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*Rec' APR 14 2000*

**Topics for presentation and discussion at FDA Stakeholders  
Symposium**

**at Duke University on April 12<sup>th</sup>, 2000**

**InterSurvey as a stakeholder partner ...**

- **InterSurvey can assist in measuring the effectiveness of consumer education & information campaigns, using real-time national sample data. We have developed, and are conducting, a nationally representative, experimentally designed, assessment of the citizen mobilization campaign of the Census Bureau, using videos downloaded to panel members homes in addition to our regular survey capabilities.**
- **InterSurvey can assist in rapidly evaluating product warning & health information campaigns directed at select & special populations because we have a pre-screened & profiled sample of more than 30,000 homes that we have connected to the internet via webTVs.**
- **InterSurvey can show pictures and videos to respondents, and have them discuss their perceptions on-line, emulating a focus group, but with a nationally representative sample. This facility can be used to conduct evaluations of label warnings, informational materials, packaging, and just about any other aspect of perception requiring visual stimuli.**
- **InterSurvey can field surveys very quickly thereby capturing responses to real-time "natural experiment" events such as product liability events, ecological emergencies, proposed policy changes, and unexpected developments in FDA-related situations.**
- **InterSurvey is designed and chaired by social scientists and is developing partnerships with respected research institutions such as Stanford University and the Research Triangle Institute. These collegial partnerships bring a wide range of expertise and experience, as well as the innovative survey technology, to bear on complex research & evaluation designs. In addition, we are in on-going discussions about working with CDC on a variety of health projects.**

## **What InterSurvey's methodology brings to the partnership ...**

- **The only national random sample accessible via the internet. The InterSurvey panel is recruited via a traditional random-digit-dial telephone method, and then equipped with internet devices, currently webTV units. All other internet survey providers have non-samples, that is they use only people who are coincidentally connected to the internet creating virtually unknowable & immeasurable biases.**
- **The capability of presenting consumer/respondents with multimedia stimuli including sound & video, graphics, photographs, and text questions. This greatly expands the possible designs of evaluation research.**
- **Our methodology eliminates the need for long field periods in order to acquire large samples. Whether the sample requires 50 or 5,000 respondents, it is fielded instantaneously to our panel.**
- **All data is longitudinal panel data making change estimates and epidemiological modeling much easier. Data is saved on each respondent's private record and analyses can be done using many previous survey items. Panel members' confidentiality is protected in several ways and several levels within the data record.**
- **The ability to do rapid screening of the sample for specific conditions, ie we could create a sub-sample of people with diabetes that would then participate in studies specific to their needs & conditions. This can be accomplished without the extensive screening time & costs that are usually associated with such efforts.**