TAK

# Project Information

- **TAK Rajatutkimus/TAK Border Research** is a visitor survey project conducted by interviewing over 10 000 travelers who are leaving Finland.
- All the interviewees are over 14 years of age and are residing outside of Finland
- **The clients of the project** are e.g. **Statistics Finland, Visit Helsinki and many other tourism developers**.

- **The goals of the research** is to find out where do the people who visit Finland come from, for how long do they stay here, where do they sleep, what do they buy and how much money do they spend during their trip.
- The interviews are collected throughout the year at the most popular border stations:
  **Helsinki, Turku, Tampere, Lapland and Eastern border.**
- Travelers for the interview are **selected randomly** first by choosing **a sample frequency** and then **systematically interviewing people** according to the set frequency.
- Electronic questionnaire is used for the survey. It's translated to 13 different languages.
  **Finnish, Swedish, German, Estonian, English, Spanish, French, Italian, Polish, Russian, Korean, Chinese, Japanese**

- Tablet computers are used for collecting data.

# Preparations

Finavia ID

Name tag

Tablet

Sim card (optional)

Charger

+

Proper dress code for the location

- Tablet should be fully charged before the interviews

# Usage of Tablet

- We provide **Tablet** and **instructions** on how to use **Kiosk Browser** during the orientation day. Contact us, if you encounter problems with the tablet, or something is unclear.
- Check before your shift that Kiosk browser is working and ready to record replies.
- You shouldn´t need the web connection when interviewing until you upload the replies!

# General Instructions _01

**1. Connect the airports free wifi.**

Open tab, go to any page and it will redirect you to finavia wifi log-in, user-ID: guest@finavia.fi, password: 2467

- In case wifi is not working, use sim data or share from your own phone

**2. Aware of your gate to go**

Open the browser to use the gate randomizer ( Refer to randomizer slide)

- www.rajatutkimus.tak.fi/portti

**3. Go through the security check either T1 or T2**

Use staff route depending on your starting gate.

- You are allowed to skip normal passengers, Remember to show ID

**4. Be at the gate** about **70 minutes before** departure of the flight

This gives you enough time to interview

# General Instructions _02

**5. Choose your name, location and sample frequency**

**6. Ask Destination**

**7. Interview**

**5. Choose the right language from the “star”**

Pick **the right sample frequency (otos)** for the amount of people waiting.
(Refer to Selecting sample frequency slide)

**6.** Always **ask the destination of a traveler.**

If a person is not on the flight your are currently interviewing, then he doesn't belong to the sample. In this case don't mark him to the questionnaire at all!

**7. Interview people** according to **the frequency(otos)** you’ve chosen.

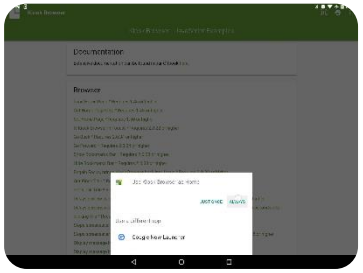
- Start from the outermost bench and proceed in order.
- If you manage to go through the crowd right before boarding, the sample frequency was **picked correctly**.
- If you finish interviewing before boarding, **you can wait for the passengers** arriving to the gate.

- ***You are able to interview people in front of shops, coffeehouses etc***
  ***- However, Ask permission*** *from the cashier*
  *in case* ***you want to interviews inside*** *of a cafe*

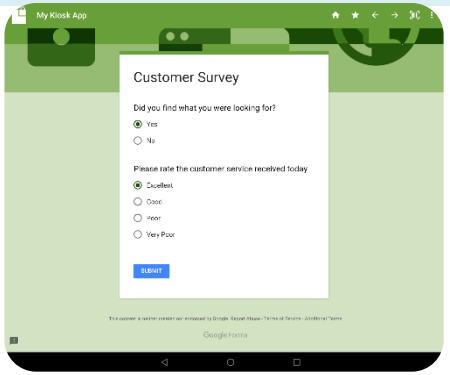
- ***Your shift starts when you enter security zone and ends when you leave it***

# Usage of Kiosk Browser

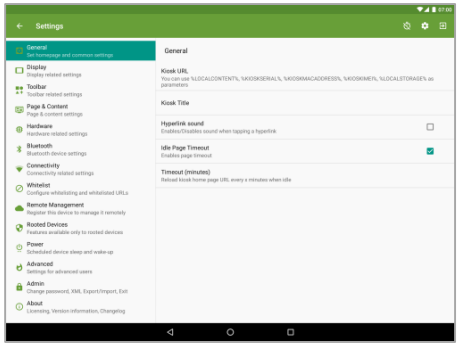
**Kiosk browser** works without Internet connection when interviewing.



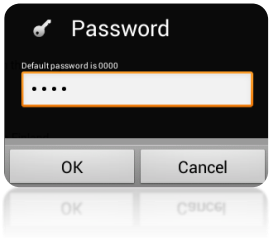
Select **Kiosk** and **Always**, the display varies depending the tablet brand



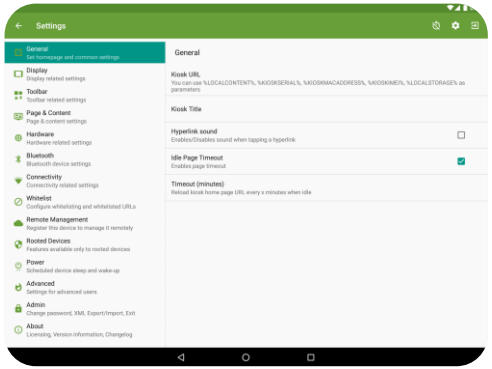

**The border research** runs inside Kiosk browser




You can go to “**Settings**” from 3 dots on the right upper corner

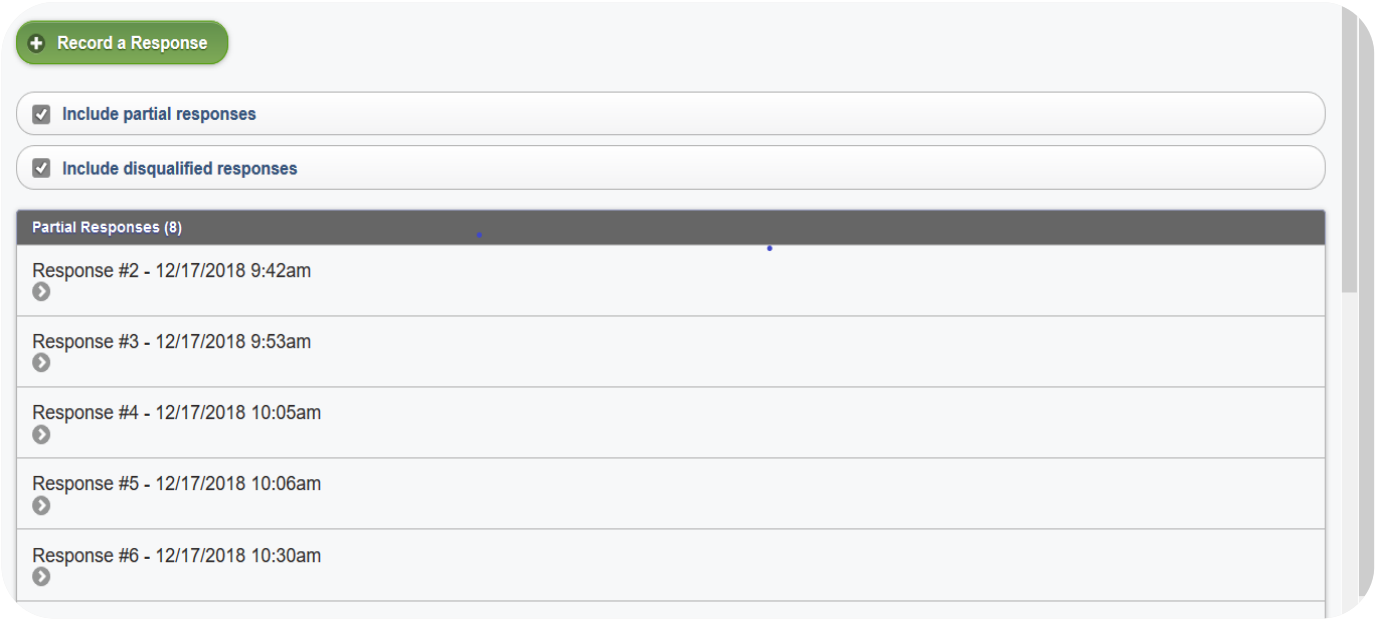



The password is **2580**




Go to **Remote Management** to get the survey uploaded to your tablet, code C7I7P

# Starting the survey




Start the survey with “record a response”.

# The survey

**Start the interview**

After you have finished the interview, a new one will automatically start after 10 seconds

# Uploading responses

Upload the responses ”Upload All Local Responses” or single upload (not recommended) when your tablet is logged in Web

# Selecting Research Sample _**Pay attention**

- To ensure validity of the research, it's really **important** to **select a right sample**.
  To properly randomize the sample**, we have to make sure that the interviewer won't consciously or subconsciously prefer one group of people to another**.
  For example interview mostly young people or avoid large groups of tourists.

| | | | | |
|---|---|---|---|---|
| **1 (Start)** | **2** | **3** | **4** | **5 (Target)** |
| **6** | **7** | **8** | **9 (Target)** | **10** |
| **11** | **12** | **13 (Target)** | **14** | **15** |

- In practice we do it by using systematic sample frequency.
  For example **picking every 4th person** in the area for the interview.

**Over 14-years old / Live outside of Finland / Leaving Finland**

- **The research sample** includes all travelers **over 14-years old** who **live outside of Finland** and **are leaving Finland** at the time of the interview.

# Dealing with Unusual cases _01

## Under 15

**Important!**

- If a person who you interview is younger than 15, lives in Finland or doesn't want to answer the survey, you should **at least ask his/her nationality & home country**.
- If the person in question **is a small child**,
  you can **ask the nationality & home country from his/her parents**.

## Big groups

- If you encounter a group of e.g. 20 people and only one of them agrees to fill the questionnaire, mark rest of members who refused
  ex) if you are using sample frequency 5, you need to mark 3 times of people refused.

## Uncompleted

- If the survey is not completed with some reason, then you need to click all the way through the survey to be recorded.
  ( Do not mark according to your imagination but mark it if it is so true e.g. gender)

*** **Remember always to ask nationality & home country for all the sample !**
This way we will get the right number of tourists from that country in the research.

# Dealing with Unusual cases _02

**Destinations with a lot of Finns**

- Keep doing as usual, there is a chance for foreigners to appear

**Finding people for the correct flight**

- People can choose their flight on questionnaire if the destination is not marked on URL syntax.

**Flights during the night**

- No night shifts at the moment

**People arriving to the gate quite late**

- You may interview them in a queue or if they are in a rush, move on

**Other interviewers  from other company**

- Talk and negotiate with the other interviewers e.g from Finavia airport service people

**In case you interview the same flights frequently**

- Different starting times / choose the next flight, if it’s always skipped

# Dealing with Unusual cases _03

**Students according to period**

- Students: Those taking short-term courses (less than one year) are visitors, whereas those taking long-term courses (one year or more) should be considered within their usual environment in their place of study and be excluded from visitors although, in both cases, they are considered as non-residents.
- Less than 1year students: you can interview them as a visitor
- More than 1year students: mark that they live in Finland but ask their home country for nationality.

# Minimizing Refusals

- **Anonymous !**
- **About 5 mins !**
- **Improve tourism services in Finland**

- **Saying that**
  - the survey is just around **5 minutes long**
  - survey is completely **anonymous**
  - the goal of the survey is to find ways **to improve Finland** as a **tourist destination**

- However be considerate when persuading**,**

  **The person shouldn't feel too disturbed or pressured**.

- If the person **refuses** the survey,

  **ask Nationality & Home country** to mark and then **go to next target person.**

# Dress Code

- The personnel of port and airport is expected to **be dressed appropriately**.
  Avoid for example shorts during the summer.

- All the interviewers should have **a name tag during the work.**
  It helps you announce what you are working on clearly.

O O X

Be dressed appropriately

Name tag

# Breaks during Airport shifts

**Lunch break** (30 minutes)

**Coffee break** (15 minutes)

- In the 6-hour shift
  **one Lunch break (30 minutes)** and
  **one Coffee break (15 minutes)** is included.
- **Try to have breaks at different times**.
  Otherwise there is a danger that same of the flights will be excluded from the data.
- **Discount** with Finavia ID from most of shops e.g. Starbucks, BurgerKing, other cafes etc.
- The break starts when you leave your work place and ends when you are back at the gate.

# Enjoy the work

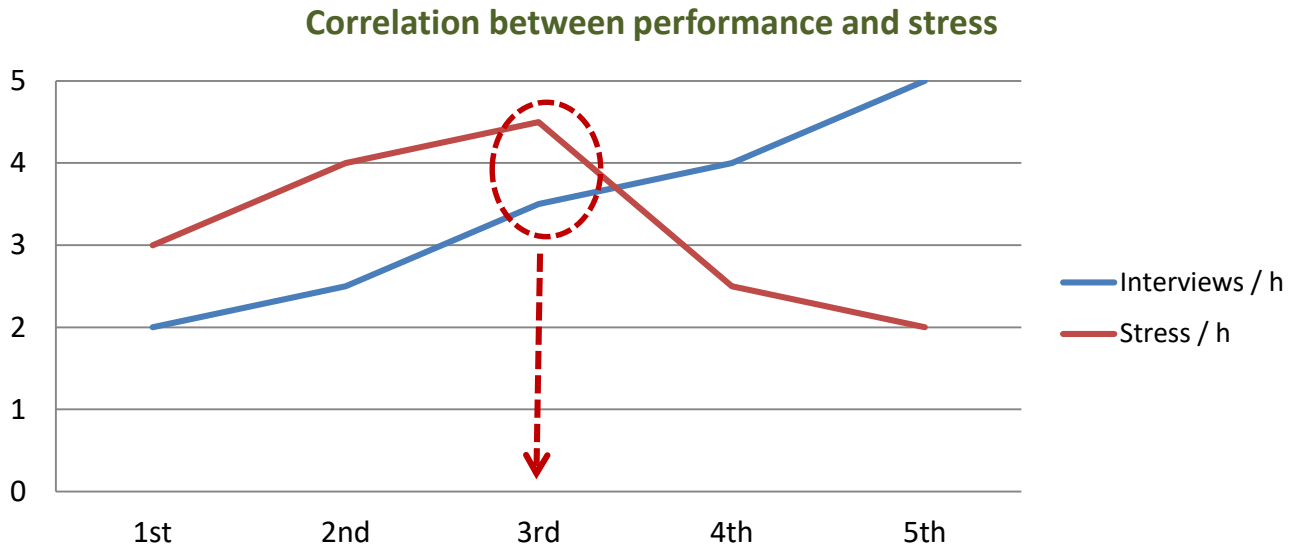
- **Enjoy yourself meeting new people** coming from various background and nationality !!
- Mostly they are **happy with answering** the survey

Don’t take it personally

- But you might face some impolite people expressing in not a good way
- **You must not to take it personally** that doesn`t help you out in any way
- Just let it go as their wishes**,** you don’t have to force them to answer if they don’t want.

- However, **do not AVOID or JUDGE them in advance** before you try.
  **Try all of target people systematically as usual**.

# Work performance / Stress




- For first few months, you need time to get used to the work.
- Of course, there could be some stress but see how it goes later on.
- You are going to be relaxed and comfortable around 3 months later from the beginning, that is why we have many people that working for many years together.

- **Feel free to contact us, if you have difficulties during the work.**
  **We are ready to solve the problems together. ( Personal & Publicly )**

# Other

- **Women's changing room** is on the left side after you've gone down the stairs
- **Men's** is shared with the SAS/Finnair/other
  - You would need to pass another locked door
- There is one locker available , Bring your own lock if you want other locker
  - **Men & Women's lock number : 19095**

# Contact Information

- If you make a mistake such as frequency, email us to correct them.
- Also if encounter something useful and/or interesting, which can help us to improve the interviewing process or further develop our survey, please give us feedback.

Also don't hesitate to contact us if problems occur.

- **General feedback:**

  *- Jari-Matti Laasonen / 045 137 5099/ jari-matti@tak.fi*

- **Technical feedback:**

  *- Jaakko Roponen / 050 538 0325 / jaakko@tak.fi*