



INTERVIEW INSTRUCTION

- Lapland Airport -

Airport



Visit Finland





Project Information

- **TAK Rajatutkimus** is a visitor survey project conducted by interviewing 20000 travelers who are leaving Finland.
- All the interviewees are over 14 years of age and are residing outside of Finland
- **The main client of the project is Visit Finland.**
Visit Finland's Visitor Survey is a part of TAK Rajatutkimus survey.



- **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



Name tag



Tablet



Sim card



Charger



Proper dress code for the location

- Tablet should be fully charged before the interviews
- Saunalahti prepaid Sim card is the best option



Information cards

(English, Chinese, Russian version)



Usage of Tablet



- We provide **Tablet** and **instructions** on how to use **SureFox** .
Contact us, if you encounter problems with the tablet, or something is unclear.
- Some of the free wlan-networks might ask you to log in trough the web browser to start using the internet. This is not possible in SureFox. If you can only see a blank page in SureFox, exit Surefox and log in to the wlan-network through the normal web browser.
- Make sure to close 3G connection if you no longer need it or after your shift!



General Instructions



1. Connect Sim data

1. Connect 3G or 4G sim data.

Check your **SIM capacity** and availability **before the shift**.



2. Type Survey link / Sample frequency

2. Type the correct survey link

Name, Location, Frequency should be correctly written.

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



3. Interview

3. Interview people according to the **frequency(otos)** you've chosen.

- Start from the outermost bench and proceed in order.
- Try to cover all of passenger waiting for boarding except domestic flight.

- ***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



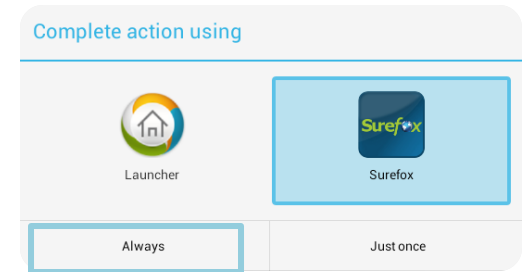
Usage of Surefox_01



Once you connect wifi / sim data,
you can start **Surefox**.



click **OK Got it!**



Select **Surefox** and **Always**
in complete action using

Select another language

To be completed by the interviewer

☐ Respondent was not reached

☐ Only email

Finnish tourist board (Visit Finland) is conducting a survey of non-Finns visiting and travelling in Finland. We kindly ask you to answer the questions in this survey, which will only take approximately 3-7 minutes of your time. All replies will be submitted anonymously.

☐ I do not wish to participate in the survey

☐ I am under 15 years of age

☐ I am not travelling away from Finland

☐ I live in Finland

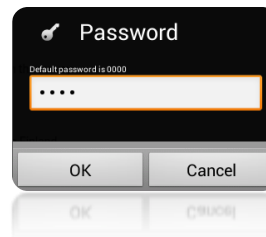
1. Which country do you live in?
-- Please Select --

2. Are you a citizen of the country where you live?

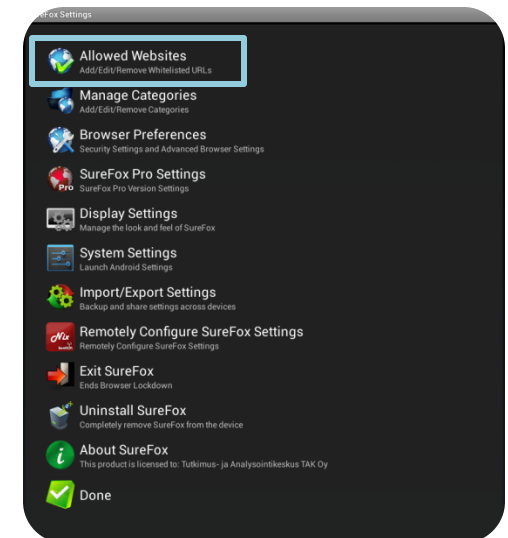
☐ Yes

☐ No

Tap 10 times straight on the screen
to go to option page



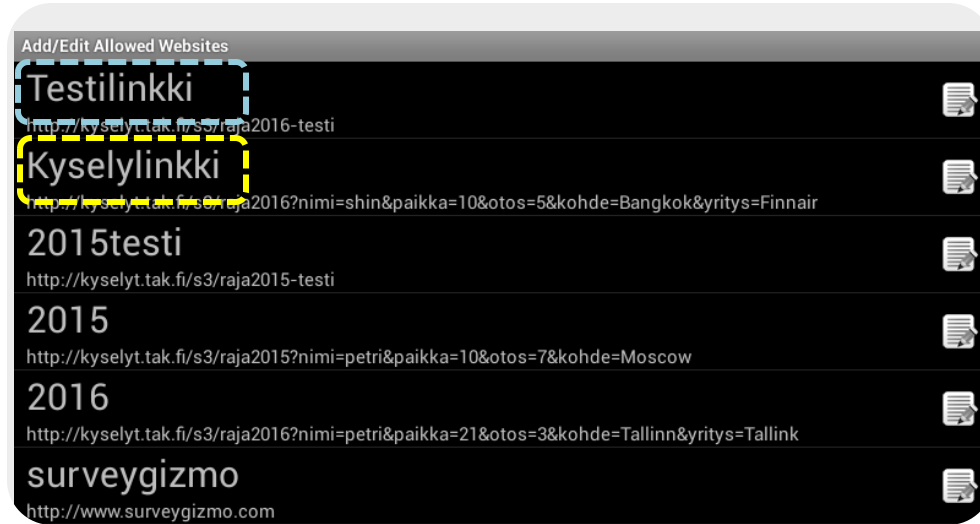
The password is **2580**



Go to **Allowed Websites**

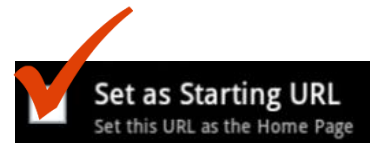


Usage of Surefox_02



- Check following categories in Allowed Websites.
 - **Testilinkki :**
 - This is a test mode. Getting familiar with the Surefox and typing syntax.
 - Check and test the questionnaire and other details in the mode.
 - **Kyselylinkki:**
 - The category which you will use in the real interviews.
 - You need to type the correct syntax and change it as much as according to your situation .
 - Attention to the syntax , because you are handling the sample data with this.

***** Make sure : mark Set as Starting URL for the use
(See the next Survey link _syntax slide)**





Survey Link _Syntax

Enter Website Details

URL: ☒ http:// ☐ https:// ☐ file://

Display Name

☒ Allow sub-domains
Eg: 'maps.google.com' is a sub-domain of 'www.google.com'

☒ Set as Starting URL
Set this URL as the Home Page

☐ Hide URL
Hides URL on SureFox Home Page

Assign Category
Put this URL within a category on Home page

Icon ☒ Favicon ☐ Default ☐ Custom

Done Delete Shortcut Cancel

Make sure it is marked for the use

- **Lapland Airport**

http://surveys.tak.fi/border_research?nimi=mike&paikka=70&otos=5

- The variables marked as **blue** should always correspond with
 - nimi = the interviewer's name
 - paikka = interview location code
 - otos = sample frequency



Survey Link **_Pay attention**

At the **BEGINNING** of Your shift
When **CHANGING** the Interview **LOCATION**
ADJUSTING the Interview **FREQUENCY**.
When **CHANGING** the **TERMINAL** at the AIRPORT!



- The syntax, you need to fill (marked blue), should be written **in English with lower cases**.
- Be written **without spaces and special characters** (ä, ö, å etc.).
- **Don't use Finnish letters**, ä=a, ö=o, å=a, etc. (Eckerö is Eckero, for example)
- **Pay close attention to the spelling of survey syntax!!**

http://surveys.tak.fi/border_research?nimi=mike&paikka=70&otos=5



CODES for Lapland Airport

The Airport of Lapland



70 Rovaniemi Airport

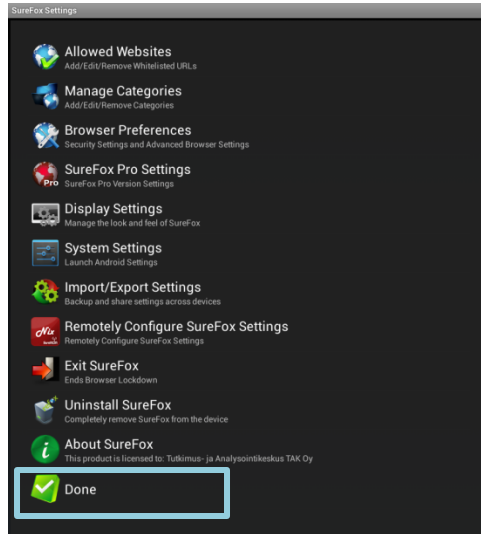
71 Kittilä Airport



http://surveys.tak.fi/border_research?nimi=mike&paikka=70&otos=5



Usage of Surefox_03



All the syntax correctly typed,
click Done



Select another language

To be completed by the interviewer

☐ Respondent was not reached

☐ Only email

Finnish tourist board (Visit Finland) is conducting a survey of non-Finns visiting and travelling in Finland. We kindly ask you to answer the questions in this survey, which will only take approximately 3-7 minutes of your time. All replies will be submitted anonymously.

☐ I do not wish to participate in the survey

☐ I am under 15 years of age

☐ I am not travelling away from Finland

☐ I live in Finland

1. Which country do you live in?
-- Please Select --

2. Are you a citizen of the country where you live?

☐ Yes

☐ No

Now you are ready to go for interview



- If the questionnaire is not shown, **check syntax or internet connection (wifi / sim)**
- **To check internet connection, Click Exit SureFox** and repeat the process.
- If you want to go first page of questionnaire, **press on screen for long** and tap **Home**



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.

EXAMPLE

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

Flights during the night

- No night shifts at the moment

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 1 year : You can interview them as a visitor
- More than 1 year : Mark that they live in Finland but ask their home country for nationality.



Minimizing Refusals



- **Anonymous !**
- **3 min !**
- **Improve Finland tourism**

- **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.**

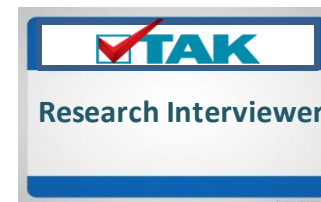


Dress Code

- 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.



Be dressed appropriately



Name tag



Enjoy the work



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

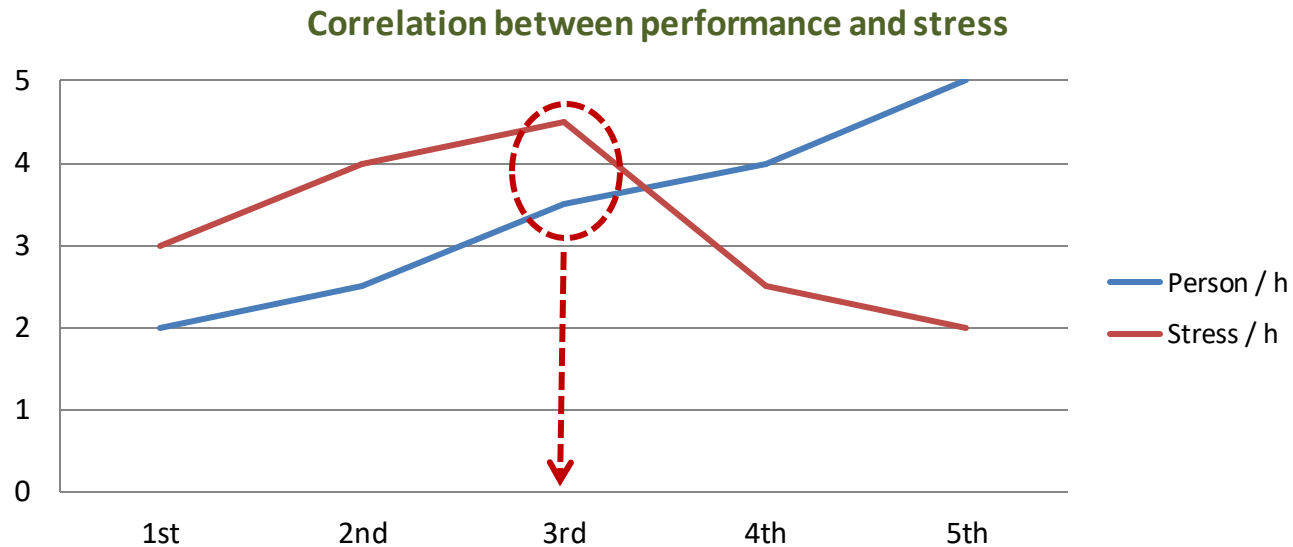


Don't take it
personally

- 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



- You need a time to get used to the work.
- There could be, of course, 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)**



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