

ARMENIAN SOCIOLOGICAL ASSOCIATION



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History

Established in 1992, ASA - Armenian Sociological Association

is the pioneer and one of the leaders among research organizations in Armenia.

ASA group has begun its activity in 2001 to provide marketing research services to Armenian and foreign companies.



MEMBERSHIP

ASA is a national member of **ISA** -
International Sociological Association,
ESOMAR – European Research Organizations

Since 2005 ASA has done all its activities
based on ESOMAR codes and guidelines.



CAPABILITIES

ASA has the best practice in Armenia, based on
17 years working experience
Today ASA has no equal in Armenia on:

- the quantity and scale of conducted researches;
- the quantity of publications in different languages;
- the quantity of participation in international projects and conferences;
- the quantity and geography of partner organizations;
- the realization of regional programs in South Caucasus;
- availability of technical basis and program equipment;
- availability of net of 100 trained interviewers, experienced instructors.

SERVICES

- Conducting the sociological researches,
- Public opinion polls,
- Exit Polls,
- Market researches,
- Media surveys,
- Focus group Discussions,
- Expert surveys,
- In-dept interviews
- Desk survey,
- Hall test,
- On-line surveys.

METHODS

Sociological research is the professional survey and should be based on the standard methods and proper principles. ASA uses suitable methods in its researches and marketing studies in all topics.

The followings are some of these methods:

Quantitative

Public Opinion and Survey

Door to door

Face-to-face

B2B

PAPI

CATI

Mystery shopping

Qualitative

In-depth interview

FGDs

Desk research

EXPERIENCE

ASA group has executed over 250 different projects during 2000-2008.

These projects involve over 200,000 questionnaires in various topics.

Some in which ASA is more experienced are:

- Tobacco
- Telecommunications
- Cosmetics
- Food stuffs
- Office equipments

CLIENTS

ASA has a great authority in Armenia on conducting quantitative and qualitative surveys, starting from 1992.

Among the Clients of ASA are:

Government of the RA and political parties

Different international organization:

- **US Department of State,**
- **USAID,**
- **MASMI,**
- **IPSOS,**
- **TNS Russia,**
- **ROMIR,**
- **GFK Moscow,**
- **CESSI (Russia),**
- **BOJOLE,**
- **BACHKIROVA & Freinds,**
- **GORBI (Georgia),**

CLIENTS

- **International Republican Institute (IRI),**
 - **IREX,**
 - **World Bank,**
 - **UNDP,**
 - **UNISEF,**
 - **UNHCR,**
 - **IOM,**
 - **TACIS,**
 - **INTERMEDIA (USA),**
 - **Aguirre International (USA),**
 - **DRC (Denmark),**
 - **International Foundation for Election Systems (IFES),**
 - **GTZ (Germany)**
- and many others.

ASA participates in numerous international sociological projects (including World Value Survey, several projects of TACIS, INTAS, COPERNICUS, FP6), takes part in numerous international conferences and world congresses.



TEAM

The scientific staff of ASA group is formed by 15 experienced experts in different fields of sociology, marketing, psychology, communication, statistics. The research staff and executive members are trained for executing projects in quantitative and qualitative types. This professional group can serve research considering conditions and traits of projects and using various survey methods depend from the nature of topics. Among the permanent staff there are doctor of sociology and 4 candidates of science, 7 postgraduate students and competitors, fluent in foreign languages. Many of staff members received individual grants from IREX, Fulbright Fellowship Foundation, Open Society Institute (USA), CEU (Budapest).

NETWORK

For each kind of projects ASA can provide all kind of services to its clients in all over the Armenian and Nagorno Karabagh. But in order to serve them in main cities as soon as possible, ASA has independent teams of local experts in connection with central (head quarter) office. ASA staffs who are working in different parts include network of 100 trained interviewers.

QUALITY CONTROL

The accuracy of the final data depends on good fieldwork. In ASA we have adopted a consistent quality control policy, which includes the following procedures:

1. We select interviewers according to the type of research. Supervisors who best understand the client's category are assigned to projects.
2. Individual training of interviewers is carried out for every study. All interviewers receive thorough training irrespective of their experience on the similar studies
3. Before starting the fieldwork, all interviewers undergo an intensive training program, designed to acquaint them with: principles of sampling procedures and fieldwork methods; questionnaire design and interviewing techniques.

QUALITY CONTROL

4. All interviewers conduct pilot interviews to practice for the real work. Pre-testing of the questionnaire is done by conducting 8-10 pilot interviews. This is to ensure that the questionnaire, its overall structure and the formulation and wording of the different questions, work well.
5. Supervisor is responsible for training and supervising the interviewers, as well as for monitoring the progress and quality of field work.
6. On a first assignment, each interviewer is accompanied by one of the fieldwork supervisors

QUALITY CONTROL

7. The portion of each interviewer's work is elected for checking. These quality checks are conducted to ensure that: interviews were carried out with properly selected respondents; interviews were conducted in accordance with the instructions, show cards and other materials to be shown to respondents were used correctly.
8. In instances where a particular selection of respondents or quality of interviewing appears dubious, all of that interviewer's work is examined. If it is established that the work of this interviewer is poor, his/her entire assignment will be rejected and replaced.
9. The sample quota is controlled on daily basis in order to ensure that the numbers of interviews decided at the project design stage are completed successfully.
10. On the ASA's standard basis 15% of all fieldwork is back-checked of which 10% are done through telephones and 5% through the personal visits.