Innovations in Market Research - 7th March 2019

Workshop Programme

9.30 Introduction to the day and BHBIA announcements – Michael Wright, D&T Operations

9.45 From Then - To Now: A brief history of Market Research – Jon Chandler, Branding Science

In this introduction to the innovations day we will give a brief account of the history of UK Market Research to the present day. This is history that has been influenced by ideas and practice from psychology and social psychology, anthropology and sociology, cognitive neuroscience and behavioural economics. A history in which practitioners have borrowed ideas and technology developed elsewhere to provide answers to commercial questions. This will be a whistle stop tour through some innovation milestones that are now ancient bygones and many others that remain crucial to practice today.

We will look at:

- Meeting the early challenges questions about advertising and media influence
- Raising the market research game to help drive the consumer economy post World War 2
- The explosion of qualitative and quantitative innovation in the UK through the 70's, 80's and 90's.
- The post millennium brave new world of neuroscience, behavioural economics and big data

10.30 How can AI (Artificial Intelligence) improve your qualitative patient research? – Rick Harris, Customer Faithful

AI is growing rapidly, with today's AI-supported software tools capable of dealing with, or at least assisting in the processing of patient, caregiver and HCP comments sourced from focus groups, interviews and social media. This technology is potentially a game-changer - changing how we view the roles of qual and quant data, by bringing speed, scale and lower costs to how we can listen and respond to the voice-of-the-patient. But AI is still far from perfect, and so this session will explore what can be achieved today, blending the 'art and science' of AI to enhance qualitative research.

The session will use a real-life case studies (client permission pending) to demonstrate how traditional qual methods can be extended using AI, as well as showing some of the bear-traps to look out for and avoid.

A chance to:

- explore what kinds of tasks can AI assist with in qualitative healthcare research;
- learn how to adjust the set up design of traditional qual to make the output data 'AI-friendly';
- discover the benefits and risks of using AI to analyse open-ended content;
- explore the differences between traditional 'static' research reports and 'dynamic' dashboards……as well as how to use them wisely!

To include a 15-minute Coffee break

12.00 Co-creating 360 immersive films with patients (to include time for discussion/Q&A) – Nick Leon, Naked Eye Research

To any healthcare researchers, practitioners or organisations committed to getting inside the shoes, hearts and minds of patients, 360 filmmaking offers an unparalleled way to immerse oneself in their reality.

The session will draw on recent 360 immersive healthcare films including work shown at the New Scientist ExCel exhibition. It offers an introduction to anyone interested in how 360 stories help us see and imagine the world of patients and how it is being used to disrupt conventional storytelling.

Over lunch there will be a chance to get 'hands-on' with the technology.

13.00 Lunch break

14.00 Innovations in Social Listening and Emerging Trends in Market Research (to include time for discussion/Q&A) – Jackie Cuyvers, Convosphere

Having emerged over a decade ago, Social Listening has evolved from a quantitative add-on to a source of deep quantitative and qualitative insight. No longer just limited to text-based content – social listening has grown to include both text-based and image and video-based analysis.

There are emerging factors however that will transform the value of social listening to become the essential audience insight tool. The first of these is the explosion of alternate data sources that are available. New data is being created all the time and this can be aggregated to the open social content that is typically analysed to create a far richer picture. This includes 1st Party Data, like call owned campaign data, and 3rd Party data sets, such as Physician forums.

Social listening sentiment analysis has moved beyond a scoring of negative or positive to go deeper into the emotional analysis that reveals the drivers and barriers to behaviour. Advancements in computer vision and a range of technologies that are launching that will provide even greater insights into our emotional states. This advancement of methodology combined with technological innovation will change how we conduct Market Research, from looking historically, to real-time analysis using a continual stream of emotional data overlaid on behavioural and social data which could inspire a genuine understanding of our audiences' needs in real-time.

15.15 Tea break

15.30 An overview of other recent innovations in Market Research – Michael Wright, D&T Operations

The final session will give an overview of other recent innovations in Market Research not covered in the above sessions.

This will include:

- Chatbots – using artificial intelligence to stimulate human conversation
- Eye Tracking – how technology is making eye tracking more accessible
- Facial Coding – insight into spontaneous, unfiltered reactions to content

and other innovations in Market Research.

16.15 Concluding comments, discussion and a look to the future - how will all these innovations evolve? – Michael Wright, D&T Operations

16.30 Close