

Newsletter 9 – June 2010

Dear member

Member earnings update

newvitalive community members have earned £1,870,218 thus far with 1000 newvitalive community members will be receiving £50 cheques this month We encourage you to read and contribute to the Testimonials area of the site through the following link: <https://www.newvitalive.com/Portal/Testimonials.aspx> We hope you enjoyed the bank holiday weekend, you're encouraged to share how you spent it with other members via the community forums and member blogs (links below): <https://www.newvitalive.com/Portal/Forums.aspx>
<https://www.newvitalive.com/Portal/Blogs.aspx>

Resources

If you are new to the community, thank you for joining and here are some resources that you may find helpful to get you started: Please download (through the link below) and read our monthly newsletters within which you will find a wealth of useful information about the community. <https://www.newvitalive.com/Portal/News/Latest-newsletter.aspx> Please familiarise yourself with the FAQs (through the link below) which offer answers to many of your most popular questions e.g. about how to receive surveys, points allocation, receiving cheques, etc <https://www.newvitalive.com/Portal/FAQs.aspx> In response to your many queries about communicating with other members, please note that the community offers several member blogs and community forum posts through which you can learn from and contribute to various topics of interest. You are encouraged to meet and discuss with other community members through these media to enhance your membership experience. <https://www.newvitalive.com/Portal/Forums.aspx>
<https://www.newvitalive.com/Portal/Blogs.aspx>

Survey Results

Some survey topics are of particular interest to certain members who may wonder what happens to their responses. Surely, it doesn't all disappear into thin air? Not at all. There is more than one route through which your responses may travel.

Why surveys?

Surveys are often carried out on behalf of clients who have specific criteria which they want the sample and data provided to them to fit. Hence, the entire survey process is tailored to client specifications.

Stop! (Prerequisites)

First of all, only data from members who complete a survey is utilised in published results. Hence, if you've started a survey but forgotten to complete it or you fail to complete it within the allocated timeframe or if you fail quality control checks, information and responses provided by you will not be utilised.

Data Scanning

For those who complete the survey, staff at newvitalive check if they have failed any quality control questions. This process is carried out by trained professionals using specialised high quality software to ensure that reliable and accurate

information is provided. Members who have failed quality control questions are noted down as are those who have successfully completed the survey in question.

Quality control

Members who have failed any quality control questions are checked against our database to discover if they have failed any other quality control questions. Members who have failed quality control questions on 3 unique surveys within a calendar year are unsubscribed from the panel. The company does this simply to maintain the highest quality of data and to give members a fair opportunity to enjoy membership of newvitalive; they are informed about the existence and utilisation of these quality control measures once they join the panel.

Next Steps

Members who complete the surveys correctly and do not fail any quality control questions are rewarded with points as outlined by the company. Next, the data is analysed by specialists to fit client specified criteria; it is converted to information presented in a meaningful format to the client. The client can then decide what to do with this information. Sometimes, such information may be integral to decisions about product development, advertisements, etc. So, the packaging and even the existence of some of the products you use may have been informed (at least in part) by the opinions you provided when completing a survey!

A step further:

Sometimes, part (or all) of the survey results, are collated and published into comprehensive results which can be accessed by members of the general public. No personal or confidential details are revealed in these publications (in accordance with Market Research Society code of conduct), only members' aggregated answers.

Some of these publications can be found at:

<http://www.icmresearch.co.uk/media-centre.php>

A good example can be found at: <http://www.icmresearch.co.uk/pdfs/ICM-Research-Swine-Flu-Global-Report-080709.pdf>

Feedback

We would like to thank all members who provide feedback about the surveys you receive and your membership experience as a whole. Please keep this coming via the newvista forums.

Creative Corner

We make every effort to monitor your comments on the website and via email. However if there is anything you wish to see in upcoming newsletters, please send an email titled 'Newsletter Topic' to info@newvitalive.com by 12 noon on the 21st of each month (to be included in the following month's newsletter). We would like to feature creative contributions from you e.g. poems, short stories, etc. Please send these via an email titled 'Creative Corner' (by the 21st as stated above) to info@newvitalive.com. This will be a great way to showcase your talent (s) to and learn from other members of the community at no cost to you! We look forward to hearing/reading from you.

Thank you,
The newvitalive team ☺