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## **Mini-summit on Non-response Bias and Sample Representativeness**

**October 25, 2010**

**1271 Avenue of the Americas New York, NY**

**2-5:30p EDT**

**Cocktail Reception, 5:30-7p**

### **2:00p INTRODUCTIONS**

- **Richard Zackon, Facilitator, CRE**
- **Mike Hess, Carat; Chair, CRE**
- **George Ivie, Executive Director, MRC**

### **2:10p BACKGROUND**

- **History: John Dimling, Consultant**
- **Statistics: Martin Frankel, Baruch College, CUNY**
- **Purpose: Ceril Shagrin, Univision; Chair, CRE Non-response Committee**
- **Study Design: Paul J. Lavrakas, Independent Consultant**

### **3:10 STUDY RESULTS**

- **Execution: Jennie Lai, The Nielsen Company**
- **Analysis: Ashley Bowers, University of Michigan**
- **Response: Paul Donato, The Nielsen Company**
- **Panel Discussion: Ceril Shagrin, Paul Donato, George Ivie, Ashley Bowers, Jennie Lai**

### **4:15 IMPLICATIONS**

- **Nonresponse and the MRC: George Ivie**
- **Beyond Nonresponse: Michael Link, The Nielsen Company**
- **Statistical Inference: Mike Hess**
- **Insights to Practice: Susan Cuccinello, TVB; Vice-Chair, CRE**
- **Audience Response**

**5:20 Completion**

**5:30 Adjourn**

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