

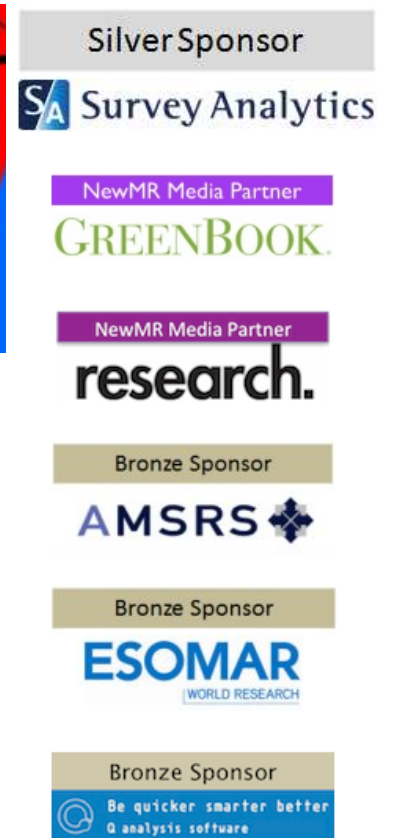


***A Presentation from the Festival of NewMR Main Stage –
November 3, 2011***



NewMR: A view of the next two years

Ray Poynter, Vision Critical



NewMR

A view of the next two years



Ray Poynter

Executive Vice President

VISIONCRITICAL®

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Economy – fears & woes **Increased complexity**

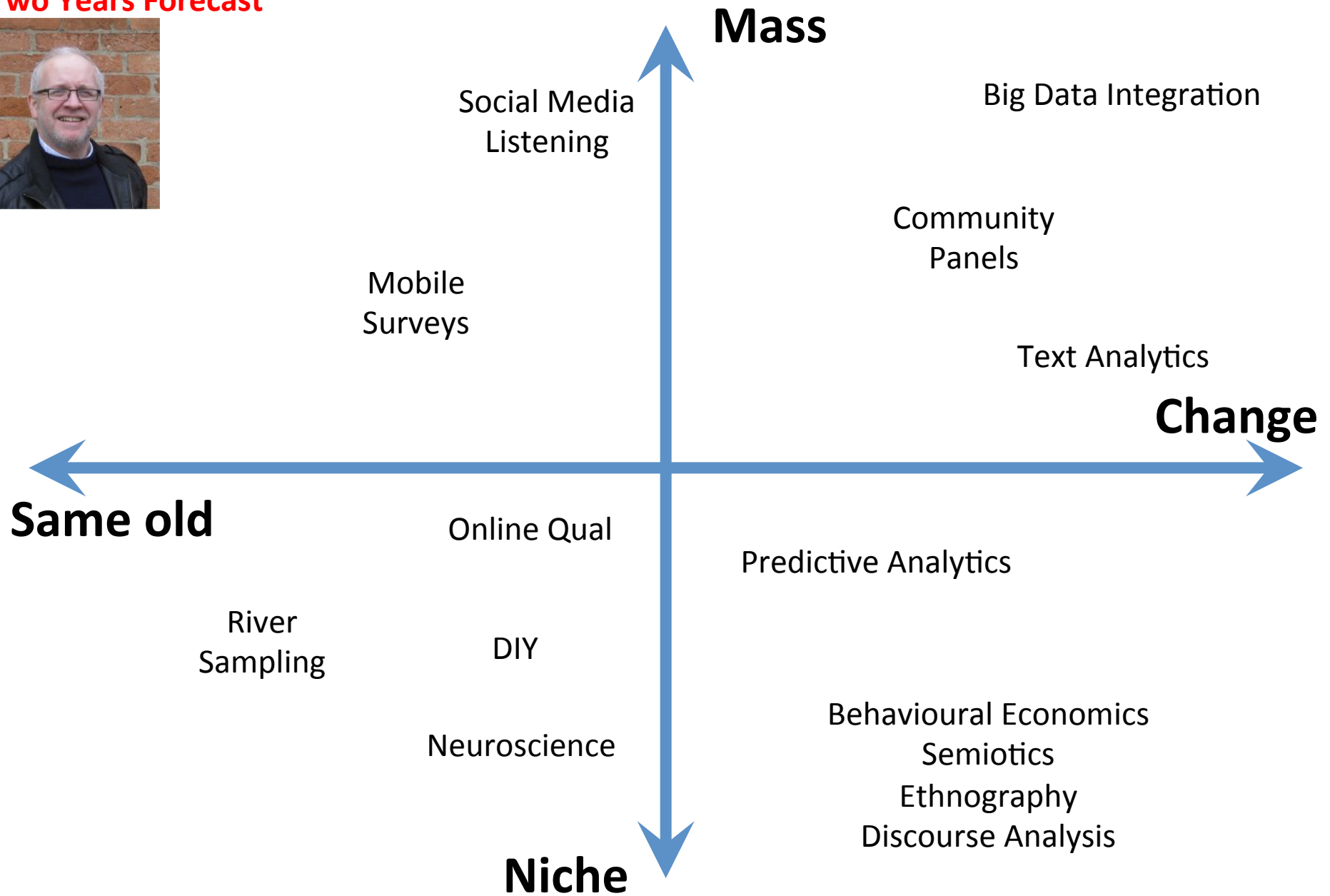
Faster - Quicker **Passion for the new** **Big Data**

Mobile everything **Social Media** **Listening/Talking**

Emergent ‘sciences’ **DIY** **Non-MR competitors**

Diminished specific skills

Two Years Forecast



Ray Poynter, Vision Critical, UK

Festival of NewMR 2011 - Session 3 Schedule: 07:30-09:00 (GMT)



Beyond two years?

1. Research bots
2. Crowdsourced research
3. No surveys
 - Discursive
 - Targeted
 - Longitudinal

And the unexpected

Thank you



Ray Poynter

Q & A



Ray Poynter
Vision Critical



Sue York
NewMR



Ray Poynter

Read Ray's blog @ <http://visioncritical.com/experts-blog/ray-poynter/>

Follow Ray's tweets at @ <http://twitter.com/raypoynter>

Connect with Ray on LinkedIn @ <http://uk.linkedin.com/in/raypoynter>

Find out about Ray's book at @ <http://bit.ly/cmFnbo>



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