

# Want a Voice?

in the creation of

- Ads
- Movies
- TV shows
- Commercials
- Product development
- Funding of social issues, education and more?

Read our  
FAQ  
Terms & Conditions  
see next page

Then use our  
SIGN-UP LINK  
on last page



Help Fortune 500 and other major companies find real value in SL

Join in consumer marketing research projects that are matched to your interests!

# I WANT YOU!



for the  
**First Opinions Panel**<sup>™</sup>  
of Second Life

## EASY SIGN-UP SURVEY

So we can invite you into projects that match YOU & your interests.

- In the survey, it is vital that you give us an email address that you CHECK DAILY.
- We won't be emailing you daily, of course. *But when we do, you won't want to miss out!*

FIRST OPINIONS PANEL™ IN SECOND LIFE

# Terms & Conditions

(v 5.0)

**PLEASE READ CAREFULLY!**

**DURING REGISTRATION YOU WILL BE ASKED TO ACKNOWLEDGE  
THAT YOU READ THIS AND AGREE TO IT**

To participate in the First Opinions Panel™ in Second life, you must:

1. Be at least 18 years of age
2. Agree to provide accurate responses to the questions we ask about you
3. Agree not to use more than one avatar when responding to our questions
4. Understand and agree that applying to the **First Opinions Panel** does not guarantee that you will be asked to participate in the panel or any specific projects.

Additionally, you agree to the following:

- 1. EMAIL ADDRESS:** To provide an email address you will check DAILY to receive invitations to focus groups, research projects, etc. We will not send you email daily, only when we have a general group announcement or research project which matches your attributes. We will never disclose your personal information including email address to any one. See our privacy policy for details.
- 2. AV NAME:** You agree to provide the name of your SL avatar. The sole purpose is so we have a way to reach you in the case of a problem with your email. Under no circumstances will we use your AV name to invite you into a research project or disclose the AV name to any outside companies.
- 3. BEHAVIOR:** Disruptive behavior, including soliciting fellow panel members for any purpose whatsoever is not permitted. This includes, but is not limited to: inviting them to join other groups, research panels, events, clubs, activities, purchase products, make a donation, etc. We reserve the right to limit the access of, or expel, any participant who engages in conduct that we deem disruptive.
- 4. INVITATIONS INTO PROJECTS:** The selection of which First Opinions Panel members are invited to join any specific research project is based on how you match their target demographics and is at the sole discretion of the sponsoring corporation and/or their consumer market research company.
- 5. COMPLIANCE:** You must follow the instructions provided for each project carefully. Failure to do so will result in your answers not being recorded, used and/or compensation paid to you, for a given project. For example, even if the project is open to all our panelists, you may be asked to take

a specific version appropriate for you such as for U.S. residents or a version for our International (non-U.S. citizen) members. If an International member participates somehow in the U.S. version, their answers and/or compensation would be disallowed.

- 6. COMPENSATION:** Any compensation to you is at the sole discretion and responsibility of the research company or their corporate client and not of Social Research Foundation or First Opinions Panel. If any is offered by the client, Social Research Foundation will forward compensation once client has paid the Social Research Foundation. Under no circumstances are Social Research Foundation or First Opinions Panel responsible for payments due.

*Payment terms:* once funds are available, you will be sent an email giving you 30 days to come to our SL office and click on the Pay Kiosk. It will verify you are authorized to be paid and pay you immediately. If you do not respond, after 30 days you will receive one more email notice and your funds will be held separately by our foundation for a second 30 days. 60 days after the first announcement any remaining funds will return to the Social Research Foundation permanently.

- 7.** These terms and conditions may be amended at any time without prior notice to you. You can review the current terms and conditions at <http://www.socialresearchfoundation.org>

# Privacy Policy

**We respect your privacy.**

We will NOT provide your personal information identifiable to you to outside companies. Your personal information and personal responses in our sign-up and any focus groups and surveys will be presented solely in AGGREGATE, e.g. “x% of our respondents to question #1 said ‘Yes’.”

- Under no circumstances** will your INDIVIDUAL responses or attributes be disclosed SEPARATELY from the aggregate results.
- Under no circumstances** will we disclose your individual email address, personal profile or responses to other companies, including clients, or use them for solicitations of products or services other than participation in the First Opinions Panel.

# FAQ

## WHAT IS THE FIRST OPINIONS PANEL?

- Think of us as a “virtual focus group” working with Fortune 500 & other reputable companies
- We will enjoy insider information on new products, services and polices

## WHY SHOULD I JOIN?

Take your choice:

- have a voice in their product development
- have fun
- learn about products
- make money

## WILL THIS BE IN SL?

First at a secure, custom RL platform (website)  
In time, we will bring them into SL to create state-of-the-art virtual focus groups, more fun!

## WHO IS THE SOCIAL RESEARCH FOUNDATION?

- SRF created the First Opinions Panel.
- SRF was incorporated in 2003 to develop education technology solutions.
- We are a non profit 501(c)3 organization
- Our website is [socialresearchfoundation.org](http://socialresearchfoundation.org)

## WHO ELSE IS INVOLVED?

- A preeminent consultant from a leading online consumer research service
- Experienced with over TWO MILLION PEOPLE on a RL panel
- Almost all Fortune 500 companies use them

## IS THIS LIKE OTHER “SURVEY” COMPANIES IN SL?

- No! This is different in every way.
- NO SELLING: You will NEVER be solicited to buy products.
- PRIVACY: We will NOT even ask your RL NAME, ADDRESS OR PHONE NUMBER.
- MORE PRIVACY: Your SL name will NEVER be sold, rented or disclosed to third-party vendors
- This is STRICTLY for top-level market research

## HOW DOES THIS WORK?

- FIRST OPINIONS™ will be a panel of thousands of SL residents.
- When you register, you will provide standard market research info about your self and personal interests
- For example, Gender, Age, Income, How long in SL, etc.
- This way, you are only invited into projects that are relevant to YOU

## HOW WILL THIS INFORMATION BE USED?

Strictly for creating the specialized focus groups that meet the target audience of each individual research project.

## WILL I BE PAID FOR MY TIME?

- Yes, marketers will pay for quality feedback
- To encourage serious participation, we do not pay for signing-up with our Panel
- Compensation for any project will be announced at the time and is at the sole discretion of the company and not the SRF or First Opinions Panel
- Typically, we invoice the client when the survey results are submitted to them. It can take 30-60 days for payment to reach our Foundation
- At that point, you will receive instructions to come to our SL office and click on our custom “**Pay Kiosk.**” It will match your avie name to a database of qualified survey takers and dispense the specified amount to you on the spot.
- Payment to you will be in Linden dollars

## HOW WILL I BE CONTACTED?

- ONLY via email to invite you into specific projects. *Never via IM or chat*
- Therefore, during Registration please provide a primary email address *you agree to check DAILY*
- Of course, we won't email you daily. But when we do, *don't miss out!*

# FAQ

## HOW OFTEN WILL I BE INVITED TO PARTICIPATE?

- When you are a match for what the marketer is looking for
- You are not required to serve on a specific research panel, even if invited.

## CAN I VOLUNTEER FOR A PROJECT?

- Sorry. It is up to the marketing company to choose based on which attributes they need

## WILL ANYONE CONTACT ME PERSONALLY?

- NO SPAM
- Only via **EMAIL** to invite you into a panel that matches your self-description
- Only via **Group Notices** in SL (if it is working!) for occasional group announcements
- Under no circumstances is anyone other than Andy Evans authorized to speak for First Opinions Panel. Should anyone attempt to do so via group IM or to you personally, please report them immediately to Andy at [\*\*andy@socialresearchfoundation.org\*\*](mailto:andy@socialresearchfoundation.org)

## WHAT IF I UNEXPECTEDLY CAN'T MAKE IT TO A PROJECT I AGREED TO?

- No problem. There is no penalty

## CAN I OPT-OUT OF THIS PROGRAM AT ANY TIME?

- Of course

## WHAT IF SOME RESIDENTS APPLY BUT DO NOT TAKE THIS SERIOUSLY?

- They will be dropped from the panel immediately.
- The decision on this is strictly up to the Social Research Foundation which is under no obligation to notify you

## CAN I INVITE FRIENDS TO JOIN?

- Please do!

## CAN I SHARE THIS WITH ANY SL GROUPS I BELONG TO?

- If you are the group owner, we will be happy to provide speakers, a sign up kiosk and more for your group
- If you are not the owner, please get their permission first. Do not spam the group.

\*\*\*\*\* STILL HAVE QUESTIONS? \*\*\*\*\*

## CONTACT

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First Opinions Panel  
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SL: IM to Andy Evans

# Sign-Up Link

<http://www.socialresearchfoundation.org/signup.html>