

Stop asking, start listening
IJMR Research Methods Forum 2009



Chairman: Peter Mouncey
International Journal of Market Research

Keynote Speakers:

Ed Keller
The Keller Fay Group, USA

Phyllis Macfarlane
GfK NOP

Speakers:

Philly Desai
Turnstone Research

Paul Edwards
Research International

Michelle Harrison
BMRB

Roy Langmaid
Promise

Adam Phillips
Real Research

Nick Sparrow
ICM Research



Supported by



The Royal Society, London
4 November 2009

The International Journal of Market Research (IJMR), published for MRS by WARC, is the world's primary source of cutting-edge thinking and ideas about market and social research in this field

Editor's Introduction

What is the Forum?

As part of the 50th anniversary celebrations for the *The International Journal of Market Research (IJMR)*, MRS launched the first *IJMR Research Methods Forum* in November 2008. It focused on the methodological challenges facing the research sector. The second Forum takes place at the Royal Society in London on 4 November 2009.

What is the theme for the 2009 Forum?

The theme this year is *Stop asking, start listening* - should research methods be more concerned with listening to what consumers and citizens say, rather than pre-framing the agenda by asking pre-defined questions or using discussion guides?

Two research models emerged in the 1930s. Gallup developed the Q&A approach, adapted from the methods first applied by social researchers in the late 19th century. In this model, researchers set the research agenda based on their needs rather than necessarily considering those of the interviewees. In contrast, Mass Observation used methods developed by ethnographers and anthropologists to actively listen to, and observe, communities. By the 1950s, the Gallup approach had become the dominant method while the ethnographic approach had become little more than a niche market. However, last year's Forum demonstrated that web 2.0 is leading the research sector to question whether the traditional Gallup model needs re-thinking in today's world of social networks and consumer/citizen power.

This raises some interesting questions, such as:

- Is the Mass Observation model about to go mainstream?
- Are 'respondents' now 'participants', equal partners in the research process?
- Is co-creation the way forward in market research and what does this mean in research methodological terms?
- Will consumers/citizens always be aware in future that they are participating in a research project?
- Are the boundaries between research and marketing becoming rather blurred?
- Are there new ethical issues to consider?

The speakers, all leaders in their field, will address the theme considering: the methodological challenges; the most appropriate methodologies to meet today's needs; where 'asking' and where 'listening/observing' fit into the research model; and likely methodological developments. They will argue the case for whether, for their specialist field, the future will be 'asking', 'listening/observing' or a mix of both.

Who should attend and why?

Methodology is at the heart of research so the Forum will appeal to any market research practitioner, social researcher or academic with a serious interest in methodological issues and solutions.

Peter Mouncey

Editor-in-Chief, IJMR



With members in more than 70 countries, MRS is the world's largest association servicing all those with professional equity in provision or use of market, social and opinion research, and in business intelligence, market analysis, customer insight and consultancy. All individual members and Company Partner organisations must comply with the *MRS Code of Conduct*.



Warc provides ideas and evidence for marketing people. At the heart of Warc is warc.com, our unique online service relied upon by major creative and media agency networks, market research companies, media owners, multinational advertisers and business schools to help tackle any marketing challenge. We also publish highly respected magazines and journals, including the *International Journal of Market Research*, and we organise conferences covering topical issues of interest to marketing people across the world.

Sponsorship opportunities are available for this event: call 020 7566 1827 or email John.Bizzell@mrs.org.uk

Programme

9.30-9.45 **Chairman's Introduction**

Peter Mouncey, Editor-in-Chief, *International Journal of Market Research*

9.45-10.40 **Keynote Speaker**

Phyllis Macfarlane, Chairman, GfK NOP

10.40-11.10 **Listening to the future**

Roy Langmaid, Co-founder of Promise

Outlines the speaker's personal journey to co-creation and why the different types of listening inherent within traditional market research are not at the heart of real co-creation in market research.

11.10-11.30 Refreshments

11.30-12.00 **Get real! Moving qualitative research from the viewing facility to the real world**

Philly Desai, Founder of Turnstone Research

New methods provide an opportunity to bring research closer to real human interaction and consumer behaviour, and free participants to engage in research in a more meaningful and truthful fashion.

12.00-12.30 **Deliberately listening: New frontiers for the government and the citizen/customer?**

Michelle Harrison, CEO of BMRB and Chair of the Institute of Insight in the Public Services (IIPS)

Deliberative methods have influenced the nature of public consultation in national and local government, and large-scale public deliberative consultations held in recent years have had an impact on the balance of power between the public, stakeholders and government.

12.30-13.00 **Panel Discussion**

13.00-14.00 Lunch

14.00-14.30 **Will better listening make us better communicators?**

Paul Edwards, Chairman of Research International

Why there is a need to change from 'transmitter' thinking to 'receiver' thinking, and how using observation and participant observation in the world and on the web could yield clues to how people feel about communications and how they might behave.

14.30-15.00 **Keynote Speaker How word of mouth "really" works: A holistic approach to WOM measurement**

Ed Keller, CEO of the Keller Fay Group, USA

New research from the US shows how word of mouth "really works" - both offline as well as online - and the diverse set of tools that market researchers, and marketers, can use to help activate word of mouth and brand advocacy.

15.00-15.20 Refreshments

15.20-15.50 **What is an opinion anyway? Finding out what people really think**

Nick Sparrow, Chairman of ICM and CEO of the Creston Insight Group

Large-scale e-Delphi polling methods allow participants to think about the broad subject area, express a view in their own time and respond to the views of others.

15.50-16.10 **Research, snoopers and spies – the ethical and large challenges facing observational research**

Adam Phillips, Managing Director of Real Research, Chairman of ESOMAR's Professional Standards Committee, and Chairman of the Financial Services Authority's Consumer Panel

In a world where technology makes it possible to hold vast amounts of personal data and people are increasingly concerned about privacy issues, researchers are confronted with new issues, rules and barriers when conducting observational research.

16.10-16.45 **Panel Discussion**

16.45-17.00 **Chairman's Closing Remarks**

IJMR Research Methods Forum 2009 Booking Form

To book

- ◇ Call John Bizzell on +44 (0)20 7566 1827 or email john.bizzell@mrs.org.uk to provisionally reserve your place
- ◇ Fax this booking form to +44 (0)20 7566 1829
- ◇ Post this form to John Bizzell, MRS, 15 Northburgh Street, London EC1V 0JR

Delegate fee Please tick as applicable

	Ex VAT	VAT	Total		Ex Vat	VAT	Total		
MRS Member or Company Partner	£200.00	£30.00	£230.00	<input type="checkbox"/>	Non-member	£330.00	£49.50	£379.50	<input type="checkbox"/>

Delegate details

First name	Last name		
Company			
Job title			
Email address	Tel		
Total Fee £ <input type="text"/>	+ VAT £ <input type="text"/>	=	£ <input type="text"/>
Booking query contact			
Tel	Company name		
Address for correspondence			
Postcode	Country		

Payment method Please tick as applicable

Payment - All fees are to be paid in Pounds Sterling and are subject to VAT at the standard rate of 15%, including international bookings.

- Cheque/bankers draft** (made payable to The Market Research Society)
- Bank transfer** (MRS bank details: Barclays Bank PLC, 27 Soho Square, London W1D 3QR
Sortcode 20-67-59. Account no. 20618357. Swift Code BARCGB22. IBAN no. GB23 BARC 2067 5920 6183 57)
- Invoice** (Please issue direct to my company)

Address for invoice (if different)

Postcode Country

Credit card (Please debit my debit or credit card): Visa Mastercard Amex Maestro/Switch Issue no: _____

Start date _____ Expiry date _____ Amount £ (inc VAT)

Card no Validation Code (last three digits)

Cardholder's name Signature

Cardholder's address (if different)

Postcode

Booking conditions: Substitutions may be made in writing at any time. However, we are unable to make refunds or cancel invoices for cancellations received less than 28 days before the forum is scheduled to take place. Payment must be received before the event to ensure entry.

Data Protection: The Market Research Society processes the information provided by members and non-members to enable it to carry out its activities in accordance with its objectives and for its administrative purposes. We may use the information to tell you about our other products and services. We may also make it available to any person on request to enable them to contact you for any purpose other than direct marketing. If you do not wish the information to be disclosed in this way, please notify us in writing.

The Society is occasionally approached by other organisations who wish to engage in direct marketing to its customers. If you do not object to the Society disclosing the information it holds for these purposes, please tick this box.

I accept booking conditions (please sign)