QUIRK'S

Marketing Research

Connecting with
the connected

Using Google+
for qualitative
research with
Generation C

**CRC Conference
Guide Inside**

CONTENTS

Software tackles
social media data

How to energize
energy conservation

Analyzing
textual data

QUIRK'S
Marketing Research Review

Connecting with
the connected

Using Google+
for qualitative
research with
Generation C

August 2013
www.quirks.com

page **56**

page **66**

page **32**

page **52**

DEPARTMENTS

•••moving? make sure
Quirk's comes with you!
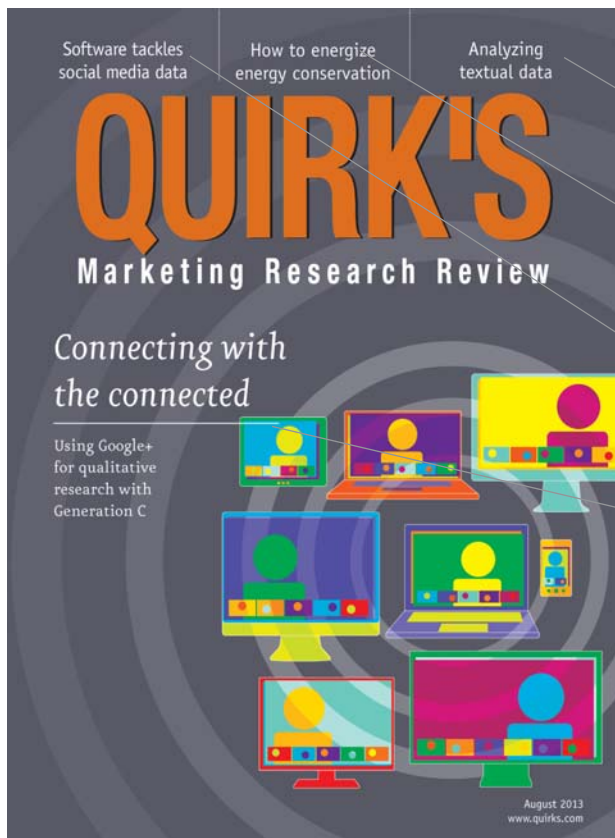Send change of address information
to subscribe@quirks.com

Download the Quirk's iPad, iPhone
or Android app to view this issue.

An interactive downloadable PDF of
this magazine is available at www.
quirks.com/pdf/201308_quirks.pdf.

Follow us on Twitter @QuirksMR.

ON THE COVER

TECHNIQUES

COLUMNS

knowledge
is power.

Harness the power of the latest trends in marketing research by attending one of these Burke Institute seminars:

Q03 | Next Generation Qualitative Tools: Social Media, Online Communities, Virtual Research Platforms
Expand your knowledge with this hands on seminar by learning how to utilize social media, online communities and virtual research platforms to support your ongoing qualitative research initiatives.

RM04 | Next Generation Quantitative Tools: Online Innovations, Mobile, Best Practices
Learn about the latest developments in online/mobile research - including effects associated with survey length, questionnaire layout, app based surveys and other panel quality concerns dealing with respondent issues.

BURKE INSTITUTE

a division of Burke, Inc.

Leading the Way to Knowledge

For more information:
BurkeInstitute.com
info@BurkeInstitute.com
800.543.8635

CLICK WITH QUIRK'S

••• online, e-newsletter and blog highlights

3 things to do online—right now!

1 MYQUIRKS DASHBOARD | In today's social media world everyone has a voice – but it's impossible to keep up on it all. Seriously, who has the time? That's why we developed MyQuirks, a customizable dashboard that lets you follow the RSS feeds, blogs and tweets of your choosing. We've set it up with all the marketing research information we can find, but you can completely customize the dashboard to show just the information you want. In a matter of minutes you'll be able to see all the latest news and postings on one screen. Checking it every morning is a simple way to stay on top.

2 QUIRK'S BROWSER TOOLBAR | Get access to all Quirk's has to offer by installing our easy-to-use Web browser toolbar. Not only is it a quick way to link to all our articles, events and other resources, but it also has features to keep you up on the latest tweets from the research industry as well as from Quirk's.

3 QUIRK'S STATISTICAL CALCULATOR | Number-crunching comes with the territory in marketing research. To simplify your life we've created a calculator that performs 15 of the most common statistical calculations. Once you start using it, you'll find it indispensable.

Q // E-newsworthy

How to bring on new research suppliers: Part II - Onboarding
quirks.com/articles/2013/20130625-1.aspx

Place vs. space: Three tools for turning shopping into entertainment
quirks.com/articles/2013/20130625-2.aspx

Tips for conducting qualitative research with post-Millennials
quirks.com/articles/2013/20130625-3.aspx

Q // Noted Posts

QuirksBlog.com

Scared by big data? Not these researchers.
quirksblog.com/blog/2013/06/21/

Some fun breakfast insights to snack on
quirksblog.com/blog/2013/05/22/

Airlines are paying attention to their research data – no, really!
quirksblog.com/blog/2013/04/18/

ResearchIndustryVoices.com

How to write high-impact marketing research reports
researchindustryvoices.com/2013/07/15

Research powers NFL's drive to enhance fans' game-day experience
researchindustryvoices.com/2013/07/09

Mommy bloggers' top 10 commandments for brands
researchindustryvoices.com/2013/06/20

ResearchCareersBlog.com

A short note from an angry, job-hunting researcher
researchcareersblog.com/2013/07/16

What are the career opportunities in the marketing research industry?
researchcareersblog.com/2013/05/21

Avoid canned speeches: grow your meeting facilitation organically
researchcareersblog.com/2013/04/25

●●● hispanic research

Latino growth coming in unexpected markets

The Latino population in the U.S. is growing – and in places many people might not be looking. While historically Hispanic-designated market areas (DMAs) like Miami and New York still have the largest shares of the Latino population, new research from Nielsen highlights how the pace of growth is soaring in a range of areas outside of these concentrated immigrant gateways.

For example, Charlotte, N.C., isn't traditionally thought of as a Latino market, but its Hispanic population is growing faster than any other region in the country, according to Nielsen. Additionally, dramatic Latino growth in a range of cities across the U.S. since 2000 has created a host of opportunities beyond the more traditional Hispanic markets, as noted in the country's 15 largest Hispanic DMAs. The high growth in the mid-market DMAs mirrors the growth in Los Angeles and New York just a couple of decades ago. So it's only a matter of time before one of these DMAs becomes the next Latino population center.

New immigration gateways like Washington, D.C., have formed for new U.S. Latino populations, while cities like Orlando have become suburban destinations for Latinos who previously resided in Miami or New York. These shifts have put markets that weren't previously part of the Hispanic marketer's strategy on the radar.

More and more Hispanics are also making the transition to the suburbs, a contrast from their historical tendency to stay within city centers. Houston, a market where Hispanics make up 36 percent of the population, mostly within the city center, has seen its Hispanic population in the suburban city limits grow by 227 percent over the last decade. This has accounted for 39 percent of the market's overall growth.

quirks.com/articles ID 20130801

●●● health care research

Payors: WellPoint/ Anthem worst; BC/BS, Cigna best

Health insurer WellPoint/Anthem ranked worst and Blue Cross/Blue Shield and Cigna were tied for best in "overall favorability" in the annual National Payor Survey. Targeted to hospital and health system leaders who negotiate contracts and pricing with big health insurance companies, the survey was conducted by Nashville, Tenn.-based Catalyst Healthcare Research in partnership with ReviveHealth and The Godbey Group.

WellPoint/Anthem came in at the bottom of this survey for the second consecutive year. It was Cigna's second year in a row at the top. As for BC/BS, it moved up from third place in 2012.

In addition to favorability, all health plans were also rated on a series of other factors, including reimbursement rates, honesty and candor, responsiveness and claim denials. For example, Aetna was rated as having the best reimbursement rates; BC/BS was worst. Conversely BC/BS was rated as the most responsive; United Healthcare was seen as worst at this. To download a complete copy of the results and analysis of the study, go to http://tiny.cc/8jsgww (registration required).

mfour

real insights in real time

An Open Letter to 90% of MR Professionals:

It is time that we recognize something that most researchers inwardly know, but rarely admit, especially not publicly. The market research industry is stagnant.

90% of you are simply way too comfortable.

Internet-based market research panels are dying and the respondents that remain are deluged with so many surveys that it is jeopardizing the validity of the research.

The reality is that App based mobile research is simply better.

The ability to reach buyers (and non-buyers) at the "point of decision" is here, it is awesome and respondents are "fresh" and willing to engage. Screen real-estate issues are resolved.

Your retailers are asking you for mobile studies, they want them and they will pay for them.

But the 90% simply choose to "study mobile to death" because forging a new path, even when it is better, is always more difficult then following the same route – even when that route does not take you where you want to go.

To the remaining 10% I want to say thank you. Thank you for pushing the industry forward.

In the end, change is never easy but rest assured you are the ones keeping the rest of us in business – and sooner or later we will all follow in your footsteps.

Sincerely,

Chris St. Hilaire, CEO
MFour Mobile Research

For many, big data not making big progress

Joe Rydholm can be reached at joe@quirks.com

As part of this issue's focus on social media research, our By The Numbers column (p. 28) features a recap by George Stephan of WebLife Research of a study his firm conducted on the views of big data among corporate researchers. (We helped WebLife recruit prospective respondents in exchange for editorial access to the study results.) He does a nice job of summarizing the results (I weighed in with a June blog post: http://tinyurl.com/q7aax2p), so I won't duplicate his efforts but one of the main takeaways that bears further exploration is how seemingly unafraid of, and in some cases unaffected by, big data the respondents claim to be.

I know we're only talking about one set of survey responses here, so I'm not planning to jump to any conclusions but after all of the doom and gloom about big data from various corners of the industry, it's good to see that researchers seem to be taking things in stride.

As I so often like to do in this space, I thought it might be worth delving into some of the responses to the open-end questions featured in the survey, to add a little color to the findings Stephan outlines in his article.

To questions about how big data and marketing research work together at their firm, here is a sample of responses, grouped by theme.

The process is in the early stages:
"We are working on a plan."
"We are just beginning to determine how market research and big data can work together; trying to form a cohesive team."
"Still siloed. Different training as well."
"Part of the marketing department but still don't work together as much as they should."
"Have created informal team representing each faction to define rules for us to work together."
"Sporadically. No time, no budget. Too thinly resourced to be any good."
"Lack of coordination and understanding of the data at this point. We are investigating and have just started the process of exploring big data."

We've already figured it out:
"Different departments and work together all the time."
"Use it to explain abnormalities that show up in data to reaffirm or challenge preconceived or current attitudes about behavior."
"Don't have a lot of questions generated from big data yet. We have looked at some things but very little learned from BD that isn't just descriptive information."
"Big data only explains the whats, not the whys."

We're waiting for the wave to hit the shore:
"We aren't using big data." (many variations of this same sentiment)
"Just not on our radar screen."
"They don't."

Live and work together
Of all the responses, these were probably my favorites, as the clear-eyed souls who tapped them out on their keyboards did a perfect job of sketching some ways for MR and big data to live and work together going forward:

"We understand that data can only give us the what and we need to do qualitative research to understand the why."
"We use it the other way around. Our primary focus is custom MR, which we supplement with other data sources to understand an issue in greater detail."
"We are just entering this area but there is sincere interest among our analytics and insights teams in better applying big data to support, validate and strengthen our qual and quant consumer work."
"I run an integrated team that has an aggregate skill set covering both traditional market research and big data analytics (in its many forms). We see big data as just another tool in the toolset to be applied where and when it is appropriate." Q

quirks.com/articles
ID 20130802

SOCIAL ANALYTICS

CANDID CONVERSATION | EMERGING TRENDS | NO RESPONSE BIAS

MARCresearch.com
Call 800.884.MARC (6272)
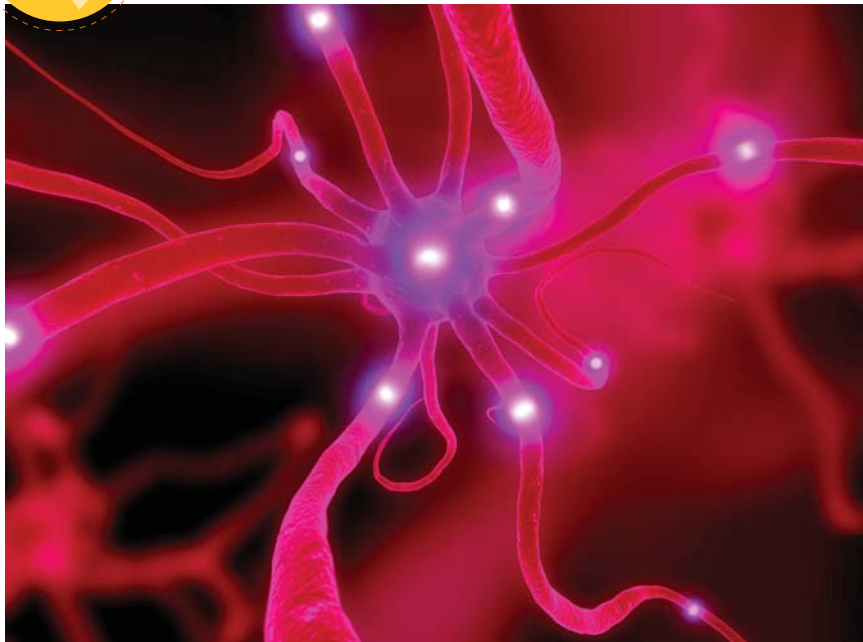Strong brands start with smart research

DISCOVER UKNOWN TRENDS AND INSIGHTS

M/A/R/C's Social Analytics Division draws valuable insights from unsolicited consumer feedback while identifying market trends and consumer engagement opportunities.

@MARC_Research

IN FOCUS

Q // Survey Monitor

••• neuromarketing research

Hardwired to be different?

Neuro research looks at Boomers vs. Millennials

Despite being born 30 years apart, the Boomer and Millennial mega-generations have something in common: they are in demand by advertisers wishing to attract their attention and their dollars. Beyond the typical demographic/psychographic-based approaches to capturing their interest, some recent research from Nielsen NeuroFocus offers a different way to think about developing messages aimed at the two groups.

The research shows that neurological changes that come with age result in certain types of communication being more effective. For example, in

our mid-50s, distraction suppression mechanisms are weakened. But as early as our mid-40s there are severe and dramatic drops in neurotransmitter levels – dopamine and serotonin in particular. Dopamine drops lead to thrill-seeking behaviors to compensate. Serotonin drops lead to the feeling that something is missing – typical for midlife crises of career and relationship.

What are some of the other ways that Boomer and Millennial brains are different?

Boomers: Nielsen research finds that Boomers prefer clever, lighthearted (rather than mean-spirited) humor and relatable characters who are Boomers themselves or not much younger. The tone should be positive, avoiding words like "don't." For Boomer males, clever wit and calm dialogue-driven storylines work. For Boomer females, family-friendly humor and sentimental themes resonate best.

Millennials: Millennials prefer offbeat, sarcastic and slapstick humor. Like Boomers, they respond to characters that are relatable to them and their life stage. Highly arresting visuals (special effects, unexpected visual elements) will best capture their attention. For Millennial males, extreme, offbeat and sports-related situations really resonate. For Millennial females, aspirational themes (female celebs, having fun) resonate strongly.

Boomers: The aging brain likes repetitions – and will believe information that is familiar to be true.

Millennials: Younger brains are most stimulated (better attention capture, engagement and memorability) with elements of dynamism such as rich media, lighting or rotations to cut through their perception threshold.

Boomers: The aging brain is more easily distracted. As the brain ages it slowly loses the ability to suppress distraction.

Millennials: Millennials can equally deal with the bleeding-over communication we see in most dynamic banner ads on Web portals, while older generations need a clear-framed, separated communication to be able to engage.

Boomers: The aging brain has a broader attention span and is open to more information.

Millennials: Younger brains have high multisensory processing capacity – which makes them very amenable to (and almost seekers of) multisensory communications, especially with interaction, such as search tasks, interactive sites.

Boomers: Contrast is the preference vs. color for online ads.

Millennials: Millennials respond better to an intense color palette for online ads.

www.neurofocus.com

●●● mothers

Save time and keep in touch

Study outlines why moms love social media

BabyCenter.com, with comScore, has explored moms' usage of social platforms across all devices and found that moms are 20 percent more likely to use social media than the general population. Ninety-one percent of moms now use social media regularly, a 20 percent increase since 2010. And 22 percent of moms say that if friends or family don't participate in social media, they are not as much a part of their lives.

Ninety-one percent of moms have used Facebook in the past six months (compared to 80 percent of the general population) to socialize, share pictures or videos and keep up on the news. Ninety-two percent use the social network specifically to share family milestones and 60 percent of moms feel closer to friends who post regularly.

Sixty-one percent of moms have used Pinterest in the last six months, nearly double its 30 percent usage among the general population. That means mom is 87 percent more likely to visit it than the general population.

Moms who participate in social media shop online more than moms who don't. Moms were responsible for 32 percent of total online spending in the last quarter, says the report, despite making up only 18 percent of the total Internet audience. Compared to the general population, moms who are also heavy social networkers are more likely to shop online for: clothing (61 percent); portable devices (91 percent); baby supplies (63 percent); and home and garden products (65 percent).

Eighty-nine percent of moms with smartphones access Facebook on their mobile phones and mom is four times more likely to prefer to check social media on her smartphone. Compared to the general population, 49 percent more moms have smartphones (81 percent vs. 54 percent). And, moms' smartphone ownership is up 25 percent and their tablet ownership is up 79 percent year over year.

New moms spend an additional 10 hours of their day on parenting responsibilities, so they are time-pressed and seek ways to get more accomplished in less time. Social media enables mom to do her research, get her shopping done and share family milestones instantly with friends and family. Forty-five percent of moms say they are e-mailing less often and communicating more through social media. Sixty-one percent of moms are using social media to get information quickly, including health and wellness advice.

Seventy-eight percent of moms follow a brand for coupons and discounts, compared to only 55 percent of the general population. To learn about brands and products to buy, 73 percent of moms rely on recommendations from parenting social media. Posts from a friend are 16 percent more influential than posts from a brand and posts from another mom are 55 percent more influential than posts from a brand.

The findings of this study were the result of an in-depth survey of over 1,480 moms and other online adults; social media diaries from 14 new and expectant moms; and a behavioral and secondary analysis with comScore covering e-commerce habits and social analytics.
www.babycentersolutions.com

●●● retailing

Invest in integration

No matter the channel, consumers want to buy easy

According to the Seamless Retail study by Accenture, 49 percent of consumers believe the best thing retailers can do to improve the shopping experience is to better integrate in-store, online and mobile shopping channels. Eighty-nine percent of consumers said it is important for retailers to let them shop for products in the way that is most convenient for them, no matter which sales channel they choose.

Ninety-four percent of all survey participants found in-store shopping easy. They are less bullish, however, about their experience with other shopping channels: 74 percent said online shopping is easy but only 26 percent found the mobile phone shopping experience easy.

The report says that consistency weighs heavily on the consumer experience: 73 percent of consumers expect a retailer's online pricing to be the same as its in-store pricing and 61 percent expect a retailer's online promotions to be the same as its in-store promotions.

Yet, a benchmark analysis by Accenture indicated that while 73 percent of retailers offer the same promotions online as in the store, only 16 percent offer the same prices online as they do in the store. Additionally, while 43 percent of consumers surveyed expect a retailer to

offer the same product assortment online as they do in the store, only 19 percent of retailers actually offer the same product assortment, according to Accenture's analysis of top retailers.

The survey found that as online shopping continues to grow as a consumer preference, there is a mutually beneficial relationship between stores and online channels. For example, during the six months prior to the survey, 73 percent of respondents indicated that they had showroomed, while 88 percent said they participated in "Webrooming" or browsing first on the Internet then buying in-store.

Of the consumers who had showroomed in the six months prior to the survey, 41 percent said they are doing that more than they were the year before. Additionally, the survey found that 43 percent of all U.S. consumers plan to shop more online and 23 percent plan to shop more with their mobile phones in the future.

Asked what kind of information would be useful to have from their favorite retailers before going to a physical store, 82 percent of consumers selected having access to current product availability as their top choice. However, the research showed that this is offered by only 21 percent of retailers.

After purchasing, 81 percent said it is important for a retailer to enable them to pick up or arrange for delivery of their purchase regardless of how they paid for the item.

Offering a range of different fulfillment capabilities is something only 56 percent of retailers do; only 26 percent have a same-day delivery capability. Twenty-five percent of survey respondents said they would be willing to wait two weeks for free shipping, while 24 percent of respondents said it is important for retailers to offer same-day delivery, including 30 percent who are willing to pay $5-$10 and 19 percent who are willing to pay $11-$20 for same-day delivery.

Forty-nine percent of those surveyed are influenced by in-store offers (promotional displays, salespeople), 56 percent are influenced by e-mail coupons and offers and an equal amount say they are influenced by coupons mailed to their home. Sixty-nine percent and 62 percent, respectively, said that online pop-up ads and mobile banner ads would never influence their purchasing.
www.accenture.com

●●● customer loyalty
Pardon our mistake

Higher NPS = more forgiveness

Research from Temkin Group, Waban, Mass., shows that consumers are more likely to repurchase and forgive companies that receive higher Net Promoter Scores (NPS). NPS is based on asking customers how likely they are to recommend a company to a friend or relative. In a report called The Economics of Net Promoter, Temkin Group analyzes NPS and loyalty across 19 industries based on feedback from 10,000 U.S. consumers.

NPS characterizes respondents as Promoters when they are very likely to recommend and Detractors when they are very unlikely to recommend. It turns out that 81 percent of Promoters are very likely to repurchase from the company in the future and 64 percent are very likely to forgive the company if it makes a mistake. For Detractors, those numbers are 16 percent and 24 percent, respectively.

Promoters who are likely to repurchase range from 87 percent for grocery chains to 73 percent for TV service providers. Those who are likely to forgive range from 72 percent for rental car agencies to 59 percent for TV service providers. Those who actually recommended a company range from 80 percent for retailers to 47 percent for parcel delivery services.

NPS offers consumers the option to respond from 0 (unlikely to recommend) to 10 (extremely likely to recommend). The research examined patterns across this scale. NPS categorizes Detractors as those who answer 0 to 6. The research shows that forgiveness and repurchase loyalty stay at a consistently low level between 0 and 4 on the scale.

While NPS categorizes Promoters as those who answer 9 or 10, loyalty appears to increase consistently starting from either 6 or 7. Consumers select three responses disproportionally high: 0, 5 and 10. These options often carry text descriptions (called anchors) in many NPS implementations.

The analysis covers the following 19 industries: airlines, appliance makers, auto dealers, banks, car rental agencies, computer makers, credit card issuers, fast-food chains, grocery chains, health plans, hotel chains, insurance carriers,

Internet service providers, investment firms, parcel delivery services, retailers, software firms, TV service providers and wireless carriers. www.temkingroup.com

••• shopping research
It's the little things

Consumers have long been turning to online research in the form of reviews, blogs, forums and social media sites as they consider making big-ticket purchases. But a study of online media use in U.S. households from New York-based Radius Global Market Research (Radius GMR) shows that consumers are increasingly conducting online research as they make smaller everyday purchases.

The firm measured consumers' stated use of online research when considering purchases both now as well as in the future. While more-expensive purchases, including televisions (14 percent) and apparel (14 percent), continue to show the highest increase in future online research, less-expensive items such as OTC pharmaceuticals (11 percent), daily baby care (11 percent), home care (10 percent) and cosmetic (10 percent) products all showed comparable growth potential.

While consumers remain bullish on the future use of a number of online research tools as they consider purchases, they do not view QR codes as a valuable piece of the equation now or in the future. When asked about current experiences with QR code technology, only 12 percent of consumers indicated use across all product categories. The number of consumers who planned to use QR codes in the future remained at 12 percent. www.radius-global.com

••• food research
Not a canned response

Americans enjoy the many benefits of canned foods but a telephone survey from the Canned Food Alliance (CFA) also revealed consumers' misperceptions about canned food nutrition. (CFA surveyed 1,007 American adults via phone [landline and mobile numbers] using CARAVAN on April 4-7, 2013.) Less than half (42 percent) of Americans surveyed realize the nutrients contained in canned food count toward meeting the daily recommended goals. Only 27 percent of respondents agree that canned foods are as nutritious as their frozen counterparts and only 18 percent agree that canned food is as nutritious as fresh.

Canned food contributes less than 1 percent of the sodium in consumers' diets yet only half (52 percent) of those surveyed know canned foods can be low in sodium. Fifty-eight percent of respondents think canned foods are more highly processed than frozen or other packaged forms. Contrary to popular belief (67 percent), canned foods do not require preservatives, as the canning process itself serves to preserve the food. In terms of packaging, the CFA says, the steel can is one of the safest forms available, yet less than half (46 percent) of Americans surveyed realize this. www.mealtime.org

••• hispanic research
Demanding on-demand

A recent U.S. Communications & Entertainment Insights Report from Centris Marketing Science, Horsham, Pa., suggests that some Hispanic households may be abandoning traditional telephone and Internet services in favor of mobile data plans and using those plans to access over-the-top (OTT) video content that is videostreamed over the Internet on their smartphones.

While smartphones can be found in 58 percent of U.S. households, 71 percent of Hispanic households have at least one smartphone. Among households with a smartphone, 62 percent of Hispanic households viewed video on a smartphone in the past month compared to 52 percent of total U.S. smartphone households.

Subscription OTT services appear to be an important component of Hispanic mobile video use; 33 percent Hispanic of households subscribe to Netflix, in contrast to 25 percent U.S. households overall. Not only are Hispanic households more likely to own smartphones but they are also more likely to have cut the cord on their landline telephone service (44 percent compared to 36 percent of total U.S. households). Sixty-one percent of Hispanic households have a broadband connection; broadband penetration is 70 percent for total U.S. households. These findings are based on the responses of 30,207 U.S. households, including 2,057 Hispanic households, collected in the Q1 2013 Centris survey. www.centris.com

Raising research to an art form

This is what Burke has been doing for over 80 years.

Just as it takes more than paint and brushes to create a masterpiece, it takes more than surveys and respondents to conduct great research. Our research experts, drawing upon experience, training, and talent, deliver the insights our clients need to make more informed decisions.

Contact us for more information:

Burke.com | info@burke.com | 800.688.2674

Burke SINCE 1931

The Fine Art of Marketing Research

Product and Service Update

••• online qualitative
Pin this

Service helps brands use Pinterest for MR

Civicom Marketing Research Services, Greenwich, Conn., now offers Civicom Pinterest to help clients use Pinterest for marketing research projects. Civicom Pinterest services are designed for conducting qualitative research studies where respondents engage in projective techniques, self-expression activities, online photo diaries, or in creating collages related to brand or idea association. Clients can get a visual understanding of thought processes and perceptions within the mind of the respondent as a result.

Civicom provides a Pinterest account for each respondent then introduces each respondent to the Pinterest site and provides guidance for how to complete the Pinterest assignment. Respondents create boards or Civicom creates the boards for the respondents. Respondents then pin images and provide descriptions based on the research activity required. Civicom then archives the completed boards.

Respondents are provided with a Civicom Pinterest Coach to reference for technical assistance throughout the project. Civicom educates respondents on making sure their pins are be well thought-out and clearly illustrate the

quirks.com/articles
ID 20130804

study objectives and include useful descriptions that relate to the study.

With the exception of secret boards, activity on Pinterest can potentially be viewed by anyone looking through the Pinterest site. Civicom provides release forms stating this understanding. Civicom also reminds respondents to pin images from the source site, rather than downloading images and then uploading them to Pinterest as their own. These guidelines help avoid copyright violation.

Once an assignment is completed and has been archived, Civicom deletes the respondent boards and pins from Pinterest. The company shares archived boards only with the project research team. Launched in 2009, Pinterest introduced secret boards in 2012 and data analytics tools in 2013. www.civi.com/marketingresearch/ pinterest_marketing_research.html

••• online qualitative
Know now

Real-time translation tool for online qual

Nashville, Tenn.-based 20/20 Research is now offering QualTranslate, a real-time human translation tool for online qualitative research. It can instantly translate any of 24 languages and offers higher-quality, native-speaking human translations within a few hours, when requested. This improvement helps researchers in multiple parts of the world immediately follow discussions in another language, analyze insights more quickly and adjust research protocols while the project is in process.

The technology uses language algorithms to produce translations in under 60 seconds. A human native-language translator can audit the translations to capture language nuances, typically within three to six hours of each respondent's post.

QualTranslate is delivered as a part of the company's QualBoard: Global

service, which includes a threaded bulletin board for online discussions, a mobile journaling platform, a concept/image markup tool, a smartphone app for inclusion of external images in discussions, Webcam responses and a hybrid integration of quantitative-to-qualitative research. www.2020research.com

••• financial services
A bird's eye view for banks

Mystery shopping identifies compliance vulnerabilities

To help financial service providers comply with changing industry regulations, Maritz Research, St. Louis, has launched CrowsNest, a mystery shopping solution that detects potential noncompliance and reduces the risk of incurring penalties or fines.

CrowsNest offers an independent assessment to help banks, credit card providers and mortgage servicers/originators proactively monitor compliance with regulatory processes and procedures when dealing with customers and prospects. For customer-facing situations during which employees explain a credit card application process, open a checking account, handle a customer complaint about credit card terms or respond to a question about overdraft fees, CrowsNest alerts management to risks. Within the CrowsNest program, mystery shoppers can audit for compliance vulnerabilities and give financial services providers the opportunity to make immediate improvements.

CrowsNest specializes in tracking regulatory issues related to the new Consumer Financial Protection Bureau, the Truth in Lending Act, the Truth in Savings Act, mortgage reform and investor protections. It offers different assessments for specific needs, which are tracked and managed through an online reporting portal, including: reviews of disclosures in various com-

Succeed globally.

How do top brands move ahead in the global marketplace?
They choose Radius for our cutting-edge research approaches and experience in 115+ countries. Industry leaders profit from our strategic insights that result in higher market share and increased revenue. Learn more by contacting Director Jamie Myers at 212.633.1100 or jmyers@radius-global.com.

Radius Global Market Research. **Clear thinking for a complex world.**

radius

View monthly Radius Reports.
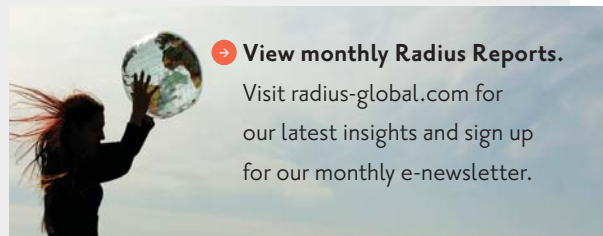Visit radius-global.com for our latest insights and sign up for our monthly e-newsletter.

munications and marketing materials, including Web sites, direct mail, statements, etc.; and audits of employees' customer service, including in-person mystery shopping visits to branch staff, telephone calls to customer call centers and online communications.

The CrowsNest online dashboard is designed to provide: timely access to mystery shopping results; quick identification of non-compliance issues through "hot alerts;" customized, personalized results to share with various levels, including compliance officers, individual branches, call centers or regional managers; and the ability to view trends over time and segment the data by regulation, location, situation, level of the organization or expected behavior.
www.maritzresearch.com/crowsnest

••• mobile research
Self-serve on-the-go

Eki launches Survelytics for mobile MR

Mumbai-based Eki Communications has introduced Survelytics, a digital market research self-service product. Survelytics is designed to enable researchers to capture in-the-moment responses from consumers through smartphones, tablets or computers. Responses may be captured online as well as offline and uploaded to the cloud.

Researchers can create mobile surveys as well as online surveys using the same tool. It also provides a range of question types and options with geolocation, time stamp, multilingual support, routing logic, randomizations, media questions and other features for mobile CAPI, mobile diaries and mobile qualitative surveys.
www.survelytics.com

••• customer satisfaction
Hear all the voices

Tool automates online VOC data

Toronto-based IntelliResponse has launched VOICES, a voice-of-the-customer technology designed to help enterprises visualize and derive actionable insight from customer questions posed on digital channels. This tool captures and automates voice-of-the-customer data from client interactions across Web, mobile, agent and social channels.

VOICES captures customers' questions in their own natural language, through any self-service interaction channel. Using linguistic and statistical native language processing, in combination with data visualization technology, VOICES lets marketers identify and compare customer trends over specified periods. The data is structured into organized and intuitive themes via a highly visual format, so marketers can explore trends or drill down to the originating questions to help them understand how a customer expressed a need or problem. On a larger scale, VOICES helps marketers identify changes in behavior and the marketplace to build a better, more detailed profile of customers.
www.intelliresponse.com

••• eye-tracking
A more complete look

Firms marry their eye-tracking technologies

Psychology Software Tools (PST) and SensoMotoric Instruments (SMI) have integrated E-Prime, PST's psychol-

ogy research software, with SMI's line of eye-tracking equipment to create SMI's iView X MRI, an in-magnet eye-tracking solution. The integration within E-Prime will allow for gaze-contingent stimuli, dynamic fixations and feedback, the ability to pause and restart the eye tracker and other features. This fMRI eye-tracking integration completes PST's Suite of products in the fMRI environment. E-Prime can also be used for behavioral research in combination with SMI's line of remote eye-tracking devices. The SMI RED-m is a fully portable remote eye-tracker for laptop use at a sampling rate of 120Hz.
www.smivision.com

••• online research
Use them properly

Sheet offers best practices for sliders

Fresno, Calif., research firm Decipher has released best practices for the use of sliders in market research surveys. The best practices fact sheet illustrates how to get the best responses from this emerging question format. Sliders are often used to keep respondents engaged but can skew study results if used improperly. This sheet shows how to use this tool effectively to collect actionable data.

Several basic guidelines for the use of sliders are explored in the factsheet, including topics like: starting values for the initial state and slider starting position consistency; input ergonomics; use of imagery; data distribution; and slider formats and sizing.

Decipher's best practices fact sheet provides practical and implementable guidelines into using sliders to not only engage respondent but to also collect accurate results. It recommends when and where sliders are most appropriate for use in market research. Download the document at http://decipherinc.com/n/uploads/images/pages/decipher_slidersdesignbestpractices.pdf.

••• online research

Update of Kinesis Survey

Adds nested loop capabilities, gamification elements

Kinesis Survey Technologies, Austin, Texas, has released an updated version of its online survey solution Kinesis Survey. Kinesis Survey 5.7 is designed to streamline online survey programming tasks and provide new capabilities to enhance the survey participation experience for respondents. Benefits of the new version include faster, easier programming and on-the-fly modifications to complex, nested quotas; advanced nested loop capabilities, with automated control for randomization sequences across lists and faster time-to-launch for large lists; image-based radio and check-box questions that support gamification elements; and improved mobile support for BlackBerry 10, Windows 8 and Google Chromebook devices.
www.kinesissurvey.com

••• health care research

Hall & Partners Health launches PatientPulse

Offers a framework for evaluating the patient experience

Hall & Partners Health, a specialist division of London researcher Hall & Partners, has launched a patient experience framework, PatientPulse. PatientPulse enables the patient experience to be broken down into three distinct stages – before, during and after treatment – facilitating an understanding of the patient experience at each step of the journey. It is designed to reveal moments of truth that may detract from or reinforce disease and brand engagement and help create a plan for when, where, how and with whom to interact with to optimize patient engagement and prescriptions.
www.hallandpartners.com

••• b2b research

Charting the future

Walker studies the customer experience industry

Indianapolis, Ind., customer intelligence firm Walker Information has released a study of the future of the business-to-business customer experience industry, Customers 2020. The study reflects Walker's view of the future based on input from customer experience professionals from large, multinational, B2B organizations representing a range of industries, and is designed to reveal the customer experience industry of the future.

Customers 2020 explores how customer expectations will evolve, what companies must do to adapt, and how companies can capitalize on the emerging customer revolution. Customers 2020 was conducted by Walker Information over the period of nine months, and the research is reflective of a combination of four initiatives, including roundtable discussions, in-depth interviews with executives, a quantitative survey and a review of the findings by a panel of chief customer officers.
www.walkerinfo.com/customers2020

••• in-store research

Get in their face

Method melds demos with digital

Schaumburg, Ill., shopper marketing firm PromoWorks has rolled out INTER:FACE Insights, a consumer survey technology that combines the influence of live brand interaction (sampling/demos) with the connectivity and speed of digital.

INTER:FACE Insights adds a digital touchpad survey device to in-store engagements to capture shopper feedback at the point of trial, from product attribute rankings and flavor preferences to brand awareness sources and purchase intent.

Brands can view a full survey report within 72 hours. In addition, the digital touchpad adds 30+ seconds to each shopper engagement, which can translate into more time to convert shoppers into buyers.
www.promoworks.com

••• data analysis

MS Office + MR

New survey analysis menu for Microsoft Office launches

Copenhagen, Denmark-based software maker OfficeReports has debuted OfficeReports, a software tool that embeds full market research data analysis and reporting capabilities within the Microsoft Office suite. OfficeReports converts PowerPoint and Word into fully functional survey analysis and reporting programs capable of reading raw survey data and producing crosstabular and statistical analysis.

OfficeReports is provided as a simple download which adds data analysis capabilities as a new menu

in both Word and PowerPoint. This includes creating new variables and crosstabs, defining filtering, weighting and statistics and refining the output formats. Licenses for professional users cost the equivalent of $12.50 per month. OfficeReports outputs, which are standard XML Office documents (.docx and .pptx) can be shared freely with any other Microsoft Office user. A free plug-in means other users can also perform some basic additional analysis on any OfficeReports-created documents they receive. A 14-day trial version of the complete software can be downloaded from www.officereports.com/download.

••• mobile research
Now ready for iOS

Cluetec updates mQuest

German software firm Cluetec has updated its mQuest survey software. Release 9.0 includes the migration of the software to the iOS, allowing mobile surveys and market research to be conducted on the iPhone, iPad and iPad Mini.

In addition to the iOS migration, the 9.0 includes the following new features: interview review allows users to review, check and, if necessary, correct the conducted interviews on the device, including the change report; question type freehand recording allows recording fields to be integrated in the questionnaire, allowing, for example, the writing of signatures directly on the device; and customers now have the option to provide views in the QuestReport and the reporting tool of the mQuest software with the read-only attribute. In this way, researchers can provide their customers with live insights into the current project.
www.cluetec.eu

••• emotion research
Smartphone as emotion detector

Android app tracks user's emotions

A free app called Emotion Sense has been launched and is available for Android. Emotion Sense combines data from a wide range of smartphone sensors with the user's own report about their mood, which is entered through a system designed by psychologists.

First, the user is asked to mark how they feel using an on-screen matrix called an emotion grid. Based on their response, the phone then conducts a brief survey to clarify their emotional state. By cross-referring both sets of data, the app's designers hope that it will accumulate a very precise record of what drives people's emotional peaks, showing, for example, when they are likely to be at their most stressed or when they feel most relaxed.

Emotion Sense is also a live research project led by a team at the U.K.'s University of Cambridge. The group previously carried out lab-based investigations in which participants were asked to record their feelings in a diary. The new system allows them to gather data about both the drivers of people's moods and how far smartphones can record this in a real-world setting. By combining the data from the GPS, accelerometer and microphone with a log of the user's calling and texting patterns, a study of a person's smartphone can offer a record of their habits, activities and routines.

When Emotion Sense is opened for the first time, only one sensor is unlocked. The app spends roughly a week collecting data from this sensor and testing it against the user's emotional state. At the end of this, the user is asked to complete a short life-satisfaction survey, which unlocks a new sensor. After about eight weeks, a full range of sensors has been tested. This systematic approach provides the researchers with data for study but it is also designed as a journey of discovery for the user, giving them a step-by-step insight into what might be influencing their own mood swings.

Mood itself is registered through a system designed by psychologists within the research team. At different times of the day, the app sends the user a notification, rather like receiving a text message, asking them about their mood. These can be set to pop up on the phone as little as twice a day, and assess the user's mood using a custom-designed emotion grid, followed by a survey.

The code which is used in Emotion Sense to collect sensor data from people's phones is also being made available on an open-source basis so that other researchers can conduct their own experiments. It can be found at http://emotionsense. org/code.html.

••• customer satisfaction
From NPS onward

Market Probe offers advocacy study of six sectors

Milwaukee research firm Market Probe has launched a national consumer survey of 6,000 households to compare the advocacy profiles with the top brands in six major industry sectors including banks, investment companies, credit card companies, auto manufacturers, casual dining chains and major retailers. The national survey will ask customers to evaluate their recent customer and brand experiences to assess their impact on sat-

isfaction, Net Promoter Score and advocacy. Over 80 U.S. companies will be included in the national study. Market Probe will present the results of the 2013 Customer Advocacy Monitor at the IQPC 2013 Digital Marketing Exchange in San Francisco in September.
www.marketprobe.com

••• ad research
Match the ads with the audiences

NCS launches AdVantics On Demand

Nielsen Catalina Solutions, Cincinnati, has launched a single-source software offering, AdVantics on Demand, to enable CPG marketers, their agencies and media companies to better match advertising with desired "buyer-rich" audiences based on actual retail purchase data. Initially covering national TV media, AdVantics On Demand is a Web-based platform that enables media decision makers to determine which media vehicles best deliver buyer-based audience segments, including television networks, dayparts, genres and programs. In addition, the product provides "buyergraphic" post-buy analyses, reach and frequencies and can be integrated with most third-party planning, buying and housekeeping systems.

From nearly 60 million frequent-shopper data households and 2.7 million TV viewing households, AdVantics On Demand accesses the largest single-source database of shopper data and television viewing in the U.S. With approximately 664,000 anonymous U.S. households, it is the only single-source data that incorporates the Nielsen People Meter panel data used by the industry for national TV advertising transactions, and Nielsen Set Meter panels, plus Cable Set Top Box tuning data, providing both panel-based national projectability and "census" data scale.
www.ncsolutions.com

••• ad research
The view from above

App helps maximize reach and frequency

Telmar Group Inc., New York, a supplier of advertising media information software and other services, has introduced AD Giraffe, a media performance app for iPhone and iPad devices. The app, available for download from the Apple App Store, is designed to help advertisers and ad agencies better reach their desired consumers. Users of Telmar's eTelmar platform will receive access to AD Giraffe free of charge. International versions of AD Giraffe are coming soon.

AD Giraffe lets users access stored demographics native to the app or input their own consumer market, audience and cost data from media vendors, research suppliers and media exchanges. AD Giraffe then uses Telmar's methodologies and algorithms to convert audience and schedule preferences into reach and frequency estimates for every medium in an ad schedule. The app also weighs the impact of a user's message and media vehicle type and demonstrates the results of switching money or advertisements from one medium to another.
www.telmar.com

••• online research
Take your Cue

DIY app for site usability

Usability Sciences Corp., Irving, Texas, has launched a new do-it-yourself Web site research application, OnCue. The tool allows sites to deploy behaviorally-targeted surveys from SurveyMonkey and SurveyGizmo, forms from 123ContactForm and Wufoo, online usability tests from Loop11, card-sorting and tree-testing from Optimal Workshop and session replay from ClickTale, along with many other supported tools without the need for IT involvement.

OnCue features rules to manage multiple research projects: a testing mode before going live, the ability to build customized, cross-browser, opt-in dialogs, and respondent sampling based upon browser, OS, geolocations or IP addresses.
www.oncueresearch.com

••• customer satisfaction
Five key pieces

Report outlines tech's role for customer service firms

San Francisco-based Constellation Research Inc. has published Compelling Investments for Extraordinary Service, by Constellation Vice President and Principal Analyst Elizabeth Herrell. This report helps customer service organizations identify quantifiable value for deploying emerging technologies and steps to build a business case for justifying new investments.

The report (available at http://constellationr.com/research/compelling-investments-extraordinary-service) highlights five key technologies that all customer service organizations should evaluate as these technologies create new revenues, lower service costs and positively enhance customer experience. Emerging customer service applications include: mobile Web (to deliver customer support directly from a mobile app); automated Web chat (uses advanced natural language speech for Web support); real-time analytics (mines data from all types of customer interactions for insight); big data (collects and analyzes customer data for informed decisions); and video mobile (supports visual communications to support smartphones and tablet service).

••• Briefly

■ Portland, Ore., research firm Revelation has added 15 available languages to its Revelation | Next Web-based platform: Portuguese, simplified Chinese, traditional Chinese, German, European

Spanish, Latin American Spanish, French, Italian, Japanese, Korean, Dutch, Polish, Russian, Swedish, Turkish.
www.revelationglobal.com

■ Kinesis Survey Technologies, Austin, Texas, has published a second update to its white paper Online Survey Statistics from the Mobile Future. This latest version includes detailed Q1 2013 statistics about Kinesis' online survey platform usage and specifically the incidence at which various traffic metrics now occur on mobile devices versus desktop devices. Q1 and Q3 2012 data published in the previous versions of the white paper remain and are provided for comparative analysis.
www.kinesissurvey.com

■ Singapore-based consultancy TapestryWorks is now offering BehaviourWorks, a new framework for evaluating shopper behavior for point-of-sale, Web site design and promotional materials, building on advances in neuroscience and behavioral economics. BehaviourWorks will be available in Singapore, Bangkok and Hong Kong.
www.tapestryworks.asia

■ Lexington, Mass., research firm Forbes Consulting Group has released MindSight DIY, a new applied neuroscience technology that allows a qualitative moderator or quantitative researcher to configure, customize and execute a MindSight study. The technology allows for complete customization of MindSight with a wizard-like process that walks researchers through the configuration, with recommendations each step of the way to let them tailor the research to meet the specific needs of the project.
www.forbesconsulting.com

■ Myers Media Business Network, which offers information tools for media, advertising, marketing and entertainment professionals, and research firm Vision Critical, Vancouver, B.C., have launched Media Village, a social knowledge network. Using the Vision Critical Insight Community technology platform, Media Village (www.media-village.com) will provide executives in media and entertainment with a portal for shared insights, practices, knowledge, ideas and social connections.

■ Wilton, Conn., research firm Toluna can now make available purchase, preference and media consumption data from the Experian Marketing Services' Simmons National Consumer Study (NCS). Joint clients of Toluna and Experian Marketing Services with a license to the Simmons NCS will be able to view custom survey questions and/or custom segmentations through the Simmons NCS.
www.toluna-group.com

■ Cincinnati-based ThinkVine, a marketing mix optimization software company, has released an updated version of its eponymous software. The new version includes interactive forecasts, a redesigned user interface, additional SmartMix features and improved secure collaboration.
www.thinkvine.com

■ The Learning House Inc., a Louisville, Ky., provider of online learning solutions, and Aslanian Market Research, Hoboken, N.J., have released the second annual Online College Students report, based on surveys with 1,500 recent, current and prospective online students nationwide. To download the report visit www.learning-house.com/resources/whitepapers/ocs-report (registration required).

■ VideoMining Corporation, State College, Pa., announced that the U.S. Patent and Trademark Office (USPTO) awarded a patent to the company for measuring the effectiveness of product packaging to attract, engage and influence purchase decisions of shoppers in a retail store. The invention enables quantitative analysis of the behavioral and emotional responses to different packaging concepts. The use of video analytics software allows the capture of "natural" behavior of a very large sample of shoppers relative to product packaging in actual stores.
www.videomining.com

■ Christopher Hiller, a market research software developer with Fresno, Calif., research firm Decipher, has written a new e-book entitled *Developing an AngularJS Edge*. It explains basic AngularJS concepts, components and applications by providing examples, answering frequently asked questions and correcting common misconceptions. The book is designed to

assist programmers in becoming proficient with the use of AngularJS in order to create new applications.
www.decipherinc.com

■ The Center for Pricing and Revenue Management at Columbia Business School and Chicago-based Information Resources Inc. have teamed up to present "Pricing Analytics: the Art and Science of Profitable Growth," a two-day educational program to be held Oct. 2-3 on the Columbia University campus in New York. Attendees will learn new perspectives and methodologies on linking promotion and pricing decisions to strategy and execution. For more information visit www8.gsb.columbia.edu/execed/program-pages/details/590/PA.

■ Nuremberg, Germany-based GfK has established a social media intelligence center. Key to this expansion is the company's recent acquisition of Sensemetric Web & Social Media Mining GmbH, a company that has developed a crowdsourcing digital platform for conducting social media analysis. By integrating information from Sensemetric's Web crawling and crowdsourcing technology with other GfK data sources, GfK aims to develop insights about the connection between social media effects and sales.
www.gfk.com

■ Nielsen has commenced public beta trials for its Cross-Platform Campaign Ratings service in the U.K. The service takes the commercial exposures from an advertiser's TV ads and its online ads and reports on the combined audience for the campaign.
www.nielsen.com

■ The New York-based Brand Activation Association has announced the creation of the Licensing Council to inform and educate marketers about the use of licensing as a marketing discipline and brand activation strategy.
www.baalink.org

■ Los Angeles research firm Kelton is celebrating its 10th birthday this year.

■ Kinesis Survey Technologies, Austin, Texas, announced the 10th anniversary of its founding and the launch of a new corporate brand identity and Web site.

TRUST IN RESEAR

Clear Seas
R E S E A R C H
Making the complex clear

Visit us online to learn more.

www.clearseasresearch.com

248-786-1683

CH

Strategic, full-service market research solutions focused on measuring…

BRAND POSITION —
attitudes, awareness, usage, image

CUSTOMER EXPERIENCES —
satisfaction, wants/needs,
likelihood to recommend, loyalty/advocacy

MARKETING EFFECTIVENESS —
target audience reach, message impact,
ability to cause action

PRODUCT DEVELOPMENT —
concept testing, product needs identification,
nomenclature, pricing, marketing

- BUILDING MATERIALS
  - Flooring
  - HVAC
  - Plumbing
  - Site Preparation
  - Tile & Stone
- FOOD & BEVERAGE
- GAMING
- MANUFACTURING
- PACKAGING
- SECURITY

MULTIMODAL DATA COLLECTION CAPABILITIES: IN-PERSON, INTERNET, MAIL, MOBILE, TELEPHONE

Big data no big deal

| By George Stephan

snapshot

A look at the findings of an April 2013 survey about the relationship between big data and marketing research.

Big data has been a hot topic for a few years now and as it grows ever larger – literally and figuratively – researchers are still trying to define the relationship between big data and marketing research: Is there a relationship? Is it working? What are the issues?

To seek answers to these questions, WebLife Research and Quirk's conducted an online survey in April 2013. The survey was completed by 246 respondents – most of whom are market researchers at large corporations. About two-thirds work with big data to some extent.

Not nearly as insightful

Based on the survey results, it's obvious that both big data and market research are here to stay. Big data is valuable as a Web analytical tool but thus far not nearly as insightful as market research. Responses to the question "How actionable are the online behavioral insights you get from big data vs. from qualitative and quantitative market research" show that big data's actionable insights significantly lag behind market research, with a top three-box rating of 18 percent vs. 56 percent. In fact, one-third say that market research is more important now, as it helps understand the whys behind big data.

"Web analytics are used intensively."

"Better access to big data has made it possible for us to group and track (to some extent) our most desirable visitors."

"Big data is mostly used to explain held beliefs. Not for insight. Certainly not to question anything."

"Right now big data is used on a very operational level. The research team is working to integrate this data to now tell customer 'stories' and journeys."

"Big data tells me what visitors are doing but not why!" It appears that it will be more than two years for big data to truly impact marketing efforts, as only 29 percent feel that it is very likely to happen in the next two years. If researchers and marketers worked together, this timeline could be accelerated. Other barriers to the better use of big data are budgets, inability to collect needed data and lack of experienced staff (Table 1).

Isn't happening yet

Big data and market research teams don't work much together (Table 2). Researchers indicate a desire to integrate the two but repeatedly say it just isn't happening yet. Only one-third say that the two disciplines are part of a cohesive team. Very few companies have figured out how to get users of big data and market research together to develop actionable insights (only 19 percent use them together frequently).

"I don't use big data – it is used by our marketing department but not by market research."

"We are just beginning to determine how market research and big data can work together, trying to form a cohesive team."

"They work together 'sporadically' – no time, no budget, too thinly resourced to be any good."

"We understand that data can only give us the what and we need to do qualitative research to understand the why."

"Big data results focused, market research directional."

"Big data free with Google Analytics, market

Table 1	
Biggest Barriers to Better Using Big Data *Scale of 1 to 8*	**Top Three Boxes**
No budget	53%
Inability to collect needed data	47%
Poor communication between data collectors, marketers and researchers	45%
Lack of expertise to understand key metrics	45%
It's hard to derive insights from big data on its own	41%
Privacy issues	36%
Too much data	34%
Lack of company policy on how to handle data	18%

Table 2	
Do you currently use market research along with big data to better understand online behaviors?	
Frequently	19%
Sometimes	32%
Rarely	26%
Never	5%
Haven't but am open to the idea	16%
Have no interest in it	2%

research expensive."

Oddly, innovative qualitative tools designed to help understand online behaviors are generally not used to understand those behaviors right now. In fact, existing qualitative research techniques are still used much more often and most corporate researchers (64 percent) say market research does not take a back seat to big data and they are not worried that big data will threaten their jobs.

Great opportunity

There is a great opportunity to integrate big data and market research to better understand online behavior to grow businesses. Corporate management should consider training their staff, integrating the disciplines and exploiting this opportunity before competition does.

If you're looking to take action, consider making integration part of corporate policy; asking for an insights integration budget and staff;

training market researchers and analysts to understand each other's disciplines; hiring a team leader who can insure that both disciplines work cohesively together; and trying out the new qualitative tools designed to understand online behavior. ⦿

George Stephan is managing partner of Stephan Partners, a branding and digital marketing company, and founder of WebLife Research, New York. He can be reached at george@stephanpartners.com.

Semeon

| By Tim Macer

snapshot

Tim Macer finds a lot to like in this MR-specific tool for analyzing social media data.

The social media space sits much as some recently-discovered mountain, beckoning the market researcher to climb it. Pioneers that have made the ascent claim the views from the top can be highly revealing. But with the terrain largely uncharted, and few resources provided on the ground, only an elite have been able to scale the heights so far. The arrival of Semeon, a new MR-specific tool for social media analysis, may change this, because it offers an all-in-one solution which is both affordable and relatively easy to use.

Semeon is the first complete social media analysis tool to come out of one of the industry's established survey software providers. It comes from a start-up company within the VOXCO group, although Semeon works very much as a standalone tool. The platforms are not in any way integrated but it's clear that a market research mind-set has been applied to the problem of analyzing social media buzz.

Collect then analyze

Semeon divides the task into two familiar stages: collect the data, then analyze the data. This is imposed by the sheer scale of the task it needs to perform and is reflected in the two main screens in the interface of this Web-delivered tool. Google real-time searches have conditioned us all to the fallacy that even the furthest corners of the Web are instantly searchable. Yet these real-time searches are only possible because of the queries that Google constantly executes in the background, with its Web crawlers visiting each site, extracting the relevant text from it and formatting it in a curated library of cleaned-up text that is then amenable to instant searching.

Semeon works in a very similar way but with the important advantage that you can optimize the search to focus on particular sources that are of high value to your research, such as a customer review site, or omit certain sources, such as professionally-gathered news sites. And because the Web is a constantly-moving, dynamic

Semeon social media data analysis (www.semeon.com)

Pros
- Easy to set up highly targeted, nuanced queries to collect relevant buzz on any specific research topic
- Uncannily precise topic and sentiment extraction on the content discovered
- Analysis is performed of a stable, searchable archive which can be regularly updated by using a scheduled query
- A series of built-in reports makes it quick to identify trends and make connections

Cons
- Inflexible reporting
- No dashboard view of trends
- Not all capabilities available via the user interface

Pricing
- Pay-as-you-go basis calculated on the number of documents extracted during a query, starting at around $1,000 per month or per project

place, it will continue to add or update the documents it finds until you tell it to stop. A particular advantage of this approach is that your research can stray into walled gardens, if you have authorized access to them. Sites you can register for, including those with a paywall, which are beyond the reach of search engines, can be incorporated in the corpus of data built up by Semeon.

Willing to adjust

In the search area, a relatively simple wizard-like form lets you define your search criteria – the keywords you are searching for and also the sites and geographies you want to emphasize. It presents you with a series of data sources, organized into industries. Not all of the search capabilities are exposed in the Semeon end-user interface, however, though Semeon is willing to adjust and fine-tune the searches. However, it does mean the query process is not necessarily all that transparent.

You can then schedule your query to run periodically – every day or every week. Repeating the query will only extract new material, which is important, because what you pay to use Semeon is based on the number of documents you pull from all the different sites.

Once a query has run – which can take several hours – you can move to the reporting area. It is here you sense the sheer power of the system. The software is based around natural language processing methods of concept extraction and sentiment extraction, as a means to classify or categorize responses; not so

very different from conventional coding of open-ended data. The concept extraction is unbelievably sophisticated. With no inherent knowledge of a subject domain, it identifies themes that are common to multiple documents and effectively suggests a list of topics that read like a directory of all the

current issues and trends. It is so good that it is hard not to believe the software, or the guys at Semeon, have not been doing homework on the issues you are researching.

It also does a full sentiment analysis on the topics extracted, so you can see which are positive, negative and neutral. It also offers other sentiment dichotomies, including objectivity versus subjectivity.

Find fairly natural

To turn all this into some kind of report, as any researcher will need to do, you can work on the categories it finds, combining them, and also reviewing each to see what the underlying documents are that it found – the tweets or Facebook entries, news stories or blogs. You can group these or overlay your own grouping structure, in a way that any qualitative researcher should find fairly natural. Other analysis methods include associating topics and sentiments with the different sources, down to the individual, with a graphical network of influencers and their connections as one

of the report options.

The range of reports in this first production version of the software is somewhat limited. In an attempt to automate report production and provide a set of canned reports, the experience for most analysts is likely to be that they feel somewhat excluded from the report production process. You have to take what you are given, to a large extent. Reports sit outside the query and analysis windows, at a project overview level or attached to the instance of the query, so some distance from where the actual analysis is done. I am sure it is an area the developers will be working on.

And beyond the reports, I was expecting it to provide some kind of summary dashboard so that topics and sentiments can be tracked over time but that is not something it currently does. So while Semeon is good on discovery, it falls somewhat short on presentation in its current incarnation.

'Thought it was easy to use'

I spoke with two very different users of Semeon. Sylvain Sénécal is a marketing professor and RBC Financial Group E-Commerce Chair at HEC Montréal Business School. He has introduced Semeon as one of the tools his students can use in a course devoted to Web analytics. In this case, his 26 students used it on a project to look at branding and the social network buzz around different travel guides. "We exposed them to different methodologies and software and

CRC

Moving You From Relevant to Indispensable

MRA
QUIRK'S
CEB

CORPORATE RESEARCHERS CONFERENCE

OCTOBER 16-18, 2013 • DALLAS

"Corporate researchers have different businesses to support, but our core business is not research – it's a tool we use to better understand our customers to drive smart business decisions. The challenges we face range from methodological to organizational; political to financial; and from communicator to consultant. CRC provides me the opportunity to learn from a broad spectrum of peers, as well as research partners, on how to build and drive a more successful research practice within my organization."

Barry Jennings
Research Director, Global Insights
Dell

"I've attended CRC for two consecutive years and each year it has met my evolving needs. I expect the same for 2013. CRC provides a ton of engaging content that can be shared with my colleagues back at the office to help us do our jobs more effectively. I also look forward to sharing with other corporate researchers who are experiencing the same hurdles I am, and building my network to swap ideas and solutions now and well into the future."

Matt Case
Senior Corporate Marketing Analyst
FedEx Services

CRC PROGRAM COMMITTEE

Barry Jennings, Research Director, Global Insights, Dell – *Chairman*

Kristin Branch, Director, A.C. Nielsen Center for Marketing Research, Wisconsin School of Business

Matt Case, Sr. Corporate Marketing Analyst, Strategic Marketing, FedEx Services

Steve Cooley, Executive Director, Market Research & Strategy, Blue Cross and Blue Shield

Kyle Nel, Head of International Insights, Lowe's Home Improvement

David Almy, CEO, Marketing Research Association

Scott Baker, PRC, President, Adept Consumer Testing

Alice Butler, PRC, Sr. Vice President, M/A/R/C Research

Scott Christofferson, Managing Director, CEB

Dave Koch, PRC, Vice President, ADAPT Inc.

Steve Quirk, President, Quirk's Marketing Research Review

Steve Cooley
Executive Director, Market Research & Strategy
Blue Cross and Blue Shield

"CRC covers all aspects of our unique role as the internal service provider who guides key decisions within our organizations. It offers engaging and interactive sessions on tools and techniques, as well as organizational issues like team design and staffing. CRC is a great mix of open and closed sessions that allow us to learn without the sales pitches we see at so many other events."

CRC IS PRODUCED BY

MRA   QUIRK'S Marketing Research Media   CEB

YOU *Valued*

MOVING YOU FROM RELEVANT TO INDISPENSABLE

Corporate researchers juggle an amazing number of challenges in their pursuit of insights and strategies. Successfully leveraging a complex array of modes, methodologies and resources takes a highly skilled researcher who can thrive on the cutting edge of a rapidly evolving profession.

The 2013 Corporate Researchers Conference (CRC) was designed by corporate researchers specifically to help move you from relevant to indispensable, so that you and your organization can stay ahead of change.

CRC sessions – presented largely by corporate researchers – show how insights are maximized through recent case studies and real life experiences covering key areas:

Analytics – The synthesis of found data can provide a new perspective and take advantage of competitive data sources.

Promoting the Value of MR – Embedding research into your organization's day-to-day success can be accelerated through practical, applicable lessons learned from your peers illustrating the value of what you do.

Mixed Modes – Increasing response rates, gaining more insights, reducing budgets and speeding up turnaround time can result from using multiple methods of data collection – phone, online, mobile, paper, big data, etc.

Social Media & Big Data – Important as stand-alone or to complement traditional research, social data can deliver actionable insights across an organization.

Trends – Information and tools enabling CRs to stay current with what is happening in the industry and to learn what others predict is yet to come.

Consumer Intelligence – Providing a better understanding of what drives the buying process and how to maximize the value of specific consumer insights.

Business Leadership & Intelligence – Delivering insights on recognizing opportunities, identifying and overcoming obstacles, managing risks and empowering professionals to act.

Technical Skills & Techniques – Sharing technique driven how-to's, project design, methodological approaches as well as a preview of current and up-coming technologies.

And as trusted research providers can be instrumental in solving your research challenges, CRC partners with 45 top-notch suppliers who are required to staff their exhibits with "educators," allowing you to actually learn from exhibitors.

CRC is a special event, with a genuinely collaborative and welcoming environment you'll find nowhere else. Join us October 16-18 in Dallas for a remarkable conference designed to provide you with practical, applicable solutions to your most pressing challenges.

CRC

2013 • DALLAS

The Schedule

WEDNESDAY, OCTOBER 16

Registration...10:00 AM – 6:30 PM

Genius Labs ....11:00 AM – 1:00 PM

Expo Opens ....12:00 PM

KEYNOTE: Predictive Analytics for Marketing Researchers.. **1:00 – 2:15 PM**

Expo Break...2:15 – 3:00 PM

Genius Labs ....2:15 – 3:00 PM

Breaking Through the Noise – How Research Helps Shape Strategy .... **3:00 – 4:00 PM**

Leveraging the Social Data Set to Produce Actionable Business Insights..................................... **3:00 – 4:00 PM**

Ruby Tuesday's Secret Sauce for Effective Advertising... **3:00 – 4:00 PM**

Using Customer Journey Maps to Improve the Customer Experience... **3:00 – 4:00 PM**

KEYNOTE: Future of the Corporate Insights Function.. **4:15 – 5:15 PM**

Expo Break...5:15 – 6:15 PM

Genius Labs ....5:15 – 6:15 PM

Corporate Researchers Only Reception* ....5:30 – 6:30 PM

Opening Night Celebration..6:30 – 9:00 PM

THURSDAY, OCTOBER 17

Registration.. 7:00 AM – 7:00 PM

Breakfast.. 7:00 – 8:00 AM

Genius Labs .... 7:00 – 8:00 AM

KEYNOTE: Evolve or Become Obsolete ....**8:00 – 9:00 AM**

Hiring and Maintaining Top Talent* ....**9:15 – 10:15 AM**

Practical Tips for Planning and Executing Successful Presentations ....**9:15 – 10:15 AM**

The Secrets to Fruitful Research Relationships With Agency Partners ....**9:15 – 10:15 AM**

Using Consumer Insight for Competitive Advantage ....**9:15 – 10:15 AM**

Expo Break...10:15 – 11:15 AM

Genius Labs ....10:15 – 11:15 AM

Addressing the Challenges of Channel and Complex Pricing Scenarios ....**11:15 – 11:55 AM**

Telling Stories That Stick*..**11:15 – 11:55 AM**

Driving Impactful Messaging Through Collaboration at LIFESCAN/J&J ....**11:15 – 11:55 AM**

* Corporate Researchers Only Session

FRIDAY, OCTOBER 18

CRC

2013 • DALLAS

Paths to Success

The View From The Top
Laurie A. Tucker, Senior Vice President, **FedEx**

In her role as Senior Vice President, Laurie A. Tucker has been a champion of the FedEx brand and customer loyalty, having guided the company's marketing strategy to position FedEx as one of the world's most respected and valued brands. She has been responsible for all aspects of customer marketing, retail and FedEx Office marketing, and global brand management and brand engagement. Through her leadership, FedEx has been consistently ranked among *FORTUNE's* "World's Most Admired Companies" and Milward Brown Optimor's "100 Most Valuable Global Brands."

But what role did marketing research play in that success? When has it delivered, when has it failed, and how would she suggest that corporate researchers ensure that they are working on the right issues for the right people in ways that make marketing research indispensable? As a top internal client for MR at FedEx – where she is a 35-year veteran – Tucker has a unique perspective on marketing research. She'll share several of her successes and failures with CRC attendees – lessons learned from a master marketer at the top of her game.

Predictive Analytics for Marketing Researchers:
Learning from Data to Predict Consumer Behavior
Eric Siegel, Ph.D., Founder, **Predictive Analytics World** & **Text Analytics World**

Prediction may be the holy grail of marketing research. Eric Siegel builds mathematical models that use data to predict consumer behavior. Big data comes to life in this scenario, Siegel says, in powerful ways usable by forward-thinking marketing researchers. In this keynote, "Predictive Analytics" author and Predictive Analytics World founder Eric Siegel will use examples to show how this technology leverages big data, learning from it in order to drive more effective marketing. As in his book *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die,* Siegel will explain how predictive analytic models work and where its pitfalls are in clear, colorful terms. Starting with data about the past and current behavior of a given group of people, analysts may be able to predict what they'll do next.

YOU *Leader*

Analytics — Promoting the Value of MR — Mixed Mode — Social Media & Big Data — Trends — Consumer Intelligence — Business Leadership & Intelligence — Technical Skills & Techniques — **PRC** PRC Credit

LEVERAGING THE SOCIAL DATA SET TO PRODUCE ACTIONABLE BUSINESS INSIGHTS

*Megan Haering, Sr. Analyst, Consumer Targeting and Jeremy Murrell, Director, Center of Research Excellence, **Brown-Forman** & Donnell Wright, Sr. Director, Business Solutions Consulting, **SDL Social Intelligence***

For many researchers, the idea of using social intelligence as an insights tool can be a challenging concept. Hear how Brown-Forman adapted to using social data to deliver targeted, actionable insight to product marketers, digital strategists, campaign managers and key business stakeholders across the organization. Learn how the "virtual ethnography" methodology produces these insights and taps into the "highest and best use" of social data by leveraging the unsolicited depth of personal experience sharing that is unique to the social media space.

PRC

ADDRESSING THE CHALLENGES OF CHANNEL AND COMPLEX PRICING SCENARIOS

*Amy Modini, Director, **Chadwick Martin Bailey** & James Villella, Director of Research and Competitive Intelligence, **University of Pittsburgh Medical Center***

The health insurance industry is facing an urgent need to prepare for a new competitive market introduced by Healthcare Reform. UPMC recognized this as an opportunity to gain a competitive advantage. However, the research supporting these decisions would need to account for a wide range of market changes and influences. Learn how UPMC and Chadwick Martin Bailey applied a discrete choice methodology to estimate shifting consumer preferences, make key product development and marketing strategy decisions, and ultimately position UPMC for success.

PRC

PRACTICAL TIPS FOR PLANNING AND EXECUTING SUCCESSFUL PRESENTATIONS

*Chris Elsbury, Director, Knowledge & Insights, **Coca-Cola***

Client-side insights professionals need to consistently deliver high quality research presentations that are both impactful and memorable, or risk losing relevance and credibility. Drawing from experiences at Coca-Cola, Chris will outline a series of practical tips for success including: ensuring the presentation is attended by necessary stakeholders, generating excitement around the research methodology used, demonstrating your insights are new/surprising and not simply "something that just confirmed my beliefs", and ensuring concrete actions are taken within the meeting to commence the process of insights to action.

PRC

GETTING A SALES ORGANIZATION TO CARE ABOUT RESEARCH

*Kassandra Barnes, Research & Content Manager, **CareerBuilder***

Being held accountable to an ROI number not only proves the value of research in an organization, but makes you laser focused on which studies drive the most return. Learn how CareerBuilder's research team leveraged existing ROI tools to capture the true value and impact of research on the company's most important criteria – sales.

PRC

BUILDING A PROFITABLE CONSUMER INSIGHTS FUNCTION AT A PRE-IPO SOFTWARE STARTUP

*Laura Lewellyn, Sr. Manager, Consumer Insights, **Opower***

Learn how research and discovery techniques were used not just to do research, but also to strategize and build a profitable consumer insights function from the ground up. Walk through the steps used to launch the initiative and explore the challenges that are still faced by the now 4-person Consumer Insights team – even as quantitative and qualitative research has been expanded into 12 countries.

PRC

THE SECRETS TO FRUITFUL RESEARCH RELATIONSHIPS WITH AGENCY PARTNERS

*Dr. Nick Anderson, Founding Partner, **Antedote***

The quality of an outstanding piece of market research is as dependent on the interpersonal and professional relationship between a corporate researcher and an agency representative as much as it is on their professional skills. From scoping out potential research partners, to forming long-term bonds, learn where the major pitfalls lie and the practical things you can do to avoid them.

PRC

INTEGRATING DATA INTO A HOLISTIC VIEW

*Karin Ferenz, CEO, **Customer Lifecycle, LLC***

In a data saturated world, how do you make sense of all the information at hand? This session will focus on practical how-to's that enable you to get a handle on various data sources so that a meaningful holistic view can be achieved. Case studies based on overall strategy objectives of customer acquisition, service, growth and retention will be shared.

PRC

USING CUSTOMER JOURNEY MAPS TO IMPROVE THE CUSTOMER EXPERIENCE

*Bruce Isaacson, President, **MMR Strategy Group***

When done properly, Customer Journey Maps depict and describe the customer experience in clear, concise, and simple terms. They can also help a company improve the customer experience. Perhaps most importantly, they provide a visual and comprehensive picture of the customer experience, incorporating both qualitative and quantitative information. Learn how Customer Journey Maps should be created and used, providing examples from a telecommunications and/or insurance company.

PRC

USING CONSUMER INSIGHT FOR COMPETITIVE ADVANTAGE

*Susan Topel, Director of Strategic Insights, **Centene***

The most successful companies know that real-time consumer insight is a competitive advantage in today's economy. So why do many organizations struggle to gain insights effectively and efficiently? It's just not that hard – and shouldn't be that expensive. Learn how a one-woman team transformed a $6 billion Fortune 500 company into a data-driven organization, saving $1 million along the way.

PRC

BREAKING THROUGH THE NOISE – HOW RESEARCH HELPS SHAPE STRATEGY

*Barry Blyn, VP, Consumer Insights, **ESPN***

The primary purpose of the Insights department at ESPN is to communicate consumer needs and changes. To do so effectively, they developed 7 Principles for Effective Research based on the power of communication, sound methodology and plain old inspiration. You'll learn the "7 Plays" from the *Insights Handbook* that led to the successful adoption of research throughout ESPN, and what it took to shift the ESPN culture into a more insights-driven one.

PRC

RUBY TUESDAY'S SECRET SAUCE FOR EFFECTIVE ADVERTISING

*Jonathan Symonds, EVP, Marketing, **Ace Metrix***

Learn the specific ways in which new technology, new metrics and a complete view of the advertising landscape helped Ruby Tuesday develop consistently strong ads, adjust plans based on large, relevant, reliable data and make revenue impacting decisions that were never before possible. Hear real world examples of how having the right data at the right time saved real dollars and enabled Ruby Tuesday to win every day of the week.

PRC

SURVEY SAYS! CREATING RESEARCH FOR PUBLIC RELEASE

*John Gilfeather, EVP, **Koski Research***

Through war stories and specific examples, learn about surveys conducted for public release, that is, research studies conducted solely for media coverage to support corporate or marketing messages. These studies can range from a few short, fun questions to major thought leadership studies driven by top executives. It is important for research executives to be knowledgeable about public release research so they can lend their expertise.

PRC

ENABLING THE CORPORATE RESEARCH FUNCTION FOR SUCCESS

Michael Rosenberg, Managing Director, **J.P. Morgan**

Leveraging more than a decade of expertise successfully managing a corporate research function, learn the "best practices" for internal relationship building, establishing and maintaining credibility, driving business value and avoiding common pitfalls that can derail a corporate research organization. Walk away with actionable ideas that you can put into practice in your own organizations.

⭐ 💼 🛠 PRC

KELLEY BLUE BOOK LOGO OPTIMIZATION RESEARCH

John Bastani, Sr. Research Analyst & Dani Tsoncheva, Research Manager, **AutoTrader.com**

After the acquisition of Kelley Blue Book (KBB.com), AutoTrader Group had an opportunity to re-position this automotive icon into a modern and contemporary brand, while leveraging its rich legacy. AutoTrader Group partnered with the research company Affinova to design a contemporary KBB.com logo. Affinova's IDDEA methodology was used which first identifies the optimized top concepts based on a dynamic choice exercise and then measures those concepts in a fresh panel measurement stage for diagnostics and profiling.

📊 🔴 📈 PRC

UNDERSTANDING BUYER DECISION MAKING WITH CHOICE BASED CONJOINT ANALYSIS

Michael Mulhern, Ph.D., President, **Mulhern Consulting** *& Marcy Updike, VP, Market Research,* **Gen Re**

Learn the different conjoint analysis approaches available for today's researchers and how to develop a successful trade-off study; from choosing the best approach and attributes to test to interpreting the results. Insightful tactics for sharing the findings with their internal customers – who are not likely to be researchers – will also be offered.

📊 ⭐ 👤 🛠 PRC

BUILDING A MARKET RESEARCH FUNCTION FROM SCRATCH – WHAT I WISH I HAD KNOWN

Kristen Santos, Manager, Market Planning and Analysis, **Daimler Trucks North America**

Daimler Trucks North America is the market leader in Class 6-8 commercial vehicle sales in the US, but had become somewhat lackadaisical in its approach to market research. Aside from the purchase of the occasional syndicated study, no standardized research process was in place for satisfaction research, segmentation research, brand tracking, etc. Gain insight on starting a research function in a well-established company.

⭐ 💼 PRC

CONDUCTING MARKET RESEARCH WITH WOMEN OF COLOR

David Morse, President & CEO, **New American Dimensions** *& Miriam Muley, CEO,* **The 85% Niche**

Women of Color – Latina, Black, and Asian – are the dominant influence shaping decision-making in the $3 trillion multicultural market. They drive the majority of purchase decisions across many industries. Learn the ins and outs of conducting market research with women of color, the challenges, potential pitfalls, and the opportunities for gaining penetrating insights.

📈 👤 🛠 PRC

MODELING COMPLEX PURCHASE DECISIONS WITH MENU-BASED CONJOINT

Andrew Elder, SVP, Marketing Sciences, **Illuminas** *& Srinath Jonnalagadda, Sr. Manager, Suites & Web Services Bureau Management,* **Autodesk**

Learn about the background of a new methodology, Menu-Based Conjoint (MBC), and how it is different than prior conjoint approaches, both in theory and as applied to client experience. Review the outcomes of MBC and the flexibility it affords both researchers and clients. Best practices will be shared from client and researcher perspectives.

🔴 📈 🛠 PRC

CAN MARKET RESEARCH BE A PROFIT CENTER?

Kathryn Korostoff, President, **Research Rockstar**

Sugging is perhaps the dirtiest word in our industry, but does linking sales to marketing research hold the key to changing the function's image from a sunk cost to a bottom line contributor? It is time to allow the market research industry to confess: it can be, and sometimes already is, a sales tool. Learn ways in which market research contributes to sales.

⭐ 💼 PRC

DRIVING IMPACTFUL MESSAGING THROUGH COLLABORATION AT LIFESCAN/J&J

Lawrence Cesnik, DBA, US Lead, Global Customer Insights, **Johnson and Johnson Diabetes Care Franchise**

LifeScan, a Johnson and Johnson Diabetes Care company, was faced with wearout of their legacy blood glucose meter brand messages – and also needed to develop compelling messages to support a new product launch. Learn how Customer Insights brought key internal stakeholders together to collaborate on a Strategic Messaging Study that would meet the needs of all and then led post-study work sessions that drove implementation of new messaging.

📊 ⭐ 👤 PRC

STAYING AHEAD OF THE CURVE – ESPN'S LOOK AT THE YOUTH CULTURE

Flora Kelly, Director, Consumer Insights & Mike Reznick, Manager, Consumer Insights, **ESPN**

ESPN undertook an extensive research study that looked at the young males' sports and brand experience. Learn the three tier methodological approach they took to understand this complicated generation which included a mix of classic and innovative research techniques – listening, in-home ethnographic conversations and semiotic study of popular youth brands and hit TV content. Hear what they learned, and what they DID to make more relevant brand decisions in relating to and connecting with a younger generation of sports fans.

🔴 📈 🛠 PRC

Analytics   Promoting the   Mixed Mode   Social Media   Trends   Consumer   Business Leadership &   Technical Skills &   PRC Credit
             Value of MR   & Big Data   Intelligence   Intelligence   Techniques

PRC

CORPORATE RESEARCHERS ONLY SESSIONS

ENABLING STRATEGIC RESEARCH BY EMBRACING THE KITCHEN SINK

Alice Loeb, Head of UX Research, ModCloth

The research team at ModCloth started as a scrappy team of two UX researchers helping agile web development teams learn about the user experience. The team did an excellent job delivering actionable insights and got popular – existing internal clients wanted deeper, more strategic insights and other groups wanted to become clients. As we moved from only doing usability work supporting development teams to doing more involved, strategic work for a broader client base we had a big challenge – how could we free up bandwidth to expand the type of work we did while continuing to meet the needs of our first internal clients? Learn how ModCloth does research and how they restructured their team to respond nimbly to requests while making sure the larger strategic projects were not derailed by urgent minutia.

⭐ 💼 🔧 PRC

IMPROVING LOWE'S HOME IMPROVEMENT

Ari Popper, CEO, SciFutures

Founded in 1946, Lowe's has grown from a small hardware store to the second-largest home improvement retailer worldwide. How do you innovate in a market like that? Ari Popper knows how. The former president of BrainJuicer North America who his since started a science fiction prototyping and futurist agency, Popper's new approach as been a game-changer, completely upending the way Lowe's looks at research and innovation, and resulting in some some exciting initiatives rolling out at Lowe's in the next few months. A corporate researchers-only session that's definitely worth a look.

⭐ 💼 PRC

HOW RESEARCH INSPIRED BRAND DEVELOPMENT AND BUSINESS STRATEGY

Valory Myers, Director of Strategy & Insights, Defender Direct

Coming to a young company with a strong heritage of entrepreneurship and double-digit growth year after year, the idea of gaining consumer insight was thought of as expensive, time consuming and of limited value at Defender Direct. With the core business maturing, the race was on to build a unique consumer brand and to diversify to build lasting and sustainable value for the business. A case study will be discussed that will help you learn how to: gather 'quick and dirty' insights that whet the appetite for more; focus research objectives on what you really need to know to act; bring the customer insights to the center of your strategy; and show the value of making decisions based on research versus gut instinct.

📊 ⭐ 👤 🔧 PRC

TELLING STORIES THAT STICK

Sara Sprague, Market Research Insights Manager, Takeda Pharmaceuticals U.S.A.

Everyone has a story. The challenge is telling it in a way that is compelling. As researchers we care deeply about knowing the customer and making sure their perspective is represented in decision making. But how do we get others to be as passionate as we are? Tell them in a way that will stick. This presentation will provide an example of how a customer group was brought to life through storytelling to infuse insights into a marketing strategy for a pharmaceutical product. You will be taken on a journey from initial idea to final deliverable and beyond – because good stories endure long after they are first told.

⭐ 💼 PRC

HIRING AND MAINTAINING TOP TALENT

Dan Womack, PRC, Sr. Manager, Insights, Aflac & Karen Morgan, President, Morgan Search

Whatever the economic climate, we seem to hear the same story – it's hard to find good talent. With record levels of unemployment these past few years, you would think it would be easier to find qualified people. However, this isn't what we're hearing from companies or the media. So what's going on? In this session we'll explore best approaches to hiring and keeping your top performers. We'll talk about what's happening in the marketplace and how this can impact your philosophy and approach to attracting and maintaining top talent.

⭐ 💼 PRC

LEARNING FROM CHAOS: BUILDING A STRATEGIC RESEARCH AGENDA

Andrea Klemm, Director, Research & Strategic Insight, Tribune Company

Beyond the Tribune Company's well-publicized internal struggles, shifting consumer expectations have completely redefined the media landscape, putting significant stresses on the traditional newspaper model. Despite this, the market research function has grown and transformed, resulting in bolder experiments, recommendations and requested resources. Specific tactics used in planning the research agenda for Tribune Company will be shared so others can attain their own gain in influence.

⭐ 💼 PRC

GENIUS ("PRODUCT") LABS

Companies hosting a Genius Lab are ready to demonstrate and inform on their latest products and cutting edge solutions.

Wednesday, Oct. 16
Murray Hill Center

Thursday, Oct. 17
PhaseOne, Quester

Speakers

Dr. Nick Anderson
Antedote

Kassandra Barnes
CareerBuilder

Christine Barton
BCG

John Bastani
AutoTrader.com

Barry Blyn
ESPN

Lawrence Cesnik, DBA
Johnson and Johnson, Diabetes Care Franchise

Simon Chadwick
Cambiar

Adam Cook
Pilot Media

Reed Cundiff
Microsoft

Dale DeBoer
Meijer

Andrew Elder
Illuminas

Chris Elsbury
Coca-Cola

Karin Ferenz
Customer Lifecycle, LLC

John Gilfeather
Koski Research

Megan Haering
Brown-Forman

Bruce Isaacson
MMR Strategy Group

Srinath Jonnalagadda
Autodesk

Flora Kelly
ESPN

Andrea Klemm
Tribune Company

Kathryn Korostoff
Research Rockstar

Alice Loeb
ModCloth

Laura Lewellyn
Opower

Michael Mathias
FindLaw

Elizabeth Merrick
HSN

Deanna Meyler
Bozell Marketing

Amy Modini
Chadwick Martin Bailey

Karen Morgan
Morgan Search

David Morse
New American Dimensions

Miriam Muley
The 85% Niche

Michael Mulhern, Ph.D.
Mulhern Consulting

Jeremy Murrell
Brown-Forman

Valory Myers
Defender Direct

Ari Popper
SciFutures

Mike Reznick
ESPN

Michael Rosenberg
J.P. Morgan

Kristen Santos
Daimler Trucks North America

Eric Siegel, Ph.D.
Predictive Analytics World & Text Analytics World

Sara Sprague
Takeda Pharmaceuticals U.S.A.

Jonathan Symonds
Ace Metrix

Alison Sturm
Cultura Technologies

Susan Topel
Centene

Dani Tsoncheva
AutoTrader.com

Laurie A. Tucker
FedEx

Marcy Updike
Gen Re

James Villella
University of Pittsburgh Medical Center

Stephanie Warnhoff
TechSmith Corporation

Dan Womack, PRC
Aflac

Donnell Wright
SDL Social Intelligence

CRC
2013 • DALLAS

Evolve for the Future

Evolve or Become Obsolete:
Adapting Market Research Organizations Now for the Next Decade

Reed Cundiff, General Manager – Central Marketing Group, **Microsoft**

The markets in which Microsoft competes have shifted significantly over the past decade, resulting in situations where Microsoft has the opportunity to emerge with products, services and experiences that delight customers like never before, and sometimes from a very different market position. In this new reality, Reed Cundiff, the general manager of Microsoft's centralized market research organization, will share the journey they are taking to evolve their ability to help drive Microsoft's devices and services strategy, the Market Research discipline at Microsoft including better use of behavioral and perception data and social intel, and their people.

Future of the Corporate Insights Function

Ari Popper, Founder and CEO, **SciFutures**
Christine Barton, Partner & Managing Director, **BCG**
Scott Christofferson, Managing Director, **CEB Market Insights Leadership Council**
Simon Chadwick, Managing Partner, **Cambiar**

Join four thought-leading advisors to corporate research functions as they discuss the trends that will shape the function over the coming decade, strategies for addressing those trends, and the innovative (and sometimes controversial) steps leading companies are taking in areas like hiring, researcher workflow, study design, and business partner communication. Trends to be addressed include changes in the information landscape (big data, DIY, microsurveys, and mobile), business partner needs (digital/social marketing and micro-segmentation), and the supplier landscape (both new entrants and incumbents' responses).

YOU *Partner*

BUILDING RELATIONSHIPS

COLLEAGUE CONNECTIONS

The Colleague Connections program is designed for first time Conference attendees. As part of the Connections program, you will be paired up with a peer who will help you make new business acquaintances and get the most out of your Conference experience. Whether you simply want someone new to meet and talk with or want to connect around a specific interest, Colleague Connections will help you achieve your goal.

CORPORATE RESEARCHERS ONLY RECEPTION
Wednesday, October 16, 5:30 – 6:30 pm

This reception is designed to allow corporate researchers to meet fellow corporate researchers in a warm and welcoming environment. A relaxed and unique atmosphere that will offer a great opportunity for you to cultivate relationships that will last through the Conference and well beyond.

OPENING NIGHT CELEBRATION
Wednesday, October 16, 6:30 – 8:30 pm

Mix and mingle with all the Conference attendees under the stars poolside at the Fairmont. Enjoy live music, cocktails and wonderful food at this fun event. The Opening Night Celebration provides the perfect venue to reconnect with old colleagues and make new professional connections.

NETWORKING RECEPTION
Thursday, October 17, 5:00 – 6:30 pm

This is a great opportunity to connect with colleagues and your last chance to explore the Expo. Enjoy a cocktail and light-bite while chatting with exhibitors and learning about cutting-edge product, service and technology solutions in a relaxed atmosphere.

Expo hours also are offered between education sessions to allow you plenty of time to visit with exhibitors.

CRC
2013 • DALLAS

Six Stories That Matter

We all have compelling stories to tell, and every story can provide inspiration and opportunities to learn and grow. Six fellow corporate researchers will share their story of challenge and how they persevered. And they'll do it fast, really fast!

Using "Elevator Pitch Insights" to Make Research Matter in Your Organization
Dale DeBoer, Consumer Insights Specialist, **Meijer**

You're the First Market Researcher...Now What?
Stephanie Warnhoff, Market Research Analyst, **TechSmith Corporation**

Demonstrate the Value of Research
Adam Cook, Director of Research & Development, **Pilot Media**

Market Research is Boring for Those Who Don't Love Data
Alison Sturm, Market Research & Insights Specialist, **Cultura Technologies**

Persistence and Patience to Make Market Research Matter
Deanna Meyler, Partner In Charge of Strategic Planning & Smartargeting, **Bozell Marketing**

When Cutting Costs Yields Better Insights
Elizabeth Merrick, Customer Insights Manager, **HSN**

Register Today!

CRC AT A GLANCE

Six Private Sessions for Corporate Researchers: In addition to CRC's 27 educational sessions, CRC offers 6 exclusive sessions for Corporate Researchers only – providing you with candid, honest insights from your peers *available nowhere else.*

Ideal Size: CRC provides so many educational options that – as a practical matter – you'll actually see only what benefits you most, a fraction of what actually is offered. And because of CRC's "just right" size, you will never be forgotten in the crowd. Combined, CRC's ideal size maximizes educational and networking productivity and efficiency.

Best Value: Designed exclusively for Corporate Researchers by Corporate Researchers and built from research into their needs, CRC has a unique quality – the perspective of industry veterans who have overcome the same challenges as you. And it's a fantastic value at half the price of other conferences.

No Infomercials: Every speaker and topic is selected for their real-world value to Corporate Researchers. No speaker slots are sold. You're guaranteed that CRC's agenda is free of bias.

Practical, Applicable: CRC recognizes that you work in the real world – where budgets are limited and staff is maxed out. The presentations are creative, topical and cutting-edge, covering issues that are actionable today.

45 Additional Opportunities to Learn: Recognizing that research providers can be instrumental in solving your research challenges, CRC partners with 45 top-notch suppliers who are required to staff their exhibits with educators, allowing you to learn from exhibitors on your terms.

YOUR REGISTRATION FOR CRC INCLUDES

✓All education sessions ✓Entry to the Expo ✓Opening Night Celebration ✓Corporate Researchers Only Reception ✓Networking Reception ✓Conference App ✓Colleague Connections ✓Breakfasts, lunch and refreshment breaks

CONFERENCE PRICING

Early Bird By September 6	Standard By October 9
$1599	$1899

Save! Register three or more attendees from your organization at the same time and save 10% on each registration.

CONFERENCE HOTEL: THE FAIRMONT DALLAS

The Fairmont Dallas hotel is ideally located in the heart of the downtown Dallas Arts District, surrounded by a wide array of fine dining, shopping, arts and entertainment.

Special Conference Rate: $199 by September 23, 2013

Dallas is less than a four-hour flight from most major North American cities allowing you to arrive quickly, relaxed, and ready to learn! Dallas Love Field Airport (DAL) is only 5 miles from the hotel and Dallas/Fort Worth International Airport (DFW) is18 miles.

Register at www.MarketingResearch.org/CRC

CRC
2013 • DALLAS

MRA
QUIRK'S
CEB

CORPORATE RESEARCHERS CONFERENCE

OCTOBER 16-18, 2013 • DALLAS

- ✓ Using Predictive Analytics to Leverage Big Data and Predict Behavior
- ✓ The Right Data at the Right Time to Drive the Creative Process
- ✓ Customer Journey Maps – A Powerful MR Tool
- ✓ Leveraging Social Data to Deliver Actionable Insights
- ✓ Building a Profitable Consumer Insights Function
- ✓ Trends That Will Shape the Market Research Function
- ✓ Adapting the MR Function for the Next Decade
- ✓ Creating Effective Relationships With Agency Partners
- ✓ One-Woman Team Does More Enterprise Research – Faster, Cheaper, Better
- ✓ Market Research as a Profit Center
- ✓ Using ROI Tools to Capture the Value and Impact of Research
- ✓ Finding and Keeping MR Talent
- ✓ Market Research With Women of Color
- ✓ Rebranding Using IDDEA Methodology
- ✓ Menu-Based Conjoint Methodology
- ✓ Building a Market Research Function From Scratch
- ✓ Using Research to Account for Market Changes and Influences
- ✓ Connecting With a Younger Generation
- ✓ ESPN's 7 Principles for Effective Research
- ✓ Best Practices for Building Internal Relations and Establishing Credibility
- ✓ Delivering High Quality Research Presentations

THANK YOU!

EXHIBITORS

3Q GLOBAL — Go Global – Ignite the Power

Market C&C Research

CSS/datatelligence

Digital Research inc. DRI

efficience³ — DATA COLLECTION IN FRANCE AND EUROPE

EFG EUROPEAN FIELDWORK GROUP NEW YORK

fieldWORK

G3 TRANSLATE — www.g3translate.com

Gazelle global research services

GMI A LIGHTSPEED RESEARCH COMPANY

Illuminas

Google consumer surveys

iModerate Research Technologies

issues answers Global Marketing Research

Marketing Systems Group

MURRAY HILL CENTER NEW YORK • ATLANTA • CHICAGO • DALLAS • LOS ANGELES

NETWORK RESEARCH FIELD SERVICES — YOUR FACE TO FACE SPECIALISTS

OnCue

quest [insight]

ReconMR Reconnaissance Market Research

research house

research now®

SDL

Social Intelligence

SIS INTERNATIONAL RESEARCH

SoapBox sample

itracking RESEARCH INC. STRATEGIC MARKETING SERVICES

Telepoll — we dig for your data

THOROUGHBRED RESEARCH GROUP

Principles of Marketing Research — FROM THE UNIVERSITY OF GEORGIA

GENIUS LABS

MURRAY HILL CENTER NEW YORK • ATLANTA • CHICAGO • DALLAS • LOS ANGELES

PhaseOne®

QUESTER™ — Innovation to insight.™

SPONSORS

EFG EUROPEAN FIELDWORK GROUP NEW YORK

Schlesinger Associates

Register now at **www.MarketingResearch.org/CRC** or by calling 202.800.2545

in comparison to some of the others, they thought this was easy to use," says Sénécal.

Asked whether it makes more sense as a quantitative or a qualitative method, he says: "It's an interesting question. Before you use it, you would tend to qualify it as a qualitative but it also moves you towards a quantitative approach. You will find concepts but at some point you will find you are looking at the numbers too. So I think it helps analysts move from the in-depth insights that make up qualitative research into what is an overall picture, which is a bit more quantitative.

"But I also tell my students they need to be careful. You may have huge numbers of people mentioning stuff but this is not necessarily representative, because it is not probabilistic. It is the same problem with other quantitative tools, if the sampling technique is not probabilistic. This helps bridge the gap between qualitative and quantitative but there are bigger questions about the people that are on social media and how representative the people are [that are active in social media], of the market as a whole."

Despite these concerns, Sénécal sees value in the approach, in making analysis of social media more rigorous. "The major advantage of this kind of tool is it helps you to analyze the data and easily interpret it. You can easily collect 2,000 tweets about just one hashtag but humanly what can you do with this? It would very time-consuming and tedious to do anything with it. This helps you filter and analyze the content. The information is out there but the main benefit of this is that you can gather it into one place and make sense of it."

Christine Matthews runs Bellwether Research, a Washington, D.C., political research company. Matthews used Semeon alongside conventional quantitative research for a project following last year's gubernatorial and U.S. senate election in the state of Indiana. "This was my first foray into sentiment analysis for social media," says Matthews. "I wanted to complement the quantitative work to view how these races were being viewed in social media."

Initially she hoped to control the software directly but the transition to a new method and new software too proved too much, in the heat of running a project during a fast-moving political campaign. "I had hoped I would be able to run some searches and be able to go into the 'back room,' but I just couldn't do it; it was too hard," she says. Instead, Semeon supported Bellwether, defining and refining the searches and e-mailing over regular reports.

On one fateful day during the campaign, Richard Mourdock, Republican senate candidate for Indiana, made controversial comments about rape and abortion similar in sentiment to those made a few weeks earlier by Missouri's Todd Akin. "It's such a cool thing to have social media monitoring when something like this happens," Matthews says. "Twitter goes wild – everything does. It's crazy."

Yet out of this chaos, Semeon immediately identified the trending sentiments and topics and the strong associations between Mourdock and Akin, about two days before it was reported in the news media. "We had a good idea Mourdock wasn't going to win even before our poll showed he was behind," Matthews says. It also meant she was able to add specific questions to the poll on this and other topics that were trending. "Increasingly voters are expressing their opinions in social media," she says. "Quantitative response rates have fallen to around 9 percent. [Analyzing data from social media] adds a very important layer to understand what voters are saying. It is not a replacement but it is a critical component to it. Social media is frustrating in its lack of ability to track back to demographics but it adds valuable layers of understanding. I definitely want to use this, going forward, but we still need to do our quantitative to make it legitimate and representative."

Discovery tool

This, in fact, appears to be the ideal way to use Semeon: not as a single source of information but as a rich discovery tool that adds layers of meaning to what is being measured in more conventional quantitative surveys or even to inform the design of those quantitative surveys. This tool deserves a place in every research team's toolkit, despite its current limitations in providing presentable reports or dashboard summaries. Q

Tim Macer, managing director of U.K. consulting firm meaning ltd., writes as an independent software analyst and advisor. He can be reached at tim@meaning.uk.com.

Meeting them more than halfway

Using Google+ for qualitative research with connected consumers

By Sharon Chen

snapshot

Google's Sharon Chen reports on her team's experience using Google+ to conduct a multifaceted qualitative research study with Web-savvy Generation C.

Here at Google, our team ran several studies earlier this year to better understand one of YouTube's core audiences – Generation C, a psychographic of highly-connected consumers who care deeply about community, connection, creation and curation online. We wanted to learn more about how they define themselves, get a better understanding of their attitudes and behaviors and get their thoughts on effective marketing. The results of these studies were published on Think Insights, Google's online hub for large advertisers and agencies, in a series about Generation C.

The team used Google+ to conduct some of this research. This article offers some details on how the studies were conducted and some best practices we learned along the way.

Drive interaction

With social media becoming increasingly ubiquitous in consumers' lives, social platforms like Google+ can serve as an easy and accessible way to conduct market research. These platforms are free and research participants already know how to use them. Plus, features like photo and video sharing and commenting are great ways to facilitate discussions among participants. We've found in previous pilots that the social environment can drive interaction and rich conversation between participants.

Beyond the standard commenting and sharing features, Google+ also has a myriad of other features designed for group management and user engagement that can be leveraged for group conversations and activities. These include:

Hangouts, which are one-on-one group video chats. During a Hangout, you can share your screen with other participants, watch a YouTube video together or brainstorm collectively in a document. For studies, this makes it possible to run focus group discussions

regardless of participant location.

Events, which can be used to organize activities like Hangouts or get-togethers among a group of users. Posted pictures, videos and comments can be linked to events. This is a great feature to use when scheduling participant activities like shop-alongs.

Communities, which are essentially interest groups where all discussion, posts and Events can be contained within the group. These can be set up as invite-only and are a useful way to keep all posts related to a study contained in one place. Posts made within a Community are automatically only shared to the Community unless the user specifies otherwise.

Photo and video uploading for sharing rich media.

Commenting and +1-ing posts to upvote favorites. In studies, participants could be asked to vote for a creative concept that they find most appealing.

Mobile capabilities via the mobile Google+ app on iOS and Android. Users can share on the spot or participate in Hangouts from their phone.

Circles let users manage their contacts and share posts only with the people they want to. For research studies, this means participants can share some things with the entire group but share other things only with the researchers or a subset of people.

Because Generation C tends to thrive on connecting with others, creating and curating content online and participating in online communities, social platforms are an ideal way to interact with this audience online for research studies. That isn't to say Google+ doesn't work for other audiences as well. We've run successful studies with half a dozen other audiences focusing on a myriad of topics within the past year.

Variety of options

There are a variety of options available for recruiting. If you're a business with a Google+ page, you might choose to ask your followers for participation and then invite them into a Community for the study. In our case, we wanted to talk to a very specific psychographic audience so we developed a screener and recruited from standard focus group panels. Focus group panels are more suited to this type of study than survey panels since panelists are generally more open to conversation and engagement. Accepted participants were then asked to join Google+ if they weren't already a member.

Within the screener, it's good practice to include questions that assess whether potential participants possess the technical hardware and savvy to participate in the activities you have planned. For example, if you're planning an activity that includes video uploads, make sure participants have the ability to record and upload videos. For Hangouts, you may want to screen for the existence of a Webcam and working microphone. Adding screener questions to assess comfort with the Internet and the digital space is good practice as well.

Planning the study

We began by coming up with a high-level list of questions and topics that we wanted to learn more about from the study. Using that, we could then design activities appropriate for the study.

In our case, we had questions about Generation C: How do they define themselves? What are their attitudes on technology, media and social sharing? How do they perceive their influence on family and friends? How do they actually behave? What are their attitudes around brands and marketing?

To address these, we planned out a video self-interview, an online discussion, a Hangout session and an activity asking participants to show marketing that works and then design their own marketing campaign in a way that would speak to them. We planned four activities to cover a span of two weeks in order to give participants time to complete each activity.

The key is to go into the study with a clear plan of attack. Know what you're looking to learn and map out the activities you want to do to get at the answers. We went into a lot of detail in the planning phase, creating full

discussion guides and timing for each individual activity.

Running the study

We created an invite-only Google+ Community for the study and invited participants to it. All discussions, events and posts related to the study were shared only to this Community.

For each activity, a corresponding Google+ Event was created that participants could post directly to. This way, for example, all of the uploaded pictures showing "marketing that works" ended up being grouped together within the Event. For the "marketing that works" activity, some of the participants also got creative and designed marketing plans in Google Drive to share with the Community. As we progressed through the study, we were able to use the later activities as opportunities to deep-dive into some of the things uncovered from the previous activities.

In addition to activities, participants were also kept engaged with small daily interactions. These could be anything ranging from remind-ers and encouragement to complete activities to a daily question or even comments on posted items. The key is to keep the daily conversations small, as you normally would in a social media setting. We've found that lengthy questions necessitating lengthy answers are generally not as well-received by participants and are less engaging for this purpose.

Results

The four activities in this study generated an incredible amount of very rich material that we were then able to construct into big learnings and insights. These included all of the pictures and videos that were uploaded, discussion on the posted items, responses to daily discussions and other media shared as part of the activities.

Among many other findings, we uncovered motivations for sharing content online:

"I like to share things that interest, fascinate and inspire me."

"I do a lot of competitions and triathlons and use social media to keep in touch with my teammates and also to motivate them."

"I like to generate a conversation, even arguments. It's about stirring up a discussion. If you always agree, it's not really a discussion."

As well as how they use digital when they're in the market for things:

"I use YouTube a lot for beauty tutorials, hairstyles, nails and I look at a lot of product reviews for things I am looking to buy."

"I like to compare different brands with my friends to compare and get the perceptions from people I respect so I can make good decisions about what to buy."

What we learned

Social platforms like Google+ can be used effectively for the purpose of gaining rich insights and in the process, getting a lot of great supporting content from uploaded media, comments, and discussions. The array of features available works as a powerful toolbox for designing innovative activities. Feedback from participants that we've gathered post-studies has also shown that they enjoy being able to interact with other participants and especially love the Hangouts. Actions like sharing and posting also "made sense" to participants already used to using social media in their daily lives.

However, Google+ is a consumer experience – it's not designed for research – so there are some drawbacks as well. For example, researchers have less control over the environment than they might in typical studies. There is also the possibility that participants being able to see each other's posts may skew how they respond. Lastly, it can be more difficult to aggregate participant responses for post-study analysis.

The bottom line, though, is that Google+ proved to be accessible, low-cost and effective at engaging users and gaining insights. I look forward to hearing what kinds of insights brands and researchers are able to generate through creative use of some of these tools. ●

Sharon Chen is advertising research manager at Google. She can be reached at sharonchen@google.com.

••• social media research

Words to live by

Thoughts on retrieving information from open-ended questions

By Serge Luyens

snapshot

The author argues that marrying two approaches to analyzing textual data – statistical and semantic – can yield more insights and build confidence in the findings.

The amount of open-ended text market researchers are collecting is growing year after year and the sheer volume of data is in danger of overwhelming our ability to handle it. I can understand the demands from clients to see these open-ends analyzed, because they can offer a treasure trove of insights. The best way to avoid drowning in data is to make greater – and smarter – use of technology to help handle this text. Fortunately, recent developments in open-ended text analysis have helped simplify and standardize how text data is analyzed, with the aim of producing high-quality analysis and reporting.

For many researchers, this means learning new methods and developing new analytical techniques. But I predict that these new methods will become as much a part of the researcher's analytical toolkit as the crosstab or the significance test is today.
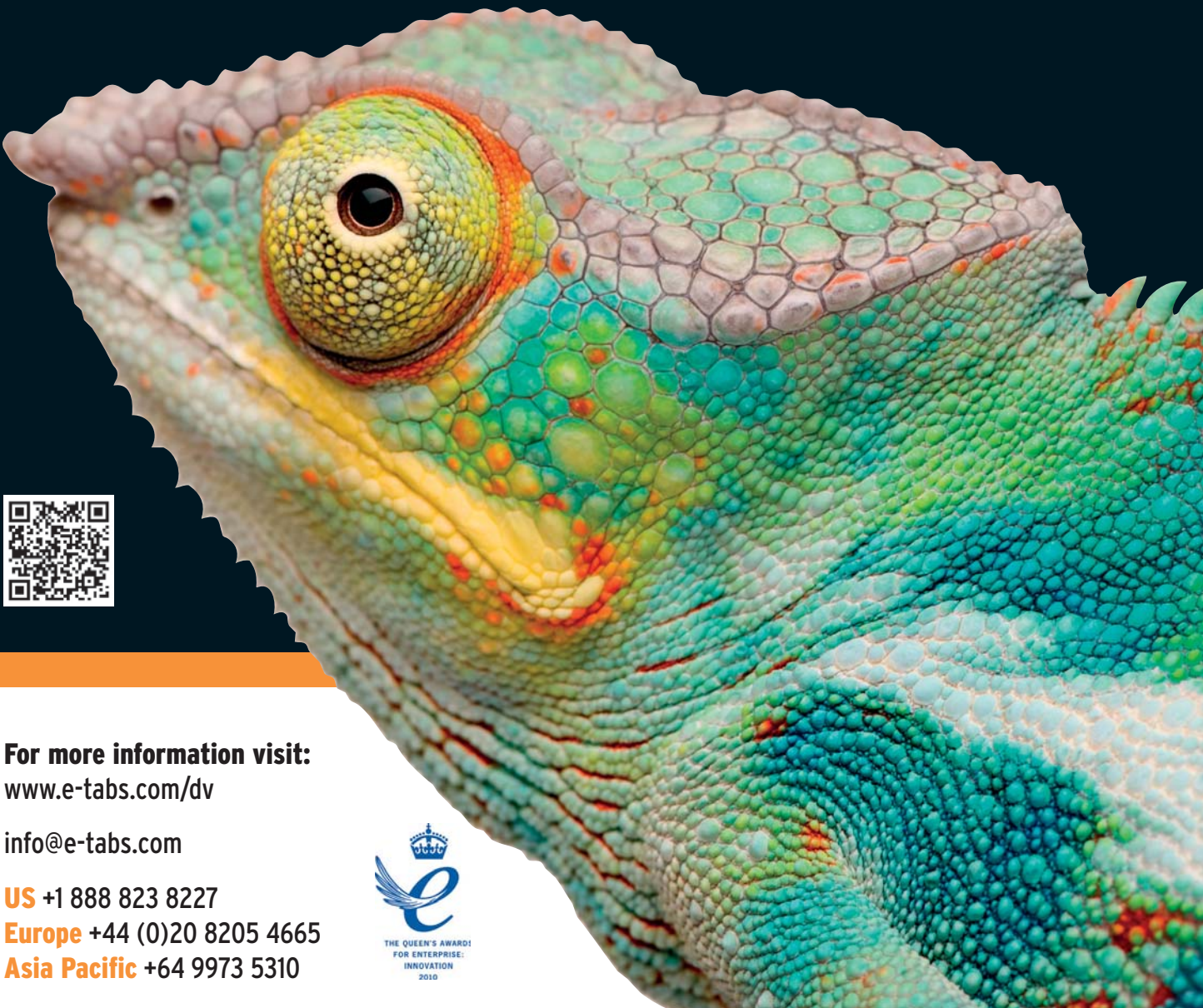
What big data lacks

As big data increasingly competes with surveys as a means of measuring activity and consumer sentiment, there is also a growing awareness of what big data lacks: the ability to offer any externally-validated explanations for the trends and patterns it may reveal. Research, uniquely, can fill that gap by allowing those "why" questions to be asked. Furthermore, market research has the opportunity to get closer to the truth, as the constraints that forced researchers to use open-ended questions sparingly are eased by technology at a time when the public appears more acculturated to free-format opinion-giving, thanks to social media.

Open-ended questions lead to an unlimited set of possible responses, which, in turn, mean richer, unbiased and more explorative information. They are richer because respondents are able to express themselves in their own language and the language used can convey nuance and emotion. They are unbiased because they are not influenced by what the researcher had in mind as possible responses. And they are more explorative because of their diversity.

Open-ended questions range from the "why" that follows nearly every Net Promoter Score 10-point rating scale, to the semi-structured questions that abound in research communities, to developments in mobile and social media research and auto-ethnography.

Researchers accumulate mountains of textual data but many practitioners struggle to find analysis methods that offer similar levels of rigor, consistency and convenience as the time-honored analysis methods they applied to quantitative or qualitative data. Tools are either too basic – such as word clouds – or overwhelmingly complex and take too much effort to apply, such as some of the advanced statistical text-mining tools. Too often they do not integrate well with existing analysis and reporting processes, especially when combining open-ended responses with other survey data.

Two broad approaches

Language allows humans to express the same idea in countless ways and many words have more than one meaning. To extract information from open-ended responses these must be summarized or aggregated in some way. Two broad approaches are possible: statistical or semantic.

The statistical approach means aggregating the raw data in a largely mechanical way, using word and phrase frequencies without worrying about the concepts. Analysis can then be performed on the aggregated data in a variety of ways.

The semantic approach means aggregating intelligently prior to analysis, using concepts rather than the literal words and phrases as its organizing principle. This aggregative process requires human or sophisticated computer intelligence to recognize the ideas.

The semantic approach itself can be applied in one of two ways: either classifying the responses into sets of predefined categories, or performing semantic data exploration. Figure 1 summarizes these approaches.

Figure 1
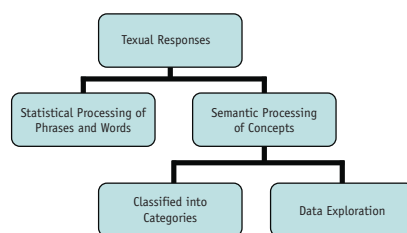
Market researchers have long been using a semantic approach through the largely manual process of categorization or coding, almost to the exclusion of other methods. Mistrust of alternative methods has possibly been reinforced by a lack of understanding of the science that lies behind them. However, statistical and semantic methods, especially when performed using computer software, can offer researchers many advantages. Used in combination, they can yield more insights and can build confidence in the findings.

It's most useful to explore these approaches by examining how they work, how best to apply them and the results they can achieve.

Words and phrases

As humans, we create and interpret text in sentences. For textual analysis, however, it is better to operate in terms of words and phrases. The first step is to produce tables of frequencies. Words and phrases may be defined externally in a dictionary or may be interpreted on the basis of what is found, using spaces and punctuation as delimiters. A complication with survey data is the desire to accumulate frequencies at a respondent as well as an overall level.

Table 1: Word frequency calculations				
Word	Freq	Undup	Stnd	Normal
you	219	125	2.1	18.9
the	191	84	1.5	16.5
life	114	68	0.0	9.9
him	100	42	-0.3	8.7
said	98	40	-0.4	8.5
love	97	32	-0.4	8.4
like	96	34	-0.4	8.3
of	83	28	-0.7	7.2
our	81	23	-0.7	7.0
them	77	16	-0.8	6.7
			0	100

Table 1 focuses on words, though the process is identical for phrases. The first column shows the frequency of that word across all responses. The unduplicated count is the frequency of respondents mentioning that word (or phrase) at least once. Both measures can be useful in interpreting the importance of any word or phrase. The last two columns represent the standardized and normalized frequencies, which are useful measures in sorting and presenting them.

Ideally, in word frequency calculations, researchers should apply editing rules in order to combine words (e.g., "car" and "automobile" to appear just as "car") or to link words that should be considered as one word (e.g., "New York"). Survey researchers should be able to filter these lists by respondent demographics or answers to other survey questions.

More impact

Graphical representations undoubtedly give word frequency data more impact, as the popularity of word clouds demonstrates. In a word cloud, each word's size is proportionate to its frequency. Using different sorting sequences, word clouds can be presented in several ways (see Figure 2).

Word clouds, however, tell us nothing about relationships between
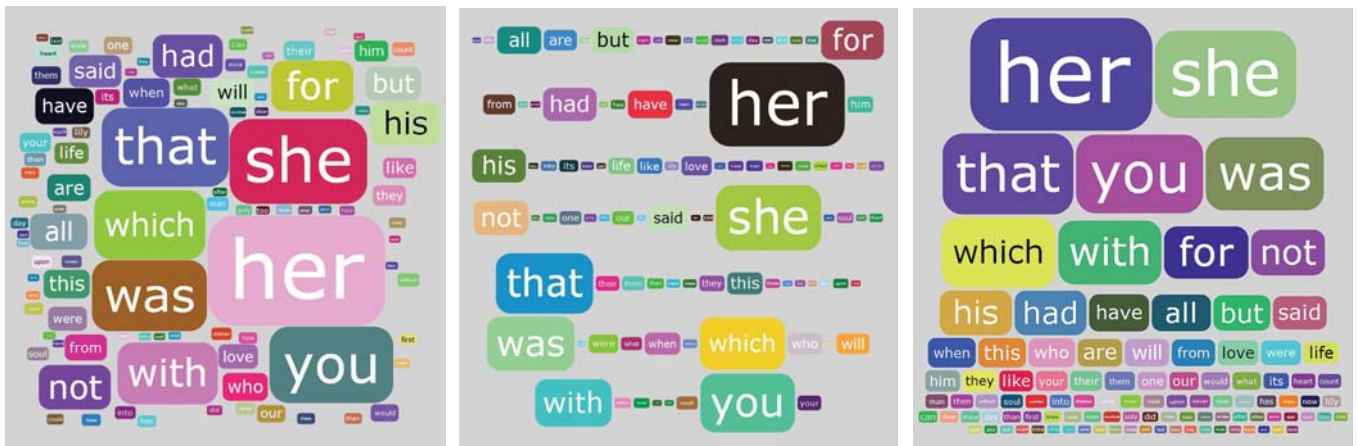
Figure 2: Word clouds are not all the same: Sorting by frequency or alphabetically may be more informative than the usual random shape.

words. By looking at the relative proximity of words, meaningful concepts begin to emerge. This analysis relies on using statistics to impute the proximity between word pairs – how often they occur together or within a few words of each other. Again, there are many useful ways to plot this information beyond the single example presented in Figure 3.

Researchers are usually interested in finding the differences between segments of the populations we are studying. In Figure 4 a different kind of word cloud is used for two different subpopulations in the sample. The words favored most strongly by one group over the other are shown furthest from the center.

A co-occurrence chart goes further by representing the strength of the relationship between words, using frequency of co-occurrence. In this type of chart, the size of the circle shows the frequency of the word and the width of the line linking two words is the frequency of co-occurrence of that pair.

Need to be interactive

For these kinds of tools to have any analytical power, they need to be interactive. Being able to drill down is one such interactive capability that can be used to isolate a word and filter all relationships on that one word, or reveal the context by presenting the original verbatim texts, or both.

These statistical or mechanical methods have the advantages of being fast, not requiring human intervention and leaving results free of any bias that coders or researchers might introduce. They can be a useful first step in analysis but, without a con-
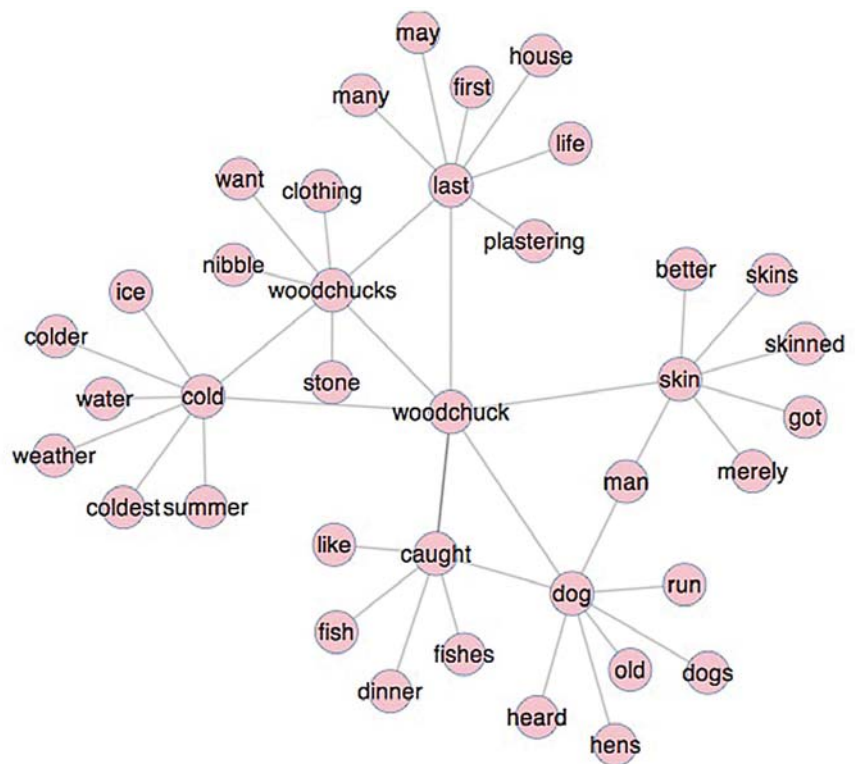
Figure 3: Word proximity charts can start to reveal some basic concepts.

ceptual foundation, what they reveal can be inconclusive.

The alternative semantic approach starts by pre-processing the open-ended data, with either human or computer time to identify concepts, before doing any sort of aggregation. The semantic approach considers a sequence of words as being more than the sum of its parts.

Most market researchers are familiar with this approach as the manual activity of coding. However, the same outcome can now be achieved using computer-assisted or fully automated machine learning methods, saving considerable time and effort. In either case, answers are assigned to categories. The set of categories is conventionally

called a codebook or codeframe and these may be arranged in groups (also called "nets"), giving rise to a hierarchical codeframe.

This method has dominated market research as the principal means of handling open-ended text because the end result is easily analyzed quantitatively. However, this quantification has also limited the kinds of analysis possible. New software-driven approaches that retain a closer relationship with the underlying textual data can now permit more nuanced analysis and insight generation.

Conventional presentations of multilevel coded data, though simple to produce, are not easy to interpret. They
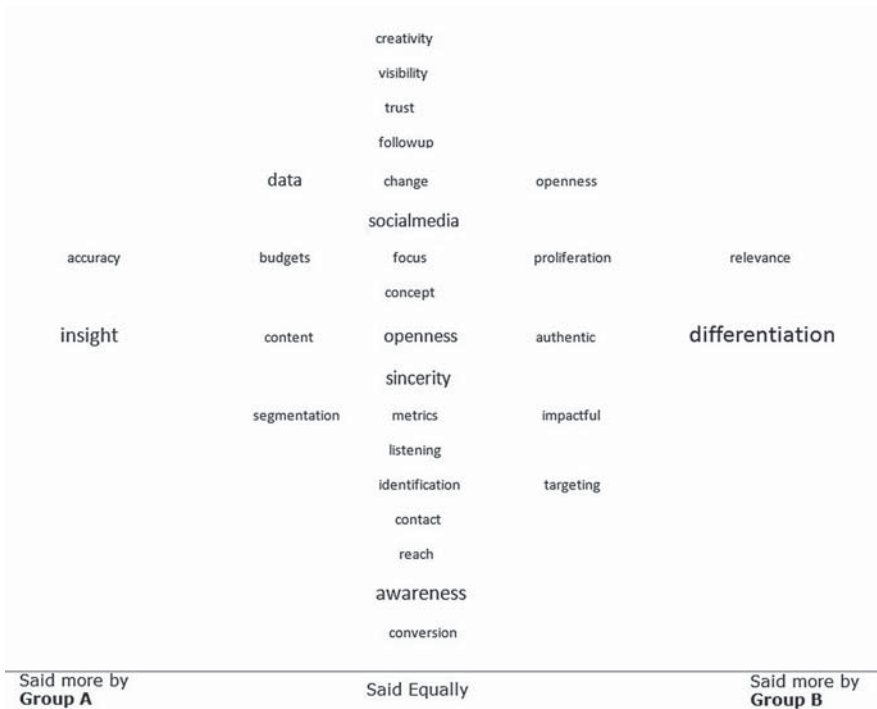
Figure 4: A polarized word cloud, segmented into two sub-populations.

can mask the most important findings. Conventional charts are particularly problematic because the net categories will always dominate and potentially obscure more important observations. Yet, the nets cannot be omitted, as they provide structure to the data.

A better approach is to build a chart around the relationship between the nets, subnets and categories. The charts in Figure 5 exemplify this. In both, the summarizing nets appear in one color (gold) and the elementary categories in another (lilac). Both emphasize two different relationships: that of nets and their child categories, and also that of categories to other categories, which is the comparison that is obscured when using conventional treatments.

It is often in the relationships between different answers or groups of answers where the most valuable insights are found. This can be done, to some extent, by creating a two-way crosstab of the open-ended variable. But, a better approach is to chart these relationships with a co-occurrence map (Figure 6). This allows researchers to go beyond the relative popularity of the concepts (shown by the size of the circle) and identify concepts that are strongly associated as well as those rarely associated in the minds of participants.

Describing the outputs

Data exploration of textual responses falls under the hood of text mining or text analytics: a portmanteau term that includes extracting information using statistical, computational linguistics and machine learning techniques to reveal patterns and trends. Setting aside any defense of the science of natural language processing, it's important to focus on describing the outputs that are useful to researchers.

There are two broad categories of outputs: concept extraction and sentiment extraction. A concept is a generalized idea. Most codeframes perform the task of identifying and isolating concepts. Concept extraction will essentially create the codeframe for you. Sentiment extraction, on the
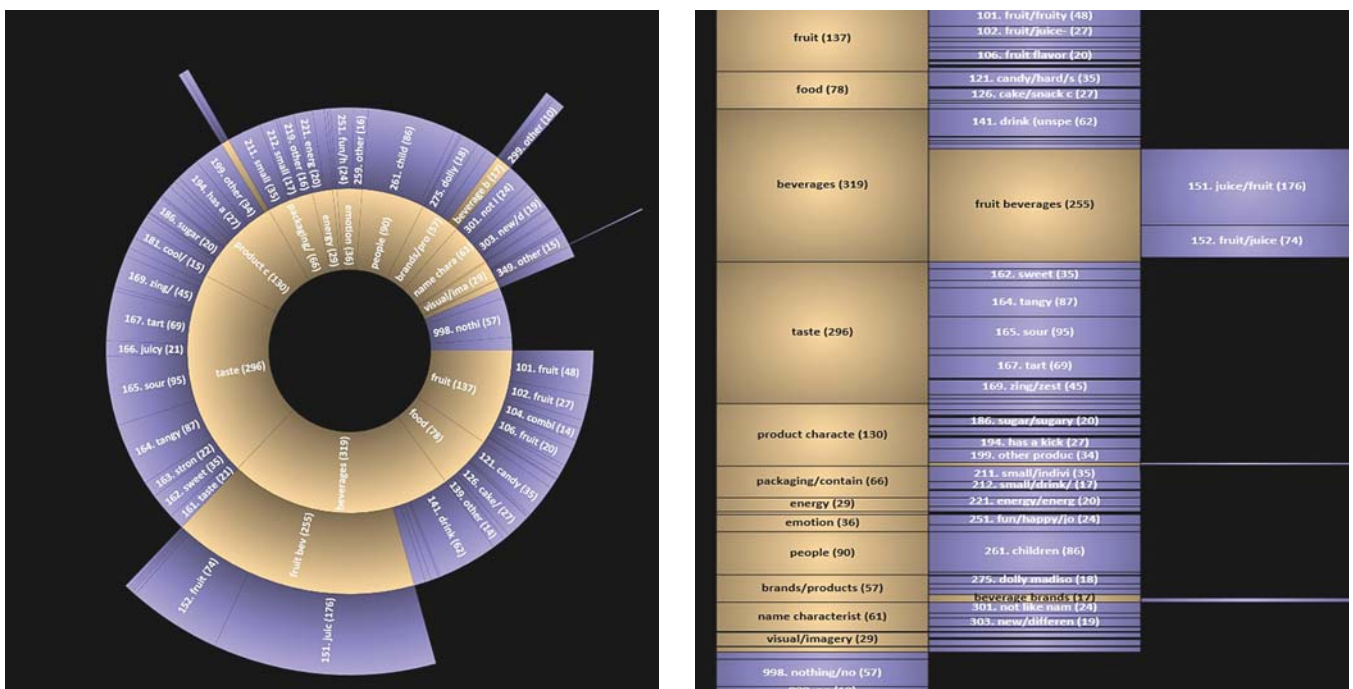
Figure 5: Charts adapted to present hierarchical codeframes and identify grouped categories.
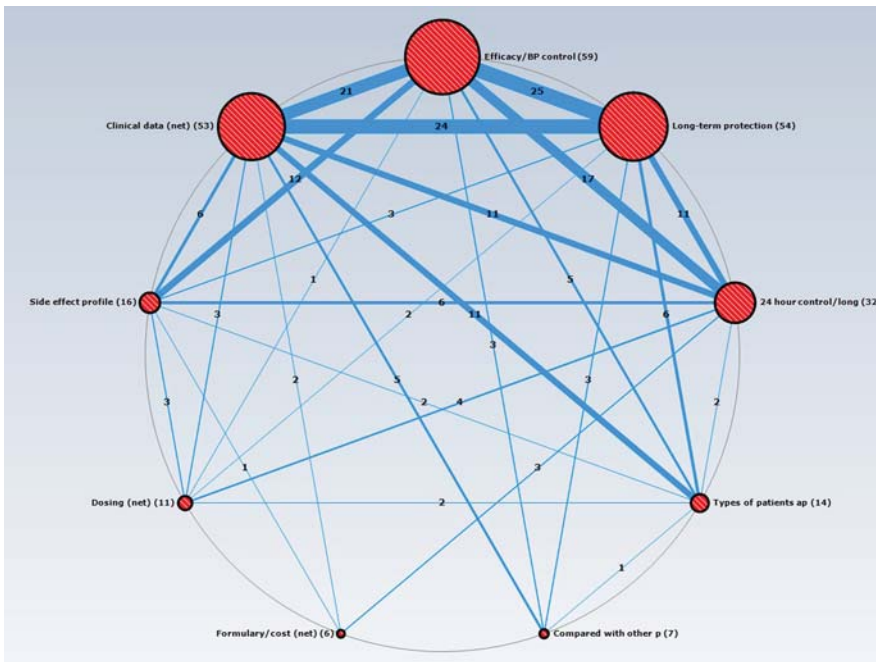
Figure 6: Co-occurrence chart applied to categorized data.

other hand, refers to the identification of subjective information.

For example, a verbatim comment from a Web site survey that reads "I like the current site, there are nice

modifiers (e.g., "nice graphics," "no ambiguity") to derive a score. This can be expressed as a polarized scale (e.g., from -2 to +2, with 0 representing a neutral response). What is

Figure 7: Sentiment topics shown in the context of related counterpart sentiments.

graphics and there is no ambiguity" might yield site, graphics and ambiguity as concepts, whereas the overall sentiment is one of positive affinity. Sentiment extraction takes into account adjectives and other

especially useful is that these scores and categorizations can then be applied to the data and used alongside other data in conventional analysis.

Sentiment analysis can be pushed even further by decomposing the senti-

ment phrase into a sentiment topic (the subject of the sentiment) and a sentiment extract (the feeling towards it). In the current example, this would mean that the sentiment "I like the current site" would be decomposed as sentiment topic = site and sentiment extract = like, and independently of this, the sentiment topic = graphics, sentiment extract = nice. Only a subset of text analysis tools in use today can extract sentiment at a concept level.

Ultimately, such information is only useful if it can be presented clearly, and specialized charts can convey the relationships better than tables or histograms. The example in Figure 7 presents sentiment topics in the context of related counterpart sentiments. What cannot be seen from this static image is the interactive part of the chart that lets the user drill down and explore the relationships between concepts and sentiments, functioning as an analytical tool as well as a presentational device.

Limited information

Statistically processing raw textual responses has the advantage of being fast and easy. However, word frequency data conveys only limited information about concepts and sentiments, making it difficult for researchers to interpret. Processing open-ended responses semantically by creating categories of responses, concepts and sentiments and then manipulating these statistically and presenting them graphically and interactively yields more relevant information to the survey researcher.

Manual and human-assisted coding endures because humans are good at identifying concepts and sentiments and because researchers are so familiar with these processes that their shortcomings, such as coder bias and inconsistency, tend to be forgiven. But the scale of the task facing researchers today is a game-changer. It will mean, for researchers and coders alike, that many of these unfamiliar methods for analyzing text are about to become a lot more familiar. ⓞ

Serge Luyens is vice president of development at Ascribe, a Cincinnati-based provider of technologies to analyze open text responses in surveys. He can be reached at serge.luyens@goascribe.com.

Seeking the full picture

Social media data demands a marriage of high-tech and high-touch

| By Christian Waldheim and Natasha Stevens

snapshot

One approach to social media data analysis sees value in adding a human element to the necessarily tech-based aspects of the process.

Today's social media realm is not for fainthearted marketers. Thanks to social platforms, digital content has already become more participatory – user-generated, highly opinionated – and largely beyond marketers' control.

Mobile devices are accelerating all of these trends; this is the essence of the new social media experience. Consumers compare prices on shopper discussion sites while standing in store aisles. Through reviews and comments, quickly accessed on smartphones, they share good and bad experiences with brands. "Must-have" products are posted via Pinterest on a host of social platforms.

In fact, social media occupies by far the largest proportion – 29 percent – of mobile online time among U.S. consumers, according to GfK's MultiMedia Mentor. The runner-up, e-mail, is lagging at 15 percent.

And social media is at the heart of digital "earned media," in which communications come not through advertising ("paid media") but the passion and knowledge of journalists, bloggers and consumers – all sharing their perceptions and experiences for free. This leads to dialogue and influence among those who would have never "met" in our offline world. In recent GfK research, earned media had the highest levels of trust among consumers, and therefore (one can argue) the greatest value to brands.

With social media contributing to word-of-mouth around brands with increasing breadth and subtlety, it becomes more and more critical that our social media insight toolbox include the capacity for deeper and highly accurate analysis of social media. We are faced with the classic three-way trade-off among speed/scale, cost and accuracy – in which, typically, you can have two but not all three.

We use machine-based approaches to do social media analysis when speed/scale and cost efficiency are more important. But in a growing number of cases, it is critical to opt for the greatest possible accuracy. Automated platforms, for example, can struggle to address important interpretive challenges, such as: complex expressions with embedded irony, sarcasm and

quirks.com/articles • ID 20130809

Introducing Enhanced-Wireless™

- ■ **A new type of wireless sample.**
- ■ **Target wireless individuals, not just geographic areas.**
- ■ **Better demographic representation.**
- ■ **Reduced data collection costs.**

The new **Enhanced-Wireless™** sample from Scientific Telephone Samples (STS) provides researchers with the powerful ability to directly target cellular/wireless individuals and wireless only households. Based upon a very large database of known wireless phones, along with the corresponding names and addresses, this new type of wireless sample is an industry first. Results in the field show high hit-rates on ZIP code, excellent sample efficiency, and significantly increased production rates. STS **Enhanced-Wireless™** samples are also unique in that they can be targeted by demographics as well -- such as age, gender, ethnicity, and income.

A recent study conducted by a client shows that the **Enhanced-Wireless™** sample "provided better demographic representation and a greater incidence of respondents aged 25 and under." **Enhanced-Wireless™** also dramatically improved hit-rates for geographic areas such as ZIP codes or counties, as compared to RDD Wireless sampling. Our client reported that "the greater efficiency of the **Enhanced-Wireless™** sample requires fewer records to be purchased and lower interviewing labor to reach respondents" – resulting in a 20% to 30% cost savings.

These types of positive results continue to pour in. Contact STS at (800)944-4-STS to discuss how **Enhanced-Wireless™** can reduce your wireless data collection costs.

**Try STS Enhanced-Wireless™ and start being more efficient.
Ask us how you can get 25% off your first order.**

STS
SCIENTIFIC
TELEPHONE
SAMPLES

(800) 944-4-STS · (949) 461-5400 · www.stssamples.com · info@stssamples.com

slang; context-dependent sentiments; complex languages; and geographic spillover and multilingual content.

So how can we arrive at a more meaningful approach to social media insights, something that is both scalable and accurate? How can we develop deeper insights from social media to drive market success? We propose a new approach that combines the richness of big data with the subject matter expertise of analysts who can differentiate true, emerging trends from ephemeral ones. This approach, which we call social media insight (SMI), is embedded in decision-making and marketing action at the macro level yet grounded in rigor and accuracy in its development of insights.

The foundation of SMI is an approach that seeks to leverage crowdsourcing technology to produce insights about social media content that are accurate and nuanced yet cost-effective. The SMI process begins with the execution of complex queries of the social media space, customized by channel, to compile a sample of relevant social media content.

We also recruit specially selected and trained local scouts, steeped in the language and culture of the source material. Depending on the assignment, scouts can be sourced from special communities, like medical students or gamers. Scouts review and code these conversations on many di-

mensions that require a subtle understanding of the content, context and flow of discussion. KPIs can include emotion/sentiment, client strategy-based themes, imagery or attributes and context-based indicators of whether the poster is a consumer or a professional. Used in concert with machine-based systems, this approach aims to allow marketers and researchers to "go deep" into social media to develop useful insights.

We have also found that converting social media analysis into intelligence really starts when social media data is linked to other data sources at scale, such as panel data, syndicated studies and tracking or large-scale segmentation datasets. For example, we have had success applying SMI in the GfK Media Efficiency Panel, an end-to-end panel that passively measures household media exposure, Internet traffic and product consumption. In these environments, one actually begins to learn about cause-and-effect relationships between social media and buying behavior in a broad array of categories.

Applied to the real world

So what does this approach look like when applied in the real world? In one recent study, we combined social media analysis with the Media Efficiency Panel described above to understand cosmetics brands. This study began with a standard assay of

social media content about the four leading brands in this space: L'Oréal, Manhattan, essence and Maybelline. The analysis pulled down the URLs and content for over 100,000 posts that mentioned these brands for the period of study. These URLs were then matched to the Internet traffic of panelists to reveal who was exposed to this content and observe the interaction with media consumption and the impact on purchase behavior.

This method yielded "reader"-based estimates of the reach of this content of about 14 million consumers (~140 per post on average). Rather than summing the followers of the posters to get reach, as is traditionally done, the SMI approach gave an independent estimate of what might be considered the "actual" reach. Moreover, because we track consumption in the panel, we were able to estimate that exposure to social media content about a brand is associated with 20 percent more spend on average for those brands.

Finally, scout-based coding can uncover the differential purchase effects of sentiment, theme and even differences between consumer-generated versus professional sourced postings for each brand in the analysis. For example, we observed the effects of elevated consumer-generated content activity flowing from one brand's long-term presence on Facebook.

In another recent study, conducted in China, SMI was able to better understand the impact of social media content on smartphone brands. Among the key findings of this study was an interesting insight about the nature of social media content as a function of the source. While micro-blogs like Weibo (the Chinese equivalent of Twitter) produce a lot of consumer-generated volume, the vast majority of social volume contains no emotional content. Conversely, comments about smartphones posted on streaming video sites are less likely to be consumer-generated but contain much more emotional content. So for smartphones in China, it appears that strategies designed to stimulate video content about a brand may be more effective than trying to increase activity on Weibo. Interestingly, this pattern is not

unique to China; we see similar effects in western markets as well.

When we examined the main theme of social comments in China for each of the brands in this study – HTC, Apple, Huawei and Samsung – we found that the focus of discussion about Apple and HTC is more about the brand and advertising and the general tone of that discussion is more positive. Discussion about Samsung and Huawei is more likely to be about their devices and can be more critical in tone. For example, this should give those in charge of the HTC domestic brand some encouragement that their advertising and brand messages are resonating in a manner similar to the revered Apple brand.

Finally, in a study of automotive brands in Germany, SMI was able to track the almost viral nature of social media discussion about the Audi brand. In a country where there are three very strong domestic luxury brands – Audi, BMW and Mercedes-Benz – all three have a similar overall share of voice. But the mixture of content for Audi "challenger" brand leans much more to mass social sites like Facebook, while Mercedes-Benz is stronger on more narrow channels like forums and similar Web sites. So when we look at the source of Audi discussion, it is much more likely to be consumer-generated than the other brands in the market, even more than for another brand whose strategy is specifically targeted at driving earned media. Clearly, Audi is making very effective use of social media to drive its brand.

Full alignment

This approach brings the ability to develop insights about social media into full alignment with abilities in traditional media like TV and print. The lessons for marketers and researchers are clear. Brands face a new world of communications and relationship-building in our digital world and social media, abetted by mobile technology, is playing a major role in this user revolution. In order to maximize the value of social media, we must be able to go deep in our analysis, on a global scale, to produce insights that will drive brand success. ⓞ

Based in Vienna, Christian Waldheim is head of GfK's global social media intelligence center. He can be reached at christian.waldheim@gfk.com. Based in Boston, Natasha Stevens is a senior practice leader in GfK's digital market intelligence group in North America. She can be reached at natasha.stevens@gfk.com.

A temporary outage?

New strategies are needed to restart energy efficiency efforts

| By David C. Lineweber
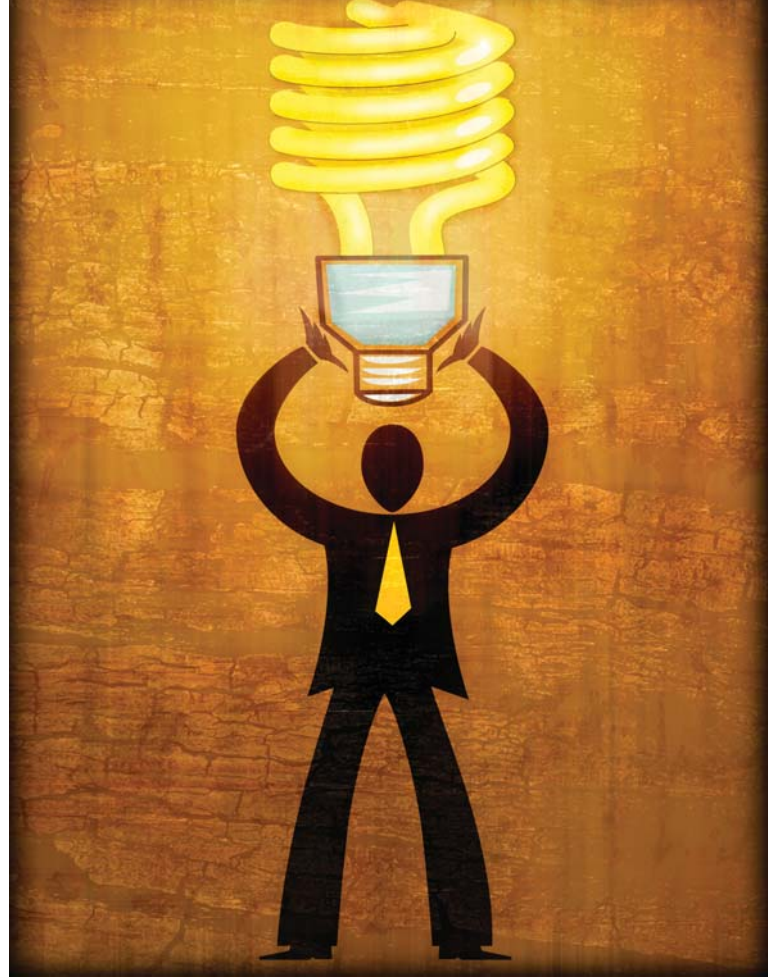
snapshot

The author explores research that uncovered reasons why energy efficiency efforts have stalled and offers strategies to adapt them to consumers' mind-sets and economic situations.

Many electric and gas utilities in the U.S. have been talking to their residential customers about the value of energy efficiency for more than 20 years now. Part of this communication has been to explain the notion of energy efficiency and to persuade customers that more efficient appliances really do save energy – and money – over time. Beyond this, they have also needed to explain that higher energy efficiency is really good for everyone, in large part because it reduces the need to develop new sources of electricity generation.

Over that same time period, utilities have also offered customers a number of direct financial incentives that were designed to encourage customers to acquire those more efficient appliances when they added or replaced appliances or implemented other energy use measures that would help them to reduce their use of electricity and natural gas. Chief among these incentives have been a series of rebates that were designed to reduce the total purchase price of energy-efficient appliances, light bulbs and other, similar measures.

Recently, however, some U.S. utilities have begun to notice a number of things about these marketplaces:

• While many customers choose to adopt higher-efficiency appliances, it is still the case that not all do so and it has been increasingly difficult to change the behavior of those who resist such measures.
• At the same time, the customers who adopt higher-efficiency appliances (and who use utility-provided rebates to do so) tend to do so over and over again with each new appliance they purchase.
• More and more residential customers are saying that they are "doing all that they can already" to effectively manage their energy use and to be as efficient as possible in their use of energy.

The clear implication here is that this may be (at least in some parts of the country) a

quirks.com/articles • ID 20130810

maturing market for energy efficiency. Many customers believe in energy efficiency in a fundamental way and make purchases – and take day-to-day actions – that are consistent with those beliefs. While many of these customers use utility rebates to reduce the cost of energy-efficient purchases, those rebates may no longer be necessary for this population (since they would have purchased the higher-efficiency options even without the rebate). Alternatively, there is a group of people who, for some reason, tend to resist the pursuit of energy efficiency objectives or simply do not have the resources to do so.

Explain the value

Historically, the approach that most utilities have taken to marketing energy efficiency has been on what might be called education – attempting to explain the value of energy efficiency and the value of utility programs in helping customers to achieve efficiency goals. Perhaps, however, simple education is no longer enough and a revised approach that recognizes the different situations that customers are in would be more appropriate at this point. Let's look at the data and explore some new options.

Table 1 reports some basic attitudinal information for electric utility customers in a group of Western states (including California, Oregon, Washington, Colorado and Arizona) that have been actively promoting energy efficiency for many years – in some cases for more than 25 years. The table reports the proportion of respondents from a survey conducted in late 2012 that rated each item as top three-box (8-10) or bottom three-box (1-3) for

Figure 1: Which Best Describes How Your Household Manages Energy Use?

- We consistently and actively look for ways to limit our use every single day
- We try to limit our use but are not as consistent as others may be
- Limiting our electricity use is not really something we worry about

Figure 2: How Has Your Energy Use Changed Over the Last 2-3 years?

- Gone down   - Not changed   - Gone up

a selected set of attitudinal measures. (The survey was sponsored and conducted by YouGov America and included 600 U.S. adult heads of household who were directly billed for electricity service.)

The takeaway here is that a plurality of customers say that they care about, and are informed about, energy costs and energy efficiency. Most of these customers also tend to believe that their utility should be promoting energy-efficiency programs, while only a small percentage (14 percent) say that a lack of information inhibits their ability to be energy efficiency in their own home.

But how do these attitudes translate into behavior? In Figures 1 and 2, we see that nearly half of these customers say they "consistently and actively" look to reduce their energy use every day, while almost no one says that limiting energy use is not really something they worry about. As a consequence, most customers report that their energy use has either gone down – or at least not changed – over the course of the last two-to-three years.

Table 1: Basic attitudes relating to energy efficiency

	Top 3 Box	Bottom 3 Box
You regularly review your energy usage, looking for ways to save on costs	38%	13%
You are very well informed about issues having to do with energy efficiency	39%	7%
A lack of information about how your home uses energy is the most important reason why you have not done more to try and save energy	14%	51%
You are very concerned about the environmental impacts of generating electricity	36%	21%
It is important that your electric utility actively encourage customers to participate in energy-saving programs	41%	15%

Figure 3: Top 3-Box Proportions of Respondents who Say They Would Select the Higher-Efficiency Model of Each Appliance at a 3-Year Payback
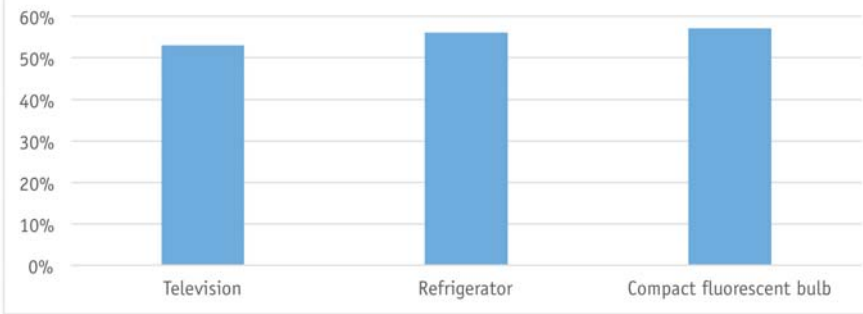
Still an open question

While customers claim so far that they are already doing a good deal to pursue energy efficiency in their day-to-day lives, there is still an open question about whether they will purchase energy-efficient appliances on their own in the future.

Figure 3 reports top three-box responses for questions around the likelihood that respondents say that they would actually choose to purchase a more energy-efficient version of an appliance. For these questions, survey respondents were told that they could purchase the more efficient model of each item at a higher cost or a standard-efficiency version of each appliance at a lower cost. With the inclusion of a utility rebate, the higher cost of the more efficient option would be recaptured in no more than three years.

As Figure 3 suggests, the findings are quite similar across different electric end uses. In each case, whether for major appliances or compact fluorescent bulbs, just over half of respondents say they would purchase the more efficient option if the payback was more than three years.

But realistically, do utility rebates really change customer behavior? Would the people who say they would purchase the more efficient options still make that decision even without the rebate? There is at least some evidence to suggest that this is true. In other questions, we found that – among the people who had received a utility rebate for purchasing a more energy-efficient appliance – only 24 percent said that they bought something different than they had planned to buy in order to receive the rebate. Most of the people who receive energy efficiency rebates,

in other words, do not appear to require those rebates in order to purchase the more efficient appliance options. They would, for the most part, have probably purchased them anyway.

What's going on?

So, given all that utilities have done on this issue, and all of the other changes that have gone on in other contexts that might affect customer choices in this category, what appears to be going on in customer thinking about energy efficiency?

- A plurality of customers say that they care about their energy use and believe that their utility should be encouraging customers to be more energy efficient.
- Most also say that information about energy efficiency is not a barrier to their actions in this category.
- Most also say that they really do pursue energy efficiency on a day-to-day basis.

If all that is true, however, why do only just over half of customers say that they would purchase more efficient end uses if those products had a payback period of three years? Should utilities continue to work on creating more awareness of the benefits of energy efficiency or is some other tactic appropriate at this point?

Additional data from our survey points to two issues that are contributing to the less-than-overwhelming adoption of energy-efficient end uses, neither of which can be addressed by building more "awareness."

1. The absolute cost of higher-efficiency options. The reality is that in this age of fast-food dollar menus

Figure 4: Top 3-Box Attitude Proportions by Political Orientation

Figure 4: Top 3-Box Attitude Proportions by Political Orientation
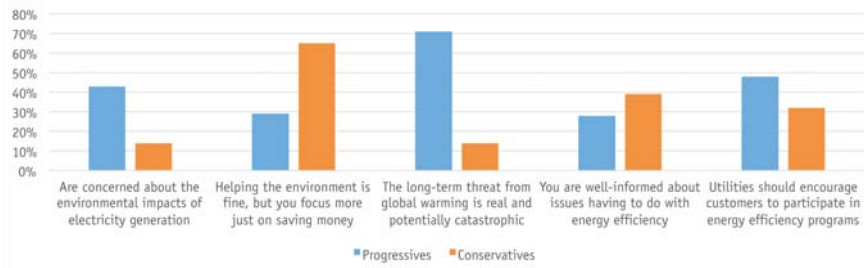
and slow economic recovery, many U.S. households are still facing very constrained financial situations. Consistent with this fact, in response to an open-ended question in our survey about reasons why their household has not taken more actions to be energy efficient, for example, the most common answer by far was "inadequate funds."

As a result, at least for some portion of the population, as long as there is some incremental cost in the near term to adopting more energy-efficient options, those options will be off the table. The implication for utilities here is probably obvious. Offering rebates or other incentives that "buy down" payback periods to three years, or even one year, will not be sufficient. Until more efficient options are equivalent in cost to the options that these customers would otherwise select, then these more price-sensitive customers cannot be expected to select the more efficient options.

2. The impact of political ideology. It is also important to recognize that some customers simply do not support the adoption of more energy-efficient technologies, especially for reasons associated with environmental impact. It is not the

case that these customers see themselves as less informed about these issues; quite the contrary. They simply do not believe in the importance of energy efficiency or its environmental benefits.

As Figure 4 suggests, when we parse customers into broadly liberal/progressive and conservative groups, based on their expressed political preferences, we find that these groups differ significantly on their attitudes on these issues.

Conservatives, not surprisingly, are less likely than progressives to be concerned about the environmental considerations that progressives typically see as some of the primary reasons to pursue energy efficiency. This is not because conservatives are less informed on these issues, however. In fact, conservatives are more likely to rate themselves as better-informed on energy efficiency.

Consistent with these attitudes, conservatives are also, on average, 20 percent less likely to say that they would adopt a variety of – higher-cost – energy efficiency measures at the three-year payback we tested. A total of 65 percent of progressives, for example, say that they would install a compact fluorescent bulb, given a three-year payback, while only 43

percent of conservatives indicate that they would take the same action.

Taking reasonable steps

While there is clearly some additional room for increasing customer awareness of the potential benefits and value of energy efficiency, it may be the case that – at least in more mature energy markets – the portion of the customer population for which these are real gaps is small. In fact, most customers think that they are reasonably well-informed about these issues (whether or not their assessment is accurate) and they also believe that they are taking reasonable steps to actually be energy efficient.

This is not true for everyone, however, but at least for some of the groups that are not as focused on energy efficiency, more education is not likely to make much of a difference. For those with very restricted budgets, the bottom line is that highly energy-efficient options that have even small cost margins over viable alternatives are not going to be acceptable. Unless utilities, or other market actors, can reduce the differential cost of more efficient end uses to zero, then adoption of these options within the very price-sensitive segment is likely to be very limited.

Additionally, education is not likely to change the view of conservatives on the value of adopting more efficient end uses. The issue is not that they are unaware of these options; rather it is more the case that they simply do not see the value in adopting those measures (in particular, they do not see much value in the claimed environmental benefits of energy efficiency). In order to win over this group to implementing higher-efficiency options, utilities will likely need to focus on more hardcore cost savings assessments – demonstrating clearly that energy efficiency investments make sense because they can save people money – and without resorting to "softer" societal benefits. Q

David C. Lineweber is managing director of YouGov America, a Portland, Ore., research firm. He can be reached at 503-575-7839 or at david.lineweber@yougov.com.

Shed some light

Social media mining examines consumer attitudes on energy

| By Danielle Pederson and Maggie Miller

snapshot

How one company used social media mining to explore the public's views on energy and conservation.

In 1887, U.S. inventor Herman Hollerith built an electric tabulation machine to assist with the 1890 Census. While the 1880 Census took eight years to complete, the 1890 Census, with the help of Hollerith's tabulation machine, was completed in only one year. Hollerith's pioneering use of the then-burgeoning technology (electricity), along with his groundbreaking work in numerically-coded data, created a tremendous new platform from which to gather and analyze data from 64 million U.S. citizens in 1890.

Today, while we measure our ability to accomplish similar tasks in nanoseconds, it certainly is interesting that the core technologies utilized by Hollerith's tabulation machine are just as prevalent in the capture, analysis and presentation of massive amounts of information – electricity and coded data. With Hollerith in mind, this article will focus on using today's burgeoning technology (social media research) to analyze the public's views on energy.

Today's energy discussion

Clearly, today's energy discussion revolves around elements that were not contemplated in the days of Hollerith and his electric tabulation machine. Back then, people were more concerned with the incredible growing applications of electricity. Unfortunately, Hollerith hadn't yet stumbled on a solution to electronically store his data, as the entire 1890 Census was destroyed by fire in 1921.

More than a century after Hollerith's invention, the world of big data is just hitting its stride. We now know we can collect, analyze and use this large amount of information, from forecasting financial markets and political elections to accurately predicting the winner of a reality show weeks in advance. Social media research allows us to find out what consumers are saying about virtually any topic, even electricity, natural gas, energy conservation and certain light bulbs. Through this type of research, we can uncover real insights on the utilities industry and track consumer opinion on related issues.

quirks.com/articles • ID 20130811

BRAND MANAGEMENT ▶ SOCIAL MEDIA ▶ CONSUMER SATISFACTION ▶ QUALITATIVE ▶ ONLINE RESEARCH

CONSUMER INSIGHTS ▶ MOBILE ▶ COMMUNITIES ▶ B2B RESEARCH

research & results 2013
THE MARKET RESEARCH SHOW

23 – 24 October
MOC Convention Center
Munich · Germany

BILINGUAL
ENGLISH
GERMAN
Simultaneous Translation

The leading international trade show for market research

Exhibition • Workshops • Guided tours

Free admission
for registered visitors

Register online now!

Main Sponsor

research now™

www.research-results.com

Many different outlets

In today's society, there are many different outlets for consumers to share their opinions. Views are shared on many different online networks, spreading through virtual word-of-mouth. Using Infegy's social media research platform Social Radar, we can look inside conversations about going green in terms of energy use. From these conversations, we can further examine how consumers perceive energy conservation.

To obtain this data, we looked back into related conversations posted over the last year. We can search the system to focus our analysis around specific comments related to certain ways to save energy, with each query capable of analyzing millions of individual comments and opinions. Because of the high volume of data posted to the Web via blogs, social networks, forums and more, traditional manual analysis is impractical at best, impossible at worst. Social Radar is designed to automate the examination process and interpret written language.

Speaking favorably

First, looking broadly at conversations around energy conservation, we see that sentiment is 85 percent positive, meaning people are speaking favorably about the phrase. Sentiment measures the percentage of commentary about the phrase that is positive, negative or mixed. In the sentiment chart in Figure 1, red shows negative conversation, yellow mixed and green positive.
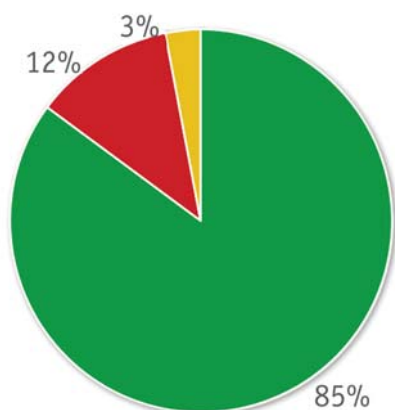
Figure 1: Energy Conservation Sentiment Analysis

We can dig deeper into these conversations about green energy use by extracting specific topics and points of influence within these conversations.

By doing this, we can pull specific energy-saving tips that conversation-starters are sharing. Many of these tips involve replacing household items to prevent cold or hot air from passing through, such as doors, windows, curtains and insulation. Another suggestion to cut down on energy use is to keep an eye on the temperature of the house. Keeping the temperature steady uses less energy than constantly adjusting the A/C or heat, therefore reducing heating and cooling costs.

A dominant topic

When we drill into the data even further, we see the words "money," "cost," "efficiency," "heat" and "help" are largely associated with energy conservation. From this, we can see price is a dominant topic within these online discussions. People having these discussions online talk about their goals to lower heating and cooling costs and save energy all at once.

Many of the conversations perceive saving energy and saving money as hand-in-hand. Not only are consumers going green, it appears they're also saving green. The concept of cost is mentioned in 37 percent of dialog surrounding energy conservation, while the word "expensive" is present in 7 percent of negative posts. This shows consumers recognize that while some of these energy-saving tips save money in the long run, they can be expensive to execute.

As mentioned above, the majority of content online around conserving energy is positive. Figure 2 shows the most positive words mentioned within that dialogue. The word "efficient" is present in 20 percent of positive posts, showing consumers value efficiency and see it as an integral part of saving energy. "Consistent," "cool" and "clean" are each seen in 14 percent of conversations. From this, we can infer these words are being used most frequently when discussing and sharing tips for keeping home temperatures consistent when it comes to heating, ventilating and cooling. Keeping air filters clean can increase the efficiency of heating and cooling systems. A dirty air filter will slow down airflow and make the system work harder to maintain a good temperature.
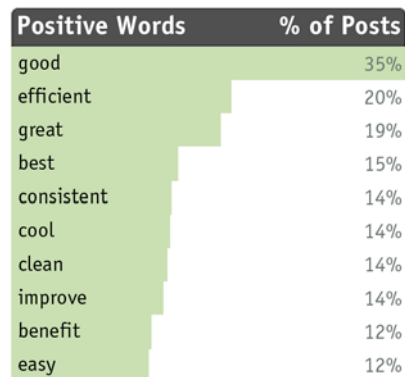
Figure 2: Energy Conservation Positive Words Chart

A related subject

Building a substantial amount of conversation online is a related subject, LED lights. A push for adoption of LED light bulbs is underway – and for good reason: a longer bulb life span, less energy consumption and increased effective brightness. The catch for all of these upgrades is the higher upfront cost. LED light bulbs are more expensive than CFL or incandescent bulbs but they add and sustain value in the long run.

Especially today, consumers are mindful about using environmentally-friendly products but are also more conscious with their spending habits. Since the price is higher than most bulbs, what feature, out of the three mentioned above, draws Americans to these new light bulbs? The research shows that people are most passionate about the bulb consuming less energy. As you can see from the discussion topics displayed in Figure 3, people are talking positively about efficiency. The dominant word "save" shows the focus on saving energy.
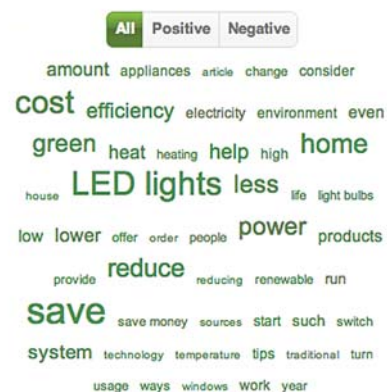
Figure 3: LED Light Bulbs Discussion Topics

Deeper content analysis

When referencing passion, we utilize our social analytics offering, which requires deeper content analysis. Teaching the technology to understand grammar and context goes a long way to further refine a computer's ability to interpret language. Passion is a computed score judging how passionate references to the query tend to be. For example, "I love LED bulbs. They are much more efficient!" is more passionate than "I like LED bulbs." This score is based on emotional language usage like this, as well as overall sentiment occurrence and the difference between positive and negative usage.

People discussing LED light bulbs online are not very passionate about the brightness of the bulbs but still speak positively about them. In fact, conversations surrounding the brightness of the LED bulbs are referenced with 90 percent positivity. The same goes for consumers discussing the increased life span of LED lights; conversations about the life span are less passionate but very positive, at 92 percent positivity. People realize that while these light bulbs cost more money than a CFL bulb or an incandescent bulb, they also last longer.

Gaining intelligence from this research, advertisers can utilize this information to emphasize the strong qualities people enjoy about LED light bulbs, like the longer life span. If advertisers spotlight the extended life of LED bulbs, there is a high probability potential buyers will be more willing to spend a few extra dollars upfront instead of spending less money and replacing the bulbs more often. In the long run, time and energy are saved, which is attractive to consumers.

Immensely advanced

This massive amount of conversation happening online every day allows marketing firms, advertising agencies and enterprises to take advantage of social data-generated insights. Since the creation of Herman Hollerith's groundbreaking platform, the processes and platforms utilized for gathering and analyzing data have become immensely advanced. Today the possibilities and opportunities big data offers are astounding. We have come a long way since Hollerith's electric tabulation machine and the advantages the future holds for social media research are bound to be extraordinary. Ⓞ

Danielle Pederson is vice president, marketing, at Infegy, a Kansas City, Mo., research company. She can be reached at 888-243-3346 or at danielle@infegy.com. Maggie Miller is vice president, marketing, at Infegy. She can be reached at 816-494-1644 or at maggie@infegy.com.

Names of Note

■ Television production firm *Shine America*, Los Angeles, has named **Rob Hughes** vice president, marketing and **Kevin Ivey** executive director, research.

■ **Rajan Sambandam**, chief research officer at *TRC Market Research*, Fort Washington, Pa., has accepted a position as adjunct associate professor of marketing at *Columbia University*, where he will teach a marketing research course.

■ Atlanta research firm *CMI* has added **Brian Lunde** as vice president, client solutions, customer experience practice leader; **Joe Retzer** as vice president, advanced analytics; **Danielle Porreca** as senior qualitative manager; and **Holly Teresi** as senior project manager.

Porreca

Teresi

■ *The Association of Magazine Media*, New York, has tapped **Anthony Sarcone** as its senior vice president of marketing initiatives and insight.

■ *Communications for Research Inc.*, Steelville, Mo., has added **Sarah Dunham** as project manager and **Seth Green** as programmer.

■ Newton, Mass., research firm *On The Spot Systems Inc.* has named **Chip Matthes** as its new chief technology officer.

■ **Patrick Cassady** has been named senior vice president of worldwide sales at Cincinnati research firm *Ascribe*.

■ Research firm *Insight Health US* has appointed **Angela Wheeler** as CEO of its new Chicago office. Wheeler is joined in the Chicago office by newly-named account manager **Becky Jungbauer**.

■ *SIS International Research* has named **Mandy Pan** as manager of business development in the Asia-Pacific region. She will be based in the company's APAC regional headquarters in Shanghai.

■ *NASCAR* Director of Consumer Research **Robert Graff** was appointed president of the Great Lakes Chapter of the *Marketing Research Association* for a one-year term.

■ Mumbai research firm *MRSS India* has added **Kalyan Karmakar** as advisor, consumer insights.

■ Scottsdale, Ariz., research firm *Blueocean Market Intelligence* has named **LeeAnn Hickey**, **Ellen Guggenheim** and **Phil Horan** vice president, client development. Hickey will be based in Dallas while Guggenheim and Horan will be based in Chicago.

■ **Heather Briggs** has been promoted to vice president of consumer insights and market research at *Hyatt Hotels Corporation*, Chicago.

■ Encino, Calif., research firm *uSamp* has named **Matt Fratturelli** assistant vice president of research solutions, **Carl Nielson** director of research solutions, **Richard Merrick** new business director in the U.K. and **Franck Pernez** sales director for uSamp France.

■ **Tom Krause** has joined *Gongos Research*, Auburn Hills, Mich., in the newly-formed position of vice president, client service. The company has also appointed **Andrea Hicks** as research director.

Krause

Hicks

■ **Mathias Giloth** has assumed operating and personnel responsibility for media control at *GfK International GmbH*, Nuremberg, Germany, succeeding **Ulrike Altig**, who left the company in July at her own request.

■ New York researcher *Ipsos* has added two to its strategy partner group, naming **Stephane Goldsand** and **Jasper Snyder** to the post of vice president, global strategy partner.

quirks.com/articles
ID 20130812

CALENDAR OF EVENTS

Worldwide Business Research will hold a conference, themed "Next Generation Customer Experience Canada," on September 17-18 in Toronto. For more information visit www.the-customer.ca.

The International Quality and Productivity Center will hold a conference, themed "Big Data Exchange," on September 22-24 in San Francisco. For more information visit www. bigdataexchange-usa.com.

ESOMAR will hold its annual congress on September 22-25 in Istanbul, Turkey. For more information visit www. esomar.org.

The Mystery Shopping Providers Association will hold its annual conference on September 24-26 at the Marriott Riverwalk in San Antonio. For more information visit www. mysteryshop.org/events.

The Center for Pricing and Revenue Management at Columbia Business School and Chicago-based Information Resources Inc. will present "Pricing Analytics: the Art and Science of Profitable Growth," a two-day educational program, on October 2-3 on the Columbia University campus in New York. For more information visit www8.gsb.columbia.edu/ execed/program-pages/ details/590/PA.

Richmond Events will host a conference, themed "The Market Insight Forum," on October 3 at The Harvard Club in New York. For more information visit www. us.marketinsightforum.com.

The Council of American Survey Research Organizations will hold its annual conference on October 7-10 at the Four Seasons Westlake Village in Los Angeles. For more information visit www.casro.org.

The Merlien Institute will hold a conference, themed "Market Research in the Mobile World Europe," on October 8-10 in London. For more information visit www. mrmw.net.

Sawtooth Software will hold its annual research conference on October 15-18 in Dana Point, Calif. For more information visit www. sawtoothsoftware.com.

The Qualitative Research Consultants Association will hold its annual conference, themed "Mission: Exploration," on October 16-18 at the Hyatt Regency Mission Bay in San Diego. For more information visit www.qrca.org.

The Pharmaceutical Marketing Research Group will hold its annual meeting of The PMRG Institute on October 20-22 at the Hyatt Regency Jersey City in Jersey City, N.J. For more information visit www.pmrg.org.

IIR will hold its annual conference, "The Market Research Event 2013," on October 21-23 at the Gaylord Opryland Hotel in Nashville, Tenn. For more information visit www. themarketresearchevent.com.

Research & Results will hold its annual conference on October 23-24 at the MOC Convention Center in Munich, Germany. For more information visit www. research-results.com.

IIR will hold its international shopper insights in action event on November 5-7 at the Corinthia Hotel in Prague, Czech Republic. For more information visit www.iirusa. com/insightsintl.

The International Quality and Productivity Center will hold a conference, themed "Big Data Business Forum," on November 13-15 in San Francisco. For more information visit www. bigdatabusinessforum.com.

ESOMAR will hold its qualitative research conference on November 17-19 at the Westin Valencia in Valencia, Spain. For more information visit www.esomar.org.

The Mystery Shopping Providers Association will hold its annual Asia-Pacific conference on November 18-20 in Singapore. For more information visit www. mysteryshop.org.

ESOMAR will hold a research forum, titled "The Future of Mobility," on November 19-20 at the Westin Valencia in Valencia, Spain. For more information visit www.esomar.org.

The Neuromarketing Science and Business Association will hold its annual world forum on March 5-7 in New York. For more information visit www. neuromarketingworldforum.com.

The University of Texas at Arlington (UTA) will hold its annual conference, themed "A New Model for the Marketing Research Industry?", for alumni of its Master of Science in Marketing Research program on April 3 at UTA. For more information visit http:// msmralumni.org.

Research Industry News

Acquisitions/transactions

■ Nuremberg, Germany-based **GfK** has acquired **Sensemetric Web & Social Media Mining GmbH**, a company that has developed a crowdsourcing digital platform for conducting social media analysis. Sensemetric will be integrated into the operations of GfK and its new social media intelligence center, based in Vienna. Christian Waldheim and Florian Schütz, formerly managing directors of Sensemetric, will head up the Social Media Intelligence Center.

Separately, GfK has expanded its network in the U.S., Germany and the U.K., increasing to 100 percent its shares in subsidiaries **GfK Etilize**, **media control GfK International** and **GfK UK Entertainments**.

Alliances/strategic partnerships

■ Vancouver, B.C., research firm **Vision Critical** has partnered with **Nox4Think**, a Sao Paulo, Brazil, research company, to resell Vision Critical Insight Communities to clients and prospects throughout Brazil.

■ **MARS Advertising**, a Southfield, Mich., shopper marketing company, has formed a partnership with

Concentric, a provider of agent-based modeling software applications for marketing simulations, under which one of Concentric's software platforms will be integrated into a new MARS marketing service offering called Compass.

■ **Lightspeed Research**, Warren, N.J., has licensed the Beacon market research platform developed by Fresno, Calif., research firm **Decipher** and will use Beacon for its survey programming and reporting capabilities.

■ Singapore-based **Pulse Group** and Chicago-based **Over the Shoulder Inc.** announce a strategic alliance that will connect Pulse's consumer panelists across 17 Asia-Pacific markets to Over the Shoulder's smartphone-based platform.

■ Research firms **Thumb Inc.**, Red Bank, N.J., and **Ypulse Inc.**, New York, have merged. With its experience in research, strategy and technology, Ypulse will leverage Thumb's mobile social network and feedback platform to help marketers listen to and learn about youth. Dan Kurani, founder of Thumb, will continue as co-founder, board member and chief digital officer of Ypulse Inc. His co-founder Michael Melli will continue as vice president of engineering.

Association/organization news

■ **NASCAR** director of consumer research Robert Graff has been appointed president of the Great Lakes Chapter of the **Marketing Research Association** for a one-year term.

Awards/rankings

■ **Steven Cohen**, co-founder and partner of Needham, Mass., research firm in4mation insights,

has been inducted into the Market Research Council Hall of Fame.

■ Phoenix-based **Blueocean Market Intelligence** has won a 2013 Bees Award for its proprietary Social Media Effectiveness Index in the category of "Best Social Media Marketing Theory." The Bees Awards is a social media competition honoring communication and marketing professionals.

■ **Tinesha Craig** and **Chad Hinkle** from Chicago research firm Insights in Marketing's i-on-Women team won the 2013 best speaker award at the annual Marketing to Women Conference for their presentation, "I Am More Than My Age & Life Stage: Using Psychological Profiling to Better Understand Her."

■ **Kristin Luck**, president of Fresno, Calif., research firm Decipher, received the **Marketing Research Association**'s 2013 Impact Award in June. The annual award recognizes industry professionals who demonstrate "tremendous vision, leadership and innovation, within the past year, that has led to advances in the marketing research profession."

■ **Geoscape**, Miami, has been named by the **Asian American Advertising Federation** (3AF) as its 2013 Marketing Research Partner of the Year. Honorees were recognized at 3AF's annual Asian Marketing Summit.

New accounts/projects

■ Tampa, Fla.-based **Vanity Fair Licensed Sports Group**, a division of global apparel and footwear firm Vanity Fair Corporation, has retained Tampa research firm **Study Hall** for in-market ethnography and shopper behavior research with

quirks.com/articles
ID 20130813

male shoppers. To better understand the shopping, purchase, use, and storage behaviors of the male branded team apparel buyer, Study Hall will conduct a series of in-home, on-site, in-store and in-venue shop-alongs, interviews and ethnographic investigations. The research will focus on key drivers of purchase behavior and key trends in the team sports apparel sector.

New companies/new divisions/ relocations/expansions

■ **Ipsos** has launched **Ipsos SMX** (Social Media Exchange), which will focus on delivering insights via on-line communities and social listening, expanding to add new solutions and techniques as they become available. Ipsos SMX rolls out in the U.S., the U.K., France, Germany and China, with additional resources in 10 other countries.

■ **Dtw Marketing Research Group Inc.** is moving its corporate head-quarters from Flanders, N.J., to Amelia Island, Fla., bringing 40 new jobs and $2.1 million in total capital investment to the area over the next two years. The firm will start hiring in the fall.

■ Adam Weinstein and Nathan Lynch, formerly co-CEOs of Synapse Research Inc., have launched **Full Circle Research**, a new online market research boutique. The company, which has offices in Maryland and Connecticut, is online at www.ilovefullcircle.com.

■ **DotH Group** has launched **dotH Research**, a specialized survey programming and data analysis company catering to the North American market. The firm is based in Mississauga, Ontario.

■ To better reflect the scope and diversity of services offered by the company, Montréal-based **Leger Marketing** has announced that it will now be known as **Leger, The Research Intelligence Group**.

■ **Gordon Weiss Research**, Minneapolis, has rebranded as **Sivo Insights** and will begin operating under the new name effective immediately.

Research company earnings/ financial news

■ Provo, Utah-based **Qualtrics** has reported increasing customer growth in its consulting, professional services and full-service market research firm customer base in the first half of 2013, adding over 100 new customers in this category.

■ **GutCheck**, Boulder, Colo., announced $4 million in new funding from new investors Crawley Ventures and Grotech Ventures, who join existing investors Highway 12 Ventures and Village Ventures. The company declined to disclose the valuation on the Series B round, which closed late last year.

INDEX OF ADVERTISERS

This issue of Quirk's is made possible by our valued advertisers. Their ongoing support – along with that of the other companies and organizations that market themselves on our Web site, e-newsletter and related outlets – helps us bring you Quirk's and all of its associated resources. When you contact the organizations listed below, let them know you saw their ad in Quirk's!

••• cover-to-cover
Facts, figures and insights from this month's issue

page **12**
Research shows that neurological changes that come with age result in certain types of communication being more effective.

page **70**
When asked why their household has not taken more actions to be energy efficient, the most common answer was "inadequate funds."

page **74**
Many of the conversations perceive saving energy and saving money as hand-in-hand.

Quirk's: a spam-free zone

At Quirk's we hate it when we sign up for something only to find that our name and e-mail address has been shared with dozens of other organizations. That's why we take privacy seriously. Your personal information is used only to deliver Quirk's-related content. We never rent, sell or share our list of subscribers. And, if you want to unsubscribe from Quirk's e-mails we make that simple too, using a one-click unsubscribe. It's the right way to treat our valued readers.

Europe – here we come!

For the last decade Quirk's has been quietly and steadily growing a following outside the U.S., but this year our presence at conferences and exhibitions has really increased. This fall alone you'll see Quirk's at the following European shows:

• Esomar Annual Congress, September 22-25, Istanbul, Turkey
www.esomar.org
• The Neuro Retail Revolution, October, 3-4, Amsterdam
www.neuroretailrevolution.com
• Market Research in the Mobile World Europe, October 8-10, London
www.mrmw.net
• Research & Results, October 23-24, Munich
www.research-results.com
• International Shopper Insights in Action, November 5-7, Prague
www.iirusa.com/insightsintl
• Esomar Qualitative Research Conference, November 17-19, Valencia, Spain
www.esomar.org

Coming in the October Quirk's

••• customer loyalty
Inside the black box: modeling the drivers of Net Promoter Score

••• the business of research
How one researcher became a one-person research department.

••• shopper insights
A look at the Duke-Ipsos Research Center