

## TOMORROW IS SOONER THAN YOU THINK: A RUNDOWN OF MARKET RESEARCH'S 21ST CENTURY SOLUTIONS

*Our summer spotlight series on how the social web and trends are impacting market research concludes this month with a look at what's ahead and tomorrow's tools.*

Clients expect to receive quality insights, outcomes and recommendations from researchers that are provided faster, more effectively and efficiently. Changing consumer behaviors and the social web are presenting challenges to research partners and their clients that are being met in innovative ways. Demand for speed and knowing how to reach and engage people today are driving researchers to incorporate elements of technology and science and adapt a blend of tried and true with emerging methodologies.

What can you look forward to from [your market research partner](#) that will provide you with the return on investment and return on insight you need?



Pic: exactinfo-tbj.blogspot.com

The end of the survey as we know it is approaching; not tomorrow, but soon. **Gamification** of surveys will address the issues of steadily declining response and rising drop-out rates and people's ever-shorter attention spans by offering more creative, visual surveys that feature interactive answer choices and incentive point systems. Incorporating gaming attributes into survey design will bring research to the digital doorstep of where participants live and, utilizing mobile technologies, will travel with them where they go. The recent [Esomar/RWConnect](#) article, [The Future of Research through Gaming](#), is worth a read on this subject.



Pic: kinghousse.fr

**Mobile market research**, a niche for now, is center stage of what's-next, and discussions on the topic are rife with varied and polarized opinions. It is agreed that faster must not compromise quality. Views differ as to the creativity needed to conduct research this way – it cannot just be a survey laid onto a mobile platform – and the validity of the data it collects. There's much more to learn about mobile research's ability to deliver on its promising potential to provide consumer feedback in real-time, track impulse purchases with precision, and use geo-location, bar code/QR code scanning, personalization and other technological capabilities to gather better insights. Worth a listen is this July debate on the future of mobile market research moderated by Forrester analyst Roxana Strohmenger: [Mobile research: Great hope or false dawn?](#)

**Neuroscientific methodologies** can measure consumer intent and implicit association for truly deep-dive insights. From [a recent article on research-live.com](#): "These market research techniques based on neuroscience range from brain-scanning using expensive laboratory equipment to fairly straightforward online surveys. At the high end of the scale (is) portable electroencephalography (EEG) equipment – headbands worn by

respondents while they watch a screen or browse a shop. This can be combined with eye-tracking to tie people's physiological responses to exactly what they were looking at. At the other end of the scale, there's implicit association measurement, which uses surveys to gauge people's gut reactions to stimuli by measuring the speed and accuracy of their responses to quick-fire words and images." Tapping into the subconscious for indicators of attention span, emotional engagement, memory retention and unfiltered raw response has come a long way in the last five years, and may become a more viable option for use in market research if/when the technology becomes more affordable.



What else is ahead?

- Smartphone video self-reporting and expanded use of other imaginative multi-media methodologies that enable real-time interaction in the context of real life, and less journaling and fewer focus groups conducted in rooms.
- New variations on [qualitative research](#), which is becoming bigger and bigger. Interpretive methodologies will be ever more in demand to decipher insights from data gleaned from monitoring the social web.
- Methodological lines will blur. Research techniques will become method-agnostic as the focus becomes about more granular business needs.

We focused our 3-part summer spotlight series on what's new and ahead in market research to share with [our clients](#) how the social web and trends are impacting the way we conduct research. Measuring your social media strategy for effectiveness, sharpening the strategy so that it provides real time data and information for you to use in your business, and translating that data into usable insights using market research are all things you can and should be doing right now. And you can expect to reach and read your customers more quickly and on a deeper level, faster and more efficiently using new techniques that are being created blending the tried-and-true with what's new.

As we celebrate our 25th year, we see dramatic changes taking place in market research. We plan to stay at the forefront for our clients, continuing to learn, evaluate and try out new ways to conduct research as we evolve our business and look ahead to our next 25 years. If you are interested in trying something new together, we're ready. [Click here to contact us.](#)

Other Summer Spotlight Series installments:

- [SOCIAL MEDIA FOR BUSINESS: HOW TO LISTEN, LEARN AND LEVERAGE, Part 1](#)
- [SOCIAL MEDIA FOR BUSINESS: HOW TO LISTEN, LEARN AND LEVERAGE, Part 2](#)



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