

International Research

Frequently Asked Question



Can you do any weighting in European and US countries?

Yes in certain countries with certain variables. If you have targets that you have already identified, we can potentially work with those targets as well.

How much (additional) time in the field do we need for interviewing in other countries?

The timing can vary based on Incidence Rate, the country surveying, as well as other variables.

Who is responsible for approving the translations?

Once the English version of the online study has been approved, the survey will be translated by an in country translator. The translated version will be overlaid over the English online study. An in country validator will evaluate the online translated study. The client can also test the translated version as well.

Can you do online research in India?

Yes, but there are factors to consider when you are surveying in India. The online population tends to be younger, male and in highly populated areas. If you are looking for a “representation of India” you will need to consider multi-modes. In addition, surveys should be kept relatively short because many respondents pay by the minute.

How representative can research be in “low Internet penetration” countries?

We don't claim that you can use online samples only to represent the national populations in countries where Internet penetration is lower than 20%-25%. We can, however, represent the online populations in those countries provided we have or are able to find a profile of online users. We can also potentially represent subgroups from within those countries such as affluent, urban, employed, etc. Please contact us to discuss specific options for each country.

How experienced is Harris with online research in Asia?

We have run surveys in Australia, Hong Kong, India, Japan, Korea, Malaysia, New Zealand, Philippines, PR China, Singapore, Taiwan and Vietnam.

Do you offer other methodologies besides online?

Yes, we offer F2F, phone and bulletin boards.

Do you offer translations and are they done in country?

We do offer translations and they are done in country to ensure that the culture differences are minimized.

How are the translations checked to ensure quality?

Our in-country validators will thoroughly test the online survey.

Is there someone available to provide recommendations on culture differences (e.g., seasonal/holiday response rates, survey design guidelines, phone/online connection fees for respondents, psychographic differences in customs/traditions, etc.)?

Yes, we have experts within Harris Interactive who can assist you.

How do you account for any culture differences in the data?

We have developed approaches to correct scales for country differences in the degree to which respondents are hard or easy graders. Whether these are appropriate depends on the nature of the study.

Can I review the survey online once it's been translated into a foreign language? Can my end client?

Yes you both can. You will be provided test links to review the translated survey online.

What do we do if I already have a paper survey translated into a foreign language – can you work with that?

Yes, there are certain situations that we can work with previously translated surveys.

How do you recruit respondents in countries with low Internet penetration?

We use the same general recruitment methods to recruit online panelists regardless of country. Our panel recruitment team can review our recruitment approaches with you if you desire.

How can I tell whether online would be an appropriate methodology for a country (vs. phone or face to face?)

Start by asking yourself which population you need to represent and then gather (or ask us for) information about literacy rates, fixed line telephone penetration, cell phone penetration, and Internet penetration to determine which mode or modes provide the greatest coverage of the population you wish to represent. Then ask yourself whether your budget will allow you to field the study using that mode or modes or whether you might be willing to trade off a degree of representativeness for lower costs.



For more information on the breadth of our international research experience, please contact HISB to request our *Research Experience by Country* fact sheet or visit www.hisbonline.com.



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