

Online Survey Programming Guidelines

I. Obtaining a Quote.

Obtaining a quote for Intergam's services is fast and easy—simply e-mail or fax the description of your project that includes:

- Your contact information
- Proposed start date / Proposed end date
- Deadline for quote / Deadline for project programming
- Type of study (Copy Testing, Wave Tracking, Continuous Tracking, etc.)
- Interview length (minutes)

SAMPLE

- Sample size, total
- Desired N of qualified/completes
- Incidence (%)
- Description of Respondents/ Qualifications
- Sample source
- Geography
- Quotas Structure/Levels
- Specific Quotas

DELIVERABLES

- Coding required (yes/no)
- Tabs (yes/no: if yes, # banners)
- Data File (Flat ASCII data file with detailed layout; Labeled SPSS data file; Triple S; Future Client database load)
- Partial Files needed (#)
- Other deliverables

OPTIONS - If applicable, please also include requirements on:

- Special graphics (brand logos, look, etc.) to be used
- Type of multimedia stimuli and # to be shown
- Language(s) in which the survey will be administered and whether it requires translation
- Number of open-ended questions and whether open-ended coding will be required or you prefer to receive a separate file with all open-ended answers.

When requesting a quote, you can use your own form, a freeform correspondence, or Intergam's own Research Project Request Form, which we will gladly provide on your request.

Intergam gives prompt and detailed quotes including programming and panel costs.

II. Programming – What We Need to Start Your Project Right Away

- ❑ A copy of the survey questionnaire with screen-out, branching, logic, termination and other programming requirements
- ❑ Quotas
- ❑ Media files (see below)
- ❑ Screen-out “Thank you” links (if applicable)
- ❑ ASCII layout specifications (if required)
- ❑ Additional instructions

III. Media Files Specifications

If you would like your surveys to include video, audio, and/or static images, please use the following specifications to ensure the most optimal online performance.

- Images – Please submit your image files in PSD, TIFF, JPEG, or GIF formats. The actual size of the image will depend on the layout and number of images per screen. Intergam’s media specialists will adjust format and size, provided the submitted image is of sufficiently high quality (pixel count and bite size are as large as possible, within limits allowing for easy e-mail submission). In this sense, minimally compressed PSD and TIFF files are most conducive to online image optimization.
- Video – The preferred formats are AVI and MPEG. File size should not exceed 6 Mb. Conversion to smaller size and other formats is possible but that might preclude some respondents from viewing the media in their browsers.
- Audio – preferred formats are WAV and MP3.

TECH NOTES:

As a rule, video and audio files open in Windows Media Player via a link programmed into survey. (In rare cases where access to WMP is limited, alternative solutions, such as page-embedded video, can be implemented.) Respondents will not be required to open Windows Media Player. File will reside on the Web page and video will be streamed to the user.

Videos cannot be cached—they are streamed directly from Intergam’s servers. Still image files *will* remain in a respondent's cache. If this is undesirable, still images can be displayed in flash format (additional programming costs may be incurred).

Do not be discouraged if you are unsure about the format or size of your files. Intergam multimedia specialists will be happy to format/correct/change your files— all free of charge.

IV. Panel Integration

Intergam Technologies secures survey panels from the top-tier panel providers. Alternatively, using client database, Intergam emails invitation to population (using a double opt-in process) then manages incentive programs. Another option is to publish an open link survey via a Web link. As it is the case in all of Intergam's work, the choice here is the client's prerogative.

Panel integration, including all required testing and logistics, is usually accomplished within 3-4 hours or less after receiving specification of ID types from the panel provider.

V. Security

Intergam adheres to all mandatory compliance procedures, from firewall to data security and antivirus protection, as specified by the leading panel providers in the US and worldwide. The extensive range of measures we have implemented to ensure complete integrity of data and identities automatically protects every client.

Our dedicated servers belong to one of the top 5 hosting facilities in the United States. Intergam ensures their 24/7 monitoring, access, support, as well as scrupulous patching updates for ports. Our long-term clients enjoy the security and reliability of separate servers that Intergam dedicates to their data and operations.

For each survey, unique ID is assigned to each panelist. If a person does not have such ID, which is randomly generated and synchronized with panel providers for incentive processing and tracking purposes, this person will not be able to access the study. The same IDs can be used to verify the status of individual respondents (qualified; unqualified, including reasons: terminated by quota, terminated by question).

DDR (demographic) data are encrypted for each respondent. The use of DDR data must be agreed upon among the client, Intergam, and panel provider and enabled before the survey goes live. Intergam will include the DDR string in the data file. Upon client's request, we will decrypt DDR data in accordance with the layout and create separate datafiles for decrypted strings.

All information appearing online, including respondents' answers is encrypted. The survey links are encrypted to prevent copying and pasting of links imitating valid responses.

Most importantly, our approach to security prioritizes preventive measures. Intergam's IT professionals conduct regular tests of each system to identify possible vulnerable spots; perform simulations of unusual activity; and implement policies, procedures and best practices to build a more proactive security strategy. Our ongoing and utterly successful task is to prevent problems before they arise.