



Survey Hosting

Knowledge Networks Online Panel

About

This document describes how to administer a survey hosted on a client survey system to the Knowledge Networks Panel.

Summary

In order to manage the Panel usage and Panelist experience, client-hosted surveys are sent out embedded within a KN-hosted survey. The email invitation, sent by KN, directs to the KN survey. The KN survey then redirects to the client's survey engine, passing a single parameter containing a unique return URL. The interview is completed on the client survey system, after which the client's system uses the return URL to redirect back to the KN survey and complete the KN Panel Member's interview experience.

For The Client

The client is responsible for the following:

- In advance of fielding, providing either a unique URL per respondent, or a single general URL.
 - In the latter case, we definitely will not be able to resume an interrupted interview.
 - In the former case, it may be possible.
- Specify the parameter name you would like KN to use to pass the return URL. This URL will be used at the end of the interview to redirect back to KN. In this document, we will refer to this as *return*.
- The *return* URL will contain a single empty parameter at the end of the string called *initparam*. Upon redirecting back to Knowledge Networks, please append a value as follows:
 - 1 if the respondent is a terminate
 - 2 if the respondent is a qualified complete

The client can expect the following:

- The *return* values will not be known in advance of fielding, neither will the Panel Member IDs. These both depend on the sample selection, which will be finalized immediately before fielding.
- KN Panel Members will contact KN's Panel Relations team if they experience problems with the interview. Panel Relations will contact the KN Project Manager who in turn will work with the client to resolve any troubles.

For KN

KN is responsible for the following:

- Review of the survey for formatting issues (MSNTV-specific) and Profile questions for which KN already has data.
- Upon Panelist entry into the survey, redirecting to the client-provided URL(s) and appending a *return* URL value that will bring the respondent back into the KN survey.
- Upon return, capturing the value of the *initparam* field to distinguish Qualified respondents from Terminates.