

A Close up on
MARKET
RESEARCH

How can
practitioners and
academics work
better together?

DUNCAN
STUART
ON CHOICE
MODELLING

Grant Storry on tips for qual

INTERVIEW



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Welcome to the first edition for 2015. It only feels like yesterday that we were all knocking off for the Christmas holidays and here we are already with the first quarter drawing to a close. And what a quarter it has been. Back in February we held the first Board meeting of the new Board and that same day brought the Board and Executive Committee together to activate the key projects for 2015.

It's a real pleasure for Claire Lloyd and myself to be able to work with such an enthusiastic and intelligent group of people with a fantastic mix of experiences across the group. A question we asked ourselves a lot on the day was "what is our value proposition for members?" It's a really good question and one that we are always working on.

You don't have to join Research Association to be a member. And clients don't insist on RANZ membership. So why do we exist? What are we here for? Why do researchers (both agency and client-side) join? I always like to pose the flip-side of the question. What if there were no RANZ? What if the research industry didn't have its own association? What would we lose?

There are some obvious answers to this. Professional Development and Networking opportunities, National Conference and Industry Awards, an industry code and the enforcement of that code. Input in to important matters like political polling. Access to international programs like ISO20252. Engagement with media, government and the business community. Industry level relationships with Marketing Association, CAANZ and the other industries. Opportunities to engage

Rob Bree
General Manager



with the universities and other academia. Input into regulation regarding privacy and electronic communications and data. And the list goes on.

So some of the benefits are very visible and immediate to you as members. Some of them go on behind the scenes. But if you didn't join, pay your subs and generally speaking support the association, we wouldn't be able to invest resources and time into the things that you as members, through your Board and Executive Committee, deem to be important.

So thank you for your support. And this year we are working on strengthening that value proposition and bringing you more relevant benefits of membership.

Now for a plug! The Conference Team has shifted into top gear with planning and organising this year's conference which promises to be the best ever. Be sure to get in now and reserve your place. There are some great early bird deals and you'd be a genius if you got in and took advantage of them now.

I'll shut up now and leave you to get on with your reading.

All the best

Rob

InterVIEW

Publisher:
Research Association

The dedicated team which
produced this newsletter includes:

Anika Nafis

Sue Cardwell

Robyn Moore

Jakob Knudsen

Rachel Prendergast

Claire Lloyd

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Charmaine Fuhrmann

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SPOILER ALERT

Qual researchers - some are analytical and some are unstructured. So how should we analyse qualitative data? Pg 10

A guy walks into a bar and he's starving! He has \$10. What will he choose? Will he go for the Tender crisp chicken wrap with honey mustard or stick with his usual double cheese whopper? Read about menu based choice modelling. Pg 12

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 "The techniques and algorithms data scientists are using to identify the Higgs boson are also used in the commercial world to find meaningful patterns in data". Our innovation piece interviews Infotool's data scientist, Brian Potter on his passion for data science. Pg 22

Speaking of data, everyone is talking data and big data. Do you need to go to data science boot camp? Learn about what Massey has recently launched and other trends for market researchers to keep an eye out for.

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WHAT'S INSIDE?

HOT TOPIC!



Jonathan Dodd's animated feature on crimes against the research industry was received well by all!


[CLICK HERE >](#)

“

This is utterly brilliant! I am now inspired to write the qual equivalent, but not quite ready to admit I'm a "grumpy old gal"


- Peggy Moullton-Abbott

”



Kim S.
Questionnaire consultant

It is wonderful to see (and hear) somebody in the research trade pointing out the lack of survey expertise in so many (dare I say most?) of those practicing the trade. The general feeling seems to be that there is little skill or knowledge needed to design and conduct a survey, and that no special skill at all is needed to develop a decent questionnaire - any fool can do it. And that shows in almost all the questionnaires and forms that I am asked to fill in.



Ann T.
Director OrcaBlue Insight

Well said Jonathan. I have been truly shocked by some of the research that I have been exposed to recently, and am horrified that clients are expected to accept it. As anyone who knows me will be aware, sampling is my big bugbear. When asking colleagues about how they have arrived at their sample recommendations I am often met with blank looks and comments such as "Well it does not matter, we will get the viewpoint of everyone who visits x or y". Don't get me started on questionnaire length!!

[CLICK HERE >](#)

K

EEP IN TOUCH

Contact us at:





Horst

A great way to understand your market position

Horst F.

Group Client Director at Infotools, Market Research Evangelist, Data Visualization Expert, Presenter & Contributor, QPMR

For brand managers and marketers, the perfect visual market research analysis tool to see your brand on the brand landscape is a correspondence map

More: <http://hubs.ly/y0t7Cp0>



Compare your brand's position to competitors: 5 quick steps | Infotools hubs.ly

Analyse your survey and market research data with a correspondence map to see where your brand sits in relation to your competitors.

[CLICK HERE >](#)



Jonathan D.

Research Director at Ipsos - Solving your marketing challenges through effective, pragmatic market research

When it comes to segmentation, marketers can be segmented between those who love it and those who have been burnt. Here's how to get it right.



[Birds of a feather – Toucan or Toucan't? linkedin.com](#)

Ever heard somebody complaining about a restaurant that you love?

Reporting poor service from the store you rate as the best? When this occurs the natural reaction is to think that the establishment in question was having

a bad day, and that the...

[CLICK HERE >](#)

3 reasons why social media can't tell you who your customers are

[CLICK HERE >](#)

Horst F.

Group Client Director at Infotools, Market Research Evangelist, Data Visualization Expert, Presenter & Contributor, QPMR

Marketers be aware who you are listening to - almost 90% of what you hear on social comes from the Enthusiasts who make up just 29% of the social media audience <http://hubs.ly/y0nVdV0> by @visioncritical



GerART on Storytelling



On January 20, 2015, Gerard Loosschilder hosted a webinar about storytelling in market research for the Australian Market & Social Research Society. The webinar was about storytelling to share the insights coming out of a market research study, among which ... [Click here to read more](#)

Dear Ed,

University students (at the University of Auckland) have become increasingly interested in connecting with market research companies. Besides the substantial benefit of creating awareness about the brand in the youth market, the real benefit of offering an internship for a company is to identify, “test-drive” and retain talented students.

- Laszlo

Hi Laszlo,

We do indeed see a great opportunity for universities and research practitioners in the industry to work together. We managed to get Paul Baines (@DrPaulBaines) from Cranfield School of Management in the UK to share his research on this topic. Read his article in this issue.

- Ed

Dear Ed,

It makes us so proud to see a New Zealander take the podium in the APAC Data Insight Visualization Awards (DIVAs)! Well done to Andrew and Natalie Hewitson of Colmar Brunton for taking the prize with a stunning data visualization.

- Patricio (DIVAs judge and Executive Director of Infotools)

Hi Patricio

It makes us all proud to see New Zealanders on stage. Congrats to Andrew and Natalie from @colmarbruntonz . Definitely worth sharing! To take a look at Andrew’s quirky video

[>CLICK HERE](#)

[CLICK HERE](#) to contact our editor



Research with kids

Research company X is doing qualitative research with 12 year olds on chocolate. You will be paying the parents a generous incentive as they are responsible for ensuring their child does the pre-group tasks and picking up and dropping off their child from the group. The 12 year olds get an iTunes/ Google apps voucher for their time.

Your client has also provided generous amounts of their product for the child to take home after the group. Is it ethical to give the 12 year olds vast quantities of (wrapped) chocolate to take home without informing their parents? ... what if instead of chocolate, your client was testing mobile phones.

Would you give the children mobile phones without informing parents? What about books? Stationery?

Where would you draw the line?

Let me know what you would do - check out the discussion on LinkedIn.

[CLICK HERE >](#)

What to do with it?

It's data but unlike Quantitative data, these don't sit nicely in tables. Qualitative research involves content analysis - what people say and how they say it. But this is only a small part of the picture.

Qualitative research also takes into account discourse. This is language beyond words and sentences. A good qual researcher must take into account context, non-verbal cues such as body language and the frame of reference e.g. 'above satisfactory' in relation to what.

Qualitative research involves constantly analysing not just reading the transcripts later. This is because what people do, how they say things as well as what they say form a part of their emotion and how they see the world around them. Because there's so much happening, there's no magic formula or step by step guide for analysis.

Many experienced researchers can work through the process

Qualitative research

seamlessly while others need to work things through.

Some researchers are analytical, theory based and quite detail oriented. Their challenge is to make intuitive connections. On the other hand, some are unstructured in their methods. They like to look at the big picture preferring to trust their intuition. Their challenge is to be more ordered in their process. Regardless, the general flow of thinking or working things through is summarised by the diagram on the following page.

Although there are no right or wrong approaches to analysis, there are some guidelines to follow in this process. These basic principles ensure objectivity and actionable insights for clients.

1 Be clear about what is expected of the project -

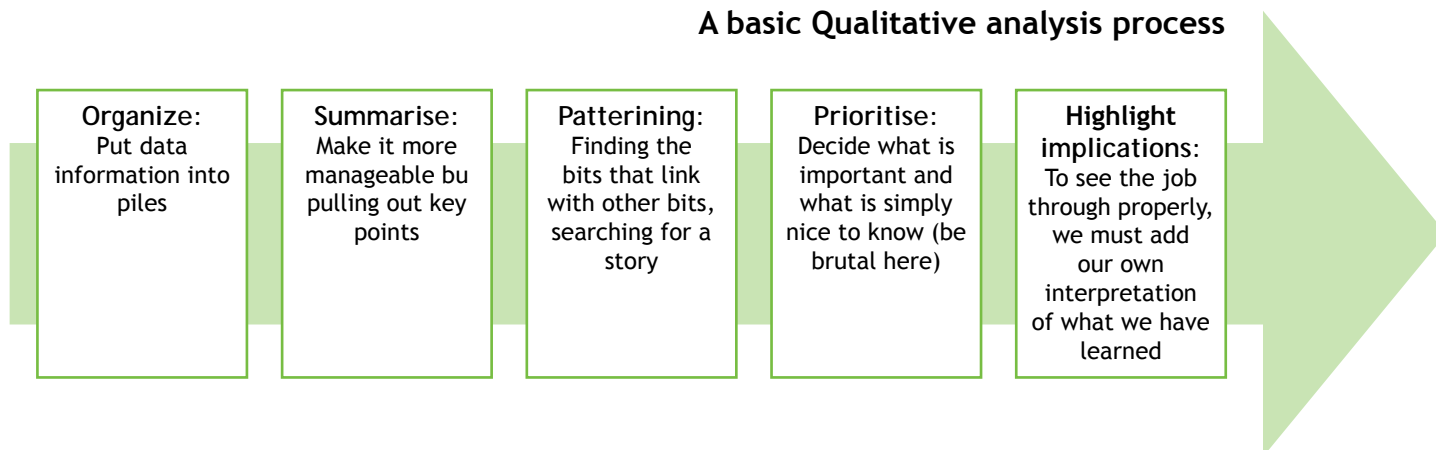
Read the objectives, understand them and refer back to them frequently. - It is important to know what you need to find out, and what level of interpretation is required from the project from the outset:

- Does the study seek to Elicit, Describe, Demonstrate, Detail - for further research
- Or Explore, Understand, Evaluate, Explain - to provide guidance? quantification?

2 Analyse as you go - do not wait for fieldwork to finish. Analysis starts at the briefing stage and it continues through the fieldwork stage as you learn and refine. By the time the fieldwork ends you should be hitting the ground running and have some ideas starting to formulate.

3 Don't rely on, or settle for, 'fat' words. - 'Fat' words are words with broad meanings that can be interpreted in several ways or

A basic Qualitative analysis process



mean different things to different people. They can trip you up! Common examples are:

- Service (there are many aspects to service, which are we talking about?).
- Value (how exactly is value measured in this context?).
- Convenience (meaning what exactly?).
- Quality (judged how?).

‘Fat’ words are a sign of incomplete analysis. After the fieldwork is over, you can’t go back and elaborate - so use the fieldwork to probe words like this when you hear them.

4 Do not base your insight on what you personally do or think. For example; “The participants said that they didn’t know, but when I choose a bank account I look at the fees, so I’m sure that’s significant...” Qualitative research demands objectivity. Basing your analysis on your own beliefs and presenting them as ‘findings’ is at best naïve, and at worst dishonest.

5 Don’t lose sight of the objectives! - New discovery and exploration is good, but the client is paying us to address their objectives. If we deliver on those, they will be much more receptive to additional information that we think would be useful or interesting to them.

6 Manage your time - avoid burning it up in a panic. Set yourself goals to make the process more manageable. Set aside space for analysis - schedule it in your diary.

If you find you are just not in the headspace, stop and do something else rather than stare at it. Ask for help early on if you feel you are thrashing about and getting nowhere.

7 Draw up a ‘plan’ of what you are going to say before write-up. Sketch out the framework of your story. Where does it start? Finish? What are the topic areas you will cover? Are there any key diagrams or models that provide a centrepiece to your story? If so, where will they appear? Refer back to the objectives when creating your ‘plan’.

8 When you finally get to PowerPoint - get to the point! Tell a story, and aim for each slide to be a clear & consistent part of that story.

- Some presentations look like an ongoing stream of consciousness, or a collection of interesting but unrelated observations or insights.
- Don’t repeat everything you heard!

Ask yourself “what’s this slide saying” - you should be able to tell at a glance.

Having a key point box with implications or key insight for each slide helps with this. Remember that sometimes a picture or diagram is much more powerful than words.



Grant is an award winning qualitative researcher. After a distinguished career holding top qualitative roles, Grant followed his dreams of forming his own company Sonar.



@bravepants

Duncan Stuart Says

Measuring the 2 million combination menu.

In an age of mass customisation we now have the tools to measure really complex customer choices.

1st Scenario

A young guy walks into Burger King and he's starving. He's got \$10 in his pocket and while he waits in the queue he stares up at the menu board. Does he go for the tender crisp chicken wrap with honey mustard? Or does he stick with his usual Double Cheese Whopper? Or should that be a single cheese but with an upsized Coke? Next please. He makes his order.

2nd Scenario

Life Insurance. The young mother sits at the dining table with her tablet opened to show the Life Direct website. She is comparison shopping - looking for the best life cover for herself and her husband.

She enters the details into the online calculator and nominates how much cover they need (enough to cover the mortgage,) and six competing offers pop-up within 15 seconds. These are priced marginally differently per month.

She has heard of some good things about some insurance companies but bad things about one of the six. And a few of the competing offers come with

additional conditions and benefits. She weighs everything up and clicks one.

3rd Scenario

The couple have all but signed up for the new Ford. They tested other competing brands, but this is the hatchback they really like the best. "Of course," says the salesman as he starts to fill in the sales order form; "we haven't discussed your options yet."

Do you prefer automatic, or manual? How about the sport model with the mag wheels? That's only \$1200 extra. Of course you have the two-door, but how about the four-door option? And it's a bit extra for the metallic paint - though it tends to age a lot better than the straight enamel colours." "You mean it's not standard?" she asks. The couple look at each other. Suddenly the decision seems complicated. She murmurs to her partner that maybe the Mazda with the free "on road package" is back in the running. The salesman begins to sweat. The deal is slipping through his fingers.

Three very common consumer scenarios. In an age of mass customisation, consumer choices don't just come down to brand preference or advertising awareness - the two staples of consumer research - but rather come down to an astonishingly complex human algorithm which somehow handles what we might call menu-based choice architecture or MBC.

How complex? One estimation I have seen of the typical burger menu board from where during the 90 seconds in which you queue up you must make a choice, is that there are in excess of 2 million possible combinations and permutations for a typical \$15 order. Double cheese. Extra fries. Upsized Coke.

Hold the beetroot. Everything comes with a cost and a trade-off, governed by personal tastes, one's own sense of value and the various conditional skews of this week's promotions. Somehow humans manage to make a decision, though to be honest, you can see how habits develop.

They become an efficient way of dealing with information overload. But how do researchers even begin to test the attractiveness of 2 million options?

The problem for market researchers is not just one of volume. The complication comes from the fact that the consumer choices are not strictly rational. When you think about it, paying an extra dollar for an additional slice of cheese in a double cheeseburger is bloody expensive. And if I'm constrained by the \$10 note in my back pocket, then who can tell whether I would prefer an upsize Coke and small fries with my burger, or a Jumbo coke and no fries at all? Or no Coke at all, but extra fries? Or Coke and Fries but hold the extra cheese?

Or...

Menu-based choice modelling is a relatively new field of market research that springs from its roots in conjoint analysis.

Conjoint, I learned recently to my delight, was a term first applied by my statistical hero John Tukey, who was fascinated by the question of how we can measure things that are measured not discretely, but considered jointly - hence con - joint.

Since the 1970s conjoint approaches have been applied with increasing confidence. At first these were paper-based, and a typical example of this kind of study gave respondents a set of 16, 24, or 32 cards on which various combinations and permutations of product description were portrayed.

Generally this might be enough to efficiently calculate the relative attractiveness of competing offers. For example if five competing brands of peanut butter came in four different price points, low or medium saltiness, super crunchy, regular crunchy or smooth, then we have $5 \times 4 \times 2 \times 3 = 120$ potential combinations of product to test. Good design might reduce this to a fairly representative 32 physical cards each with a specific combo of price, brand and flavour etc.

The conjoint approach - with carefully calibrated options to test - enables us to determine which factors are most driving consumer decisions (price is often the main driver,) and the degree to which consumers consider the trade-offs between, say a preferred brand at a higher price, versus a lower priced offer from a brand we don't trust so well.

Conjoint has the advantage of boiling each variable

@duncan_stuart



Duncan Stewart FRANZ



down to utility scores, and - since price was one of these variables - allowing us to put a price-tag on brand appeal, or flavour. Even so, the paper-based systems because it still require at least 32 cards to give us enough data on the peanut butter survey still puts on respondents a high cognitive load.

By the 1980s conjoint studies were made possible on computers, and this approach enabled some clever variations to be tried. First, the computer approach eased the cognitive load by offering three or four cards at a time so that respondents could more easily choose their preferred option (or none of these) over 9 or 10 iterations. Another innovation: useful in some situations but not universally, is adaptive conjoint, which in cycling a respondent through a series of choice exercises, may quickly decide that this respondent never chooses Sanitarium brand, so it begins testing variations among the preferred ETA and Pam's brands. It focuses on the useful part of the choice landscape.

These approaches have been increasingly honed and refined, and I have always admired the developers of Sawtooth for working and reworking their algorithms

and methodologies to create increasingly predictive conjoint products.

They are willing to challenge their own products. They moved away from favouriting Adaptive Conjoint a few years ago. Up until 2010 the softwares offered respondents a choice between “competing cards.” This approach works best on mass produced products such as peanut butter, where there may be less than 200 combinations and permutations available.

Categories where menu based choices are common

- Telecom, broadband, energy bundles
 - Online aggregator sites (insurance, travel)
 - New car purchase
 - Fast food and QSR
 - Electronic device control
-

However in the last decade or so, and with the rise of e-commerce and the presence of bundled offers (think how phone, energy and broadband packages are now being bundled,) classic choose-one-card conjoint only goes some of the way to explaining what goes on in the consumer mind.

Enter MBC. This is a Sawtooth product and is a particularly expensive software. I recently forked out New Zealand around \$12,000 for a copy, and dismayingly, instead of receiving a sexy drag-and-drop statistical package, had the equivalent of a jumbo bucket of Lego bits, offloaded onto my computer. It

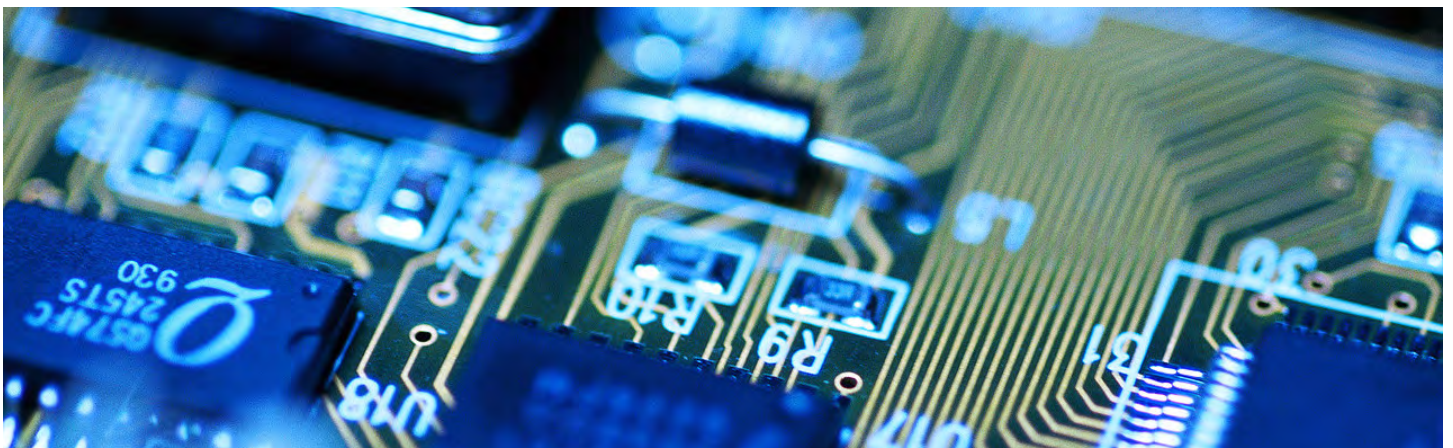
isn't pretty. It requires HTML coding, and requires some real steep learning to get a handle on.

In my case, I'm just lucky that I have worked with conjoint for a few years now, and conceptually can see where this is coming from. But even so, I can think of no software that I have dealt with in 22 years that has required such a demanding user experience. Luckily by the time the respondent sees it, things aren't so complicated.

With the right HTML coding, the online survey presents - metaphorically - a replica of the Burger King menu board. There you can choose the basic flavour of burger (beef, chicken, fish, cheese,) and then top it up with your own preferred options. Choose the beef value meal if you want - and upsize those fries. As you select your options the price goes up or down so respondents can very accurately replicate the actual choice experience.

And that's the point of MBC: to emulate as closely as possible real choice situations. We might discover that consumer choice architecture radically transforms itself depending on whether there is a price point of \$10, or whether there is a price point of \$12 or \$15. Sawtooth experience shows that many of the trade-offs are not strictly rational. There may be an overriding decision about whether to order a whopper or double whopper, but regardless, the shopper may always prefer to have a Coke of a certain size.

In other words there is no trade-off here, or there is: but it applies to the fries only. In a typical example the respondent is shown 10 variations of menu boards, and each time given a price limit and asked to choose. Given that the questionnaire needs HTML coding, it will cost the client somewhat more to con-



duct an MBC survey compared to a regular out-of-the-box online survey. The investment should be well worth it.

Another consideration: given the 2 million permutations available, this is not something to be tested with small sample sizes. A thousand respondents may be required as a minimum, each doing ten choices to generate 10,000 data points. Picture these as trigs on data landscape.

Given enough of these reference points, the software then has enough information to fill in a complete picture of the consumer-choice landscape. You simply can't do this when you break down the survey into constituent questions about price, taste, brand, options etc - that is, in considering these elements not jointly, but singly.

Now comes the good part. By assembling this data, you could more or less model the optimum menu board. If I was Burger King for example, I could probably massage the menu so that the average punter with \$10 in their back pocket would spend not \$9.20, but something closer to \$9.80 a 9% lift in revenue willingly forked out by happy customers. If I wanted to try a special offer on the flame grilled chicken burger, I could see what impact this would have on revenue and on the demand for other options.

MBC CAN MODEL A VARIETY OF SITUATIONS

- **Discrete either / or choices or multiple select menus**
 - **Single menu board with multiple options**
 - **Competing menu boards (BK vs McD for example) where the consumer choice is made in two steps (Which brand? Then, which options within that brand?)**
 - **Price sensitivity analysis - testing choice behaviour through a range of prices.**
-

How accurate is MBC? As with any conjoint approach, the accuracy is largely dependent on the questionnaire design, and on the survey design which can be tested before it goes into field - using random data and running it through the MBC simulator. If I was doing a landscape map of New Zealand and had

10,000 trig points I could probably come up with a pretty accurate picture of the geological landscape. There would be enough points to suggest the Southern Alps, and the ruggedness of the King country for example. But it wouldn't be totally granular or perfect, and I would be extrapolating a lot of the story.

So similarly, given that we are testing, say, 2 million combinations of menu with just 10,000 data points, don't expect the modelling to be perfect. Sawtooth has tested MBC using actual data, (but held out for comparison,) and found the software chooses the right options with 80% accuracy or thereabouts.

So for my money, the MBC accuracy is right up there with Neural Networks for accuracy, but much more useful than NNs for testing menu-based choices and explaining the interactions that are going on.

Currently I'm employing the software for a client who is looking at bundled products, in a particularly complex market, that's why I bought the software. There is simply no other tool available to do the job. Without giving any client information away, I will within a few weeks disguise the data and make available a case study to show how MBC works, and how it can be used.

I mention this because I am a strong believer in the idea that market research professionals ought to share their experiences for mutual benefit. As a profession we are under mounting challenge from the big data mob. However, so long as they stay in the world of Excel, and so long as market researchers remain aggressive in the way we trial and purchase new software advances, we will continue to have a healthy profession. My first reaction to MBC is that it is an answer - at last - to a world where customers can now customise just about anything. You are welcome to contact me if you want to learn more.

Duncan Stuart
09 366-0620

Duncan is an organisational, market & social researcher and writer. He is fascinated by how reputation and social networks really work. Duncan is Fellow of the Market Research Society of New Zealand.

Eulogy to the iPod:

A device that changed music... and Apple forever

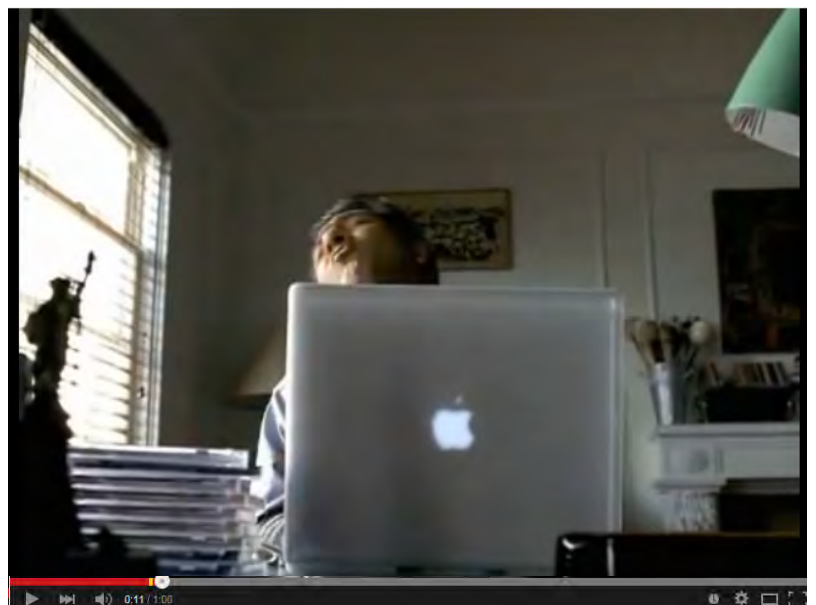
Apple quietly killed the iPod classic late last year but its legacy lives on. The iPod is the one device that launched Steve Job's digital strategy and changed Apple forever. Apple launched the iPod, an elegant little brick-like music player in 2001 with the tag line "1000 songs in your pocket".

It wasn't the first mp3 portable music player but it was the best proving that first movers don't always have an advantage. The original version had a spinning hard drive, physical buttons, and just the one fire-wire port that could only connect to Macs. Even before touch screens existed, the scroll wheel and buttons created a seamless, intuitive experience.

It coupled with iTunes - probably the only way to legally obtain music back then but it was largely used to rip music - remember when people used to rip CDs?

The iPod halo effect helped Apple be a credible competitor against PCs and this halo still exists on Apple products today. Many argue that the iPhone would not have had the immediate success it had without the iPod.

Let's take a moment to reminisce and look back at the first ever iPod ad. In lieu of sending condolences, Apple requests you purchase an iPhone instead.





**Polemic:
More Bridges
between
Academics and
Practitioners in
marketing
research
please!**

Marketing academics and market research practitioners have similar views about what constitutes 'good market research'. There does however continue to be an 'academic/practitioner divide,' and many marketing academics still have too little to do with marketing practice.

Academics devote a large amount of time simply to getting published in peer-reviewed academic journals. By contrast, the main aim of market research practitioners is to satisfy the needs of the client. The accumulated research knowledge in academic journals can in this context often seem irrelevant because it is produced for a different purpose.

There is therefore a need to identify and explore ways in which these two seemingly disparate groups can more effectively communicate their market research activities to one another, collaborate on projects together (assuming they want to) and more effectively work on areas of common interest.

In a paper co-authored in 2010 (Baines et al, 2010), my colleagues and I these two groups have differing views of each other and of themselves. In fact, despite an increasing requirement worldwide to demonstrate the impact of our research, there is remarkably lit-

tle funding available from government sources for marketing research, and even less for joint academic/practitioner research initiatives (and this is the case in business).

Practitioners perceive academics to be doing different things in different environments, with limited room to work on joint research projects. They generally do not find research findings disseminated through academic journals particularly useful. This lack of co-operation should really concern us in academia. Academics, on the other hand, would welcome access to market research agency data, providing that it is of good quality.

My own academic research has benefited enormously over the years from a strong relationship with innovative market research agencies such as Ipsos, MORI and MESH Planning in the UK. Some academics and practitioners consider that greater collaboration between the two would bring benefit to both. Others, among both groups, want nothing to do with the other. Some practitioners believe that marketing academics should be left to their own irrelevance.

Conversely, some academics believe that contact with practitioners jeopardises the very objectivity and integrity of their research.

This brings into sharp relief two opposing views of what role academic marketing research should play as follows:

- Academic marketing research should be much more relevant to commercial practice because its purpose is to support the marketing industry; or
- Academic marketing research should address issues concerning less privileged groups within society because it is mainly government or NGO funded.

In adopting these extreme positions, we hamper the potential for market research because both approaches adopt an 'either/or' position. In other words, a 'you-are-either-with-us-or-against-us' position.

It is equally reasonable to argue for some sort of middle ground. The two groups could work both to-



gether and separately, thus covering all stakeholder needs across clients, government and society. Working separately, and from the perspective of the practitioner, research is undertaken on behalf of one or more commercial clients purely for the purposes of that client, or across clients but solely for the benefit of the agency conducting the research and that industry. For academics, research is undertaken on behalf of government, charity or Research Councils mainly for the purposes of improving society, and more rarely as pure research for the purpose of advancing marketing theory.

A joint partnership approach between practitioners and academics might for example see research projects undertaken on behalf of several commercial clients but that research identifies a wider social purpose, with a view to understanding the longer-term implications of marketing practice and phenomena and their relative impact on society.

Our research indicates that there was sufficient common ground between academics and practitioners to make improved cooperation a feasible goal in order to facilitate long-term blue-skies research projects in marketing. The sheer efficiency and data collection capabilities of practitioners combined with their client-handling skills and understanding of managerial problems, complement the longer-term multi-stakeholder perspective of academic researchers.

Initiatives such as secondments (of academic staff to market research agencies, and of research practitioners to academic departments), internships (of PhD or Masters students at market research agencies), and greater cross-fertilisation between academic and practitioner conferences are relatively inexpensive activities but do require the will to

undertake them. Other possibilities include greater sponsorship by companies of professorships and lectureships in marketing than exists at present and jointly developed taught research-based marketing programmes.

The frequency with which academic results are reported in practitioner media could be increased and journals might seek to invite brief commentaries from prominent practitioners on important marketing topics and their research priorities. The frequency with which the practitioner perspective is represented in academic journals could be increased and so could the contribution from academics to practitioner focused magazines.

However, joint research is not without complications and involves a far greater investment of time and money than working alone or working with the usual suspects of government, Research Councils and NGOs.

In the short term, it would make much more sense to aim for greater mutual comprehension and joint communication through some of the modest initiatives such as secondments and 'practitioner perspectives' in academic journals. In due course, these initiatives may form the basis for longer-term research collaboration. It is striking that in many regions, we have not developed a national level clearing house for applied marketing research such as the Marketing Science Institute (MSI) in the US or the Ehrenberg-Bass Institute in Australia. These are excellent initiatives which deserve replication, since they bring together funding from companies with the academics to undertake the research.

This kind of matching is also done to some degree within many universities and some are much bet-

5 trends for market research

By Sue Cardwell



@tuesdaysue

STAND UP!

Rumour has it that office

01

chairs will be the new smoking scandal. Sitting in them increases your likelihood to die within the next 15 years by a whopping 40%. Now the evidence is unequivocal, it's only a matter of time before employees start suing employers.

Ready to choose your standing desk? This is the most incredible one I've seen...

DATA SCIENCE BOOTCAMP

02

Do you need to go to bootcamp? For your data skills, that is!

The opportunities for learning the latest data skills are growing all the time, from modelling to data visualization.

Locally, Massey has just launched a Master of Business Analytics. Globally, data science bootcamp looks particularly good.

DELICIOUS USES OF BIG DATA

We've seen big data used by businesses to tailor experiences to satisfy and

03

even surprise us (sometimes too much...) We can predict people's personality, purchases, performance...

But here's a delectable serving of big data you may not have tried yet: Cognitive Cooking. IBM's celebrity chef is not human, but rather a machine learning algorithm which has munched down jumbo-sized portions of data - from recipes, to chemical breakdowns of food, to nutritional data - and spat out a collection of "unconventional ingredient concepts" such as Austrian Chocolate Burrito and Vietnamese Apple Kebab.

Mouth watering yet? Don't worry, you can get Chef Watson's recipe book.

IN DEEP AND IN THE DARK: THE DARK WEB

Did you know the internet is like an iceberg: we can only see a tiny proportion of all the information that's there?

There are three types of internet we don't see: the Dark Web, the Deep Web, and

04

DarkNet. The first two are innocuous side effects of technology, while DarkNet (part of the Deep Web) is deliberately hidden data - for example, illegal filesharing or anonymity for political safety.

The Dark Web is data that's no longer reachable - often because it's no longer useful, like old chat logs. The Deep Web is the majority of the internet.

However search engines only index a small proportion of the information on websites ("the Surface Web"). Not only will we never access the Deep Web using Google, but no one really knows how big the Deep Web is.

STATUS SKILLS

You've heard of co-creation. Now spot the breakout brands which are making their consumers into Spielbergs, pro-athletes, green-fingered wizards and top chefs - and encouraging them to share their achievements on social media, of course.

Instagram turning us all into art-photographers is the most

05

well-known example, but consider also My Food Bag, ensuring we cook up a gourmet meal. What about video camera drones that record our mountain bike exploits as if we were a star of Sky Sports? Meanwhile in the garden, devices like Edyn make sure your planting suits your precise conditions, and can even give exactly the right amount of water to your prize specimens.

What other examples of brands making us (look like) experts have you seen?

How your market research data

Infotools resident data scientist, Brian Potter, has a passion for discovering hidden insights through data science, and recently competed in a Kaggle challenge.

“ Brian illustrates the type of leading thinking that we are proud to call our own at Infotools. His blog perfectly illustrates the level of thought and analysis that is integral to the advancement of market research analysis today.

Ron Stroeven
(Co-founder of Infotools)

”

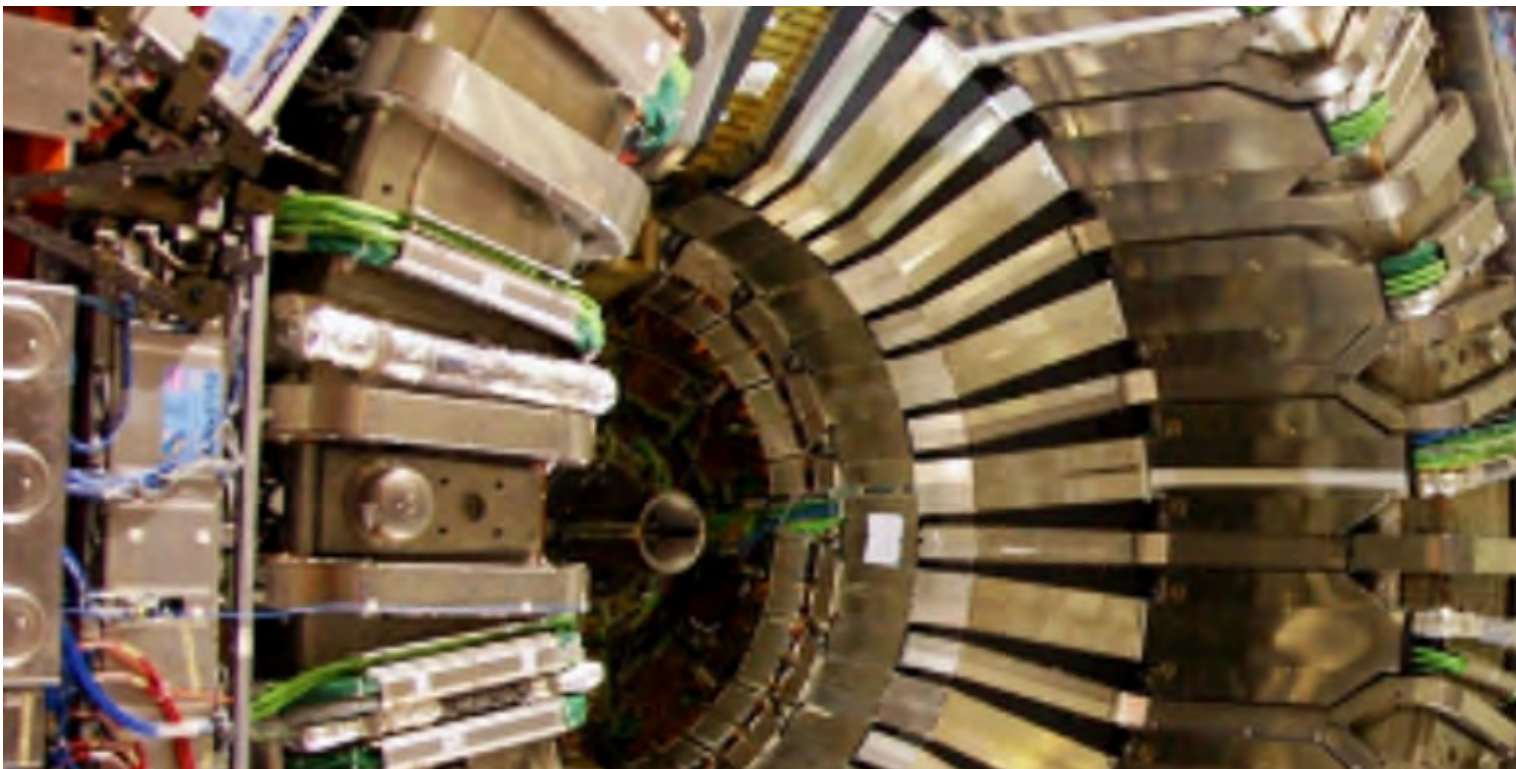
Here Brian shares the thrill of working with data from the biggest and most expensive experiment in the history of the science, and what it means for market research... What was the challenge?

On 4 July 2012, the discovery of the long-awaited Higgs boson (the so-called ‘God particle’) at the Large Hadron Collider (LHC) at CERN, was announced. A number of prestigious awards followed, including a Nobel Prize.

But for physicists, the discovery of a new particle meant the beginning of a long and difficult quest to measure its characteristics and determine if it fits the current model of nature.

ATLAS is the particle physics experiment taking place at the LHC that searches for new particles and processes, using head-on collisions of protons of extraordinarily high energy. Hundreds of millions of proton collisions occur every second, each producing hundreds of subsidiary particles that are detected by the experiment’s sensors.

The experiment has recently observed a signal of the Higgs boson decaying into two tau particles, but this decay is a small signal buried in background noise.



and the Higgs boson **are related**

“

Predictive analytics and machine learning can provide insights and help you make sense of your research data.

Brian Potter
(Data Scientist, Infotools)

”

The HiggsML challenge, hosted by Kaggle, aims ‘to improve the discovery significance of the experiment’, using advanced machine learning methods to classify these tau-tau decay events versus events produced by other (background) processes.

Who enters these challenges?

Kaggle is an innovative start-up that holds such challenges for research institutions and also businesses such as Liberty Mutual, Allstate, Merck, MasterCard

and General Electric.

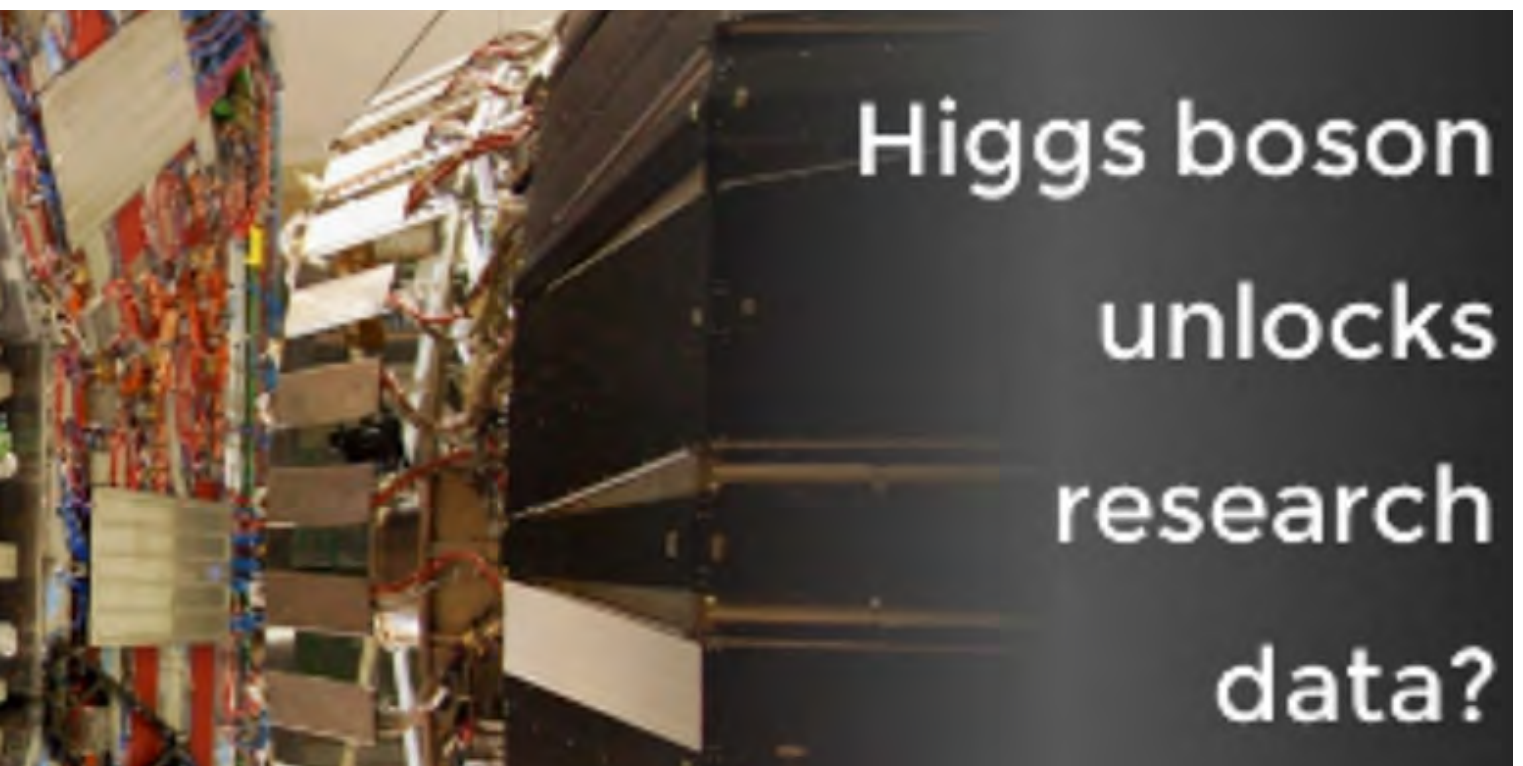
Previous challenges have included predicting the creditworthiness of loan applicants, classifying articles from Greek printed media, and predicting which shoppers will become repeat buyers.

Kaggle contests attract a mixed crowd of professional data scientists looking for fresh challenges, graduate students and postdoc academics looking to test their skills. The HiggsML challenge attracted over 1700 entrants from around the world.

Why bother with the challenge?

Understandably, this competition has a very real application to future particle physics experiments, as reducing background signals is one of the biggest challenges in experimental physics.

But interestingly, the techniques and algorithms data scientists are using to identify the Higgs boson in this challenge are also used in the commercial world to



find meaningful patterns in data. For example, classification methods are used to segment product usage into, say, heavy, medium and light users.

“All these insights are often hidden within your research Datasets, but can be extracted by using the appropriate analytic techniques.”

*Brian Potter
(Data Scientist, Infotools)*

Brand satisfaction scores can be predicted from key performance metrics, and customer retention likelihoods from satisfaction and usage measures.

Modelling with boosted trees

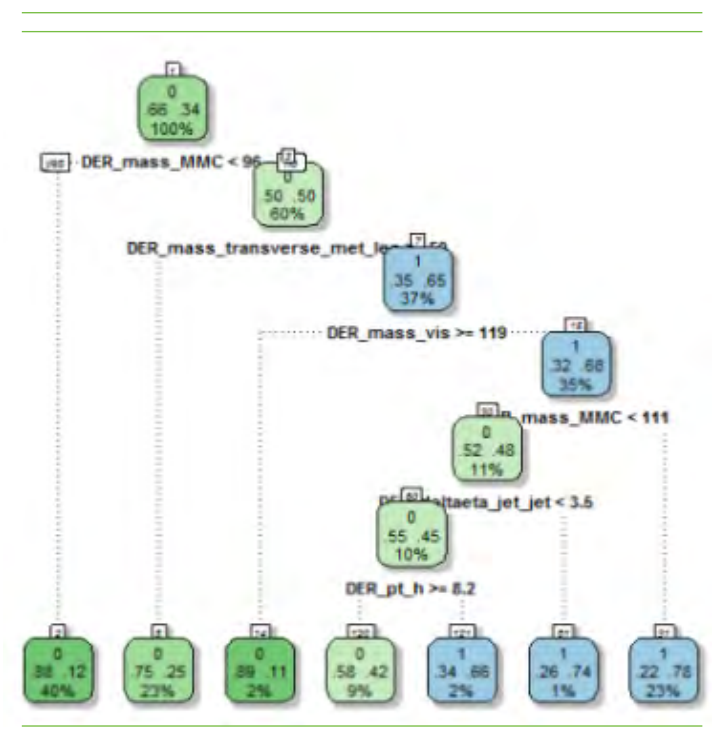
The essence of this challenge is a classification problem - to distinguish genuine decay events from other background noise. I took on the challenge as an opportunity to hone my analytics skills and adopted the approach of utilising gradient boosting decision trees as my principal classification tool.

Most of the successful approaches in this competition have involved blends of several (sometimes dozens) of different models. But almost all included models utilising boosting, as it is particularly well-suited to classification problems of this sort.

Decision tree-based methods use splitting rules to segment the predictor space, and these rules can be summarized in a tree structure. These methods are simple to understand and useful for interpretation, but they are typically not competitive with the best, supervised learning approaches, such as generalised linear and non-linear models.

However, boosting (and the related approaches of bagging and random forests) can result in dramatic

improvements in prediction accuracy, by producing multiple trees which are then combined to yield a single consensus prediction.



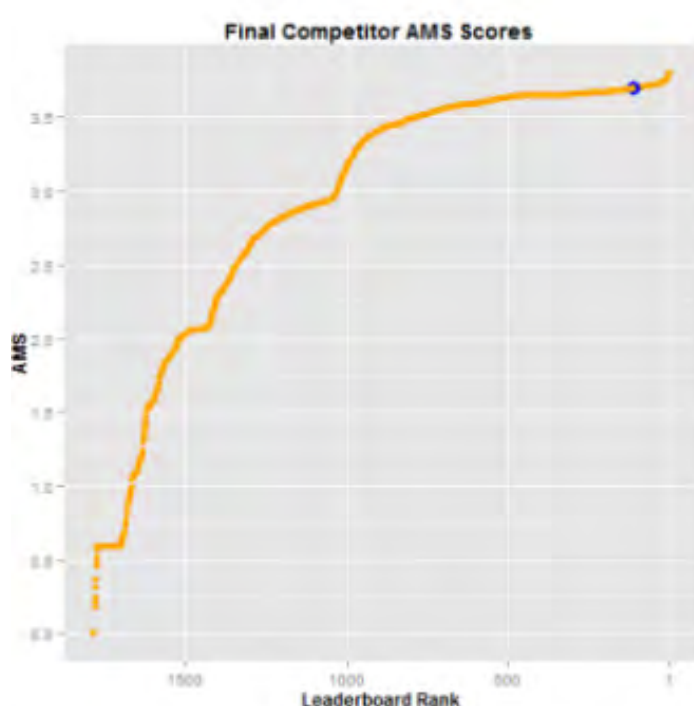
The general idea is to compute a sequence of (very) simple trees, where each successive tree is built from the prediction residuals of the preceding tree. Such ‘additive weighted expansions’ of trees can eventually produce an excellent fit of the predicted values to the observed values, even if the specific nature of the relationships between the predictor variables and the dependent variable of interest is very complex (non-linear in nature).

Hence, the method of gradient boosting - fitting a weighted additive expansion of simple trees - represents a very general and powerful machine-learning algorithm.

Gradient boosting inherits all the good features of decision trees (variable selection, missing data, mixed predictors), and improves on the weak features, such as prediction performance. The boosted trees model is very good at handling datasets with numerical features, or categorical features with fewer than hundreds of categories.

Evaluating the models

Kaggle evaluated the competition using a custom metric called the Approximate Median Significance (AMS), which is used frequently by high-energy physicists for measuring the statistical significance of a discovered signal.



Using the excellent XGBoost implementation of the boosted trees technique, I was able to achieve an AMS score of 3.64 with a single model. This compares with the benchmark score of 3.19 using the CERN TVMA (Multivariate Data Analysis) toolkit. By combining a number of separate models, my final AMS score improved to 3.69 (ranked 112 out of 1,785 on the leaderboard).

The winning entry (not ours, unfortunately) involved a large ensemble of neural networks (another machine learning technique) and boosting models. They were able to achieve an AMS score of 3.80. Interestingly, those that did well in this competition were not necessarily those with an advanced knowledge of high energy particle physics.

It was exciting and satisfying to be involved with this

machine learning challenge. It's not often that you get the opportunity to work with data from the biggest and most expensive experiment in the history of the science. It also provided the chance to learn about new techniques and tools from other Kaggle competitors. These learnings have real application to classification and prediction projects when working with commercial market research datasets.

If you'd like to know more about how predictive analytics and machine learning can provide insights and help you make sense of your research data, please get in touch.

The movie

The dramatic search for the Higgs boson has been captured in the documentary film 'Particle Fever'. This trailer might pique your interest!

When last did data excite you?

Was there a time when a particular set of data ignited your imagination? We'd be interested to hear about the project and what your insights were.

Email your comments to Brian Potter:
brian.potter@infotools.com

About Brian Potter

Brian Potter has a particular interest in using statistics and modelling to extract hidden insights from client data. He is a data scientist and statistician at Info-tools and has over 30 years' experience in the market research industry. Outside of work Brian enjoys distance running and cycling, and getting out on fine days on his Triumph motor cycle.



60 seconds with Winifred Henderson

 @Winiwins

Who's who in MR ...

Born in Namibia, Winifred trained as a psychologist before she was recruited for a large scale qualitative project in New Zealand. She was later instrumental in introducing the first online panel to New Zealand, called Smilecity.

In 2005 TNS Global awarded Winifred the Asia Pacific Business Innovation Award. In 2006 Winifred acquired Prime Research and currently is the Managing Director. She is a Fellow of the Research Association, current Deputy Chair, Vice President of Asia Pacific Research Committee (APRC), Convenor of Judges and Judge for the Research Effectiveness Awards.

Winifred is passionate about the market research industry and is active in RANZ activities and is leading the organisation for the APRC/RANZ conference this year. She lives with her husband in coastal Beach Haven. Her parents also live with her. Her much loved 15 year old cat Sweetie is part of the family.



- Friday night drinks? Meet me at: *Starbucks having a Chai, as I hardly drink any alcohol*
- Chilled out weekend brunch? Meet me at: *Any plant nursery Café - I love the green and always end up buying something for the garden*
- Special night out? We're going to: *Blobbing on the couch, under a blanket, cat Sweetie on my lap, watching recorded episodes of The Bachelor*
- I get stressed out by: *Unrealistic requests, without enough time to complete them*
- To relax, I: *Go somewhere into the green and breathe deeply - work in my garden, walk among trees in a park*
- The music I'm listening to right now is: *One Republic or Adam Lambert - I like a lot of music but these 2 are the current favorites*
- My dream holiday is: *Another cruise in a suite on the QM2 sailing around South America*
- An ideal weekend: *Loads of time spent with Neil, and my family. I also love looking at open homes*
- People who have inspired me recently: *My Dad, who is nearly 94, and he still teaches music at an Intermediate school, drives his BMW and is totally independent! He also owns a Galaxy S4, a tablet, and a computer and is active on all of them - he has a Facebook page too! He is amazing*
- The best thing I've learnt in my career is: *To be tolerant and caring, while retaining a good sense of humour*
- When I win the jackpot, you'll find me: *Building a house on top of a hill*
- Other researchers should contact me if: *They need a shoulder to cry on and a healthy dose of sensibility*
- I love my life because: *I am in control and I love what I'm doing with it*

INFOTOOLS

Infotools celebrates some long term employees with 10 year anniversary congratulations going out to:

Jorge Bisteni, Desi Powell, Theo Ceana, Alan Neeson, Jay Suga, Nancy McDonald and Yasmin Mansoor

And happy 5-year Infotools anniversaries to Avril Kern, Darren Collins and Jack Ward.

COMPANY NEWS

Congratulations to Horst Feldhaeuser from Infotools appointed to the Board of the Research Association New Zealand!

Infotools created the Data Insight Visualization Awards (DIVAs) to showcase great presentation of market research insight. We're delighted to announce that the fifth round of the DIVAs is currently taking place in Europe. Next up, researchers in Latin America will have the chance to participate in March, followed by North American researchers in May. Find out more about the DIVAs [HERE>](#)

Congratulations to Jonathan Bear on his promotion to managing director of our Infotools Seattle office. We wish him luck as he leads our high-performance team in the US to continue growing our initiatives there. [CLICK HERE>](#)

Are you a research farmer or a research miner? Patricio Pagani was invited to speak at the Insight Innovation eXchange Europe in Amsterdam on Infotools' collaboration with Microsoft, shifting the research team from farming perception data to mining big behavioural data.

See the synopsis [HERE>](#)



MARCH

10 AMSRS webinar series

WEBINAR: INSIGHT SIMPLICITY

This webinar investigates the concept of real-time measures, their usefulness to the measurement of customer experience and how this differs from traditional research.

Venue: Group screening at Infotools or at your PC
Time: 7-8pm [CLICK HERE >](#)



11 RANZ PRESENTS: BEST OF AWARDS

Case studies from our Market Research Effectiveness Awards winners.
Venue: NZ Marine, 85 Westhaven Drive, Westhaven Auckland

Time: 6pm [CLICK HERE >](#)

APRIL

14 AMSRS webinar series

WEBINAR: ONLINE COMMUNITIE

This webinar is not to demonstrate how online can be used to make market research faster and cheaper, but rather how an online community can be used to create a continuous connection to a brand's consumers

that can be leveraged in unique and creative ways.

Venue: group screening at Infotools or at your PC
Time: 1-2pm [CLICK HERE >](#)



MAY

13 RANZ PRESENTS: RESEARCH PRACTICE

1/2 DAY WORKSHOP 1: BACK TO BASICS

Getting the DO's and DON'T's in Market Research right from the beginning.

Venue: TBC, Auckland
Time: TBC [CLICK HERE >](#)



19 AMSRS webinar series

WEBINAR: MICRO-SIMULATION IN RESEARCH

We will learn how SimulAlt uses artificial Intelligence with multi-dimensional databases and a human cognition reasoning engine to predict consumer choices and behaviour.

Venue: group screening at Infotools or at your PC
Time: 1-2pm [CLICK HERE >](#)

INTERNATIONAL MR EVENTS

MARCH:

1	2015 Analytics with Purpose	AMA	San Diego
3	MENAP Forum 2015	ESOMAR	Dubai
5	Creativity Labs	MRS	London
10	MRMW Asia-Pacific	Merlien	Singapore
11	Digital Research Conference	CASRO	San Antonio
11	FEI EMEA 2015	IIR	Vienna
16	Re:Think 2015	ARF	NY City
17	IMPACT 2015 - Conference	MRS	London
25	Qualitative 360 - NA	Merlien	Atlanta, GA
26	QRD i3 Conference 2015	QRD	Toronto

APRIL

15	Insight Innovation Exchange Latin America 2015	IIE	Mexico City
26	Latin America 2015	ESOMAR	Sao Paulo
29	IleX Health	IIE	Philadelphia

MAY

4	Insight Tech	IIR	San Francisco
14	AAPOR 70th Annual Conference	AAPOR	Hollywood, FL
17	Asia Pacific 2015	ESOMAR	Singapore
18	Front End of Innovation (FEI) 2015	IIR	Boston
18	B-to-B Customer Experience Summit	Walker	Seattle
19	MRMW North America	Merlien	NY City
24	MRIA National Conference	MRIA	Toronto
28	CASRO Technology & Innovation Event	CASRO	Philadelphia

JUNE

3	Insights & Strategies Conference	MRA	San Diego
15	Audience Measurement	ARF	NY City
15	IleX 2015	IleX	Atlanta

Keep your research knowledge up to date

Professional development series is usually held by Research Association NZ on the second Wednesday of every month in Auckland.

GBRN webinars take place monthly. You can watch at your desk or together with other researchers at a group screening at Infotools.



Learn, grow, share.

**PROFESSIONAL
DEVELOPMENT**



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ASSOCIATION**
NEW ZEALAND



For more
information
[CLICK HERE>](#)