



CLOSE TO PEOPLE

HOW TO PREPARE A PROJECT WITH RESPONDI

1. USEFUL THINGS TO KNOW IN ADVANCE

What is a target group?

The target group is the group of people you want to question for your study. It is, for example, limited to a certain country, age group or only includes users of a certain product or brand. Of course, we only invite according to the target group you commission us for. However, to also take into account very recent changes in our panellists' lives, for example, if a panellist has recently moved from one federal state to another, the target group characteristics should also be inquired at the beginning of your questionnaire as well.

Screenout – Why do I have to 'screen out' those who do not belong to my target group?

As mentioned above, we can preselect some criteria, and of course only invite according to the criteria you commission us for. However, some of them might change during the course of time, for example, the place of residence, or some criteria might not be part of our master data, for example specific product usages. Therefore, all participants who do not belong to the required target group have to be 'screened out' by you at the beginning of the questionnaire by being redirected to us via the screenout redirect. The implementation of redirects varies depending on the software provider. Therefore, we have listed the tutorials of the most-used software providers for you at the end of this document.

Why do I need redirects?

In order to take care of your project in the best possible way, the participants are being reverted to us by a redirect link. In this process, an ID is automatically allocated to each participant. You receive this ID when they enter the questionnaire and send it back to us after completion. With this ID, our system can automatically identify each participant. Hence, we can compare your results with ours and can also re-invite panellists, if, for instance, a second wave is planned with the same respondents or, if an important question has been forgotten and has to be asked in a second survey. Furthermore, it enables us to allocate the respondents to the respective groups of "completes", "screenouts", "quotafulls" and "qualityfails", and to incentivise them accordingly. Besides, it enables participants to interrupt a survey and to continue exactly where they stopped. We will send you specific redirect links for every project and will check if the redirection works, after you have implemented them.



CLOSE TO PEOPLE

What are quotas and why do I have to set them?

In most cases, a certain quota distribution is required within the target group, for example, a national representative sample on age and gender. Of course, we invite accordingly to these quotas and can also readjust if necessary, for example, if the return rate differs between the different quotas. However, in order to make sure that we do not 'over-recruit' in certain quotas, it makes sense for you to also set quotas. Hence, a certain quota is closed as soon as the desired number is reached and afterwards only participants who fit into the unfilled quotas can take part in the survey. The setting of quotas also varies slightly depending on the software provider. Guides on how to set quotas with the different software providers can be found at the end of this document.

Please let us know the quotas you intend to include in your project before we launch the project as quotas cannot be included later on. During field time, please either provide us with a reporting link or send us regular quota updates so that we can invite accordingly and can readjust if necessary.

Alternatively, the programming of the screening part can be done by respondi for a small extra fee. If you wish our support for this, please contact us. In this case, daily updates on the quota won't be necessary and controlling the field will be managed solely by respondi.

Where do I place screenout and quota questions?

In order to ensure that our panellists remain highly motivated, we want to avoid our panellists unnecessarily taking part in a survey with a target group to which they do not belong or if the quota they belong to is already full. These screenout and quota questions should appear at the start of the questionnaire; at best they should be included in the first six questions.

10% Over-recruitment

For every survey, we offer a quality buffer of 10% free of charge, which is already included in the pricing. This means that you can increase both the total sample size as well as the individual quotas by 10%, for example, if you need $n = 1\,000$ respondents, we will deliver $n = 1\,100$ in total. Please also implement a quota stop on the total sample size +10% in order to avoid over-recruitment, which we would have to otherwise invoice.

What about a quality check within the questionnaire?

As an alternative to the quality buffer you can also integrate a control question for quality purposes or a speeder check. If you need advice, just contact us; we will assist you in choosing the most suitable option.



CLOSE TO PEOPLE

2. SOME GENERAL HELP FOR THE TECHNICAL SETUP

Our redirect links always work according to the same system:

Mandatory redirect links:

Screenout (to use if the panellist does not belong to your target group):

http://mingle.respondi.com/s/XXXXXXX/ospe.php3?c_0002=0&return_tic=#return_tic#

Complete (to use for all completed and valid interviews):

http://mingle.respondi.com/s/XXXXXXX/ospe.php3?c_0002=1&return_tic=#return_tic#

Quota full (if your project includes quotas, to use if the panelist belongs to your target group but also to a quota that is already full):

http://mingle.respondi.com/s/XXXXXXX/ospe.php3?c_0002=2&return_tic=#return_tic#

Optional redirect links:

Speeder (to use if the panellist has answered the whole questionnaire too fast):

http://mingle.respondi.com/s/XXXXXXX/ospe.php3?c_0002=3&return_tic=#return_tic#

Incoherent answers/quality fail (to use if you are using a coherence check on some questions in your survey):

http://mingle.respondi.com/s/XXXXXXX/ospe.php3?c_0002=4&return_tic=#return_tic#

IP-check or digital fingerprint (to use if you are using cookies and checking that the same IP address is not being used twice):

http://mingle.respondi.com/s/XXXXXXX/ospe.php3?c_0002=5&return_tic=#return_tic#

XXXXXXX will be replaced by the individual project ID for each project. Therefore, we send you new redirect links for every new project.

How respondi/mingle panellists enter your survey

For the setup, you will send us a link to your survey, which could look like this:

example link: <http://www.url.com/xx/?XYZ=65432178910>



CLOSE TO PEOPLE

We will attach an alphanumerical ID of 32 digits to your survey link of each respondent. We call it "tic". Your system will have to save and send it back to us via the redirect link as "return_tic" for each panellist who has completed the survey. This ID is automatically generated when the panellist clicks on his invitation link. The ID is the identity card of the panellist for this specific survey.

For example, the link of a panellist accessing your survey would have this structure:

<http://www.url.com/xx/?XYZ=65432178910&tic=cada5f068857c060a6bc9814d5a8992d>

The identity of the panellist is **cada5f068857c060a6bc9814d5a8992d**

Your survey system should allow you to save the "tic", this ID is the identity of each panellist.

How you can send back our respondi/mingle panelists to our website

After you saved the tic (in our example **cada5f068857c060a6bc9814d5a8992d**) and the panelist finished the survey you will have to redirect the panelist as follows:

complete redirect link:

http://mingle.respondi.com/s/XXXXXXXX/ospe.php3?c_0002=1&return_tic=cada5f068857c060a6bc9814d5a8992d

In this example, the panelist would be a complete.

In details you are sending the panelist back to mingle.respondi.com:

- To the specific survey, identified by 7 digits (XXXXXXXX) ex: 1234567
- With the complete status (c_0002=**1**)
- With his/her identity card status (**return_tic=cada5f068857c060a6bc9814d5a8992d**)

What to check when testing the redirection

After you have implemented the redirects we check if the redirection works properly. We normally test for a complete and a screenout and send you the corresponding IDs for you to check whether they have been captured in your system.

If the redirection does not work properly, please check that:

1. You are capturing a variable called "tic", which is a 32-character alphanumeric ID
2. You are sending the tic ID back to us, but renamed return_tic

How to set up a recontact study:

Different to the tic ID (which will be different for each respondent and for each study) we will send a second ID which remains the same during the next steps of your study. We call this second ID "persistent ID" and usually send it via the URL parameter "psid".

This psid will be your matching ID for the data of your studies.

An important fact: It is not mandatory for us to use the terms "tic", "return_tic" or "psid". We can adapt these names of URL depending on your system.



CLOSE TO PEOPLE

3. HOW TO SET REDIRECTS AND QUOTAS WITH DIFFERENT SOFTWARE PROVIDERS

We work closely together with our partner Unipark in Germany. We use this software when we are responsible for scripting questionnaires. Therefore, we can give detailed help on the technical setup. For other providers, we have included the links to their tutorials below. If you work with other providers, please let us know, and we will include them in our list.

UNIPARK

How to implement redirect links with Unipark

English: <https://www.respondi.com/EN/wp-content/uploads/2021/03/Technical-setup-between-respondi-and-the-client-using-Unipark-redirects.pdf>

German: <https://www.respondi.com/wp-content/uploads/2021/03/Technischer-Aufbau-zwischen-respondi-und-Kunden-mit-Unipark-redirects.pdf>

How to set quotas with Unipark

English: <https://www.respondi.com/EN/wp-content/uploads/2021/03/respondi-How-to-set-quotas-with-Unipark.pdf>

German: <https://www.respondi.com/wp-content/uploads/2021/03/respondi-Quoten-setzen-mit-Unipark.pdf>

QUALTRICS

How to implement redirect links with Qualtrics

English: <https://www.qualtrics.com/support/survey-platform/common-use-cases-rc/panel-company-integration/>

German: <https://www.qualtrics.com/de/support/research-core/haufige-anwendungsfalle/integration-mit-stichproben-anbietern/?rid=langMatch&prevsite=en&newsite=de&geo=DE&geomatch=>

How to set quotas with Qualtrics

English: <https://www.qualtrics.com/support/survey-platform/survey-module/survey-tools/quotas/>

German: <https://www.qualtrics.com/support/survey-platform/survey-module/survey-tools/quotas/>



CLOSE TO PEOPLE

LIMESURVEY

How to implement redirect links with Limesurvey

English: https://manual.limesurvey.org/Panel_integration

German: https://manual.limesurvey.org/Panel_integration/de

How to set quotas with Limesurvey

English: https://manual.limesurvey.org/Survey_quotas

German: https://manual.limesurvey.org/Survey_quotas/de

SOSCISURVEY

How to implement redirect links with Soscisurvey

English: <https://www.soscisurvey.de/help/doku.php/en:survey:panels>

German: <https://www.soscisurvey.de/help/doku.php/de:survey:panels>

How to set quotas with Soscisurvey

English: <https://www.soscisurvey.de/help/doku.php/en:survey:quota>

German: <https://www.soscisurvey.de/help/doku.php/de:survey:quota>

SAWTOOTH

How to implement redirect links with Sawtooth

English: <https://sawtoothsoftware.com/resources/knowledge-base/general-issues/passing-information-and-linking-surveys>

How to set quotas with Sawtooth

English: <http://www.sawtoothsoftware.com/help/lighthouse-studio/manual/index.html?introductiontoquotacontrol.html>