

SOCIAL RESEARCH FOUNDATION

110-64 Queens Blvd., Suite 106 Forest Hills, NY 11375

718-793-9400 • socialresearchfoundation.org andy@socialresearchfoundation.org

Thank you for your interest in our services. Please use the form in this file to describe your needs. We will then provide you with a cost estimate.

GENERAL DESCRIPTION

Social Research Foundation created *First Opinions*, the largest consumer research panel in Second Life® (SL), with 10,000 members studied by 33 “real” and Second Life attributes. See attached “*Attribute Checklist*.”

- *BONUS*: over 1400 of our members own one or more groups in SL which generate most of the content and events. *We are the only source for them as well.*

SERVICES

- **Consulting** - for cost-effective results
- **Custom panels** - with the attributes & demographics you need
- **Web-based surveys** - at our secure website
- **Focus groups in Second Life** - making use of the interactive technologies for presentation & reporting
- **Telephone interviews**

CLIENTS

- F1000 including major media companies
- Market research companies
- Linden Lab, owner of Second Life
- Students & academic institutions

Cordially,

Andrew Mallon
Executive Director
Social Research Foundation



FIRST OPINIONS PANEL

IN SECOND LIFE

A SERVICE OF THE SOCIAL RESEARCH FOUNDATION

a non profit 501 (c)3 organization

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THEIR 'REAL' LIFE	
ATTRIBUTE CHECKLIST	
Use this list to check-off which attributes meet your market research objectives.	
GENDER	<input type="checkbox"/> Male <input type="checkbox"/> Female
AGE	<input type="checkbox"/> 18-21 <input type="checkbox"/> 22-25 <input type="checkbox"/> 26-30 <input type="checkbox"/> 31-35 <input type="checkbox"/> 36-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> 51-60 <input type="checkbox"/> 60+
MARITAL STATUS	<input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Domestic Partners <input type="checkbox"/> Divorced <input type="checkbox"/> Widowed <input type="checkbox"/> Other
# CHILDREN in household	<input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 or more
CHILDREN's age ranges	<input type="checkbox"/> No children <input type="checkbox"/> <5 <input type="checkbox"/> 5 to 10 <input type="checkbox"/> 10 to 15 <input type="checkbox"/> 15 to 20
FAMILY INCOME	<input type="checkbox"/> < \$50k <input type="checkbox"/> \$50 to 75k <input type="checkbox"/> \$75 to 100k <input type="checkbox"/> \$100 - 150k <input type="checkbox"/> \$150 - 200k <input type="checkbox"/> \$200k+
FAMILY NET WORTH	<input type="checkbox"/> < \$50k <input type="checkbox"/> \$50 to 100k <input type="checkbox"/> \$150 to 200k <input type="checkbox"/> \$200 - 500k <input type="checkbox"/> \$500 - 1M <input type="checkbox"/> \$1 to 2M <input type="checkbox"/> \$2 to 3M <input type="checkbox"/> \$3M+
HOME OWNERSHIP	Includes co-op or condo <input type="checkbox"/> YES <input type="checkbox"/> NO
CAR OWNERSHIP	<input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 or more
EDUCATION COMPLETED	<input type="checkbox"/> High school <input type="checkbox"/> Some college <input type="checkbox"/> Undergraduate degree, <input type="checkbox"/> Graduate degree (MA, MFA, Ph.D.) <input type="checkbox"/> Professional degree (CPA, etc.)
BUSINESS OWNERSHIP	# employees in a Real-life business <input type="checkbox"/> I do not own a business <input type="checkbox"/> 1 <input type="checkbox"/> 2 to 10 <input type="checkbox"/> 10 to 20 <input type="checkbox"/> 20 to 50 <input type="checkbox"/> 50+
PERSONAL INVESTING	Do you primarily invest in <input type="checkbox"/> Stocks <input type="checkbox"/> Bonds <input type="checkbox"/> Real estate (other than your home) <input type="checkbox"/> Other <input type="checkbox"/> None
TELEVISION VIEWERSHIP	Approximate hours each week watching television <input type="checkbox"/> < 1 hour <input type="checkbox"/> 2 to 5 hours <input type="checkbox"/> 5 to 10 hours <input type="checkbox"/> 10 to 20 hours <input type="checkbox"/> More than 20 hours
NEWS SOURCE	What is your primary source of national and world news? <input type="checkbox"/> TV <input type="checkbox"/> Radio <input type="checkbox"/> Magazines <input type="checkbox"/> Internet <input type="checkbox"/> Blogs <input type="checkbox"/> Newspaper <input type="checkbox"/> Other
INTERNET DAILY USE	NOT including time spent in Second Life <input type="checkbox"/> < 1 hour <input type="checkbox"/> 1 - 2 hours <input type="checkbox"/> 2 to 3 <input type="checkbox"/> 3 to 5 <input type="checkbox"/> 5 to 8 <input type="checkbox"/> 8 to 10 <input type="checkbox"/> 10 to 12 <input type="checkbox"/> More than 12



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THEIR SECOND LIFE ATTRIBUTE CHECKLIST		
Use this list to check-off which attributes meet your market research objectives.		
RESEARCH TOPIC PREFERENCE	Which research theme is of most interest? <input type="checkbox"/> Any topic <input type="checkbox"/> Product Development <input type="checkbox"/> Automobiles <input type="checkbox"/> Social Issues <input type="checkbox"/> Education <input type="checkbox"/> Health <input type="checkbox"/> Sports <input type="checkbox"/> Shopping <input type="checkbox"/> Beauty <input type="checkbox"/> Other	
TIME IN SECOND LIFE EACH WEEK	<input type="checkbox"/> < 1 hour <input type="checkbox"/> 1 to 2 hours <input type="checkbox"/> 2 to 4 hours <input type="checkbox"/> 4 to 6 hours <input type="checkbox"/> 6 to 10 hours <input type="checkbox"/> 11 to 15 hours <input type="checkbox"/> 16 to 20 hours <input type="checkbox"/> 21 to 30 hours <input type="checkbox"/> 31 to 40 hours <input type="checkbox"/> More than 40	
RESIDENCY	How long have they been a resident of SL? <input type="checkbox"/> < 3 months <input type="checkbox"/> 3-6 months <input type="checkbox"/> 6-12 months <input type="checkbox"/> 12 - 24 months <input type="checkbox"/> 24 months+	
SL LAND OWNERSHIP	How much land do they own in SL? <input type="checkbox"/> None <input type="checkbox"/> Rent a shop <input type="checkbox"/> Rent a home <input type="checkbox"/> Rent [other] <input type="checkbox"/> < 1000 meters <input type="checkbox"/> 1000 - 5000 <input type="checkbox"/> 5000 - 32,000 <input type="checkbox"/> 32,000 meters -1 Sim <input type="checkbox"/> More than 1 Sim	
SPENDING IN SECOND LIFE	Excluding land, how much they spend in SL monthly <input type="checkbox"/> Zero <input type="checkbox"/> < L\$500 <input type="checkbox"/> > L\$500 <input type="checkbox"/> > L\$1000 <input type="checkbox"/> > L\$5000 <input type="checkbox"/> > L\$10,000 <input type="checkbox"/> > L\$20,000 <input type="checkbox"/> > L\$50,000	
PRIMARY MOTIVATION	PRIMARY reason for coming to SL? <input type="checkbox"/> Fun <input type="checkbox"/> Work <input type="checkbox"/> Socializing <input type="checkbox"/> Playing <input type="checkbox"/> Education <input type="checkbox"/> Other <input type="checkbox"/> Designing and building <input type="checkbox"/> Experimenting/Exploring	
SL BUSINESS	What is their PRIMARY business in SL? <input type="checkbox"/> None <input type="checkbox"/> Retail <input type="checkbox"/> Simple scripts <input type="checkbox"/> Complex scripted objects <input type="checkbox"/> Other objects <input type="checkbox"/> Events/Education/Professional <input type="checkbox"/> Other services	
SL BUSINESS SIZE	How big is their (if any) business in SL? <input type="checkbox"/> None <input type="checkbox"/> Hobby <input type="checkbox"/> Part time <input type="checkbox"/> Full time	
SL TO RL SIGNIFICANCE	How significant is their SL business to their RL? <input type="checkbox"/> Not significant <input type="checkbox"/> Somewhat <input type="checkbox"/> Very important	
LIVE EVENTS IN SL	Which type of live events do they most attend in SL? <input type="checkbox"/> Music <input type="checkbox"/> Discussion <input type="checkbox"/> SL Education <input type="checkbox"/> Commercial <input type="checkbox"/> RL Education/Professional <input type="checkbox"/> Art & Culture <input type="checkbox"/> Games/contests <input type="checkbox"/> Nightlife	
GROUP LEADERSHIP	Do they lead any Groups in SL? <input type="checkbox"/> None <input type="checkbox"/> One <input type="checkbox"/> More than one	

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ACADEMIC RESEARCH REQUEST

Please complete this form and email to andy@socialresearchfoundation.org

Check One (required)

I am a student faculty other (specify): _____

Name/Title _____

School _____

City, State Country _____

Phone + ext _____ Email _____

PROJECT DESCRIPTION (check all that apply)

Survey (web) Focus Group in SL Phone Interviews

Other (describe): _____

Who will conduct the survey, if any? We will First Opinions Panel

Questions _____ # Completes _____

Attributes (see our "Attributes Checklist"; check all that apply below)

USA only USA + International International Only

Other/comments: _____

Males Females Random Ratio _____

AGES: 18 – 21 22 – 25 26 – 30 31 – 35

36 – 40 41 – 50 51 - 60 60+

List other attributes here (including SL attributes, if any):

ADDITIONAL PROJECT DESCRIPTION

ADDITIONAL SERVICES

Which of the following will you need, if any:

Consulting on questions or other elements of this project

Host focus group

Other: _____

REPORTING

If we are conducting the survey, what type of reporting do you need from us? If you are conducting it, check “None”

None

Excel

PDF/Charts

Cross-tab analysis

Other: _____

START DATE _____

END DATE _____

BUDGET

What is your estimated total budget for this project: \$ _____

Continue on to next page

HOW WE CALCULATE OUR FEE

- We offer an academic discount off our standard corporate rate which begins at \$5000 + panelist compensation.
- Discount is calculated depending on the time + any cost for our involvement including but not limited to:
 - *Consulting* – if you need assistance in understanding the SL market or help formulating the questions
 - *If you are doing the survey or focus group*
 - *Attributes* - if we already have collected the attributes you need from our panelists or we must do further screening
 - *Reporting* – if our services are required for any analysis, cross-tabulation, SPSS, Excel or PDF charts.
 - *Publishing* – if the results will be published giving attribution to First Opinions Panel and Social Research Foundation.
- Use the form in this file to provide the information we need
- Any questions, feel free to contact me at andy@socialresearchfoundation.org

COMPENSATION

This section will help us both calculate compensation to our panelists and foundation. *These are estimated numbers only and do not constitute a contract or commitment by either you or our foundation.*

- *FOCUS GROUP*: call to discuss focus groups in SL, phone interviews, etc.
- *SURVEY*: We recommend L\$500 (about two dollars) for every 20 questions in a survey. Use the follow chart to calculate estimated compensation for a survey

CALCULATING PANELIST SURVEY COMPENSATION						
<i>All figures in U.S. dollars</i>						
# QUESTIONS	# COMPLETES					
	50	100	200	300	400	500
20	\$100	200	400	600	800	\$1000
40	\$200	400	800	1200	1600	\$2000
Other	Call to discuss					

Write your estimated cost below in the “To Panelists” line

To Panelists \$ _____ (complete this section)

To SRF \$ _____ (office use only; leave blank)

Total \$ _____ (estimate only)

TERMS & CONDITIONS

1. Our Terms & Conditions supersede those of any client contract for our services
2. All terms and instructions must be in writing using this form
3. This Academic Request form IS NOT a contract. This form will allow us to understand your project and how our services might best be employed. We will issue a contract at our discretion after discussing this with you.
4. *License*: it is understood that you are licensing the one-time use of our panelists for the project specified in this document. We do not disclose their names. Should they use a survey you create, you may not contact them again under any circumstances without written permission from Social Research Foundation. Should we receive evidence of such contact, you will be billed and agree to pay a further licensing fee.
5. *Non solicitation*: our members may not be solicited to join any groups, panels or to purchase or receive any items, even at no charge, as a result of participating in your survey. You may not share, rent, sell or otherwise disclose the names of any of our panel members.
6. No changes to **questions** once the final list of questions is submitted
7. No changes to the **attributes** once the survey is launched
8. If any changes are accepted, SRF is not responsible if this impacts or lessens effect of previous work. If it requires a re-do of previous work including survey questions, participant requirements, etc., this will be billed as a NEW SURVEY. The previous survey will be billed at 50% of the price
9. Prepayment is required in full. We accept a check from those in the USA; outside USA should wire funds into our account. Check should be payable to Social Research Foundation
10. If any of the project occurs within Second Life, we are not responsible for any technical problems such as lag, crashes or other such Second Life problems. We will make reasonable efforts to reschedule panelists and any staff from Social Research Foundation involved. No refunds will be made under any circumstances.

ADDITIONAL COMMENTS

DATE _____

SUBMITTED BY _____

Email this request to andy@socialresearchfoundation.org

Check this box for us to send our banking coordinates for you to wire payment
We will contact you shortly. Thank you!