

ESOMARLIVE

QUALITATIVE RESEARCH 2013

Valencia / 17-19 November

Brilliant Transformations

Programme

ESOMAR
WORLD RESEARCH



QUALITATIVE RESEARCH 2013

The pressure for brands to engage with consumers in smarter ways has led to a wave of new methodologies being voiced every 5 minutes, often without a clear link to the added value for clients or a relationship with established methods.

For many researchers and CMOs - inspired by the social web and its emerging marketing ecosystem - cool and hip with instant results seem to be the order of the day, creating tensions for those who argue the need for time and in-depth analysis to deliver quality.

Our 17th annual international Qualitative conference, Brilliant Transformations, celebrates the heritage of qualitative research rooted in curiosity, quality and intellect, while uniting the brilliant minds of the global crowd to spearhead change, embrace new possibilities and determine a new value and relevance for qualitative research.

PROGRAMME COMMITTEE

Elizabeth Wolff

(Committee Chair)

Head of Patient Insights Center of Excellence, Leo Pharma, Denmark

Enrique Domingo*

CEO, Dialogs & B-Yond, Spain

Massimo Cealti

Vice President Consumer and Market Insights, Symrise, France

Pravin Shekar*

Kreator-in-Chief, Krea*, India

Steve August*

Founder & CEO, Revelation, USA

Steve Hales*

Independent Consultant, UK

VENUE

The Westin Valencia

Amadeo de Saboya 16

46010 Valencia

Spain

P: +34 963 625 900

F: +34 963 625 909

reservations.westinvalencia@westin.com



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WORKSHOPS

Sunday 17 November

Workshops (in parallel) 09.00 - 17.00

COMMUNICATING INSIGHTS AN INTERACTIVE WORKSHOP TO HELP YOU CREATE MATERIALS WITH IMPACT

Are you delivering the impact you need with the delivery of your research? If you are struggling to create clear, punchy, and enjoyable communications from lots of data, then this workshop is for you.

The true value of research lies in how much impact it has. But researchers are commonly criticised for delivering dull and unfocused materials that do not enable clients to drive change. In a world where everyone expects communication to be intuitive, attractive and entertaining, research has not moved forward. This is no longer tenable in tough economic times.

Run by a communications specialist, not a researcher, this workshop will give you guidance on how to turn dull into dynamic! Using the principles of good communication, it will teach you how to focus on a story, how to integrate your story and how to bring it to life. You will be expected to bring examples of materials for discussion as well as a real project to work on.

- Learn how to create a clear and compelling story from a mass of data.

- Learn how to focus on that story and how to use data to support it, not complicate it.
- Learn about how to create one single motivating message for different audiences.
- Learn about different media and what can be appropriate, when.
- Find out how to get help from communication professionals and manage them to add real value to your materials. Focusing on the content and design of your communications, rather than presentation skills or the process of research itself, this workshop will help you to deliver projects that engage people and drive change.

Intermediate/Advanced Level

Workshop Leaders

*Lucy Davison**, Managing Director, Keen As Mustard Marketing, UK

Daniel Wain, Consultant, Daniel Wain Consulting, UK

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WORKSHOPS

Sunday 17 November

UNDERSTANDING MARKET RESEARCH 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.

Accelerating that (con)fusion is the explosive growth of market research online communities (MROCs).

In this workshop, we'll define what MROCs are, establish some guidelines for determining when they are (and are not) an appropriate tool, discuss case studies and examples of how they have been used to advance agencies' and brands' learning and business objectives, explore and debate the tradeoffs inherent in this methodology, discuss methods for evaluating the success of a community, and jointly develop strategies to employ MROCs in addressing class participants' immediate challenges.

By the time you leave this workshop, you'll be able to:

- Make informed recommendations about when MROCs are and are not an appropriate means of addressing a research and/or innovation need;
- Identify the requirements and critical success factors to be considered before embarking on an MROC;
- Understand how and why the approach to recruiting participants and conducting research in MROCs differs from other methodologies;
- Evaluate the tradeoffs associated with this approach;
- Employ proven metrics for evaluating the success of an MROC;

Be able to create an effective business case and proposal for an MROC.

Intermediate/Advanced Level

Workshop Leaders

*Manila Austin**, Director of Research, Communispace Corporation, USA

Julie Wittes Schlack, Senior Vice President, Innovation and Design, Communispace Corporation, USA

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PROGRAMME

Sunday 17 November

16.00 - 19.00 CONFERENCE REGISTRATION
19.00 - 20.00 WELCOME RECEPTION

Monday 18 November

OPENING

08.45 - 09.00 **Energiser!**

09.00 - 09.10 **WELCOME BY ESOMAR**
*Pravin Shekar**, ESOMAR Council

09.10 - 09.20 **INTRODUCTION TO THE PROGRAMME**
Elizabeth Wolff, Programme Committee Chair

TALES FROM THE FRONTLINE

09.20 - 09.25 **Introduction by session chair**
*Pravin Shekar**, *krea**, India

09.25 - 09.45 **The Shift from “Order-taker” to “Pro-active Consultant”**
What does it take? A client side perspective
Edward Appleton, Avery Zweckform, Germany

09.45 - 10.00 **Creating a New Playbook**
Making qualitative research more accessible to newcomers
*Ray Poynter**, *Vision Critical, UK*

10.00 - 10.15 **Why Ditching Depth is Dangerous**
Insights from London into the social factors driving violent extremism
Michael McLean, Westminster City Council, UK
Michael Thompson, Opinion Leader, UK

10.15 - 10.35 **Discussion**

10.35 - 10.45 **Physical Transformation**

10.45 - 11.15 **Refreshment Break**

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PROGRAMME

	FUEL FOR A TRANSFORMATIONAL MIND
11.15 - 11.20	Introduction by session chair <i>Massimo Cealti, Symrise, France</i>
11.20 - 11.40	“How Many People Said That?” Paradigms for informed decision making <i>Jonathan Chandler, Mojo Brand Development, UK</i>
11.40 - 12.00	“The Power of the Dark Side” Motivation, positioning and the seven deadly sins <i>Shobha Prasad*, Drshti Strategic Research Services, India</i>
12.00 - 12.20	Freedom to Reveal or Freedom to Project? An exploration of modern identity <i>Peter Totman, Jigsaw Research, UK</i>
12.20 - 12.40	Recreating AlaTurca Consumer goal conflicts as a creative driver for innovation <i>Deger Ozkaramanli, Delft University of Technology, Netherlands</i> <i>Steven Fokkinga, Delft University of Technology, Netherlands</i> <i>Pieter Desmet, Delft University of Technology, Netherlands</i> <i>Erkan Balkan, PepsiCo, Turkey</i> <i>Eapen George, Round Feather LLC, USA</i>
12.40 - 13.00	Discussion
13.00 - 14.30	Lunch
	INSPIRATION, INTEGRATION, INNOVATION ROUND 1
14.30 - 14.35	Introduction by session chair <i>Pravin Shekar*, krea*, India</i>
14.35 - 14.50	Let’s Go Game! Borders of advantages and gains for gamification compared to in-depth-interviews <i>Fernando Akira Yagi, Takeda Pharmaceuticals, Brazil</i> <i>Luiz Marcelo Abate de Siqueira, Takeda Pharmaceuticals, Brazil</i> <i>Luzia Celeste Rodrigues*, Sinapses Inteligência, Brazil</i>

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14.50 - 15.05	<p>Brief Encounters How qualitative research is able to meet the need for efficiency paradigm <i>Michael Dorsch, forsa, Germany</i></p>
15.05 - 15.20	<p>Insight Mining with Positive Psychology Adding richness and increasing engagement for respondents and observers <i>Andrew Soren, BMO Financial Group, Canada</i> <i>Stacy Graiko*, Firefly Millward Brown, USA</i></p>
15.20 - 15.40	<p>Discussion</p>
15.40 - 16.10	<p>Refreshment Break</p>
16.10 - 17.40	<p>THE DELEGATE TALK SHOW</p> <p>Moderated by <i>Steve Hales*, Independent Consultant, UK</i></p> <p>Here's your opportunity to respond to our speakers perspectives and contribute your thoughts to a future vision of qualitative research.</p>
17.40 - 18.15	<p>GUEST SPEAKERS</p> <p>Introduction by <i>Elizabeth Wolff, Leo Pharma, Denmark</i></p> <p>The Flow of Enthusiasm in Music How musicians create fans & lessons for qualitative research <i>Jamie Whelligan, Whelligan, UK</i> <i>Rijn Vogelaar*, The Superpromoter Academy, Netherlands</i></p>
18.15 - 18.20	<p>FOUNDATION FOR THE FUTURE <i>Finn Raben*, ESOMAR Director General</i></p>
19:30 - 22:00	<p>NETWORKING DINNER</p>

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PROGRAMME

Tuesday 19 November

INSPIRATION, INTEGRATION, INNOVATION ROUND 2

09.00 - 09.05

Introduction by session chair

*Enrique Domingo**, Dialogs & B-Yond, Spain

09.05 - 09.20

The Next Big Thing

New sources of methodological inspiration and influence

Andy Barker, Populus, UK

09.20 - 09.35

The Beauty and the Beast

How can a bank communicate in times of stress

*Jochum Stienstra**, *Ferro Explore!**, Netherlands

Tibor van Bekkum, Valuebridge, Netherlands

09.35 - 09.50

Using the Evidence

The benefits of passive data

*Robert Cook**, Firefish, UK

Fiona Naughton, HTC, USA

09.50 - 10.10

Discussion

10.10 - 10.40

Refreshment Break

VISION FOR CHANGE

10.40 - 10.45

Introduction by session chair

Massimo Cealti, Symrise, France

10.45 - 11.05

How Netnography Can Be Used to Unlock the Full Potential of Crowdsourcing Contests

The case of the chocolate lovers contest

Gregor Jawecky, HYVE, Germany

Johannes Gebauer, HYVE, Germany

Susanne Mathis-Alig, Mondelēz International, Switzerland

Maria Fernandez, Mondelēz International, Switzerland

11.05 - 11.25

Creating a Sustainable Future for MROCs

Preventing the exhaustion of the most promising development of our industry

Anke Bergmans, Blauw Research, Netherlands

Jos Vink, Blauw Research, Netherlands

Michelle de Laat, ANWB, Netherlands

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11.25 - 11.45	<p>Qualitative Data, Integrative Frameworks, and the Prospect of Strategic Impact <i>Jeffrey Hunter*</i>, Market Framework, USA</p>
11.45 - 12.05	<p>Humanising Big Data Applying a qualitative analysis lens to big data <i>Anupama Wagh Koppar</i>, L'Oreal, India <i>Sandeep Arora*</i>, Datamatics Global Services, India <i>Vartika Malviya Hali</i>, FireFly Millward Brown, India</p>
12.05 - 12.25	Discussion
12.25 - 13.40	Lunch
	MICRO-GLOBAL, HYPER-LOCAL
13.40 - 13.45	<p>Introduction by session chair and panel moderator <i>Steve August*</i>, Revelation, USA</p>
13.45 - 14.05	<p>Lessons from Don Quixote The Sancho Panza way to excellence in cross-cultural research settings <i>Andrew Vincent*</i>, Waves, UK <i>Dörte Töllner*</i>, Point-Blank International, Germany <i>Nina Mueller</i>, Point-Blank International, Germany</p>
14.05 - 14.10	Q&A
14.10 - 14.50	<p>PANEL DISCUSSION</p> <p>Micro-Global, Hyper-Local Making Cross Cultural Qual Work in a Connected World</p> <p>Panellists: <i>Edward Appleton</i>, Avery Zweckform, Germany <i>Sandrine McClure*</i>, Added Value, France <i>Andrew Vincent*</i>, Waves, UK <i>Anupama Wagh Koppar</i>, L'Oreal, India</p>
14.50 - 15.20	Refreshment Break

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PROGRAMME

BRILLIANT TRANSFORMATIONS

15.20 - 15.25

Introduction by session chair

*Steve Hales**, Independent Consultant, UK

15.25 - 15.45

What Do You Do When Your World is Turned Upside-Down?

Case of applied cultural anthropology to a business problem

Catharine Bauer, Leo Pharma, Canada

Johanna Faigelman, Human Branding, Canada

15.45 - 16.05

Breaking News from the BBC

Truly global editorial insight that revolutionises

Anne Barnsdale, BBC World Service, UK

Lisa Bachmann, Leuphana University, Germany

16.05 - 16.25

Uncompromising Intimacy: The Route to Transformational Ideas

Getting up close and personal to unlock a company's potential for transforming healthcare

*Anita Black**, The Magnetic Collective, USA

Neil Rothstein, 23andMe, USA

16.25 - 16.45

Discussion

16.45 - 17.20

CLOSING KEYNOTE

Refreshing Marketing

*Marcos de Quinto, President, Coca-Cola Iberia**, Spain

17.20 - 17.30

CLOSING

Programme summary

Elizabeth Wolff, Programme Committee Chair

ESOMAR Qualitative Excellence - Peter Cooper Award 2013

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*Simon Patterson**, QRi Consulting*, UK

Closing

*Pravin Shekar**, ESOMAR Council

17.30 - 18.00

Farewell drinks

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ESOMARLIVE

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Mind the Gap



Evolving methodologies - With the accelerated emergence of the social web, there is a growing pressure between the desire for quick results and the need for time and in-depth analysis to provide quality.

Evolving methodologies are emerging as a consequence of this change in the industry and the variation between these differing approaches may present a daunting prospect for professionals and academics alike.

Make the connection!

VisionsLive provides a complete platform for running online qualitative research projects and insight communities. Run online focus groups, bulletin boards, social and mobile community panels, qualitative in depth interviews, mobile ethnography and much more.

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*Barry McLeod
26 York Street
London W1U 6PZ
United Kingdom
P: +44(0)207 788 7821
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ABSTRACTS

TALES FROM THE FRONTLINE

The Shift from “Order-taker” to “Pro-active Consultant” What does it take?

A client-side perspective

Edward Appleton, Avery Zweckform, Germany

Many on the agency side are blind to client-side realities – the structural changes, the emergence of adjacent departments with new and different data streams, the DIY ability, the pressure on budgets, organisational challenges – and so perhaps they are often in the dark as to how they should add value when challenged to create more value from their insights. Some feel threatened, not excited, by the shock of the new – social media, big data, mobile, online panels...

Research has to deliver differently in the future to keep abreast of change – client side and agency side alike. However, as a discipline, market research is extremely well positioned to take advantage of an increasing thirst for insights in a sea of information. By talking about some of the challenges and changes experienced from the client side, this presentation aims to help bridge the gap between buyer and supplier.

Creating a New Playbook

Making qualitative research more accessible to newcomers

Ray Poynter, Vision Critical, UK*

The biggest challenge to the future of qualitative research is that more and more people who do not understand the qualitative paradigm are able to conduct projects, using sophisticated tools, without the knowledge of how to conduct and analyse qualitative research. DIY options for online discussions, social media monitoring, as well as smartphone ethnography, put inexpensive but powerful tools in the hands of the many, but they do not necessarily impart any level of understanding or training. It is too late to put the genie back in the bottle. We can't prevent non-specialists from running projects, so we need to create a playbook for people new to the field. Here is an initial playbook for non-specialists: helping them stay safe whilst exploring the world through a qualitative prism.

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ABSTRACTS

Why Ditching Depth is Dangerous

Insights from London into the social factors driving violent extremism

Michael McLean, Westminster City Council, UK

Michael Thompson, Opinion Leader, UK

Qualitative research is one of the most effective ways of understanding the major issues facing society. However, in the race to generate instant insight and technological solutions, researchers are at risk of overlooking the fundamental strengths of qualitative approaches – depth of insight and understanding of social context. Without these, the explanatory power of qualitative research will be weakened and the method will lose credibility. This presentation examines how this risk can be addressed through discussion of a best practice case study from recent work informing the UK's prevent counter-terrorism strategy, demonstrating why ditching depth is dangerous.

FUEL FOR A TRANSFORMATIONAL MIND

"How Many People Said That?"

Paradigms for informed decision making

Jonathan Chandler, Mojo Brand Development, UK

Establishing what drives behaviour, motivates change, or what a future might look like, is not as simply answered by asking people a question. To address different kinds of questions, qualitative market research generates different kinds of data, uses different rules of evidence and standards of proof ... and often moves between different knowledge paradigms without consciously recognizing that it is doing so. This agility underlies some of the real successes of the informed decision making that qualitative market research is all about, but making the wrong leap at the wrong moment or conversely failing to leap at all can be disastrous. This presentation aims to codify some of the major knowledge paradigms that qualitative market research works with.

"The Power of the Dark Side"

Motivation, positioning and the seven deadly sins

*Shobha Prasad**, *Drshti Strategic Research Services, India*

The dark side of human motivation is explored in this presentation which postulates that the most powerful drivers are primeval human passions. Brands that understand and position themselves sharply on these are able to influence and connect strongly with consumers. The assumption that in the "Seven Deadly Sins" lie primeval forces powerful enough to drive behaviour is addressed in this presentation, and used to build a construct to understand motivation and brand positioning.

Freedom to Reveal or Freedom to Project?

An exploration of modern identity

Peter Totman, Jigsaw Research, UK

How do our own and social media persona relate to our 'real selves'? Where does freedom to express our true selves become more an opportunity to project the person we've always wanted to be? The findings from a unique research study that seeks to understand the nature of modern identity are detailed in this presentation, while also exploring the implications of online qualitative research.

Recreating AlaTurca Consumer goal conflicts as a creative driver for innovation

Deger Ozkaramanli, Delft University of Technology, Netherlands

Steven Fokkinga, Delft University of Technology, Netherlands

Pieter Desmet, Delft University of Technology, Netherlands

Erkan Balkan, PepsiCo, Turkey

Eapen George, Round Feather LLC, USA

In order to achieve radical innovation, companies require an increasingly deep understanding of consumers' wants and needs. Three challenges that consumer insights teams are faced with are detailed, and a design-driven approach offered that uses a combination of theory and hands-on experience. Specifically, the approach outlines how to capture truthful consumer needs through emotions, how to structure and prioritize them using consumer goal conflicts, and how to maintain and communicate insights throughout a project with narratives. This approach was applied in a large-scale innovation project that recreated AlaTurca, a salty snacks brand of PepsiCo, Turkey.

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ABSTRACTS

INSPIRATION, INTEGRATION, INNOVATION ROUND 1

Let's Go Game!

Borders of advantages and gains for gamification compared to in-depth-interviews

Fernando Akira Yagi, Takeda Pharmaceuticals, Brazil

Luiz Marcelo Abate de Siqueira, Takeda Pharmaceuticals, Brazil

Luzia Celeste Rodrigues, Sinapses Inteligência, Brazil*

Gamification is normally associated with technological tools and there is little guidance on its use regarding face-to-face qualitative surveys. A comparative experiment with gamification versus the traditional qualitative approach is addressed in this presentation. Techniques and findings differences are presented to support future decisions on the most appropriate and effective methodology.

Brief Encounters

How qualitative research is able to meet the need for efficiency paradigm

Michael Dorsch, forsa, Germany

"Faster, cheaper, slyer" sounds like the Olympic motto translated into current requirements for market research, rooted in client demands as well as respondent capacities. How qualitative research is able to encounter the need for an efficiency paradigm without losing its identity by focusing on qualitative core techniques is demonstrated in this presentation. Brief Encounters is a hybrid approach which challenges our methodological and analytical skills as well as client handling, while strengthening our position as researchers.

Insight Mining with Positive Psychology

Adding richness and increasing engagement for respondents and observers

Andrew Soren, BMO Financial Group, Canada

Stacy Graiko, Firefly Millward Brown, USA*

Positive affect has been shown to increase creativity and problem-solving (Isen et al, 1987) and interventions developed from positive psychology, the scientific study of well-being, have been shown to increase engagement, verbal fluidity and creativity in clinical and nonclinical populations (Frederickson, 2004, 2008). In this new study, the author demonstrates how using positive interventions at the beginning, during and at the end of focus groups and individual depth interviews increases engagement and creativity for research respondents, netting deeper and richer insights for innovation and foundational research. Additionally, this approach drives engagement and enjoyment of the research process for both respondents and backroom observers and creates high-caliber experiences for all.

The Flow of Enthusiasm in Music

How musicians create fans & lessons for qualitative research

Jamie Whelligan, Whelligan, UK

Rijn Vogelaar, The Superpromoter Academy, Netherlands*

An artist experiences enthusiasm on different levels. They are inspired, jam with fellow musicians and at some point, a crowd goes wild. Rijn Vogelaar and James Whelligan talk about these three moments of enthusiasm: The Flame (inspiration), The Flow (jamming) and the Flood (the crowd) and translates them into the business world. Looking at the world through the eyes of a musician will give new perspective on business and the way we do qualitative research.

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ABSTRACTS

INSPIRATION, INTEGRATION, INNOVATION ROUND 2

The Next Big Thing

New sources of methodological inspiration and influence

Andy Barker, Populus, UK

Qualities are always looking to increase their range of eclectic sources of inspiration, and that's why we want to share in this presentation our new tools and insights from the worlds of education, policing, the legal profession, TV interviewing and Experimental Philosophy. Why these areas? Educators spend their time engaging students and have many tools qualities can benefit from; the police have adapted their witness/suspect interviewing techniques to take account of developments in brain and memory science; TV interviewers – from entertainment to journalism – are adept at creating insightful interview theatre; experimental philosophy is providing new and radical, empirically based accounts of personal identity and human motivation.

The Beauty and the Beast

How can a bank communicate in times of stress

Jochum Stienstra, Ferro Explore!*, Netherlands*

Tibor van Bekkum, Valuebridge, Netherlands

As open as qualitative research is, it is hard to take a really good look with an open mind, without any presumptions. On top of that, for clients it is difficult to see their own hidden views, the 'prejudice-without-knowing'. We present a narrative method that is inherently and radically open, and enables the client not only to look deeper into their consumer, but in the mirror as well. The method helped our client to transform the view on their business (consumer loans) and was integral in cultivating a healthy organisational identity and supported this view.

Using the Evidence

The benefits of passive data

Robert Cook, Firefish, UK*

Fiona Naughton, HTC, USA

Traditional interviewing is heavily reliant on recall and reporting accuracy by a subject. New technology such as wearable lifelogging camera technology allows ethnographic information to be captured passively and over long periods of time. This passive capture information creates a more pure, detailed and accurate record of what happens in people's lives than has been available to researchers in the past. The exploration and analysis of this new data set creates great opportunities for client innovation against a template of existing behaviour and unmet needs that was previously much more difficult to access and use.

VISION FOR CHANGE

How Netnography Can Be Used to Unlock the Full Potential of Crowdsourcing Contests

The case of the chocolate lovers contest

Gregor Jawecky, HYVE, Germany

Johannes Gebauer, HYVE, Germany

Susanne Mathis-Alig, Mondelēz International, Switzerland

Maria Fernandez, Mondelēz International, Switzerland

Until now crowdsourcing contests (idea generation via online platforms) and netnography (ethnography adapted to the internet) have been understood as two distinct approaches. A first example of an intertwined crowdsourcing/ netnography project, more precisely the Chocolate Lovers Contest by Mondelēz International (formerly Kraft Foods), is detailed in this presentation. By conducting a netnography-based content analysis of all contest output, an understanding of consumers' needs and preferences underlying the submitted ideas were gathered. In addition netnographic validation in independent online communities provided insights into the ideas' relevance for the general market as well as hints for further improvement. The presenters outline the research process and provide an understanding of generated results.

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ABSTRACTS

Creating a Sustainable Future for MROCs

Preventing the exhaustion of the most promising development of our industry

Anke Bergmans, Blauw Research, Netherlands

Jos Vink, Blauw Research, Netherlands

Michelle de Laat, ANWB, Netherlands

Our industry has embraced MROCS as a new tool. Whereas most researchers still celebrate the richness this phenomenon offers, others are already pushing the "cost-efficiency" button to squeeze in as many projects as possible. Already we have seen MROCS where this scenario became reality: response wears out and members drop out faster than new members can be recruited. This way we exploit communities the same way as telephone interviews and online access panels. A new promising methodology becomes exhausted before it even gets the chance to shine. This session presents a new approach in recruitment and differentiated moderation with the 5F-model, proving how communities generate more interaction and more insights with less investment. Just by pushing other buttons we create a sustainable future for MROCS.

Qualitative Data, Integrative Frameworks, and the Prospect of Strategic Impact

*Jeffrey Hunter**, Market Framework, USA

The qualitative data landscape has shifted considerably. The relevance of traditional forms of qualitative research seems to be in decline; e.g., a number of large and leading client companies are moving to reduce or eliminate focus groups. At the same time, there has been an explosion of alternative qualitative data types, such as those obtained by "listening" to the social media. There has also been a push to better integrate disparate forms of data to provide greater strategic impact. This integration has often itself been qualitative in nature; e.g., meta analyses and convergent validity. This presentation creates a generalizable but formal framework for the inclusion of qualitative data in a way that is likely to increase the strategic impact of qualitative data.

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Humanising Big Data

Applying a qualitative analysis lens to big data

Anupama Wagh Koppar, L'Oreal, India

*Sandeep Arora**, Datamatics Global Services, India

Vartika Malviya Hali, FireFly Millward Brown, India

The challenge of bringing together two seemingly contrasting worlds of Big Data and Qualitative Analysis is the focus of this presentation, which examines how the Big Data world of size, dynamic data, vastness trends, patterns and predictions can combine with a contrasting world of in-depth enquiry, causality and descriptions. How qualitative analysis can address data diversity and bridge the socio technical gaps that quantitative analytics (regressions/ algorithms/ models) can't address is illustrated. The need to adopt a new mindset, retain the quintessential research approach and suspend the 'traditional qualitative agenda' to analyse Big Data is addressed. Using technology solutions combined with traditional methods can deliver useful insights in real time for innovation teams in the emerging world.

MICRO-GLOBAL, HYPER-LOCAL

Lessons from Don Quixote

The Sancho Panza way to excellence in cross-cultural research settings

*Andrew Vincent**, Waves, UK

*Dörte Töllner**, Point-Blank International, Germany

Nina Mueller, Point-Blank International, Germany

Three experienced international qualitative practitioners (two from Germany and one from the UK) across two research agencies draw inspiration from a classic Spanish novel to put forward a transformation agenda. A new and more collaborative model for international qual is advocated for in this presentation, while challenging the underlying assumption that the same approach everywhere will yield the same level of insight. We should learn the lessons of Don Quixote who to his detriment exported his own point of view (an outside-in approach); rather we should adopt the more pragmatic and clear-sighted approach of Sancho Panza to achieve far greater insight when working across borders.

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ABSTRACTS

PANEL DISCUSSION

Micro-Global, Hyper-Local

Making Cross Cultural Qual Work in a Connected World

In an increasingly connected world, qualitative researchers face opportunities and challenges in generating insights across borders and cultures. Opportunities abound to extend our reach into developed and emerging markets. Online and mobile extend our reach, giving us the ability to virtually be anywhere at once. Yet, technology cannot erase the unique aspects of local culture, and the dangers of bringing assumptions across cultures can skew our understanding. This panel will explore the opportunities and challenges of cross-cultural qual and explore best practices for making it work.

*Steve August**, Revelation, USA

Edward Appleton, Avery Zweckform, Germany

*Sandrine McClure**, Added Value, France

*Andrew Vincent**, Waves, UK

Anupama Wagh Koppar, L'Oreal, India

BRILLIANT TRANSFORMATIONS

What Do You Do When Your World is Turned Upside-Down?

Case of applied cultural anthropology to a business problem

Catharine Bauer, Leo Pharma, Canada

Johanna Faigelman, Human Branding, Canada

A company marketed a product which had the highest volume of scripts in the Canadian prescription market for years, dominating its category. With post publication of safety concerns, promotion of the drug was discontinued for several years. With several innovative drugs in the pipeline for the therapeutic category the company needed to know how to re-enter the market. The research study uncovered strategic and deeply motivating consumer and physician insights to position the new drugs to be successful. The result of the research was that the brand team and marketing had a clear direction as to the strategies that were needed to be in place pre-launch for a successful launch. These guided the development of the product label, communication platform messages and tonality, and the brand positioning.

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Breaking News from the BBC

Truly global editorial insight that revolutionises

Anne Barnsdale, BBC World Service, UK

Lisa Bachmann, Leuphana University, Germany

BBC World Service and User Research Lab, in partnership with the Centre for Digital Cultures of Leuphana University, have developed a digital ethnographic network that allows observation of "real" news behaviour synchronously around the world. This project has been running for 12 months continuously. The User Research Lab has informed digital innovation, challenged our editorial leaders to review their output on news stories as they happen, across language, theme and organisational boundaries.

Uncompromising Intimacy: The Route to Transformational Ideas

Getting up close and personal to unlock a company's potential for transforming healthcare

Anita Black, The Magnetic Collective, USA*

Neil Rothstein, 23andMe, USA

This is a story of transformation, of a company set on transforming healthcare and helping save lives and research that focused on 'uncompromising intimacy' to deliver transformational insight. 23andMe is a personal DNA service that costs just \$99. The company is set on empowering individuals to make better health decisions, while building a DNA database to accelerate scientific discoveries and improve global health. However, most people are still unaware of the service and DNA testing is rich in misperceptions and concerns. This presentation shares the journey to discover who is most likely to be drawn to this service and the clear, compelling consumer proposition that helped 23andMe take its business to the next level.

CLOSING KEYNOTE

Refreshing Marketing

Marcos de Quinto, Coca-Cola Iberia, Spain*

As the President of Coca-Cola Iberia, Marcos is truly at the forefront of decision-making. For his keynote presentation he elaborates on the intense new reality of decision making for business transformation, offers his vision of the role and new opportunities for research that this presents and shares the story of how new marketing thinking developed in Spain has been rolled out through the company's systems worldwide.

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