

ESOMAR LIVE

3D DIGITAL
DIMENSIONS
2011

Miami / 26 - 28 October

(Online + Social Media + Mobile) Research

Programme

ESOMAR
WORLD RESEARCH

3D DIGITAL DIMENSIONS 2011

(Online + Social Media + Mobile) Research

In this newly defined social economy, we are in the middle of a revolution in market research that is creating remarkable changes in how we interact with consumers and clients. This is being driven by a rapid and global technological change grounded in the Internet, in social networking, and in the adoption of mobile devices.

It is a continuous global conversation where researchers play a critical role gathering, translating and activating insights to capitalise on business opportunities where ROI is paramount.

In a space that is evolving dramatically and quickly, researchers need a multi-dimensional approach. With this in mind, ESOMAR has taken a step forward and broken up our traditional Online Research Conference into three cutting edge digital dimensions:

1. Online Research and Data Collection
2. Social Media Research
3. Mobile Research

Join us in Miami to dive into the digital world, a 3D experience!

PROGRAMME COMMITTEE

Reg Baker (Committee Chair)

President and Chief Operating Officer, Market Strategies International, USA

Betty Adamou

CEO & Founder, Research Through Gaming, UK

Jeffrey Henning

Chief Marketing Officer, Affinova, USA

Dave King

Executive VP, Confrimit Mobile Solutions, Canada

Guy Rolfe

Mobile Knowledge Leader, Kantar Operations, UK

Niels Schillewaert

Managing Partner, Director ForwaR&D Lab, InSites Consulting, Belgium

VENUE

Miami - Sunny Isles - Trump International Beach Resort

18001 Collins Avenue
Sunny Isles Beach, FL, USA
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P: +1 305 692 5600

WORKSHOPS

Tuesday 25 October

Workshop 09.00 - 17.00

THE LATEST TRENDS IN SOCIAL MEDIA AND MARKET RESEARCH

This workshop brings together, in a practical way, the opportunities and challenges that are being created for market research by the fast changing world of social media. The course is designed to build on the information contained in *The Handbook of Online and Social Media Research*, a copy of which will be provided to each attendee.

Intermediate Level

Workshop leaders

*Ray Poynter, Managing
Director, Vision Critical, UK*

WORKSHOPS

Wednesday 26 October

Workshop 09.00 - 17.00

UNDERSTANDING MARKET RESEARCH ONLINE COMMUNITIES

The power of reflection

Up until about ten years ago, the differences between qualitative and quantitative research could be clearly articulated. But with advances in panel management, text analytics and the kind of inquiry and feedback enabled by Web 2.0 technologies, the boundaries between the two forms of research are blurring. These trends have become flashpoints in a larger debate about sample size, respondent quality and reliability.

Intermediate/Advanced Level

Workshop leaders

Julie Wittes Schlack, Senior Vice President, Innovation and Design, Communispace Corporation, USA
Manila Austin, Director of Research, Communispace Corporation, USA

CO-CREATION RESEARCH

Understanding consumers as co-creators of new products and services

Open innovation and co-creation have become a new paradigm in innovation management. In the centre of attention you find the changing role of consumers from passive beneficiaries to active partners in value creation networks. The active integration of knowledge, ideas as well as the creativity of consumers is driven by today's media landscape where social networks and collaborative internet have become important aspects of everyday life. Beside a conceptual classification, the workshop provides a holistic overview of methods, tools, strengths and risks of consumer co-creation.

Intermediate/Advanced Level

Workshop leaders

Gregor Jawecki, Innovation Research Team leader, HYVE, Germany
Madeleine Kröper, Innovation Research Project Manager, HYVE, Germany

Wednesday 26 October

Workshop 09.00 - 17.00

MOBILE RESEARCH

Get smart about research on smartphones

Mobile research is growing as the ownership of smartphones sky rockets across the globe. The market research industry is exploring how best to leverage this powerful technology and best practices to follow with this new mode of data collection. This workshop is intended to provide market researchers with confidence in designing solid research studies deployed to smartphone mobile devices. Come out of the workshop with the ability to incorporate and weave mobile research into your research programs and practices.

Intermediate/Advanced Level

Workshop leaders

*Monique Morden, President,
Global Partner Program, Vision
Critical, Canada*

*Chris Ferneyhough, Senior Vice
President, Tech Practice, Vision
Critical, Canada*

PROGRAMME

Wednesday 26 October

16.00 - 19.00 CONFERENCE REGISTRATION
19.00 - 20.00 WELCOME RECEPTION

Thursday 27 October

09.00 - 09.05 **OPENING**
Mike Cooke, ESOMAR Vice-President

09.05 - 09.20 **Introduction to Programme and Opening Keynote**
Reg Baker (Committee Chair)

09.20 - 09.55 **OPENING KEYNOTE**
Philip Sheldrake, Founding Partner, Meanwhile, UK
Author of "The Business of Influence: Reframing Marketing and PR for the Digital Age"

09.55 - 10.00 **Q&A**

SETTING THE SCENE

10.00 - 10.20 **Digital trends forecast 2012**
Dominic Harrison, Future Foundation, UK

10.20 - 10.40 **Eve-olution: why women rule the web**
Understanding the digital lives of women around the world
Dan Brilot, TNS Digital, UK
Brian Cooper, TNS North America, USA
Tony Marlow & Amy Janis, Yahoo!, USA

10.40 - 10.50 **Q&A**

10.50 - 11.20 **Networking break**

ONLINE RESEARCH DIMENSION

11.20 - 11.25 **Introduction by session chair**
Betty Adamou, Research Through Gaming, UK

11.25 - 11.45 **The researchification of games**
Adopting a game designer's approach to market research
Peter Harrison, BrainJuicer, UK

11.45 -12.05	<p>How far is too far Traditional, flash and gamification interfaces, and implications for the future of market research online survey design <i>Bernie Malinoff, element54, Canada</i> <i>Jon Puleston, GMI, UK</i></p>
12.05 -12.25	<p>Facial imaging The new face of online survey research <i>Alastair Gordon & David McCallum, Gordon & McCallum, New Zealand & Australia</i> <i>Matteo Sorci & Tim Llewellyn, nViso SA, Switzerland</i></p>
12.25 -12.40	<p>Discussion</p>
12.40 -12.50	<p>INTERACTIVE TRACK VOLUME ONE Play, interpret together, play again and create a win-win-win! A 21st century research experience picturing the lives of 'cool' digital natives in 'hot' cities <i>Tom De Ruyck, Elias Veris & Joeri Van den Bergh, InSites Consulting, Belgium</i></p>
12.50 -13.00	<p>Sponsors fast track</p>
13.00 -14.30	<p>Lunch</p>
14.30 -14.35	<p>SOCIAL MEDIA RESEARCH DIMENSION (PART I) Introduction by session chair <i>Niels Schillewaert, InSites Consulting, Belgium</i></p>
14.35 -14.55	<p>The Rosetta Stone meets Foucault Understanding social media via discourse analysis <i>Ray Poynter, Vision Critical, UK</i></p>
14.55 -15.15	<p>Review of a decade of netnography research Implications for future social media analysis <i>Michael Bartl & Gregor Jawecki, HYVE, Germany</i> <i>Jan Henric Stönnner & Dominic Gastes, Karlsruhe Institute of Technology (KIT), Germany</i></p>
15.15 -15.35	<p>Tell me what you want, what you really, really want Creating desired results from social media research <i>Annie Pettit, Conversation and Research Now, Canada</i></p>

PROGRAMME

15.35 -15.50

Discussion

15.50 -16.20

Networking break

16.20 -17.00

ESOMAR SESSION

How public is social media? Should some things stay private?

Chaired by:

Mike Cooke, ESOMAR Vice-President

Panellists:

Adam Phillips, Chair of ESOMAR Professional Standards Committee and Legal Committee
Annie Pettit, Vice President of Research Standards at Research Now and Chief Research Officer of Conversation Strategies, Canada
Manila Austin, Vice President of Research at Communispace Corporation, USA
Reg Baker, President and COO, Market Strategies International, USA
Tom De Ruyck, Head of Research Communities, InSites Consulting, Belgium

17.00 -18.00

**NETWORKING DRINKS
SPONSORED BY FRINGE FACTORY**

19.30 -21.30
OR
21.30 -23.30

NETWORKING EVENING: CONECTAI BOAT TRIP

ESOMAR's Latin America Partner, will host drinks, food, dance music and a live Brazilian dance performance. Round off Day 1 of the Conference on a splendid boat cruise off the coast of Miami. A fabulous opportunity to network with your international peers!

The cruise will depart from outside the Trump International Beach Resort, and consists of two x 2 hour trips, so you may join/depart at 19.30 and/or 21.30. Food and drinks will be plentiful so there is no need to have dinner beforehand.

Friday 28 October

SOCIAL MEDIA RESEARCH DIMENSION (PART II)	
09.00 - 09.05	Introduction to Guest Speaker and Session <i>Jeffrey Henning, Affinnova, USA</i>
09.05 - 09.30	GUEST SPEAKER Social media research Why you're not learning what you should <i>Sean Bruich, Head of Measurement Research, Facebook, USA</i>
09.30 - 09.55	Leveraging the power of social media The impact of shared news content on consumers <i>Gregg Liebman, CNN, USA</i> <i>Carl Marci, Innerscope Research, USA</i>
09.55 - 10.00	Q&A
10.00 - 10.30 Networking break	
10.30 - 10.35	Introduction by session chair <i>Jeffrey Henning, Affinnova, USA</i>
10.35 - 10.55	Lessons from the front lines How to engage BRIC consumers in multinational online communities <i>Manila Austin & Katrina Lerman, Communispace, USA</i>
10.55 - 11.15	Breaking the mirror Ideas for an inspiring online dialogue <i>Jon Rodriguez & Isabella Hoi Kee Wong, Philips Design, Netherlands</i>
11.15 - 11.35	The Earthquake and Tsunami in Japan Investigate the possibilities and limits of social media research from researching how the earthquake changed the sense of value of Japanese people <i>Koki Uchiyama & Michio Mutoh, Hottolink, Japan</i> <i>Eriko Ota, Kirin Holdings Company, Japan</i>
11.35 - 11.50	Discussion

PROGRAMME

11.50-12.00	INTERACTIVE TRACK VOLUME TWO - THE RESULTS Play, interpret together, play again and create a win-win-win! A 21 st century research experience picturing the lives of 'cool' digital natives in 'hot' cities Tom De Ruyck, Elias Veris & Joeri Van den Bergh, InSites Consulting, Belgium
12.00 -13.30	Lunch
	MOBILE RESEARCH DIMENSION
13.30-13.35	Introduction by session chair <i>Guy Rolfe, Kantar Operations, UK</i>
13.35-13.55	Digital matrimony: marriages that are transforming the face of research Do you, the Internet, take social media and mobile, to converge into one platform? <i>Kristin Luck, Decipher, USA</i>
13.55-14.15	Time is of the essence Mobile solutions hold the key to tactical actionable research <i>Adhil Patel, TNS Global, South Africa</i>
14.15-14.35	The place for mobile research? Multi-mode studies of major cultural events <i>Simon Atkinson, Ipsos MORI, UK</i> <i>Sean Conry, Techneos Systems, Canada</i>
14.35-14.50	Discussion
14.50-15.20	Networking break
15.20-15.25	Introduction to Closing Guest Speaker <i>Dave King, Confrimit Mobile Solutions, Canada</i>
15.25-16.00	CLOSING GUEST SPEAKER Mobile phone phenomenon! Engaging the next billion <i>Nathan Eagle, Co-founder and Chief Executive Officer, Jana (formerly txteagle), USA</i>
16.00-16.10	Q&A

16.10-16.20

PROGRAMME SUMMARY

Reg Baker (Committee Chair)

16.20-16.30

CLOSING

Finn Raben, ESOMAR Director General

16.30-17.00

FAREWELL DRINKS

EXHIBITORS

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ESOMAR is the essential organisation for encouraging, advancing and elevating market research worldwide.

20|20 Technology

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20|20 Technology, a worldwide leader in Online Qualitative Research software and services, has helped our clients conduct 1,000s of projects in 65 countries. We provide six software platforms, bundled services, 24/7 support, free training, eBooks, webinars and the industry's largest project team.

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Confirmit is the world's leading SaaS vendor for Customer Feedback, Employee Feedback, and Market Research applications. Confirmit targets Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting.

Decipher

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A marketing research services provider, Decipher specializes in online survey programming, sampling, data collection and data reporting. We focus on technology and research systems that bring data to life, and in doing so, we help you reveal how even seemingly small discoveries can yield meaningful insights.

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Kinesis Survey Technologies, LLC is the industry leader for future-proof market research solutions. Offering powerful and cutting-edge survey software and panel management software, Kinesis is committed to advancing innovation in both web and mobile research.

Research Now

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Research Now is a leading global online sampling and data collection company providing access to millions of quality respondents across the globe. Our consumer, B2B and Social Media panels give you access the minds of consumers, professionals and hard-to-reach audiences.

SSI

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Bringing together Survey Sampling International and Opinionology, SSI is the premier global provider of world-leading sampling, data collection and data analytic solutions for survey research. SSI reaches respondents in 72 countries via Internet, telephone, mobile/wireless and mixed access offerings. Value-add services include questionnaire design consultation, programming and hosting, data processing and real-time reporting. SSI serves more than 2,000 clients, including the top 50 research organizations. It has 30 offices serving clients around the world.

Toluna

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Toluna is a leading online research panel and survey technology provider to the market research industry. Unlike other panel providers, Toluna has developed a unique online research community of 4 million panellists in over 34 countries. Using our online community, research and marketing professionals can target niche segments and hard to reach audiences.

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We would like to thank all those who have provided their services, expertise and support at this year's 3D DIGITAL DIMENSIONS conference.

ESOMAR Latin America Partner



CONNECTAi

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CONNECTAi is bringing a new high quality online access panel providing excellence in data collection for all research purposes.

More than being a superior online panel, we seek to widen the scope of online research adding to our clients' menu of new and innovative platforms to capture data, opinions and ideas from a targeted audience, to be turned into valuable insights.

Two partners, one great idea, endless possibilities

CONNECTAi is the result of a blossoming partnership between 2 front-runners of the industry, IBOPE and iVOX.

Together, our vision is to become the reference in the market with regards to the provision of innovative online access panels and online data collection solutions in Latin America and the United States.



conecta IBOPE

😊 Research facilitating is about to be re-invented in Latin America and the United States.

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A marketing research services provider, Decipher specializes in online survey programming, sampling, data collection and data reporting. Utilizing proprietary Web-based applications, Decipher integrates state-of-the-art technology with traditional research techniques. Decipher is all about uncovering opportunities in whatever territory we explore with our clients. As your partner, Decipher isn't interested in just data, but also about what that data represents for you. We focus on technology and research systems that bring data to life, and in doing so, we help you reveal how even seemingly small discoveries can yield meaningful insights.

For more information, visit www.decipherinc.com

Global media partner



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U.S. media partner



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Research & Results magazine: Research & Results is a leading magazine for market research in Germany. Research & Results has the reputation of a practical and application-oriented as well as professional and informative journal. With an average circulation of 3300 copies Research & Results reaches individually qualified decision makers of the market research, marketing, media planning and media research industries.

Research & Results e-newsletter: At present, around 4100 professionals have subscribed to the Research & Results e-newsletter.

Research & Results website: A comprehensive web portal that provides topical and useful information about a wide range of market research topics and events and thus perfectly complements the print edition. This offer is primarily used by companies' and institutes' employees particularly interested in the market research and actively searching for relevant information or further services.

Research & Results market research trade fair: The market research trade fair "Research & Results 2011" will take place in Munich on the 26 October – 27 October. More than 120 companies will participate in the exhibition and present their products and services in 90 workshops. Last year, 3000 professionals attended the show. Within the last five years the annual exhibition has become the leading business event for market research in Germany and one of the top events for the market research industry worldwide.

For more information, visit www.research-results.com



D.I.M.M. both printed / online publication and MR directory is run by two market research professionals with more than 15 years industry experience. Covering the latest issues affecting decision makers in Market Research and Marketing, D.I.M.M. is distributed quarterly to over 130 market research agencies, in 250 companies throughout Argentina as well as in major advertising agencies, media centers, in AAM (Asociación Argentina de Marketing); SAIMO, and other associations and educational institutions. It includes a directory of MR suppliers (MR agencies, fieldwork suppliers, data processors, translators, FG facilities, etc.) which helps daily work at MR agencies and companies. iD.I.M.M. always on your desk!

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ABSTRACTS

OPENING KEYNOTE

*Philip Sheldrake, Founding Partner, Meanwhile, UK
Author of "The Business of Influence: Reframing Marketing and
PR for the Digital Age"*

Philip Sheldrake is the author of *The Business of Influence* (Wiley, 2011) and the digital marketing chapter of *The Marketing Century*, a book celebrating the centenary of the Chartered Institute of Marketing. He is a Chartered Engineer, a Founding Partner of venture marketers, Meanwhile and serves as a Main Board Director of Intellect, the UK trade association for the tech industry as well as a Board Director for 6UK, a government-backed nonprofit that promotes adoption of new Internet protocols in the UK. Additionally, Philip chairs the Chartered Institute of Public Relations group on measurement and evaluation, presents CIPR TV, and designs and chairs Internetome, the Internet of Things Conference.

SETTING THE SCENE

Digital trends forecast 2012

Dominic Harrison, Future Foundation, UK

In this scene-setting presentation, Future Foundation will draw upon its extensive global research programme (including quantitative and qualitative elements) to signpost the key digital trends characterising the habits and expectations of diverse contemporary global consumers in 2012, and beyond. From the monitoring of personal metrics via sophisticated mobile devices to the growth of digital payments, Future Foundation will present the key trends we expect to grow in the decade of 2010, complete with insightful implications for brands and societies alike.

Eve-olution: Why women rule the web

Understanding the digital lives of women around the world

Dan Brilot, TNS Digital, UK

Brian Cooper, TNS North America, USA

Tony Marlow, David Ludica, Amy Janis, Sarah Elliott, Yahoo!, USA

This paper explores the feminine side of the online Eve-olution, employing data from sources including the TNS Digital Life and Mobile Life reports on digital and mobile consumer behaviors and attitudes and Yahoo!'s Connectonomics study of the way women digitally connect with content, functionality and people. Eve-olution helps professionals better understand gender differences in web behavior as well as the unique psychological need states that determine online usage patterns, and how this relates to stimulus receptivity across various online scenarios.

ONLINE RESEARCH DIMENSION**The researchification of games**

Adopting a game designer's approach to market research

Peter Harrison, BrainJuicer Labs, UK

This presentation addresses the role of games in market research. It provides a working definition of what a game is and why the role currently assigned to games by market research misses the broader opportunity that they offer. Research games can be used to get us closer to real-life mindsets. Market research can learn from game designers and how we might create great games and research experiences that can be enormously beneficial to clients seeking to understand and predict behaviour.

ABSTRACTS

How far is too far

Traditional, flash and gamification interfaces, and implications for the future of market research online survey design

Bernie Malinoff, element54, Canada

Jon Puleston, GMI Interactive, UK

This presentation takes a quantitative approach to investigating the role of how the various interfaces available to us (Traditional, Flash and Gamification) resonate with online panellists. Most importantly, it explores the “Buyer Beware” learning around “when” and “how” there are differences which must be taken into account. Demonstrating an ability to take a “methodologically-agnostic” position and to highlight key learning that can advance industry dialogue, this presentation will provide you with a true awareness of the implications for the future of market research online design.

Facial imaging

The new face of online survey research

Alastair Gordon & David McCallum, Gordon & McCallum,

New Zealand & Australia

Matteo Sorci & Tim Llewellyn, nViso SA, Switzerland

Facial Imaging is sophisticated software driven technology that makes possible the automated recognition of emotional response to marketing stimuli. The presentation shows both the richness of results derived from such studies and the potential in terms of integration with conventional online research. Scalable access to direct measurement of emotional response and the ability to confront many of survey research’s current challenges in terms of both accuracy and logistical issues is possible. This method can help researchers reinvent their approach to developing emotional insights into brands, advertising and products and in the process reinvigorate client’s interest and faith in online surveys.

INTERACTIVE TRACK VOLUME ONE

Play, interpret together, play again and create a win-win-win!

A 21st century research experience picturing the lives of 'cool' digital natives in 'hot' cities

Tom De Ruyck, Elias Veris & Joeri Van den Bergh, InSites Consulting, Belgium

The presenters argue that research results have more impact when turned into an experience in which company researchers and their marketers are entertained with insights or when they literally can "play" with the results (infotainment). Experience has shown that participants deliver richer insights if taking part in research feels like playing a game (gamification) and that participants not only have a role in data generation, but also in data interpretation and conclusion writing - i.e. using participants as "co-researchers". This interactive presentation is broken down in two parts, volume one to be introduced during Day 1 and volume two to be featured on Day 2.

SOCIAL MEDIA RESEARCH DIMENSION (PART I)

The Rosetta Stone meets Foucault

Understanding social media via discourse analysis

Ray Poynter, Vision Critical, UK

The fastest growing source of data is the unstructured voices of nearly two billion people speaking in social media. Traditional quant is too crude, while traditional qual is swamped. This presentation shows how the tools of discourse analysis - from psycholinguistics, to conversation analysis, to Foucault - can be used to interpret and unlock the meaning in the chatter. Your notions of language, structure and the location of issues such as attitudes and memory will be challenged, leaving you in a new world you may find a little more exciting, yet a little scarier.

ABSTRACTS

Review of a decade of netnography research

Implications for future social media analysis

Michael Bartl & Gregor Jawecki, HYVE, Germany

Jan Henric Stöner & Dominic Gastes, Karlsruhe Institute of Technology (KIT), Germany

The research of eight distinct Netnography projects in the field of Fast Moving Consumer Goods and in-depth interviews with employees reveals a multi-faceted attitude towards need information (consumers' wishes, expectations, etc.) and solution information (ideas and solutions shared by consumers). The presenters also shed light on project ownership, in which stage of the innovation process Netnography can generate value, and the reaction of other departments not directly involved. The findings provide insights into key success factors when conducting Netnography research and hints for other explorative, consumer-orientated approaches.

Tell me what you want, what you really, really want

Creating desired results from social media research

Annie Pettit, Conversation and Research Now, Canada

This presentation teaches how to generate the social media research results you desire regardless of what the true results are. It will show how to gather social media data from the internet using inappropriate sampling methods and how to select the wrong pieces of data and code it incorrectly. The topics of sampling, weighting, data quality, sentiment analysis, and text analysis are highlighted to highlight the full range of options for mistreating data. The ultimate goal will be to create set of data that reflects your predispositions towards a topic as opposed to reality.

ESOMAR SESSION

How public is social media? Should some things stay private?

Chaired by:

Mike Cooke, Director of Global Panel Management, GfK NOP, UK

Panelists:

Adam Phillips, Chair of ESOMAR Professional Standards Committee and Legal Committee

Annie Pettit, Vice President of Research Standards at Research Now and Chief Research Officer of Conversation Strategies, Canada

Manilla Austin, Vice President of Research at Communispace Corporation, USA

Reg Baker, President and COO, Market Strategies International, USA

Tom De Ruyck, Head of Research Communities, InSites Consulting, Belgium

SOCIAL MEDIA RESEARCH DIMENSION (PART II)

GUEST SPEAKER

Social media research

Why you're not learning what you should

Sean Bruich, Head of Measurement Research, Facebook, USA

Over the last decade, social networks and online communities have been heralded as a hope for the future. Researchers have prioritized bringing traditional survey methods online, mining consumer conversations, and identifying influencers. But research at Facebook has called into question the wisdom of these increasingly common aspirations. This presentation shares what research suggests is most important – and how a different set of perspectives could truly change the game for market researchers.

ABSTRACTS

Leveraging the power of social media

The impact of shared news content on consumers

Gregg Liebman, CNN, USA

Carl Marci, Innerscope Research, USA

This presentation details research findings on bringing news videos and articles into social conversation and the effect on engagement when online content is an extension of personal interactions. In previous research, Innerscope Research found participant conversations creating higher levels of emotional response than the content itself. CNN expected that stories shared through social media would experience a lift similar to that created in recent usability and redesign work. The study results, however, place the impact of social media in a fundamentally different category with extremes of lift in both the influencer and their friend network.

Lessons from the front lines

How to engage BRIC consumers in multinational online communities

Manila Austin & Katrina Lerman, Communispace, USA

Consumers in BRIC markets account for nearly one-third of the world's online population and experiment with social media more broadly than other consumers. Market researchers hoping to use the Internet to attract, involve, and learn from these consumers need to provide settings and formats that maximize engagement. In this multinational study, we describe differences in engagement, conversation topic, and quality of contribution by country and explore those conditions that lead to the greatest vibrancy and quality. We also identify best practices for recruiting and engaging online community members, implications for generating actionable insight, and specific "to-do's" and case examples.

Breaking the mirror

Ideas for an inspiring online dialogue

Jon Rodriguez & Isabella Hoi Kee Wong, Philips Design, Netherlands

Two case studies (Menu Menu and Mirrortime) where online research has been an integral tool for design innovation projects are addressed in this presentation. The projects differ in thematic focus, region and target group. The specific methodological approach chosen for each research project and the implications for research set up and execution are addressed. Specifically the presenters argue that we need to move from anonymous respondents to a community of participants, from side line observations to engaging provocations and from interrogations to conversations.

The earthquake and tsunami in Japan

Investigate the possibilities and limits of social media research from researching how the earthquake changed the sense of value of Japanese people

*Koki Uchiyama & Michio Mutoh, Hottolink, Japan
Eriko Ota, Kirin Holdings Company, Japan*

Changes in consumer values after a major event have been assessed by traditional polls, but these traditional polls are significantly limited to be applied retroactively. The presenters carried out a survey on “value” changes caused by the March 2011 earthquake in Japan, using a social media research method and blog articles posted in the past three-years. The analysis indicated a change in values among the Japanese such as an increase in simple and modest consumption. From this research the presenters clarified possibilities and limits of Social Media Research.

ABSTRACTS

INTERACTIVE TRACK VOLUME TWO - THE RESULTS

Play, interpret together, play again and create a win-win-win!

A 21st century research experience picturing the lives of 'cool' digital natives in 'hot' cities

Tom De Ruyck, Elias Veris & Joeri Van der Bergh, InSites Consulting, Belgium

The presenters argue that research results have more impact when turned into an experience in which company researchers and their marketers are entertained with insights or when they literally can "play" with the results (infotainment). Experience has shown that participants deliver richer insights if taking part in research feels like playing a game (gamification) and that participants not only have a role in data generation, but also in data interpretation and conclusion writing - i.e. using participants as "co-researchers". This interactive presentation is broken down in two parts, volume one to be introduced during Day 1 and volume two to be featured on Day 2.

MOBILE RESEARCH DIMENSION

Digital matrimony: marriages that are transforming the face of research

Do you, the Internet, take social media and mobile, to converge into one platform?

Kristin Luck, Decipher, USA

In order to keep up with respondents, the market research industry must begin to marry online strategies with integrated mobile and social media outreach. A single digital platform must be considered in order to effectively reach respondents and garner rich, useable data. This presentation provides an overview of emerging mobile and social networking survey methods, while also showing how content is driving the adoption of new mobile and social networking services.

Time is of the essence

Mobile solutions hold the key to tactical actionable research
Adhil Patel, TNS Global, South Africa

The mobile research 'revolution' is not near. It's here. And given the extreme pace of technology, and its effect on consumers and thus on research, ignoring it is a risky prospect, particularly for suppliers who will need to invest in technology and partnerships ahead of the inevitable avalanche of requests for mobile research. This presentation examines the primary perceived benefit: speed. In addition, various applications are investigated, including geo-location, cross-platform applications and tablet usability.

The place for mobile research?

Multi-mode studies of major cultural events
Simon Atkinson, Ipsos MORI, UK
Sean Conry, Techneos Systems, Canada

Researchers are trained to take "pre" and "post" measurements. Mobile apps now enable us to measure "the moment" as well. During the British Royal Wedding, respondents shared these moments with Ipsos and Sky News. This presentation describes how traditional opinion polling, online social listening and mobile applications can be combined to gain a "360 degree view" of people's experiences. It shows how smartphones - and consumers' love of sharing what they are doing - present new possibilities for researchers.

ABSTRACTS

CLOSING GUEST SPEAKER

Mobile phone phenomenon!

Engaging the next billion

*Nathan Eagle, Co-founder and Chief Executive Officer, Jana
(formerly txteagle), USA*

Through partnerships with over 220 mobile phone carriers, Jana, formerly txteagle, has created a database of over 2.1 billion emerging-market consumers, reached using proprietary messaging protocols and a unique airtime compensation platform. Jana provides global brands direct access to consumers and this presentation will explore the following questions: What do rural Chinese doctors think about fruit juice? Can Brazilian teenagers be incentivized to buy a specific brand of shoe with group coupons? These questions and more will be answered while exploring the business impact of the mobile phone phenomenon in emerging markets.

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