



SAMPLE SOURCE AUDITORS™
A DIVISION OF **Mktg.**
Incorporated

Mktg. Inc. receives Best Presentation Award at ESOMAR Online Research 2010 Conference in Berlin.

Berlin, October 19, 2010 - ESOMAR gave its first Best Presentation Award at the ESOMAR Online Research Conference in Berlin, (October 17-19), and explored the role of Online and Social Media research in a changing global research environment.

- **Online research...and all that Jazz!**

The practical adaptation of old tunes to make new music - [Download pdf](#)

Steven Gittelman & Elaine Trimarchi

Mktg, Inc. USA



Using the analogy of Jazz - neatly represented by Gerswhin & Rhapsody in Blue - Steve and Elaine put forward a provocative case for new standards and measures for online quantitative research. Their proposal - for a Grand Mean and a new Paradigm - was wonderfully summarized by the music video (ANIMUSIC) which demonstrated that from dissonance (our current view of online sampling frames) can come harmony and melody...

"The award for best presentation at ESOMAR events has been launched to celebrate the most inspiring, effective and professional speaker and his or her ability to deliver an impactful, authoritative and engaging presentation." (ESOMAR Source)

The competition was open to all presenters, who submitted a paper for the conference. Conference delegates voted for the winning presentation, allowing for a true democratic selection of a winner selected by peers.

The ESOMAR online congress was attended by over 220 delegates from 35 countries. Some eighty papers were submitted for presentation and fifteen selected. Preceding the Mktg, Inc. presentation was a keynote by Kathy Dykeman of Facebook which echoed some of the same themes so pronounced in the winning presentation. The determination of best presentation was made by ballots submitted by the attendees.

Gittelman's reaction was one of surprise and resounding joy, he said: "We are the mouse that roared. Now let's make good music together." He calls for all market research practitioners to become the "Keepers of the Sampling Frame." In his view, it is only when we can responsibly understand what our samples mean that we can convey to our clients how much they should rely on the data. "The responsibility is not theirs to interpret but rather ours to explain."

About Us:

The Sample Source Auditors™, a division of Mktg., Inc., has championed the need for standardized metrics for online research. We have analyzed over 200 panels in 35 countries. We provide unique online sample quality measures and solutions. Real ID™ provides a stable sampling frame. Each respondent is demographically and behaviorally profiled with 10 segmentation models generated through the Grand Mean Project®. Real ID™ verifies that respondents are real, engaged, distinct and Micro-Behaviorally Targeted™ - you get to know your respondents! The Grand Mean Project® continues to analyze panels; Optimum Blending Solutions® gives you the right mix of sample sources; Consistent Track® measures panel predictability and consistency through time; QMetrics® identifies and deletes the "worst" online respondents; Cropduster™ digital fingerprinting software for eliminating duplicate respondents.

Mktg. Inc. offers state-of-the-art programming, hosting and real-time reporting for all your research projects. We excel in data collection for both online and traditional telephone surveys. Our CATI facility has been in continuous operation since opening in 1979, and all of our 160 interviewing stations have predictive dialer capability.

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