

## International Research

*Industry Leading Experience and Capabilities*



### International Research Experience

Harris Interactive has conducted market research internationally for the past 45 years with studies in more than 100 countries and 30 different languages.

All of Harris Interactive's global research projects recognize and promote the cultural and methodological differences that exist across worldwide markets.

We understand that cultural differences among countries are not always obvious, and we don't assume knowledge of the world from one office.

- To really know a market and its cultural nuances, you must be present in that market, and we rely on our in-country offices and our international partners for expertise and guidance in project design and implementation.
- However, the demands of globalization and the need for companies to be consistent in their marketing messages around the world require that centralized management be applied to global research.

We find that a combined approach to global research, where local market knowledge and centralized management are of equal importance, is the most effective means of meeting global corporate needs for valid, consistent results.

### Conducting International Research

Harris Interactive provides a full spectrum of global research and consulting services from our offices in Europe, the US, and the Harris Interactive Global Network.

- Harris Interactive has 22 international offices: fifteen in the US, three in the UK, one in France, one in Belgium, and two in China.
- The two China offices of Harris Interactive are in Hong Kong and Shanghai.
- Our Global Network includes 20 local market- and opinion-research companies in North, Central, and South America, Europe, Africa and the Asia-Pacific region.

Harris Interactive also contracts directly with a limited number of trusted international data collection partners and takes full responsibility for the quality and timeliness of their work. In addition to providing reliable and cost effective data collection, our partners provide us flexibility in meeting project demands, as we are able to mobilize these agencies fairly quickly due to their experience with our work.

### International Web-based Studies

HISB can easily facilitate online research projects in any country. We conduct online surveys using our international Harris Poll Online<sup>SM</sup> panel, panels owned by a network of partners in North America, Europe, Asia, the Middle East and Latin America, and client-provided sample. In addition to panels, we also use other country-appropriate survey methods, including CAPI (Computer Assisted Personal Interviews) in central locations and Internet cafés.

Our technology is enabled for global research (language and writing system support, research process integration, and infrastructure). To date we have hosted online surveys in the following languages:

- *North America* - US and Canada
- *Europe/South America* – Czech, Danish, Dutch, English, Finnish, French, German, Greek, Italian, Norwegian, Polish, Portuguese, Russian, Slovak, Spanish, Swedish and Turkish
- *Asia/Middle East* – Bahasa Indonesian, Chinese, Hebrew, Japanese, Korean, Malay, Thai, Vietnamese.



**Contact Us**

We are continuously expanding our international capabilities and information available to support them. For more information contact us at:

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**International CATI Studies**

Harris Interactive’s Computer Assisted Telephone Interviewing (CATI) Telephone Center, located in Western Europe, can interview in most any European language.

- This center has extensive international experience, with over 70% of its data collection conducted in a language other than English.
- The center has 150 CATI stations and includes a team of interviewers who specialize in IT and high level business-to-business interviews.
- We use only native-language speakers on non-English surveys.

In the US we also own 150 CATI stations. In Asian countries, we partner with a network of fieldwork agencies selected for the quality of their telephone data collection practices and their local expertise.

**Survey Translations**

Harris Interactive’s Client Service Managers (CSM) closely manage the translation process for all languages. Our rigorous translation and validation process requires native-speaking translators at two different agencies.

- The client-approved English survey is first translated by a professional translating service, which we have chosen for quality, timeliness, and familiarity with the research industry and our specific systems requirements.
- An in-country agency then validates the survey as well as any additional project materials, such as the online survey or CATI program, email invitations, links, etc. A translation validator reviews:
  - Spelling
  - Grammar
  - Meaning/Context
  - No English words in translated text
  - Cultural Adaptability/Relevance
  - Formatting
  - Question Flow (correct translation)

The validating agency documents all suggested changes including reasons for the changes, and the CSM works with both agencies to produce the best possible final survey.

This multi-step process ensures quality and reduces errors, and we consider it a necessary step to protect our clients’ reputations and our own. If desired, you are welcome to review the translation(s) before fieldwork begins.



*Advancing Research Firms Globally*