Research News

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AMSRS 60 YEARS

PROMOTING, ENHANCING AND PROTECTING THE RESEARCH PROFESSION SINCE 1955

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Research News

AMSRS 60 YEARS
PROMOTING, ENHANCING AND PROTECTING THE RESEARCH PROFESSION SINCE 1955

Customer satisfaction – continuing the conversation

I've been very privileged to be part of the development and implementation of several organisational-wide customer sentiment measurement programs, so this month's theme of Satisfaction is of great interest to me personally.

Whether the question is 'satisfaction', 'likelihood to recommend' or 'customer effort', I've seen that a well-developed and implemented program of customer sentiment has the ability to drive profound and lasting change in organisations as the insights from market research guide investment decisions and brand and service direction.

The role of researchers – both client and partner – in these processes is incredibly important.

I think providing the 'voice of the customer' in business and social decisions is one of the great privileges of being a market researcher – and the value delivered by researchers is maximized when there is a great relationship with the business, the internal research and the external research partner.

And of course the process needs to be underpinned by really robust methodology.

Let's continue the discussion about customer satisfaction research and what you find works and doesn't work at the AMSRS LinkedIn group, where I'll be hosting a 'live chat' from 6-7pm on Thursday 13 August.

LIZ MOORE, PRESIDENT, AMSRS
@ms_lizzie

AMSRS

#1 Two Years in a Row

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*Sponsored by MarketResearchCareers.com, the tenth edition surveyed customers of online market research suppliers to identify the top firm along each of the following five dimensions: is a thought leader; offers unique methodologies; provides quality deliverables; has the best employees; and effectively uses technology. Source: 2015 Annual Survey of Market Research Professionals. (MarketResearchCareers.com)

Australia's largest research community celebrates 60 years

107 SPEAKERS, 3 DAYS, 100'S OF IDEAS

"If there is one conference to go to this year – it is this one. If you love research, come and celebrate with us at the AMSRS 60th anniversary Conference. At AMSRS we believe in the importance of thought leadership and continuous professional development while networking with colleagues and having fun. Listen to best local and global speakers until your head is ready to explode; network with Australia's largest research community until you run out of business cards; and dance until your feet ache at our MadGlam Gala dinner. Members who book a full ticket also get a birthday pre-conference workshop for free. Block the days out in your diary now! Come and see 107 speakers and listen to 100's of new ideas while celebrating 60 years of amazing research in Australia."

#researchrocks #iloveamsrs #DSO1 #exhaustedalready

ELISSA MOLLOY
CEO, AMSRS

Industry Sectors

With access to 500+ client and agency research professionals...

- **3** international keynote speakers
- **10** invited Australian speakers
- **51** home-grown industry speakers
- **3** pre conference business skills workshops
- **9** dedicated topic streams
- **14** client speakers
- **30% +** client attendance
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- **9** networking opportunities

Key buyers of research who have attended previously

COMPANIES: ABC - AGL Energy - AMP Capital - ANZ Banking Group - Australia Post - Brisbane City Council - Campbell Arnott's - Canon Australia - Choice - Coca-Cola - Coles Group - Colgate Palmolive - Commonwealth Bank - Defence Science & Technology Organisation (DSTO) - Destination NSW - Dulux Australia - Energy Australia - Foxtel - George Weston Foods - Greater Building Society - HBF - Heinz - HSBC - IKEA - Kellogg - Kimberly-Clark Australia - Lion Co - McCann Worldgroup - Meat & Livestock Australia - Mission Australia - National Australia Bank - Nestlé Oceania - NRMA Motoring & Services - Philip Morris - Qantas Airways - QSuper - RACV - Royal Australian Mint - Royal Automobile Club of WA - Samsung Electronics Australia - SBS Corporation - Schweppes Australia - Stockland - Sunsuper - Tabcorp - Target Australia - Telstra - The Green Building Council of Australia (GBCA) - The Nine Network - Tourism and Events Queensland - Tourism NT - Tourism Western Australia - Twinings & Co - Woolworths - World Vision Australia - Yahoo!7 - Yarra Trams - Yarra Valley Water. **GOVERNMENT DEPARTMENTS:** Dept of Communications - Dept of State Development - Dept of Education, Employment & Workplace Relations - Dept of Employment - Dept of Finance & Deregulation - Dept of Health - Dept of Immigration & Border Protection - Dept of Immigration & Citizenship - Dept of Human Services.

If your company isn't listed here it should be! Contact the Society for a first-time buyers deal.

Attendees Position Titles

THE POWER AND THE Passion

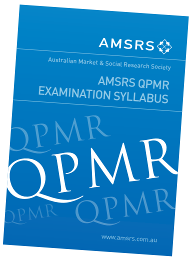
SYDNEY HILTON - 3RD & 4TH SEPTEMBER 2015

Register now at www.amsrslive.com.au

AMSRS

QPMR Syllabus

At its meeting on June 24 2015 the AMSRS Board approved the updated version of the QPMR syllabus. This comes after the three QPMR Review committees tabled their reports and recommendations, feedback from the QPMR examiners, and subsequent redrafting of the syllabus to reflect the current best practices in market and social research. Those members wishing to take the QPMR exam, as well as those wishing to remain current, can view the syllabus on the AMSRS website from mid-August. AMSRS president Liz Moore is meeting with QPMR examiners in the coming months to discuss possible updates to the QPMR exam papers and to discuss the way forward with the QPMR exam.



AMSRS AGM

The AMSRS Annual General meeting will be held in Sydney at the AMSRS National Conference at the Hilton Hotel on Thursday September 3 from 5.15 to 6pm. All members are welcome to attend to hear the AMSRS President provide a review of the last financial year, and the results of the Board election. Please see the enclosed flyers for additional information including the meeting agenda.

APRC Conference 2015

ASIA PACIFIC RESEARCH COMMITTEE

In the week after the AMSRS Conference, our New Zealand partner association Research Association (formerly MRS NZ) are hosting this year's APRC Conference with the theme "Research without Boundaries".

So come to the AMSRS 60th Conference and then head over the Tasman to the APRC Conference to hear from our NZ neighbours and network with our Asian association partners and their members. **http://au.ranzconference.nz/**

3000 members in the AMSRS LinkedIn group!

Our 3,000th member is Celia Farnan.

Qualitative specialist for the TNS Brisbane team, and the national Social and Government team.

Celia has been working in market research for 15 years, and with TNS nearly 5 years. She has particular areas of expertise and experience in government and social research, behaviour change studies and an online qualitative research specialist.

Welcome to the family Celia! AMSRS

NPS scores zero but could do better

The Net Promoter Score, or NPS, began as a simple growth indicator and a means for marketers to re-contact the dissatisfied, but is now an accepted research measure of customer satisfaction, loyalty and brand health. For some, it's the panacea metric and key performance indicator, but does it live up to expectations? asks Jim Reed.

NPS is calculated by asking users to rate how likely they are to recommend to others, with a net calculated by subtracting below par 'detractors' from high score 'promoters'. A negative score is bad, a positive one good. This score is interpreted not only as propensity to recommend, but also as a proxy for customer satisfaction and loyalty.

Its advocates view this breadth and simplicity as virtues – almost anyone can use this question (sometimes on its own) and understand the results. NPS is undoubtedly simple and broad, but this is where the consensus ends.

The rating scale, its three collapsed categories and its efficacy have all come under fire. But I have bigger issues with the NPS's sample and question design.

Problems

On sample, the NPS is exclusively asked of current users. This creates several problems, especially for larger, well-known brands.

Firstly, if you are really trying to measure the proportion who are satisfied and recommending you, NPS is going to give a false picture because those who like you are more likely to be loyal and accumulate as repeat customers, whereas those who are detractors are likely to just leave. They may continue speaking ill of you, but your sample of recent users will never pick that up.

The NPS was touted as the 'one number you need to grow', but if your NPS is not increasing under these circumstances you might actually be going backwards.

Further, your standing amongst potential users, including simple brand awareness, is left unknown. Nor can your standing relative to your competitors be determined when you are only asking your own customers. You might have a very decent score, but what if your competitor's is better?

Secondly, to overcome this problem many large companies ask NPS within a broader brand tracker study of the entire market. This helps ensure you have a representative sample for other metrics, but often means that the sub-sample of your users becomes too small for measuring NPS over short periods.

So in many cases you either have an insensitive NPS measure that you can only explain in retrospect and with other diagnostics, or a more immediate NPS result that provides a skewed result and no explanation.

Thirdly, I would argue that you do not need to be a user to be able to recommend a brand. I might have an opinion about an Apple iPhone and recommend one as a desirable acquisition, without having owned one myself. Here I am an inexperienced promoter, with expectation the driver.

Expectation is important. Just think about whether you would feel the same level of satisfaction having received equally adequate service and food from a cheap café and a highly acclaimed restaurant. A lot of effort is expended on forming expectations in marketing, but this is ignored by the NPS.

The second major problem is in the NPS question itself. It uses an explicit propensity to recommend as the determinant of satisfaction (and loyalty and growth by proxy). It covers both attitudinal and behavioural measures in one fell swoop.

Can it really be stretched like this?

To take an extreme example: I may love my cigarette brand and be fiercely loyal to them, but I wouldn't recommend taking them up. Here I'm a satisfied and committed customer, but would be classified as an NPS detractor.

Conversely, I might hate my bank, and certainly wouldn't advocate for it. But does this make me disloyal? If the big four banks are on par and the process of switching difficult, I will probably stay.

The same could be true of the postal monopoly, the supermarket duopoly, the big three energy providers, or any brand with decent share in a given market. I may not be loyal by choice, but I am loyal.

And even if the NPS does measure such opinion and behaviour accurately, it completely misses brand awareness or likelihood to use for the first time in the question and user sample. It therefore ignores the entirety of brand communications.

Simple as it is, the NPS has some serious flaws, or at least limitations. It is easily applied and understood, but perhaps not correctly used or interpreted.

I may sound like an NPS critic, but I'm neither a detractor nor a promoter. In NPS terms, it gets a 'passive' score from me. The NPS is valid, but it's overstepping the simple measure of customer experience feedback that it currently is.

However, I think it can do better.

Five rules

In addition to good research practice, for larger brands I recommend:

1) Never run a one-question survey. You will be jumping at shadows because you won't know what or who caused a movement. Use of profiling and diagnostic questions are essential if you're going to lock in gains or tackle the drivers of decline.
2) Get to understand how to interpret your own, unique NPS. Satisfaction, loyalty and recommendation may have a clear relationship in some cases, but not all.
3) Add an appropriate incentive to your NPS survey to encourage a good response – including the less interested and less vocal majority with more middling opinions. They may not love you or have an axe to grind, but their opinion is vital.
4) Consider asking the NPS of a wider market sample, including users and non-users. This will achieve a larger sample, provide intelligence about your competition, the opinions of lapsed customers, and can measure a lack of awareness amongst potential users with a neutral, passive rating.
5) Better understand the expectation element of the NPS for users and non-users. This is particularly important for non-users of mass-market brands, and for users of low interaction categories, like insurance or utilities. Here, opinion is driven more by expectation than experience, and the NPS can become a safety check that your expectation settings are correct.

These rules retain the simplicity of the NPS, but mean it can be viewed and interpreted in richer terms, becoming a more effective lead metric for brand awareness, communications, attitudes and behaviours.

Now that's something worth recommending.

JIM REED, GROUP DIRECTOR RESEARCH & STRATEGY,
CROSBY|TEXTOR

8 SURVEY CHARACTERISTICS THAT MAKE RESPONDENTS HAPPY

AND SOME MAY BE SURPRISING!

Survey Sampling International (SSI) is committed to understanding what motivates people to take surveys. That's why we ask research participants at the end of every one of our surveys what they thought of the experience. If people say they were extremely satisfied, we're curious to know why... so we ask them to tell us more. (Those who weren't so happy get a chance to speak out as well.)

In examining 600 random responses from people who were extremely satisfied with their survey experience, we found some interesting themes. Participants identified eight characteristics that they say make up a great survey experience.

1 Ease of use

Ninety-three of the 600 comments expressed a liking for the survey because it was easy. We often underestimate how cognitively difficult some surveys are. When we ask long, complex questions, and present them in a daunting format such as a grid, it's just plain hard work for the participant. People are willing to participate, even to challenge themselves to think hard ('I liked the interactive challenge' said one person and 'You really had to think and challenge your memory' said another), but in the online world with no live interviewer, ease of use must be at the forefront when constructing our questionnaires.

2 Respect for their time

Eighty-four of the comments included the words 'quick', 'short' or 'fast' as a reason for being satisfied. The ARF's Foundations of Quality study found that survey length was the biggest driver of poor quality responses. When we respect people's time by keeping a questionnaire short and to the point, they notice and appreciate it.

3 Relevance

If we can make a connection between the person and the survey content, we are often rewarded with enthusiasm and thanks for a great survey experience. Comments from our research include 'Very interesting and relates to the now in our lives', 'Important topic and totally relevant to me in my daily life' and 'Of interest because it is one of the stores I shop at'.
Making a connection may be as simple as including appropriate categories in our questions. 'I like that being a housewife is considered on your listing as a career' said one participant. In a world of social networking opportunities, taking a survey can be another avenue for making a connection with people like you and feeling a sense of belonging: 'It was fun, and would be interesting to know about others' experiences in this area,' said one participant.

4 Opportunity to learn

Nowadays, news and opinion-giving are closely linked. People expect to get their news and information from a variety of sources online and to give their opinion on what they read. When we ask people to share their opinions, it seems natural to learn something at the same time. Many people mentioned this as a satisfaction driver. 'I learned a few things about healthcare reform,' said one and 'I never knew how many cars there were,' said another.

5 Good questionnaire design and no technical glitches

People know a good survey when they see one as shown by the specificity of their comments: 'Really good graphics that loaded quickly', 'I liked how there were several choices listed and you could choose more than one' and 'I liked that it was two parts because it made it easier to keep myself focused'. Respondents are aware and appreciative when researchers go the extra mile to get the details right.

6 Time to pause and reflect

Surveys give people a chance to reflect on the things they do and the choices they make. 'It let me look into why I chose....', 'It made me realise just how many [things I do] in a month', 'It made me think about my role in this company', 'It reminded me of [something I want to do more of]'. The act of reporting what they think, feel and believe can lead people to change. Surveys are unique in that way.

7 A break in the routine

So many surveys are similar that when something different is offered, participants get excited. A product placement study was in field when the comments we examined were given and there was a lot of 'buzz' about the fun of following the instructions and trying something new. 'They sent me food' was one grateful comment. Even conventional questionnaires can offer a change of pace: 'It jumped around and made you think', said one participant.

8 Fun!

Many people mentioned 'fun' as the reason for their satisfaction. Twenty-eight comments even used the word 'love'. More people than we might think 'love' taking our surveys!

We often think that to make participants happy we have to pay them. **Understanding participants' real motivations** for taking surveys and **paying attention to non-tangible rewards** like information, learning opportunities, a sense of community and **respect for people's time**, can help increase participation and preserve our participant resource into the future.

If someone had asked you before reading this, 'What are the most important things we can do to make respondents happy?' you might have thought first about cash or other tangible rewards. Almost everyone who contributed to this group of comments would have received sweepstakes entries for cash and other prizes, with a minority receiving points toward rewards, as well. However, only seven of the 600 comments mentioned these rewards as a reason for their satisfaction with the experience. Eight times as many comments mentioned enjoyment or fun.

JACKIE LORCH, GLOBAL KNOWLEDGE MANAGEMENT VP,
SURVEY SAMPLING INTERNATIONAL

Are healthcare professionals **satisfied respondents?**

Ekas recently undertook a short survey (<5min) of a portion of its HealthCare Professionals panel, to ask a number of questions around satisfaction with the surveys they receive.

Ross Trewartha

Our survey was sent to GPs, specialists, pharmacists and nurses, and was kept open for two weeks. No incentive was offered.

In total, 137 panelists responded as follows:

- 38 x GPs
- 47 x Specialists
- 30 x Pharmacists
- 22 x Nurses

Survey Preference

While this survey was conducted with our panel, who are pre-disposed to online surveys, we also use our panel extensively for recruiting for focus groups or depths.

Over two-thirds of respondent's preferred online surveys to all others, with the remaining methodologies tested (CATI, depths, groups) all receiving less than 10 per cent preference.

Online preference was most prevalent in GPs and pharmacists, while specialists were four times more likely (19%) to prefer F2F depths, than their counterparts (they can 'clarify questions' and 'elaborate on grey areas to provide more information'). One-third of nurses had no preference.

Convenience was the undisputed king of 'why online?' however 'discussion, collaboration, interaction and thought stimulation' were key points for focus group preference.

Survey length

'Reasonable' survey length peaked at 15-20 minutes across most medical professions, however percentages stayed strong until the 30 minute mark, when there was a noticeable drop off in respondents who preferred longer surveys. This didn't vary dramatically between professions. "Repetitive, boring, lose interest, I'm too busy, I can't concentrate"......the usual suspects for why too long is no good.

While we at Ekas don't have similar results of 'optimal survey length', from consumer studies, general industry information suggests that 20 minutes is a barrier, while the medical profession overall, were seemingly happier to go to 30 minutes. One could argue that they are willing to give a little more time, as they value the importance of research in their own industry more than the general consumer does of 'general consumer' research.

This could be supported by nearly half (47%) of all respondents saying 'topic' was the most important factor in their decision to participate in an online survey. This was highest (57%) for specialists, (who were clearly supportive of research into their own chosen specialty) and lowest (37%) for pharmacists, who regarded the incentive payment (30%) almost as highly. The importance of the topic was reflected in the respondent's desire to contribute: 'Needs to be something I can contribute to', 'I am more interested in participating to provide you with worthwhile information' or 'my area of expertise', were common thoughts around 'why'.

Q2. Type of research prefer the most

	GP	Specialist	Pharmacist	Nurse	TOTAL
Online surveys	79%	60%	80%	55%	69%
In depth interviews face-to-face	5%	19%	0%	0%	8%
In depth interviews over the phone	0%	6%	3%	5%	4%
Focus groups	13%	6%	10%	9%	9%
No preference/ don't know	3%	9%	7%	32%	10%
Base Size	38	47	30	22	137

Q9. Which of these is the most important factor in your decision as to whether to participate in an online survey?

	GP	Specialist	Pharmacist	Nurse	TOTAL
Length of survey	24%	19%	23%	23%	22%
Payment amount	26%	15%	30%	9%	20%
Topic	42%	57%	37%	45%	47%
The research client specified	0%	2%	0%	5%	1%
Other	8%	6%	10%	18%	9%

Most likely time to begin an online survey

Forty percent of pharmacists said they would start the survey within hours of receiving it, with only eight per cent of GPs and 11 per cent of specialists saying the same. Two thirds of GPs and specialists were more likely to complete the survey after hours, either the same day, or within a couple of days.

Screeners

Respondents were not generally fazed by being screened out within three minutes of starting an online survey. Most were pragmatic enough to accept that they weren't the right target for this research, and were accepting that this ultimately leads to better research.

Incentive

The method of incentive payment for those attending a focus group or F2F depth, (paid by cheque on a later date rather than receiving cash on the day), was largely irrelevant, 58 per cent not bothered either way, and 40 per cent preferring cash (although they would still participate). Only two respondents said they wouldn't participate if it weren't cash.

Overall, the medical profession seems engaged in the research into their own industry, with topic being the major reason for participation by nearly half the respondents. It is likely that most industries segments have better response rate within their own profession than outside, which seemingly supports the theory that one of the major determinants of good response rates is an overall interest in the topic. Presumably this has ramifications for the consumer world also, as an interesting topic still has to be combined with a functional interview length, as ease and convenience are also major determinants of participation.

Seemingly longer interviews are acceptable by industry experts, and indeed not just in the medical field. Presumably farmers might be willing to talk at length about farming, bankers about money, builders about house construction, sportsmen about their sport. Indeed specialists enjoyed F2F depths more than their counterparts.

The trick comes in combining all elements of the research, and at the same time, elevating the importance of the respondent in the research process. By making research more attractive to participants, while still maintaining the integrity, we would see higher response rates and ultimately, more cost effective fieldwork.

ROSS TREWARTHA, BUSINESS DEVELOPMENT MANAGER, EKAS

THE POWER AND THE Passion

The Power of Laughter

AMSRS conference keynote James Guerrier says it's long been recognised that people who laugh a lot are generally happier, healthier and more positive.

But laughter can also help TV audiences connect more deeply with the advertisements they see. Being happy is very important to Millennials – and creating positive emotional experiences are an important pathway for advertisers looking to connect with them.

In his keynote address, Guerrier, will present a groundbreaking study of behaviour in real-time, which was commissioned by Comedy Central – Power of Laughter.

The analysis used second-by-second online facial coding to measure the response to TV content of 2250 respondents in nine countries (UK, Russia, Poland, Germany, Netherlands, Italy, Spain, Mexico, and Singapore) to understand how laughter affects the way people experience TV advertising.

The study was executed using EMO Scan, a groundbreaking technology which unobtrusively tracks minute facial expressions – as many as 10 per second – via a respondent's webcam.

By passively capturing subtle changes in viewers' emotions, Guerrier says it becomes possible to map the details in video content that attract and repel viewers.

Respondents were presented with five minutes of TV content, followed by a commercial block. One group were shown funny TV content, while a control group viewed more neutral, factual programming. Both groups saw the same set of ads. Their only instructions were to watch the scenes and behave normally. As they watched, the computer measured minute changes in their facial expressions.

"Research has shown a strong correlation between positive emotional response and engagement – and this study demonstrates that the humorous TV content generated a flow of positive emotion that continued through the advertising sequence," Guerrier says.

"Compared with the group who watched factual content, viewers who saw comedy before the commercials had an average emotional uplift of 51 per cent across the series of advertisements.

"In other words, there is a 'halo effect' surrounding funny content because it generates more positive feelings and stronger engagement than factual content.

"As expected, the uplift was highest at the beginning of the advertising block, the uplift carried through the two-and-a-half minutes of ads. The last commercial had an average emotional uplift of 25 per cent. This means the impact of laughing doesn't stop when the TV content does – it carries over and continues into the advertising break."

London-based Guerrier has almost 10 years experience in media research, both agency and client-side, and is responsible for leading all research and insights activity to support Viacom International Media Networks' entertainment brands: Comedy Central, Paramount Channel, BET and Spike internationally.

Prior to joining VIMN in January 2013, Guerrier spent five years at public service broadcaster Channel 4, where he was responsible for using research to evaluate the impact of content and monitor perceptions of Channel 4's brands.

He enjoys presenting VIMN's insights, with the Power of Laughter project winning Best Methodological Paper at the 2014 ESOMAR Congress, where it was also nominated for Best Overall Paper and Best Case History.

"Like other behaviours, laughter is complex and driven by the subconscious mind. We may think we're just laughing at a joke because it's funny, but there can be hidden factors at play.

"In a scientific study in which one group of people nodded 'yes' and another shook their heads 'no' while listening to music, the 'yes' group reported liking the music more – proving that the mind can pick up positive signals from the body."

Laughter has many healthy consequences – releasing endorphins, lowering blood pressure, and warding off illness. Guerrier says the study showed that making people laugh also has the power to influence brand decisions.

"In summary, this study proved that a strong connection with viewers begins with humorous content and continues straight through the ad break. Simply put, commercials embedded in comedy content work better. The funny content causes an emotional boost that creates higher engagement for the advertiser."

To hear more about Comedy Central's Power of Laughter project come along to the afternoon Plenary session on Day 1 of the AMSRS national conference.

You can read more about VIMN's audience insights at http:// vimninsights.viacom.com

IN CONVERSATION WITH CHRIS SAVAGE

CHRIS SAVAGE

Chris Savage is one of Asia Pacific's pre-eminent public relations, marketing and communications industry leaders.

Your keynote address is all about keeping ahead of change. What's your message?

We all know change is accelerating and its impact is changing businesses, careers and relevance. Change is really, really hard to do. It's hard for businesses, and even harder for us as individuals. To survive and thrive through change, it's all about working on having what I call a 'growth mindset.' If you can push yourself to be open to new learning, then this is a perfect time to be in business. Conditions are ideal for each of us to use what we know, to evolve, and to carve outstanding and valuable futures for ourselves in our industries. I'll be outlining exactly how to go about doing that.

What got you interested in this topic?

All my career I was the youngest person in the room - the up and coming dynamo knocking the lights out. Then one day, about five years ago, I looked around and realised I'd kind of suddenly, overnight, become the olderst person in the room! Where had everyone else gone? They had kind of drifted away out of the industry as their relevance waned. This made me think about what it was that had helped me remain relevant. How was it that the older I got, the more opportunity was being given to me. I was still wanted, valued, and being given exciting challenges.

I thought about my career journey, and the leadership and personal lessons and habits I'd learnt along the way that have helped shape my mindset to keep ahead of change. I started giving speeches on the topic, and now speak globally and have two books at the publishers on this theme.

So, how should delegates approach this session? How will they get the most out of it?

Be open to feedback. The session is all about giving yourself brutally honest feedback, about where you are at in your career, and in your mindset, and how 'fit' you are to stay ahead of change. They say feedback is the food of champions. I know that's trite, but it is absolutely true. Use my session to reflect upon how you are doing, and the changes you can make to ensure you keep your personal brand and offer fresh, valuable and as current as you can. Do that and you'll end up the oldest person in the room one day, if that's what you want to be. Point is – staying ahead of change keeps you in control of your own career destiny. And that's a great thing to be able to do.

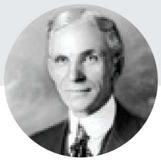
Lessons from history that researchers are ignoring

John Fidler explains.

History is bunk said Henry Ford in an interview in 1921. Ford made similar statements at different times and in different contexts, but on this occasion, he was responding to a suggestion that the ancient Greeks had flown kites, and perhaps in or on them. What Ford meant was that this 'historical' fact was of no relevance to the worldwide social revolution created by the internal combustion engine.

We are undoubtedly well into a much greater worldwide transformation created by the 'digital revolution'. It has changed and is still changing the ways we communicate, socialise, work, shop, and entertain ourselves and others. According to Baroness Greenfield it is even changing the structure of our brains[1].

> *History is bunk*
>
> HENRY FORD



As in every other sphere of business, this revolution is having a profound impact on market and social research. So much so that is tempting to think that the traditional market and social research model is irrevocably cracked, and we have nothing to learn from our past. But I think our history does have some lessons for us. In what follows I draw two lessons about how we interact with disciplines and professions outside of our own, two about the nature of the abundant data now available to us, and one final personal observation.

In saying we are ignoring these lessons, I do not imply that we do not know them, or that we all ignore them all the time. Rather I think that in the hurly burly of day-to-day commercial practice they tend to get lost or overlooked.

1: Our profession is built on the social sciences.

As Hugh Mackay noted (Research News, February 2015) '*market and social research is a curious hybrid, grounded in at least five disciplines*' (economics, statistics, marketing, sociology, psychology). The techniques we use, the concepts that underpin much of our thinking, and many of the conclusions we have drawn from best practice came from these disciplines.

As professionals, we think of market research as a discipline in its own right, and certainly we can claim to have furthered the development of a number of techniques including focus groups, CATI and CAWI.

But it is a mistake to think that market research can develop independently, and without reference to, the social sciences. The most obvious example of this is behavioural economics. Kahneman's 2005 Nobel Prize, and subsequent books by Thaler, Ariely, and Kahneman himself, created a huge public interest in the topic.[2] Only then did behavioural economics started to appear on the programs of market research conferences, and in market research articles. As late as last year we heard a key note paper at our own (AMSRS) conference entitled To BE or not to BE.

Yet Kahneman and Tversky (his close colleague) published their first paper on heuristics and biases in 1974. Their seminal paper on prospect theory appeared in 1979, and a whole series of publications by both authors and others appeared in psychological (and economics) journals in the succeeding years.

Fundamentally Kahneman and Tversky are/were psychologists, and their conclusions about how people make decisions in situations involving risk or uncertainty should have been widely known to market researchers. And, to be fair, where market research texts deal with pricing, people's understanding of probability, or some aspects of question response, these studies do get a mention.

But more generally the question remains: how could market researchers have appeared to ignore these developments in psychology for twenty five years, then seemingly woken with a start and reacted to them? We should surely resolve that this does not happen to us again.

Yet something similar may be happening with Bayesian statistics and other non-frequentist approaches. There seems to be a fundamental change occurring in how many statisticians go about the process of inference and hypothesis testing, but (aside from the use of hierarchical Bayes models in choice modelling) in our everyday practice, and our professional development courses, we appear to ignore this (see e.g. Kent[3]).

How can we stay on top of what is happening outside of the narrow research world? Certainly those who came into market research from other disciplines need to stay abreast of developments within them. Where opportunities present, we can recruit post-graduates who are up-to-date in relevant fields. Above all, I believe our conferences, and our QPMR development programs, need to include reports from the front lines of the social sciences (not to mention neuroscience as well!). Ongoing education is a must.

2: We're supposed to be the data scientists!

Back in the late 1960s and early 70s Andrew Ehrenberg and colleagues undertook a series of studies of buying behaviour, based on tracking individual purchasing over time through consumer panels[4]. Their conclusions were often at odds with perceived (but overly simplistic) views of how consumers behave. In the UK, the papers that this group of researchers produced used to be required reading for new entrants to market research.

In the years that followed, the companies that ran panels of various kinds continued such analyses. During the eighties and nineties, market researchers developed the techniques of data mining and data fusion that are essential to Big Data analytics.

Yet many (most?) market researchers seemed to have viewed these developments as irrelevant to their interests or concerns. Market research allowed itself to be seen (internally and by clients) as the profession of the survey and the focus group. The result of the separation of panel analysis and data mining from the interests of mainstream market researchers has been that the Big Data/advanced analytics coupling has crept up on us.

It is essential that we do not allow ourselves to continue to be detached from the Big Data revolution. Researchers in client companies need to work to bring the research and analytics units together – best of all within the insights team, but failing that within a combined insights and analytics team. Researchers in agencies need to gain a thorough understanding of how 'Big Data' is handled and can be used. Going forward we need to consider recruiting appropriate skills into our organisations.

Many companies are still getting started with Big Data. Those wanting to do so could well use as a primer the experience of Tesco's use of its Clubcard, which (among other initiatives) took the company from a market share of 14 per cent to 30. The published account, written by insiders at Tesco, is almost a textbook case of how to start small and move into a full program as your capabilities grow[5].

One lesson from the Tesco experience is worth noting. The use of the Clubcard data highlighted both opportunities and issues, particularly sectors of the customer base that were contributing below expectations to revenue and profits. But over and again, Tesco used research – particularly focus groups, customer panels and listening posts – to answer the 'why' questions that arose from the analysis.

This should be an inspiration to us: Big Data can remove the work of measuring how many people are buying how much of what and from whom. But it does not do the job of understanding the customers behind the numbers. We need to bring our marketing smarts, experience and capabilities to the task.

Tellingly, there are signs of some disillusion with Big Data, with criticism of data scientists paralleling past critiques of market research. A recent article in Wired magazine asking 'Are Data Scientists earning their salaries' quoted a Gartner report that big organisations are struggling to get value from their data. The conclusion of the article: *'the real value from data comes from asking the right questions of the data'*[6]. Surely we have a role here?

About the author

Dr John Fidler gained his PhD in sociology in the United Kingdom, and commenced his career there at NOP Market Research. He has worked both on the client and consultancy sides, and across a variety of sectors including fmcg, services and social/government. His experience ranges from management of Australia's largest-ever continuous tracking survey program through to small business-to-business and qualitative projects. Until last year he was joint principal at Wallis Consultancy Group, and now operates as an independent consultant. He is an AMSRS Fellow and an examiner for the QPMR accreditation scheme.

3: Probability sampling does matter

The story of how the Gallup organisation got its kick start is well known, but worth recalling. George Gallup had founded his organisation in 1935, and a year later correctly predicted that Franklin Roosevelt would become president. His kudos came from the fact that a magazine, the Literary Digest, came up with the wrong result despite using a survey sample of 2.4 million (drawn from phone books, magazine subscriptions, clubs and association memberships). Gallup, through the use of appropriate sampling, called the election correctly[7]. The story reminds us once again that the representativeness of a sample is more important than its size.

In the late 80s and early 90s, as the proportion of homes with a telephone headed towards 100 per cent, market researchers and pollsters thought they had found the golden goose. RDD or even structured sampling from phone books offered samples that were indeed probability samples, at least at the household level. Furthermore the costs of phone surveys were well below the equivalent in-home interview methodologies.

In the end, over-long surveys, over-sampling, and the growth of telemarketing, sent the goose into near-terminal decline. Falling response rates and the drop in household fixed line penetration, have led to the extensive use of panels providing sample for online surveys. In Australia, these are almost all non-probability (or convenience) panels. They are used, of course, because they provide quick, relatively cheap, access to samples that, in broad demographic terms, mirror the characteristics of the population.

These sample sources are perhaps adequate for many commercial purposes. But should they be the automatic choice, as so often seems to be the case? Because the evidence is that results obtained from non-probability panels are often far from the results found from non-survey based estimates (e.g. censuses or similar).

Most of this evidence comes from outside Australia, but there is no reason to suspect that the situation would be different here. Results from comparisons of online non-probability panels to one another and non-survey (e.g. census) estimates are striking.

For example, a Dutch study compared estimates gained from samples of around 1000 across 19 panels. It found that the percentage of respondent claiming to work 15+ hours per week varied from 53 to 82 per cent. Similarly the percentage who surfed the web at least 10 or more hours per week varied by 29 per cent between the lowest and highest estimate. A similar comparison in the United States conducted across 17 online panels showed that they consistently over-estimated smoking behaviour compared to measures obtained in other ways.

These results mean that online panels are generally not suitable for much social and government research. Indeed they make quoting for such projects very difficult: In another comparative study, estimates of the percentage of people using blood glucose monitors varied from 10 to 17 per cent across 21 panels. Despite the very heavy growth of homes with no fixed line in the US, as recently as 2011 an RDD telephone survey was found to give more accurate results that those from non-probability panels[8].

These findings are disappointing since the use of panels for polling purposes had been found to be relatively accurate and comparable to other methods. The difference would seem to be polling companies anchor their results by weighting to people's previous voting behaviour. When you are trying to predict the take-up of your new soup, or the market for your blood glucose monitor, finding the relevant weighting variables would seem to be harder.

It is often the case that researchers are more interested in the relationship between variables than point estimates, yet even here the evidence from non-probability panels is not good[9].

It should be noted that such findings as we have indicate that online surveys recruited via probability based sampling produce results much closer to known benchmarks, and very similar to those obtained from other methodologies. (We have only one such panel in Australia?)

As Mick Couper points out many of the problems with probability panels stem from the lack of active respondents[10]. There are too few for the number of surveys being run. One study showed that an average member of just one panel would spend seven hours a month completing surveys[11].

My point here is not that we should abandon non-probability panels – they will continue in widespread use. But I do think we should stop thinking of them as the automatic choice. Researchers have a variety of other methodologies available to them – dual-frame telephone, in-home interviewing, central location and street interviewing, mail surveys, mobile surveys and observational methods. Why do we limit ourselves?

4. We were social before social media

Data garnered from social media is usually included as one of the major sources for Big Data analysis. Over and above this, considerable use is made of such data for feedback of market sentiment towards brands, products and services. And it is certainly important to monitor trending campaigns which may not always be brand favourable.

Market researchers have always had unstructured sources of feedback. Customer complaint systems; friends and family of employees; members of the sales force reporting customer and retailer comments; dealer and retailer forums etc; all provided corporations with this kind of data. It was the role of the market research team to establish what among this feedback was reliable and required action, and what was not.

The story of Mass Observation is interesting in this context. The organisation was founded in 1937 in Britain, with the aim of 'producing an anthology of ourselves'. In practice two methods were used: firstly, observers were sent out into social settings – sporting events, meetings, religious occasions, the street, and above all (this being Britain) the pub – where they recorded observations and conversations. Secondly, a panel of diarists (around 500) was recruited throughout Britain, who recorded their thoughts and activities on a daily basis in response to a variety of subjects.

The result was a series of books and papers on a variety of aspects of British life that sometimes challenged notions of ordinary people's behaviour (for example, sexual behaviour) and thinking. The methods were not without their critics – it was stated, for example, that the observers were untrained and subject to their own biases and preoccupations, and that the diarists represented only a small slice of the British middle class. Nevertheless the archives left by the organisation are still in use by social historians, and there has been a partial revival of the project[12].

> *Those who cannot remember the past are condemned to repeat it*
>
> GEORGE SANTAYANA

But when Mass Observation became a commercial enterprise (in 1949) it abandoned its anthropological and ethnographic approaches. They were found to be too slow, unfocused and unreliable for commercial purposes compared to the survey approaches pioneered by Gallup and others[12].

There is a lesson here: the sources of social media sentiment are largely unknown and ever changing. In particular Facebook users have tightened their privacy controls over time, and Twitter has come to dominate social media content[13]. Yet (in the USA, where we have measures) Twitter is used by only around 13 per cent of the population[14].

So we need to treat social media feedback with extreme care. Market researchers have a much better way of obtaining fast and focused market feedback, through the mechanism of MROCs (market research online communities). The caveat being once again that they be properly structured, carefully recruited, and that their output is viewed as largely qualitative.

5: We're still standing

The final lesson that I take from history is a purely personal one. For the past 25 years at least I have been hearing that the market research industry is under threat. For a time the threat was perceived to come from advertising agency planners, who were said to deliver greater insights. Next it was management consultancies, who were expected to bolt market research into their operations, but who could better tell clients how to use research. Latterly it has been Survey Monkey, and Big Data.

Equally, there is surely no profession as given over to self-flagellation as ours (and yes, I have done a bit of it here). But, despite occasional hiccups, throughout the period of my career, market and social research has generally grown, certainly in the numbers of practitioners, although recently actual revenue may have fallen.

No doubt the future is more uncertain and challenging than at any time in the past. As others have identified we face a number of challenges and a range of possible futures that we may choose or have imposed on us (e.g. see the article by Moran[15]). Indeed different parts of our industry may deliberately take different paths. And change is not necessarily negative: for one thing we now have many more tools to improve both our analytic and presentation capabilities.

But whatever paths we take, I do not think it advantageous to us to abandon our foundations, core skills, and the key practices on which we have based our industry. *Those who cannot remember the past are condemned to repeat it*, wrote George Santayana some fifteen years before Ford's strident declaration. As we go forward we might keep this in mind.

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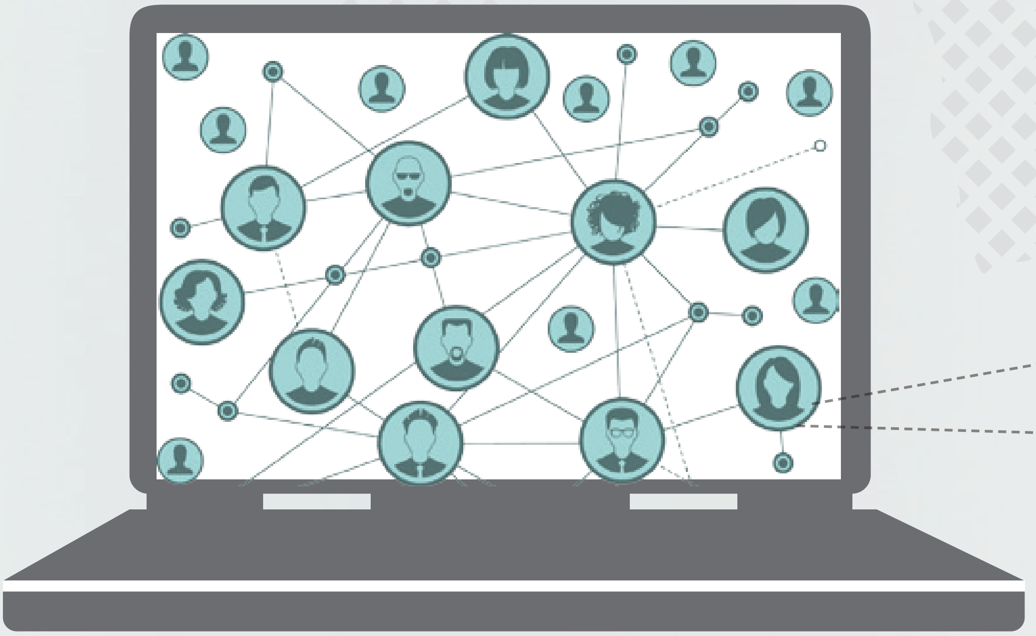

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The 1980s – Calm before the storm

When we weren't on long lunches, we were working on our new fangled PCs, but not very well as MS DOS dominated, unless like me you were one of those early Mac fanboys. It took Microsoft until the end of the decade to launch Windows.

This was a game changer not only in market research, as all of a sudden demand for personal assistants and the ever-present secretary pool waned.

Survey work saw a radical shift in the 80s, from mainly face-to-face intercepts, to the new innovation – CATI.

Quant researchers needed to re-skill and re-think – no longer could they rely on prompt lists, ad shots and pack pics in questionnaires.

Eliciting survey responses now relied on the frailties of consumer recall. Telephone surveying had sampling advantages and was of course, cost-effective and timely.

This shift in the 80s has been somewhat mirrored in the last decade with a tidal wave of research moving from CATI to online surveys (adding multi-media support but losing interviewer and sampling rigour in the process). The common thread is that once more this change has been largely fuelled by cheaper cost and shorter turnaround time, and smacking of the 1985 hit film *Back to the future* quant researchers have had to re-skill and re-think once more.

The consumer's life and decision-making was thought to be influenced by a relatively simple set of factors.

It was a golden era for marketing science and data modelling. The 80s saw the introduction of many powerful statistical techniques including perceptual mapping, conjoint analysis, and choice modelling. And yes 'driver analysis' came in as well, since we were all clambering to improve customer satisfaction, often merely for satisfaction's sake. Consumers and populations were thought to be very predictable and there was optimism that the right models could reduce marketing decision-making to a button pushing exercise.

This optimism has now been moderated by the staggering finding that humans actually behaved like, er, humans.

Gibson's 1984 book *Neuromancer* – talked about a computer-connected humanity, but this science fiction had yet to become science fact. The watershed moments of the www launch (1991), Google (1998) and Facebook (2004) were still to come.

Insight was a new challenge as market researchers were being asked to tell clients what they didn't already know, whatever that happened to be.

In terms of companies our industry was mainly home-grown and populated with big personalities. People like Reark, Morgan, Sharp, Yann. Continuous tracking went from nought to the big thing, and Australians were at the forefront of that. Market researchers realised they could analyse, integrate or fuse data other than the consumer's self report – the effect of the environment, social or physical, needed to be considered. Early use of semiotics was a symbol (pun intended) of this.

International corporations were sniffing about however, Colmar was ready to jump the ditch and Euro coys were lining up for the international onslaught of the 90s.

In retrospect, the late 80s was an innocently optimistic era – the calm before the storm.

STEPHEN PRENDERGAST, PRESCIENCE RESEARCH

The 1990s – research as an industry

It's a profession now!

Beginning his career in 1990 at a medium-sized independent agency that did both qual and quant for business and government clients, John Sergeant says most of what he learned came from his mentor, AMSRS Fellow Tim Lenehan.

Sometimes because he consciously taught me things and sometimes because I reflected on his approach and developed my own in response.

When I began my career in the 1990s, courier companies were being threatened by a relatively new invention called a facsimile machine. Email was still a few years away and spreadsheets were things made of paper. Lots of it. And some of the braver secretaries (yes, these roles existed) had forsaken typewriters for computers.

However, for the most part, what we researchers did every day was the same thing we do today. We helped decision-makers understand the people upon whom the success or failure of their plans would depend.

We were, in short, evidence-based management consultants, supplying evidence about the knowledge, thoughts and feelings of people. While there have been many superficial changes in the industry, this has been constant.

Perhaps the only underlying change in our activities is that these days we spend less time measuring behaviour (that increasingly occurs automatically now) and much more time explaining it and trying to predict it.

Two other changes that stand out for me are in AMSRS itself and in *Research News*. Both now reflect the legitimate aspirations of what, to me, seems to be a very impressive profession.

JOHN SERGEANT, DIRECTOR, CURLY QUESTIONS AND MARKETING LECTURER, UNIVERSITY OF SYDNEY BUSINESS SCHOOL.

Doing Things Differently

Developing a customer satisfaction measurement tool

Brian Fine and Monica Gessner summarise some of the design elements of a study conducted for the Public Services Advisory Board in late 2013*. These findings form a part of the 2014 PSC Advisory Board report *Doing things differently*.

Objectives

- The development of an evidence-based whole-of-government customer satisfaction measurement instrument covering service quality, (where service was defined as 'any service delivered directly to an individual or organisation by a NSW public sector agency').
- To identify the 'drivers' of satisfaction and measure performance on the core NSW public sector values of trust, integrity, service and accountability.

Developing the draft instrument

Methodologies included:

1. Extensive desk research of instruments used in the USA, Canada and New Zealand. It was concluded that best practice utilised a composite score or index of different measures related to satisfaction, such as those used in the American Customer Satisfaction Index. However, no examples existed of measurement at a whole-of-government level.
2. Exploratory qualitative research with customers and public sector employees, structured to capture a good spread of experiences across different NSW public services, with a mix of both consumers and business customers.
3. Quantitative testing of the instrument over two stages, the first asking respondents to rate 'NSW public services overall', and the second asking respondents to rate individual services experienced. Multiple methodologies were used during testing, including CATI, online and face-to-face.

Analysis

Two key themes emerged from the qualitative research, which were further supported by the quantitative testing.

1. There is dissonance between customers' positive personal experience with NSW public services and the imagery of the NSW 'public servant'.
2. Customers' expectations of 'good service' are largely reliant upon the motivation and attitude of the individual public servants with whom they interact.

During the quantitative testing, it was also established that respondents found it difficult to conceptualise a single 'whole-of-government' rating. They could, however, rate an individual service that they had recent experience with. This required screening for awareness and recent (past 12 months) experience. On this basis, respondents were asked on a rotated basis to rate up to two services they had experienced in the past 12 months. These individual service ratings were then aggregated to reflect the overall 'whole of government' experience.

For those services with sufficient sample sizes (such as public transport, hospital and ambulance services), satisfaction of each was looked at, as well as the individual 'drivers' of satisfaction, which were different in the case of some services from the overall 'drivers'.

Comparisons were also made with international benchmarks where feasible, and other industry and commercial entities such as airlines and banks.

Key learnings

The following key learning came out of this project:

1. Based on analysis of the differing methodologies and calibration of any differences, it was concluded that a well-managed and weighted online sample was likely to generate consistent results, with limited sampling error. Any differences observed were likely to be based on 'real' changes in delivery of services.
2. When designing a customer satisfaction survey, the specificity of the question focus will impact on the outcomes (such as rating satisfaction overall versus recent specific experience).
3. In measuring an entity with multiple services, the approach of measuring each service and then aggregating the services is an effective, valid method of assessing true performance of the overall entity.
4. Identification of the key drivers, particularly by individual service, provides strategic guidance for areas of improvement in both the services and processes provided to customers.

* The authors wish to thank and acknowledge the NSW Department of Premier and Cabinet (DPC) and the NSW Public Services Commission (PSC) for allowing them to share some of the design elements and findings of this study.

BRIAN FINE, CEO, AND MONICA GESSNER, SENIOR RESEARCH EXECUTIVE, AUSTRALIA ONLINE RESEARCH

Roz Rowen talks 'boganism'

In her AMSRS national conference keynote address, linguist and researcher Roz Rowen will be showing how and why moving beyond the cliché and stereotypical associations of 'bogan' and other social category terms, can be beneficial across multiple research applications.

She says emerging research that looks to bridge the gap between the semantic (meaning) and pragmatic (interaction) interface may be the key to understanding the use of these terms in interaction, and give rise to ways it can inform and be applied across research fields. Her presentation explores the concept of 'locally-situated meaning' whereby, the meaning of words can only be defined and understood in the context of the utterance.

Why is understanding boganism and other cultural slang terms important?

Terms such as bogan hold a social popularity that in the last 10 years has risen to a point of seeming 'cult fascination'. We are using it everywhere, but what do we really mean when we use it remains somewhat of a mystery. Does it always mean the same thing? Is it constrained by great cultural powers? That you will find out in my talk. What I will tell you is that understanding Australian English social slang terms not only help inform about current cultural attitudes, but help understand social capital and are often used to promote social solidarity and rapport building among people.

What is 'locally-situated' meaning?

Meaning is most commonly thought about in the abstracted sense where dictionary definitions are the base from which we ascribe meaning. This isn't the case. In interaction, meaning becomes dynamic with the ability to be continually negotiated dependent on the situation and purpose of the conversation. This then becomes interspersed with culture, speakers' knowledge and understanding and biography to create an interaction which builds a structured field of meaning in and for that particular moment and purpose.

What framework are you using to understand how meaning is made in interaction?

I am developing a framework that is informed by a number of fields within linguistics (semantics, conversational analysis, membership categorisation analysis). In a nutshell I've combined these approaches to produce a way of understanding how people create shared conceptualisations of terms to create a relevant and purposeful meaning with each other. This is shaped by understanding the practices we employ to structure our talk to best communicate what we want to say, when we want to say it and how we want others to understand it. After all, aren't we always trying to figure out what people really mean and why they say certain things!

How can this research benefit me?

Understanding how people use language during conversation is not only relevant to academics, and if you are interested in any of the below then this type of research can also benefit you:

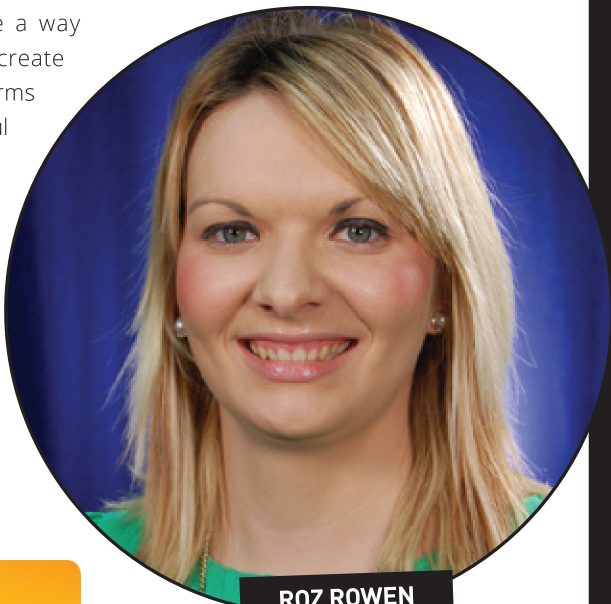
Want to know more about/ better understand cross cultural differences?

Interested in appealing to particular demographics in marketing?

Want to advertise to particular groups on social media, but not sure of the right language or what they mean when they use particular phrases?

Want to understand people's motivations for language choices in different contexts?

Want to know why people are using slang in their conversations at all?



ROZ ROWEN

Academic Language and Learning – Lecturer, Charles Darwin University/ Griffith University

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Floyd McMillan

TO: Managing director, Chime Insight & Engagement Group (Australia)
FROM: Head of research and insights, Edelman, (South Asia, Middle East, Africa)

Floyd has more than 20 years industry experience – as director at Ipsos and Colmar Brunton, as well as client-side with brands such as GSK, Mobil and Mars Confectionery.

The Chime Insight & Engagement Group launched its first APAC office in Sydney in 2013 and the group includes the businesses Facts International and Watermelon Research.

Chris Burton

TO: Director, Elbow Insight and Strategy
FROM: Engagement manager, IMS Health

Chris has 15 years experience as a healthcare researcher. A qualitative expert, Chris has worked across an extensive range of therapy areas and specialises in oncology. His most recent role was at IMS Health before launching Elbow Insight and Strategy (in conjunction with joint partner Jonny Mackrill), a healthcare agency that specialises in patient-centric thinking and brand strategy.

Sonny Sethi

TO: Senior insights/ market intelligence, Tabcorp Group
FROM: Research manager, Foxtel

Sonny joins Tabcorp with more than 11 years research experience with media companies like Foxtel and oOh!Media and research houses, including Ipsos, ACNielsen and Research International, providing insights across marketing and sales, product innovation and development, technology and commercial, working on a mix of consultative, qualitative and quantitative research projects. Sonny holds a MBA (Marketing) from the University of Technology, Sydney.

Robyn Rutley

TO: Director social research, TNS (Brisbane and Sydney)
FROM: Director social research, TNS (Brisbane)

Based in Brisbane, Robyn's role has expanded to include the Sydney market, in addition to overseeing the Brisbane team. With over 20 years experience in market and social research, Robyn has directed numerous research programs for clients in the public sector with particular expertise in the areas of social marketing, brand and advertising evaluation and tracking. Her social marketing experience ranges across all research methods and includes working with local, state and federal clients in the areas of road safety, energy, sustainability, skin cancer, breast screening, physical activity and nutrition. She joined TNS in 2009.

David Templeman

TO: Senior research director, ORC International
FROM: Head of insight/group director, MediaCom Australia

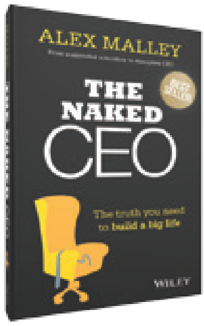
David joins the growing consumer and commercial team in Sydney where he will leverage his cross-category experience (FMCG, retail, finance, automotive). David has a particular interest in behavioural economics and its application to communications.

Mimi Nguyen

TO: Research director, ORC International
FROM: Market research manager, News Corp Australia

Mimi has joined the consumer and commercial team after a year of travelling overseas. With a mix of client side (News Corp, Nestle) and agency experience Mimi has a keen interest in brand strategy and the customer journey. She will be working in the Sydney office.

On being yourself!



Firstly I must confess that I am not a business book reader. It's not that I dismiss their value outright, but I do struggle to sustain my attention through the often clichéd common sense lessons, unsubstantiated models and general over enthusiasm and self-promotion these books often contain.

So it was with some hesitation that I agreed to review Alex Malley's book The Naked CEO.

I brought to the task my own general views on leadership, garnered from over 20 years of business and life experience which include; be yourself, respect everyone, get out of your comfort zone, build a network, accept, manage and leverage fear, take risk and learn from your mistakes and above all take responsibility.

Listening to the audio version, how very delighted I was to hear Alex start his book with a chapter about daring to dream and being yourself!

Alex's book is a candid and sage guide for young professionals starting their career based on Alex's real life experience. It doesn't pretend to have all the answers but rather tries to establish and explain the pillars one needs to have a big life. It's very much a common sense guide to being your best in a challenging world.

It includes plenty of real life examples from how to study, network, manage fear, build your own brand and challenge yourself to dream big and achieve your goals.

What stayed with me was the importance of knowing and leveraging your unique qualities, challenging yourself beyond your comfort zone, understanding that fear means it's important, being self-reflective and the curator of your own brand.

The book has many relevant themes to the market research industry especially around the value of building a network and being able to think on your feet and address a room full of people. I don't think you could read this book and not learn at least a couple of highly valuable and useful lessons. I would highly recommend it - especially to those starting out.

DEREK JONES, MANAGING DIRECTOR, D&M RESEARCH AND AMSRS CONFERENCE CO-CHAIR

BDRC Jones Donald is now BDRC Australia!

Following the success of the 2011 strategic alliance with the UK headquartered BDRC Group and reflective of a natural progression over time, the company has adopted a more streamlined look and feel. Day to day we will simply be called BDRC, which is reflected in simpler email addresses and a refreshed website...**www.bdrc.com.au**. Overall it's business as usual, the same great team and the same company wide commitment to helping clients move forward with confidence.

AMSRS member finalists in 2015 ESOMAR REAs

AMSRS members are amongst two of three finalists in the 2015 ESOMAR Research Effectiveness Awards.

Nature's Chris Crook and Peter Stuchbery, and Paul Labagnara from The Lab Strategy & Planning are finalists for Driving Success Through Big Data Segmentation – how segmentation has shaped GE Capital's consumer business in Australia today.

Meanwhile Bergent managing director John Berenyi and 7-Eleven insights manager Alyssa Milton are finalists for Reinventing Convenience Store Food – Growing 7-Eleven's foodservice profit, sales and image using multi-stage shopper focused research.

The winner will be announced at the ESOMAR World Congress in September in Dublin.

From left, McNair Ingenuity Research's Matt Balogh, Saskia Kirson and Angela Brooks

McNair Ingenuity wins

McNair Ingenuity Research has been awarded the prize for **Accessibility**, for promoting equal opportunities in the workplace at the Better Business Partnership (BBP) 2015 Better Business Awards on Friday 13 June. The awards celebrate the sustainability achievements of over 250 Sydney North Shore businesses and is a joint council project in the Ku-ring-gai, Lane Cove, North Sydney and Willoughby areas.

The **Accessibility** award garnered by McNair Ingenuity Research is in recognition of efforts to create an equal opportunity workplace for those with emotional illness and physical impairments including sight, mobility and hearing – particularly in its call centre. Examples of how McNair have done this include a custom-made desk, custom-built CATI software for people with a sight impairment, and special processes for people with mental and emotional illness needs.

SSI acquires MyOpinions and SmileCity

SSI has completed the acquisition of the assets of MyOpinions in Australia and SmileCity in New Zealand.

The MyOpinions Panel has been built over the past 14 years and SmileCity Ltd, which was established in 2003, is an online rewards program exclusively for New Zealanders.

Both MyOpinions Ltd. and SmileCity Ltd. are owned by parent company PermissionCorp. The majority owner of SSI is HGGC, a middle-market private equity firm.

SSI president and CEO Chris Fanning said the acquisition aligned with the overall strategy to invest in the Asia Pacific region.

Confirmit acquires IRM

Confirmit has announced its acquisition of Information Research Management Pty Ltd (IRM), its exclusive value-added reseller in Sydney, Australia.

IRM has acted as Confirmit's long-term reseller for more than 11 years, providing local sales, support, training and consulting services for Confirmit's solutions in Asia, Australia and New Zealand. Existing customers include the NRMA, The Online Research Unit, Pure Profile and Fairfax Media Limited.

IRM general manager Chris Breslin joins Confirmit as country manager and said joining forces with Confirmit was an entirely logical step for IRM.

The newly combined business will be based in Sydney and will be known as Confirmit Australia Pty Ltd. Confirmit previously acquired Integrasco in 2013, CustomerSat in 2012, Techneos in 2011 and Pulse Train in 2007.

Ipsos launches high speed testing

Ipsos InnoQuest has announced the launch of high-speed new product concept testing with optimisation, delivering full concept results in a week, using streamlined surveys and leveraging online, mobile and tablet data collection.

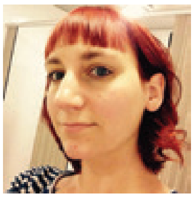
The new high-speed solution not only identifies high potential concepts but also provides specific guidance on how to make them stronger and more likely to succeed in-market.

Ipsos InnoQuest Australia lead Eileen Fong says a high-speed approach suits the fast changing environment of today.

Congratulations to our Mike Larbalestier scholarship winners

Attending the AMSRS national conference for the first time, Research News finds out what they're most excited about.

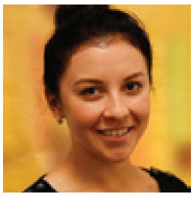
NEW SOUTH WALES



Louise Mercier, insights technical consultant, NRMA

❝Aside from the chance to speak with my peers, I'm particularly looking forward to the Powerful Data discussions as this closely links to my everyday work. I'm excited to see Big Data in action and understand how we can incorporate this into our Insights work at the NRMA. The (AMSRS national) conference is an opportunity to take a pulse on research in Australia at this moment in time, and I'm appreciative that I get to be a part of it.❞

QUEENSLAND



Josephine Ung, account manager, Colmar Brunton

❝Can I say everything? I'm a big fan of Hugh Mackay so I can't wait to hear him speak, but the entire list of local and international keynote speakers is very impressive, so it is impossible to choose just one thing to be excited about! I think it is fantastic that AMSRS is investing in young researchers. Attending the AMSRS 60th anniversary Conference is going to be an amazing opportunity for me to learn from industry leaders and pass this knowledge on to others – September can't come fast enough!❞

SOUTH AUSTRALIA

Sri Udakumbura, research officer, Relationships Australia

❝I am looking forward to the Big Data discussion panel, particularly hearing about the industry leaders' expectations, as this area is going to be my future business focus. I believe that the presentations, the questions and the conversations will help me to prepare my future conference submissions.❞

VICTORIA

Melanie Helmy, owner/director, Pod Research

❝I'm most excited about being able to listen to a range of opinions from industry leaders and engage in discussions regarding the industry with others who work within it.❞

WESTERN AUSTRALIA

Marissa Barbaro, account executive, Painted Dog Research

❝I'm really looking forward to the whole experience! I'm excited about the opportunity to represent my company and be able to network with other industry professionals and like-minded individuals from across Australia. Above all, I'm excited about the opportunity to learn from the leading experts about the latest thoughts and techniques in the industry. And I'm particularly interested in the discussion with AMSRS Fellow Hugh Mackay, (AO) as he brings with him a wealth of knowledge and considerable experience within the market and social research industry.❞

Journal re-launched

The Journal of Marketing & Social Research is bi-annual double blind, peer-reviewed refereed journal published by Asian Society of Management and Marketing Research (ASMMR) since May 2015. It was formerly published by Australian Market and Social Research Society (AMSRS) as Market and Social Research. It can be found at **http://www.asmmr.com/journals.html**

PDP COURSE & WEBINAR INFO

ORIMA RESEARCH

The Society wishes to thank Orima Research, the major sponsor of the 2015-16 Professional Development Program (PDP)

CREATIVE FACILITATION

NAT **TUES 15 SEPT 2015**

COST **$88 AMSRS MEMBERS**
$120 NON-MEMBERS

WEBINAR

In this webinar, Caroline Pakel from the UK will give a taste of how a workshop can be run smoothly, playfully and productively. Whether you are a novice workshop facilitator or have some experience, there will be something in this webinar which will help you improve the delivery of your next workshop!

QPMR recognition: 5 points

RESEARCH AUTOMATION

NAT **TUES 20 OCT 2015**

COST **$88 AMSRS MEMBERS**
$120 NON-MEMBERS

WEBINAR

In this webinar, Adam Froman from Canada addresses how automation is changing the practice of market research; the new developments that are likely in research automation; how practitioners can benefit from when research automation offers and new pitfalls arising in the execution of research automation.

QPMR recognition: 5 points

AGILE RESEARCH

NAT **TUES 10 NOV 2015**

COST **$88 AMSRS MEMBERS**
$120 NON-MEMBERS

WEBINAR

This webinar will address the benefits of agile research over the traditional research method.

Agile methodology is based on iterative and incremental development. The requirements and solutions evolve through collaboration between teams that are self-organizing and cross-functional.

The agile market research approach contrasts with the more common research approach of specifying objectives followed by project design, followed by implementation, followed by deliverables.

The agile method aims to gather feedback from the customer (the internal or external client) through early and continuous delivery. The 'aha moment' actually occurs several times along the way, allowing for learning to take place continuously and questioning to be refined as the research proceeds.

QPMR recognition: 5 points

SURVIVE AND THRIVE

VIC **THURS 26 NOV 2015**

COST **$627AMSRS MEMBERS**
$902 NON-MEMBERS

COURSE

This full-day masterclass/workshop addresses some of the common challenges that market and social research professionals confront on a daily basis. It provides new perspectives, unique insights and innovative life skills to tackle these challenges. This course is presented by Dr Jui-shan Chang, an award-winning author, researcher, educator, sociologist and psychotherapist.

QPMR recognition: 30 points

COMMUNICATION FOR IMPACT

NAT **TUES 1 DEC 2015**

COST **$88 AMSRS MEMBERS**
$120 NON-MEMBERS

WEBINAR

Simon Chadwick, managing partner of Cambiar LLC, will provide practical tools to enable us as researchers, to divine the insights within data, tell the story and have real impact on an audience. This webinar is intended for client and agency researchers who are responsible for writing reports and presenting them within the client organization. Simon will provide a framework for developing insights that drive business impact, structuring information to tell a story and leveraging visual storytelling.

QPMR recognition: 5 points

ONLINE SUMMER SCHOOL 2016: FEB/ MARCH

Summer School 2016 will offer online courses for experienced research professionals in the following areas, utilising US, Canadian and European presenters.

1. A total framework for qualitative research

Margaret Roller will be covering the following areas:

- Four modes of the in-depth interview method
- Three modes of the group discussion method
- Ethnography in the digital age
- Qualitative content analysis
- Process in case-centred research

2. Brand and communications research

David Alterman will examine the role of quantitative research throughout the brand and communications planning cycle. Topics include:

- Role of research in the planning cycle
- Researching and optimising brand propositions
- Pre-testing creative
- Tracking

3. Techniques for segmenting

Chuck Chakrapani will share his expertise in segmentation, covering:

- Theoretical basis of market segmentation
- Principal considerations
- Strategic development using market segmentation
- Where it's heading

4. The big opportunity with Big Data

Colin Strong will take us through a series of workshops on how to capitalise on the opportunities that Big Data presents for researchers.

He will cover two major themes – personalisation, which is set to have a major impact on our lives, versus privacy, which is increasingly stretched. Overall, this course will provide participants with the tools to start considering 'Big Data'.

QPMR recognition: 50 points per workshop

For full course information and to register visit: www.amsrs.com.au

NOTE: ALL PRICES INCLUDE GST

AMSRS CONFERENCE 2015

THE POWER AND THE Passion

CONFERENCE 2015

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