

Dear Nicolae Teodorescu,

We are delighted to inform you that the new [ESOMAR/GRBN Guideline on Online Sample Quality](#) is officially [launched](#). This Guideline covers hot topics that researchers and clients should be aware of when working with online samples.

[The Guideline](#) sets out methods to be used by online sample providers, buyers and end clients to ensure that a sample meets widely accepted quality criteria and applies to all types of online samples, including those recruited from panels, from social media, and by web intercept methods. It directs buyers of research to the questions they should be asking of their suppliers.

[The Guideline](#) is a must-read for everyone in the research process, from survey designers to data users. Written by a team of recognised industry experts, this guidelines provides best practice to address:

- Research participant validation
- Survey fraud prevention
- Survey engagement
- Category exclusion (within and across sample sources)
- Sampling (including sample selection, blending, mixing, weighting, survey routers, sample and panel management, profiling and screening).

We hope you will share this with all your contacts involved in quality issues in online studies.

As research on research in this area continues to evolve, ESOMAR and GRBN will issue updates to incorporate new learnings to safeguard the statistical integrity that is the cornerstone of market, social and opinion research.

Kind regards



Finn Raben,
ESOMAR Director General

ESOMAR is the essential organisation for encouraging,
advancing and elevating market research worldwide.