

#NewMR



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10 Frequently Asked Market Research Questions

Sue York, NewMR

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10 Frequently Asked Market Research Questions

Sue York
NewMR

What are the questions that
new market researchers, and
researchers new to a topic,
have?

Especially ones that aren't
easily answered by
textbooks and other
resources.

FAQ 1

What are
“Insights”?

Insights

- Different things to different people
- Should convey a message
- In general, an insight should advise a client what they should do
 - e.g. Launch the product
- Or enable the client to make a decision

FAQ 2

What are the
main methods of
collecting data?

Main Data Collection Methods

	% of Spend
Online	29%
Telephone	20%
F-2-F	16%
Postal	5%
Other	30%
(mostly non-survey)	

Source: ESOMAR Global Market Research Report 2010

FAQ 3

How long should
a questionnaire
be?

Questionnaire Length

- As short as possible
- Too long is contextual – up to point
 - Engaging style
 - Interest in topic
 - Sample source
 - Modality
- Rules of thumb
 - Access panel – not more than 20 mins
 - Everybody else – not more than 12 – 15 mins

FAQ 4

What is the main
aim of Qualitative
Analysis?

Main Aim of Qual Analysis

- Reduce complexity of data into ideas and messages
- Translate consumers' words, ideas and behaviour into the language of business or government
- Helping the client see the issue from the perspective of the customer

Sue Bell, Training Day, Session 1, Monday 3 December

FAQ 5

Can Social Media
Research be used
instead of other
research methods?

Social Media as a Replacement

- Yes, in some cases
- No, in many cases
- Depends on research objectives
- Key point - limited to what is already being discussed in social media

Annie Pettit Training Day, Session 2, Monday 3 December

FAQ 6

Can we join online communities to gather research information?

Join a Community to Gather Info?

- Debate around publicly available information
- Clear that researchers should not falsely:
 - sign up to communities, lurk, observe, and gather information for their clients without seeking to announce themselves and asking permission.

FAQ 7

Does Behavioural
Economics suggest that
market research does
not work?

Bri Williams, Training Day, Session 1, Monday 3 December

Behavioural Economics

- Reminds researchers of problems of
 - order effects, framing, anchoring, context
 - Asking people to rationalise emotional or unconscious decisions
- Most of this has been known for years
- Good research has sought to deal with it
- May offer reasons to review methods
- Not a major challenge to research as we know it

FAQ 8

Why is interest in
Ethnography
growing?

Interest in Ethnography

- Availability of easy to use, low-cost video recording
- A growing need amongst clients to get deeper than quantitative and traditional qualitative research allow

FAQ 9

What are
Prediction
Markets?

Prediction Markets

- Idea is that people are better at predicting other people's behaviour than their own
- Market element - participants are encouraged to 'trade' their options
- One claimed key benefit – removes the need to conduct research with a representative sample of buyers

FAQ 10

What areas are most sensitive in terms of best practice?

Best Practice Challenges

- Online research generally (including netnography and self-administered questionnaires)
- Social Media Research
- Mobile research
- Neuromarketing
- Technology develops faster than the law
- Research with Children

Got more
questions?

You can and should . . .

- Talk to your colleagues
- Get a mentor
- Attend training courses
- Read books, articles, conference papers
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There is a Book!



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Thank you



Sue York

Twitter: @1sue3