

Global Research Business Network Update



January 2015

Welcome to the first GRBN update for GRBN affiliated national association members!

Please find below a summary of the news, with links to more information. In particular we are very pleased to announce that ESOMAR and GRBN have finalised a joint guideline on online sample quality, which will be released soon.

Whilst there are certainly many challenges facing us all in the year ahead, I believe we also have a number of clear opportunities in front of us. I believe that one such opportunity concerns the appropriate collection and use of personal data, and our aim is to turn the GRBN Building Public Trust programme into an initiative, which has a significant impact on the relationship our industry has with research participants (both current and potential).

I hope you find the update both interesting and useful, and please do not hesitate to [contact me](#) with any suggestions you have.



I wish you all a very successful 2015!

Andrew

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Summary of the news

Guidelines – Working together	Further to the release of the GRBN mobile guidelines in mid-2014, we are pleased to announce that the joint ESOMAR/GRBN GUIDELINE FOR ONLINE SAMPLE QUALITY has been finalised and will be issued shortly. Read more here
Events & training – What’s going on around the globe	Find out what is happening where during February-April and learn how to get discounted rates. Read more here
Knowledge sharing – news not to miss	The Casro Journal and ISO news are in the spotlight this quarter. Read more here
Trust & Personal Data survey – Keeping the fires burning	Localised reports , in also local languages, presentation of the results at IleX Europe , and a series of regional webinars with Greenbook, are some of the ways we are continuing to leverage this survey. Read more here
Building Public Trust Programme – Driving response rates up and churn rates down	The GRBN is initiating a global programme aimed at increasing the level of trust people have in the research industry. We believe this programme will provide a huge return on investment for the industry and are currently seeking financial support for the programme. Read more here

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Guidelines – Working together

Further to the release of the GRBN mobile research guidelines in mid-2014, which you can access [here](#), we are pleased to announce that the joint ESOMAR/GRBN guidelines for online sample quality have now been finalised and will be issued shortly. This is a fantastic concrete example of the co-operation between the GRBN and ESOMAR for the good of the industry.

Through a partnership with RP Translate, the GRBN mobile guidelines are to be translated into South American Spanish, Mandarin Chinese, Japanese and Korean. This partnership with RP Translate will also enable us to produce other material, including this newsletter, in languages other than English for the benefit of national association members.

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RP Translate are delighted to be part of the GRBN team

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Events & Webinars – What’s going on around the globe

Here is a list of events taking place around the globe during February, March and April. To find out more about these events you can access the GRBN events calendar from [here](#).

CASRO Digital Research Conference
- February 11-12 2015, Nashville, TN USA

MRSM: The Essential Needs Of Market Research Of The FMCG Industry
- February 16 2015, Kuala Lumpur Malaysia

IleX Europe
February 18-19 2015, Amsterdam, the Netherlands

AMSRS Summer School
- February-March 2015, online

MRSM: The Essential Needs Of Market Research Of The Consumer Electronic Industry
- March 16 2015, Kuala Lumpur Malaysia

MRS: Impact 2015, Understanding Customer Behaviour in a world of change
- March 17-18 2015, London, UK

IleX Latin America
- April 15-16 2015, Mexico City, Mexico

MRSM: The Essential Needs Of Market Research Of The Financial Service Industry
- April 20 16 2015, Kuala Lumpur Malaysia



Reciprocal discount arrangements exist between most of the associations that form the GRBN (see www.grbn.org for list of associations within the Network). If you are a current paying member of one of the GRBN associations you may be eligible for a discount when purchasing event tickets and training, including webinars. Discounts vary from association to association and proof of association membership may be required for discounted purchases, so please contact the organising association before purchasing.

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Knowledge sharing – news not to miss

The CASRO journal was released at the end of last year, filled with 15 articles on critical market research issues. We particularly enjoyed Shankar Vedantam’s article, as a reminder of just how “irrational” us humans can be. If you have not already done so, you can access the journal [here](#).

Amongst other news, the December EFAMRO newsletter gave an ISO update, as follows.... *“The first meeting of the ISO Technical Committee, chaired by EFAMRO General Board member and ADM representative Erich Wiegand, to discuss the proposed standard for Web Analyses took place in Vienna on September 29 and 30. One important development from the Vienna meeting was the expansion of the scope of the proposed standard, with it now covering digital analytics in addition to web analyses. The next ISO meeting is due to take place on 16-17th April 2015 in Berlin.*

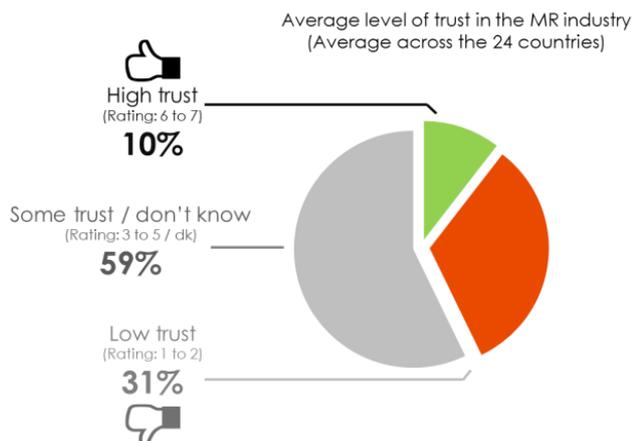
Separately it has also been agreed that the ISO for access panels, ISO 26362: 2009, will be updated and the process for this will commence shortly.”



Trust & Personal Data Survey – Keeping the fires burning

Last year GRBN, in partnership with Research Now, undertook a 24 country survey, exploring attitudes towards personal data. The survey showed that many people across the globe are very concerned about this issue and that trust in our industry on this issue, is low. Please access the reporting portal via the link below in order to discover more about the findings, as well as to explore the results via an interactive dashboard created for the GRBN by Dapresy.

<http://grbn.org/initiatives/index.php?pid=35>



Local reports are currently being produced for **Canada, Germany, Japan, Korea, Mexico, Malaysia and Singapore**, with the German, Japanese, Korean and Mexican reports being produced in local language, thanks to the partnership with RP Translate.

On February the 19th, Melanie Courtright from Research Now, will be presenting the results of the survey at IleX Europe and in March, in co-operation with Greenbook, we will be running a series of webinars on the topic of Trust and Personal Data and the implications for our industry. The webinar dates for each region will be confirmed shortly.

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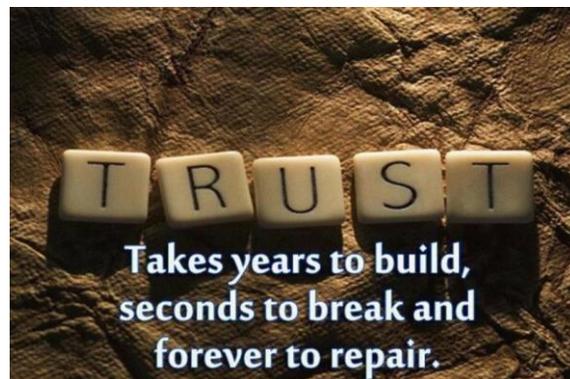
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Building Public Trust Programme – Driving response rates up and churn rates down

Whilst we believe that in itself the Trust & Personal Data survey is a fantastic initiative, its true value lies in its ability to act as a springboard for launching the GRBN Building Public Trust programme.

We believe that one reason for the low level of trust in our industry to protect and appropriately use personal data is a lack of familiarity with what our industry actually does with personal data, and therefore the level of trust can, at least partly, be improved by improving communications. One objective of the Building Public Trust programme is to enable this to happen in a co-ordinated manner on a global scale.



The key objectives of the GRBN Building Public Trust Programme are to...

1. **Help people identify organisations they can trust**
2. **Inform people of how our self-regulated industry acts responsibly with people's data**
3. **Remind people of the value and benefits of research to their daily lives**

The GRBN's ability to undertake the above programme is dependent upon the GRBN receiving external funding for the programme. We are currently discussing with several potential sponsors, but would love to have sponsors from across the globe if possible, as this truly is a global issue. If you are interested in being a part of this initiative, please [contact us](#) to find out more.

About The GRBN

The Global Research Business Network is a not-for-profit organization founded by the APRC, ARIA and EFAMRO. The GRBN connects 38 national market, social and opinion research associations and over 3500 research businesses on five continents. More than US\$25 billion (€18.8 billion) in annual research revenues (turnover) are generated by these businesses.

GRBN's mission is to promote and advance the business of research by developing and supporting strong autonomous national research associations. More information on the Global Research Business Network is available at www.grbn.org.



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