

# Out with the old In with the new!

Ray Poynter

## ASC Presentation 2000

**We've Got Five Years**

Or, where will MR be in 5 years?

Ray Poynter  
Millward Brown IntelliQuest

**80% of research in the EC will be via people who have 'opted in'.**

- European Data Protection laws
  - Other EU rules (eg Distance Selling Directive)
- other initiatives (eg ESOMAR, National Governments, lobby groups)
- telephone and email initiatives (eg telephone privacy schemes, ISP rules)
- falling response rates
- overuse

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**95% of this research will be conducted by the Internet**

- With panels the norm
  - normality and representativeness no longer inhibit
- Speed and cost advantages

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## Mobile phones start to decline, replaced with Symbian-like alternatives

- Symbian :- alliance of Psion, Nokia, Matsushita, Motorola, Ericsson
- From PDAs to mobile phones with large screens
- Always in touch with your data, your friends, your choice of leisure
  - your work?

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## Facilities that will fade or change

- Interviewers
  - Those that are left may well be WAP\* enabled
- Telephone centres
  - perhaps moving into customer care
  - dealing with problems rather than counting them?
- CAPI

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## And more to go

- Pop-up interviews
  - the current success of pop-ups will lead to their decline
  - people will increasingly resent being bothered with requests for interviews
    - and browsers will help them avoid the bother
    - Yahoo does not permit them, even for their own research

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## New Hot Spots

- Online qual
- Database linked research
- Longitudinal research
- DIY research
- Automated research
- AI research

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## Getting there

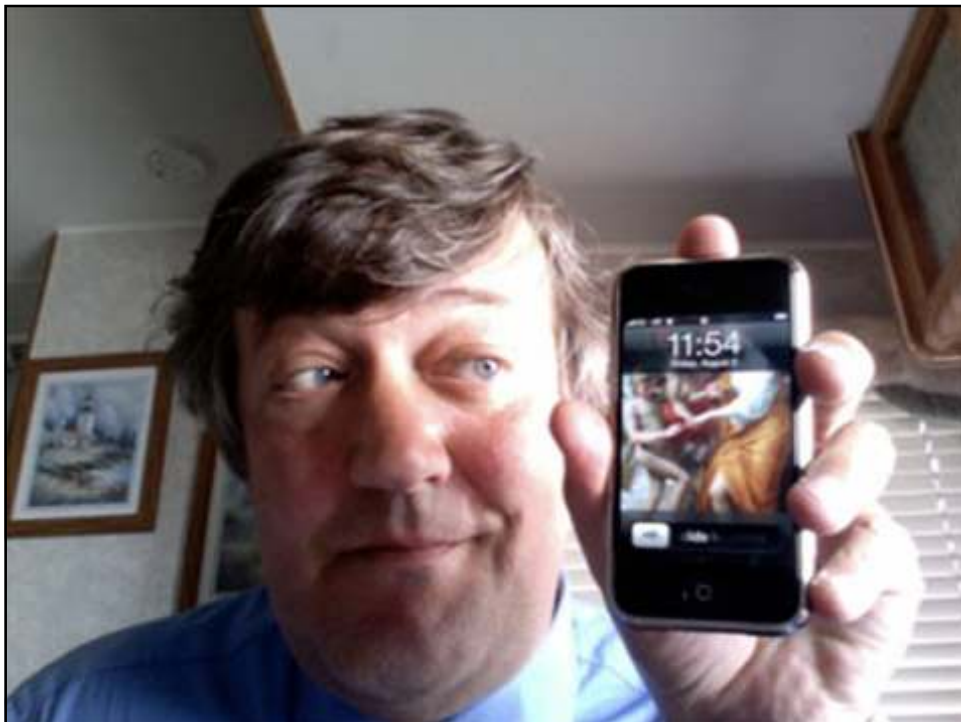
- No smooth lines from here to there
- Expansion and then contraction of resource need?
- Career recommendations
  - Qual - some skills for all
  - Analysis skills
  - Business skills
  - And (of course)
    - eSkills

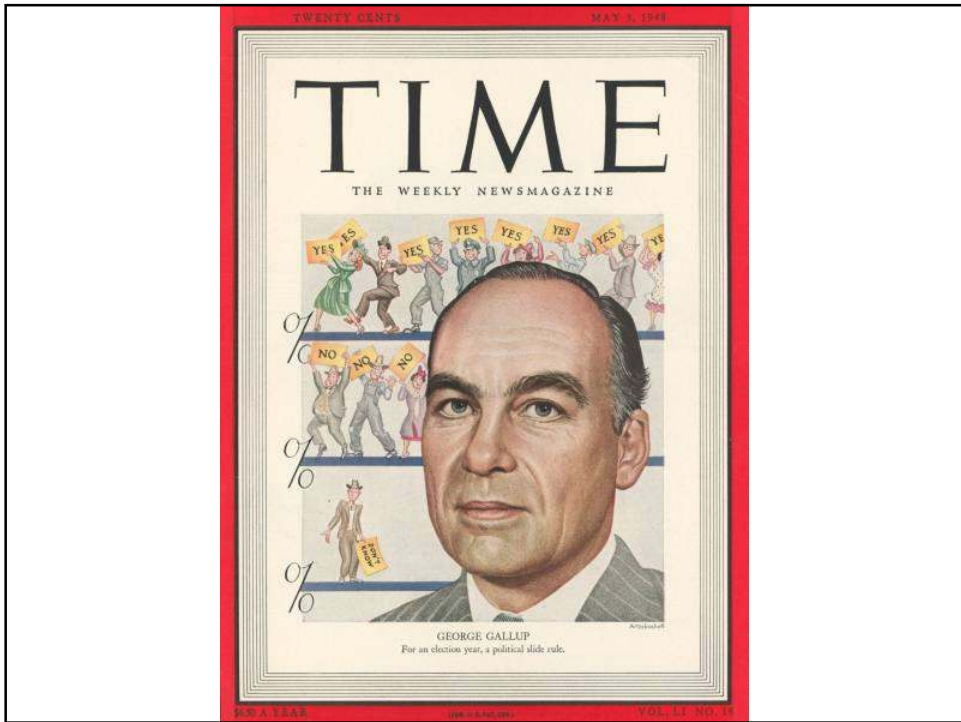
23

You haven't seen anything yet









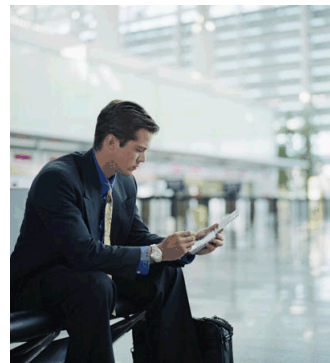
qualitative research

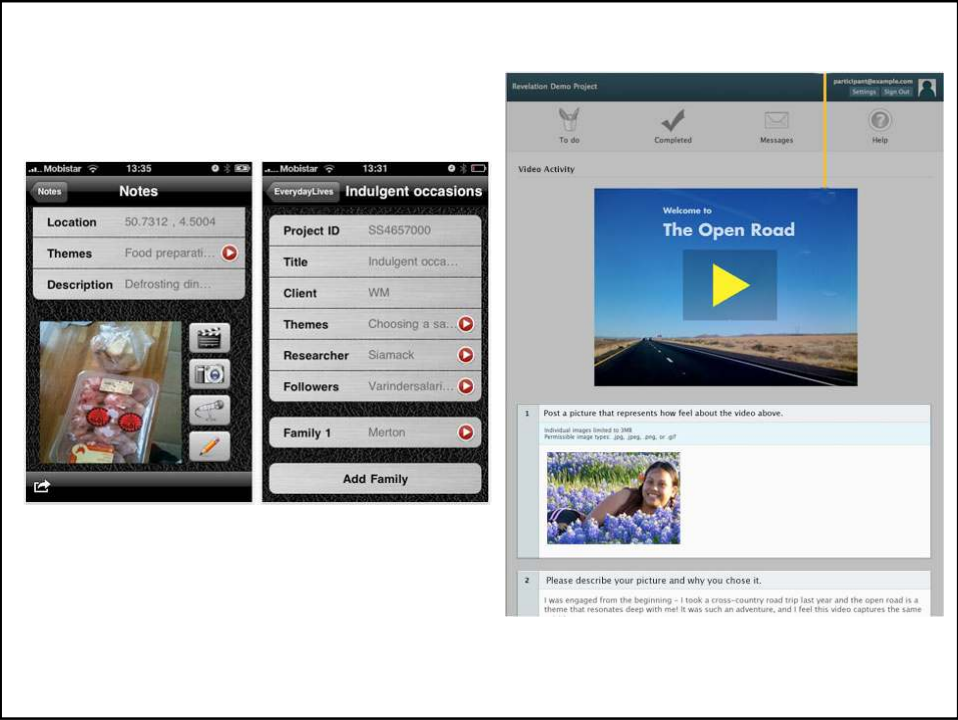
## Online in-depth proves its promise

There is a point in the evolution of a field when a critical mass of new possibilities is reached and the field makes a big leap forward. We watched it happen with the Internet. After decades of advances in networking and information retrieval technology, the early '90s saw a flurry of activity, highlighted by the creation of the graphical browser and the World Wide Web. Soon most companies had a page on the Web, but it was only a static page – essentially an online brochure. The tipping point came when other



By Steve August  
and Kimberly Daniels August





# Netnography

Doing Ethnographic Research Online

Robert V. Kozinets

Ethnography

E-ethnography

Netnography

Virtual Ethnography

Online Ethnography

?



**CREEN**

# Critical Events in Evolving Networks

Project of 6th EU Framework Programme




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Home | Project info | Participants | Dissemination | Catalogue of Critical Events in Complex Networks

<p><b>Sub-menu:</b></p> <ul style="list-style-type: none"> <li>&gt; Vision</li> <li>&gt; News</li> <li>&gt; Contact</li> </ul>	<p><b>Vision</b></p> <p>Research breakthroughs, controversies and fashions in science can emerge unexpectedly, sometimes with unwelcome political and economic effects. What triggers these so-called 'scientific avalanches'? Why do such critical events occur and can their probability be estimated?</p> <p>Why did stem-cell research suddenly become such an issue in the recent US presidential election? What is fuelling the simmering controversy about genetically modified foods? How are the research choices of scientists influenced about what appears to be fashionable at the time? In short, why do scientific research topics like these suddenly erupt from the labs and saturate the media?</p> <p>The aim of the CREEN project is</p> <ol style="list-style-type: none"> <li>1. to develop new methods to recognize <b>emerging critical events</b> in evolving complex networks, coupled networks and active agent networks</li> <li>2. to apply these methods to the analysis of the emergence of <b>new research topics</b> (scientific avalanches) and the sudden emergence of crises in a <b>social institution</b> – the public trust in science.</li> </ol>
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**FACTOR**

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\* Looptijd 24 maanden. Rente per 24 augustus 2009. Rentewijzigingen van toepassing.






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Rachel zingt One Night Only van Jennifer Hudson

Lisa zingt I'm Dutta Love van Anastacia

Jamal zingt Billy Jean van dan Michael Jackson.


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hoe meer gratis je krijgt

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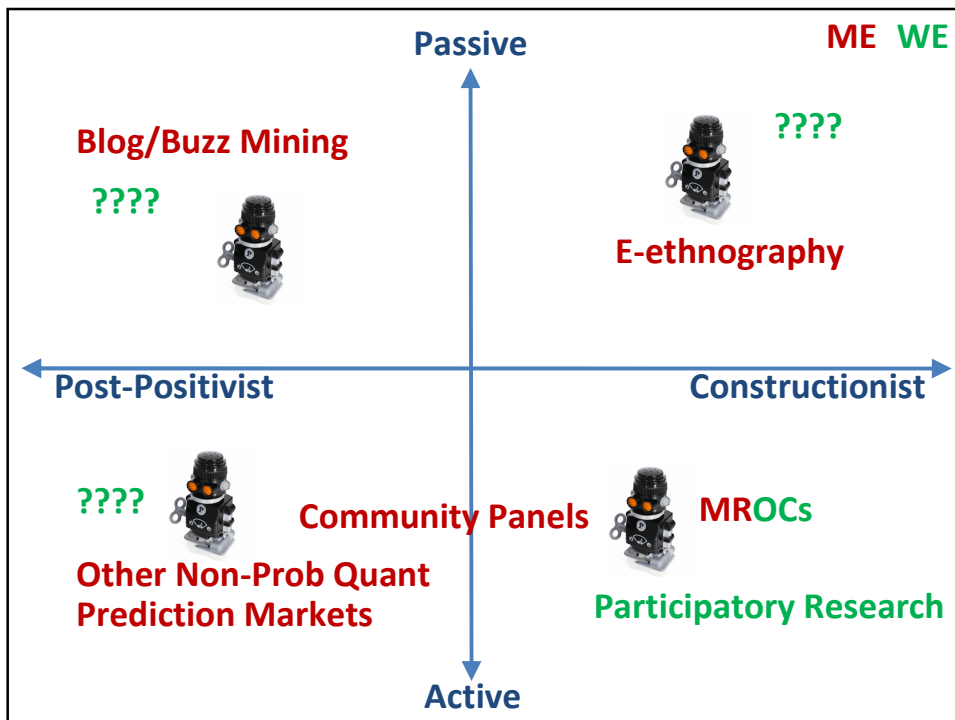
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## Getting there

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    - eSkills


*And social media and collaboration*

*Keeping an eye on bots!*

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The Future

NEXT EXIT 

**BTW, no Surveys in 20 years!**

**Questions?**

**The future is already here,  
It's just unevenly  
distributed**

William Gibson

