

Session 10 Notes

Questions Posed to Katja Lozar Manfreda

- Difference between 5 euros and wallet?
 - Higher bias with regard to age. There is speculation that the bias comes from different sources but it was consistent from other variables. Maybe weight the data and recalculate.
- Total Cost from Doing it the Three Ways?
 - Don't know exactly but if we assume 1000 final respondents we need approximately 20,000 face to face, 8,000 for 5 euros, and 10,000 for the wallets.
- Did you use representivity statistic?
 - Consider it for later.

Questions Posed to Anders Hoemberg

- Six Sigma ideas may be considered in training. There could be levels of training in design.
- Do Clients have any sort of training on what needs to be done?
 - It is very variable. There are different backgrounds and well as motivation levels. One idea is to try to make a success story and then it will be easier to recruit others. It is open ended at the moment.
- In terms of content description what could be done to bridge the gap between agencies and suggestions?
 - Something to think about what is the knowledge out there? WE maybe could use competition between agencies to promote practices.