

Frequently Asked Questions

Here are some Frequently Asked Questions about Added Value. If you don't find what you are looking for, please email your question to enquiries@added-value.com.

HAVE WE INVITED YOU TO PARTICIPATE IN RESEARCH FOR US?

If you have been approached by an Added Value recruiter they will have asked you if you are interested in taking part in a research project. To give you more information about how market research works, here are the answers to the most frequently asked questions:

WHAT IS MARKET RESEARCH?

The purpose of market research is to obtain facts and opinions from representative groups of people in a systematic and objective way.

There are two main types of market research:

Quantitative research collects information in a survey format either in person, over the telephone, using a mobile device or via the internet. It is concerned predominantly with what people do and how many people do it and projects are usually conducted among large groups of people.

Qualitative research looks into why people do certain things and their attitudes towards products and services. Projects generally involve fewer research participants and can take the form of group discussions, depth interviews, and digital platforms.

The results of both types of research are used by businesses, public bodies or government departments to guide the development of their products, policies and services.

WHAT IS THE DIFFERENCE BETWEEN MARKET RESEARCH AND DIRECT MARKETING?

Genuine market research will never try to sell you anything or ask you for a donation. Its purpose is to establish facts and opinions from representative samples of people in order to provide guidance for decision making. In contrast, the purpose of direct marketing is to make sales.

HOW DO PEOPLE GET CHOSEN TO TAKE PART IN RESEARCH STUDIES?

Research studies are designed to ensure that we interview a representative cross section of the population appropriate to the project.

You may be asked to take part in research based on where you live, your age or the products you use.

You may be a customer of our client and if you gave them permission to pass on your details, we might call you from their list. If so, we adhere to strict codes of conduct regarding the confidentiality of that information.

All participation is voluntary.

WHY WAS I ASKED A SERIES OF QUESTIONS, AND THEN TOLD I COULD NOT TAKE PART IN THE SURVEY, WHEN I AM WILLING TO VOLUNTEER MY TIME?

Market research projects are designed to interview a defined number of people in different groups (e.g. 500 adults aged 18 to 45 who have drunk at least 10 cups of coffee in the past 7 days or 30 people who have owned a particular brand of car for a certain length of time). There will be occasions when a person that we contact will not be eligible for the recruitment criteria of the project.

WHY DON'T YOU GIVE OUT THE NAME OF THE COMPANY YOU ARE CONDUCTING THE SURVEY FOR?

Disclosing the name of the company may bias the results of the survey. There are questions such as spontaneous awareness that would be directly impacted if we were to mention the name of the client commissioning the research. However, if you do want to know, the researcher should always be able to reveal this detail after the research to you.

WHY DO YOU REQUEST PERSONAL DETAILS SUCH AS NAME, ADDRESS, MY AGE OR MY INCOME?

These are called screening questions and they enable us to identify the specific groups of people we need for the research project. In some cases, we may be looking to speak with people in the 20 -30 age group without children. At other times, our recruiting criteria may specify people with children aged 18 – 25 still living at home. You may need to use a specific product or visit a particular supermarket regularly. Depending on your answers you may not fit the set criteria for the project.

Personal details are required so we can validate that the research has been conducted according to the required professional standards and that you were satisfied with the way the interview was carried out. It is possible therefore that you may be contacted by phone, letter or in person after the project has taken place. The handling of personal information is always conducted according to prevailing privacy legislation.

I HAVE BEEN ASKED TO COMPLETE A PRE TASK. WHAT IS THIS?

We might sometimes ask our research participants to complete a pre-task which is an exercise they would conduct in advance of the interview or group. Some pre-tasks are designed to help you form opinions of the subject matter and may involve you visiting a shop or purchasing a product

(we would always reimburse you). Other pre-tasks are designed to help us understand you and your lifestyle and may involve you keeping a simple diary or creating a scrapbook. This could be done in a physical format or digitally. When we use pre-tasks respondents usually find them fun to complete.

Pre-tasks make a major contribution to the research findings and we very much appreciate your help with them.

WHAT HAPPENS IN A GROUP DISCUSSION/DEPTH INTERVIEW?

The interview or group discussion will be conducted by a moderator who will always explain the purpose of the research, ensure you are comfortable and ask for your views, ideas and experiences about the subject matter. You may be shown ideas for a new product or advertising campaign and asked to comment about them. This isn't a test, there are no right or wrong answers we are interested in your thoughts and opinions only.

WHY AM I BEING RECORDED AND FILMED?

Our interviews and group discussions are usually filmed or recorded. This is to help the moderators analyse and report on the session. The recording can only be used for the purposes of the research project you have agreed to take part in and it cannot be passed on by our client to a third party without your prior consent. Many interviews and groups take place at purpose-designed studios which have one-way mirrors behind which clients can view the session. Sometimes our client may be in another country and so they can watch the session via web-streaming. We will always make you aware of the filming and recording when we first invite to attend the research.

I AGREED TO TAKE PART IN SOME RESEARCH AND THEN WAS CALLED BEFORE THE EVENT TOOK PLACE. WHY WAS THIS?

You may receive a call a few days before the interview or group discussion so we can pre-check and verify some of the information. We pre-check a percentage of research participants at random to maintain the performance of our recruiters and the integrity of our recruiting.

WILL MY NAME BE LINKED TO THE ANSWERS I GIVE TO A MARKET RESEARCH PROJECT?

No, the answers you provide are never linked to information that would identify you individually unless you have given your specific consent to be identified.

WILL MY PERSONAL DETAILS BE PASSED ONTO DIRECT MARKETING COMPANIES?

No. Added Value, in common with other genuine market research companies, will never sell or pass your personal details to commercial organisations for the purposes of direct mail or any type of sales activity.

WILL I RECEIVE JUNK MAIL AS A RESULT OF TAKING PART IN A SURVEY?

No junk mail or direct marketing materials will be sent to you after taking part in market research. Participation will never result in a sales call being made to your home or business and will never be used to build a sales and marketing database.

IS ADDED VALUE COMPLIANT WITH ANY INDUSTRY STANDARDS?

In the United Kingdom, Added Value follows the Code of Conduct of the Market Research Society (MRS) and ESOMAR and complies with all Data Protection/Human Rights legislation.

