

Quantitative research – recommended introduction and termination scripts

These recommended introduction and termination scripts will assist research companies in complying with the requirements of the Market & Social Research Privacy Principles. They are examples only and should be modified to suit the purposes of the research organisation and the research project.

Introduction

Hello, my name is (the researcher's name) and I'm calling from (research organisation). We are conducting a market research project and would like to include your views. The research concerns (describe the subject of the research). The research is being conducted on behalf of (client identity or if this will affect the results of the first few questions, describe the introduction type). We are contacting people (describe the source of the sample).

If you choose to participate, the information and opinions you provide will be used only for research purposes. The survey will take around (average duration – maximum duration if there is a lot of variation).

Is now a convenient time or would it be convenient if I make an appointment to speak to you at another time?

If the interview is to be monitored:

Someone from (general description of the person) will be monitoring the interview for quality control purposes. If you do not wish this to occur, please let me know. (If the interview is to be recorded, use the same words.)

NB: This script is drawn from the National Privacy Principles Guidelines and is available on disc to AMSRO members. Members of the Society should be aware that if they are not members of AMSRO then they are bound by the Privacy Act which has a slightly different provision.

Termination

That's the end of the interview. As this is market research, it is carried out in compliance with the Privacy Act and the information you have provided will be used only for research purposes.

If not able to reveal the client identity and/or source of the sample at the start, please state: We are conducting this research project on behalf of (client identity). We have contacted people (describe the source of the research sample).

Your answers will be combined with those of other participants to (purpose).

If there is a reasonable likelihood that the participant in the research will be recontacted, ask: We do recontact people from time to time for research related projects. Would you mind if we recontacted you to invite you to participate in any similar research? We will retain your name and contact details for approximately (period of time). They will only be used to invite you to participate in research. If at any time you want to change your mind, you will be able to contact us and request that you do not wish to be recontacted.

As part of our quality control procedure, someone from our project team may wish to recontact you to ask a couple of questions, verifying some of the information just collected.

Qualitative recruitment

Hello, my name is (the researcher's name) and I'm calling from (research organisation). We are conducting a market research project and we are looking for people to attend a group discussion/interview. The research concerns (description of research). The research is being conducted on behalf of (client identity or description of organisation type). We are contacting people (describe source of research sample).

If you choose to participate, information and opinions you provide will be used only for research purposes. You will receive (incentive) as a thank you for giving up your time and helping us with the project.

For group discussions

We hope that around (number of participants) people will attend the group and the group will be conducted by a researcher from (company). It is very relaxed and informal and you will probably find it quite interesting. Refreshments will be provided and it will last about (maximum duration).

For an interview

The interview will be conducted by a researcher from (company name). It will be very relaxed and informal and you will probably find it quite interesting. It will last about (maximum duration).

First let me check that you are one of the people we need to attend the group/interview.

Termination

Thank you for your time. Just to remind you, I'm calling from (research organisation). If you have any queries you can call the Australian Market & Social Research Society's free survey line on 1300 364 830.