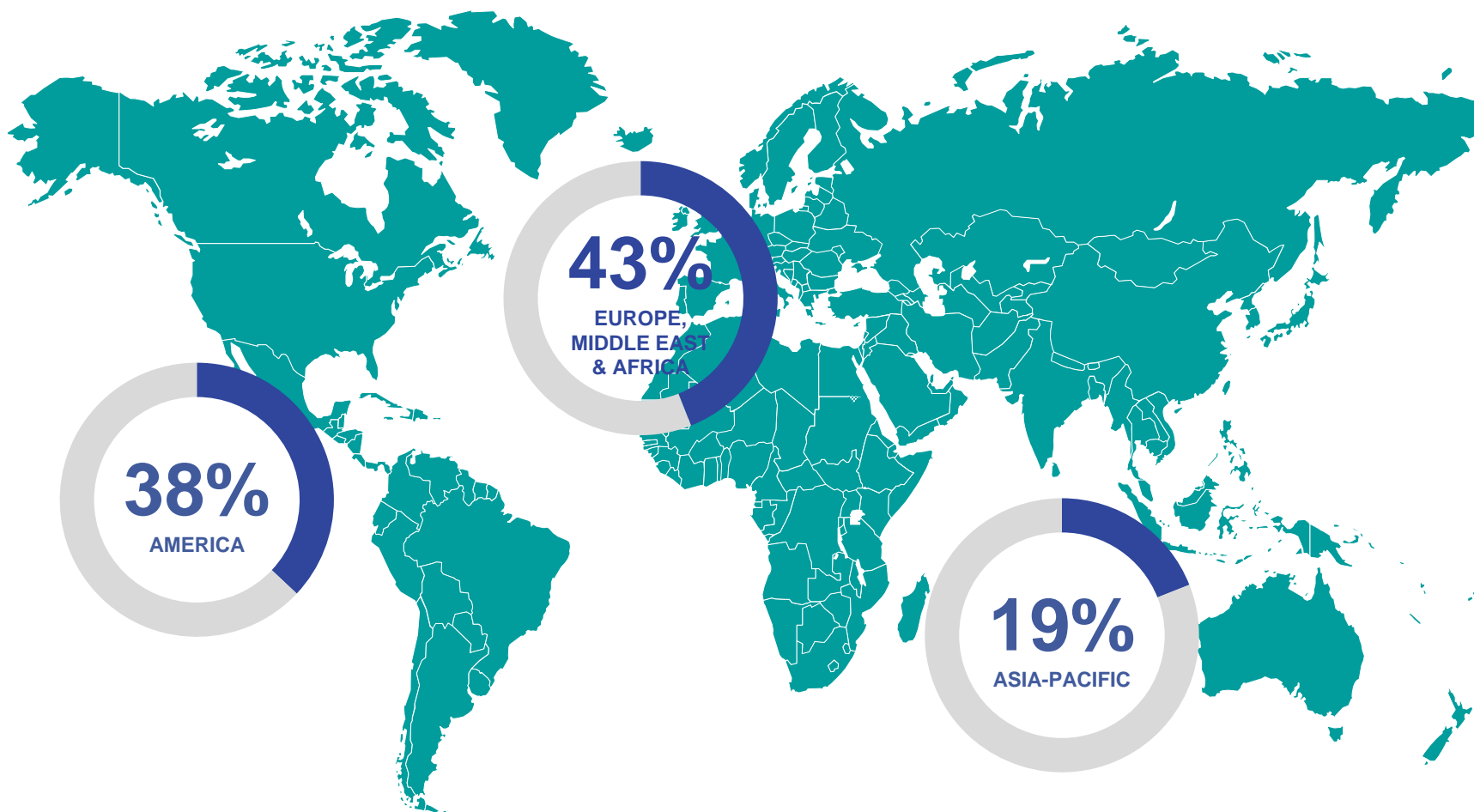
# IPSOS – AT A GLANCE



Audience Measurement – Brand Health Tracking – Clinics & Mobility Labs – Creative Excellence – Corporate Reputation – Customer Experience – Healthcare – Marketing Management Analytics – Ipsos UU (qual.) – Innovation – Market Measurement – Marketing Strategy & Understanding – Mystery Shopping – Observer – Quality Measurement – Public Affairs – Social Intelligence Analytics – weitere Specialist Services



# A WORLD LEADER



2019 revenue

**USD 2.25 Billions**



**5,000+ clients**



Access panels  
in over  
**150  
countries**



Including proprietary  
panels in  
**57  
countries**



**22 M**  
interviews offline



**23 M**  
interviews online

# 40 YEARS OF LEADERSHIP IN MARKET RESEARCH



# OUR VALUES



**THE FIVE CORE VALUES  
AND BEHAVIOURS THAT  
SHOULD INSPIRE ALL  
IPSOS EMPLOYEES AS  
WE EXPLORE THE  
WORLD.**





# A STRONG CORPORATE SOCIAL RESPONSIBILITY

IPSOS has been developing a Corporate Social Responsibility (CSR) programme for several years and was the first market research institute to sign the UN Global Compact in 2008.

Our programme thus encompasses the areas of People, Society and Planet.

Board of Directors

**> 50%**  
females

**2,5%**

reduction of  
CO<sub>2</sub> / employee  
from 2018 to 2019

**10%**

Our target:  
reduction of  
CO<sub>2</sub> emissions  
in 2021

**2.700**

Employees trained on our  
CSR values in 2019

**6**

Supporting  
Social projects at our 6  
locations in Germany

**1.470**

days of voluntary work  
in 2018 globally

**100**

Refugees are supposed to be  
employed at Ipsos within two  
years, in cooperation with Tent  
foundation

**40**

Educational Projects for  
disadvantaged children funded  
by Ipsos Foundation

**2020**

The Ipsos Task Force  
Planet starts its work in  
Germany