QUALITATIVE RESEARCH IN WEB 2.0 ASIA-PACIFIC

TUESDAY, 22 FEBRUARY 2011

08:15 Registration & Welcome coffee
09:00 Opening words by Merlien Institute
Timothy A. Simpson - *Associate Dean, Faculty of Social Sciences and Humanities* - **University of Macau** (China)

Chair: Wu Mei, *Associate Professor, Faculty of Social Sciences & Humanities* - **University of Macau** (China)

Keynote Presentation:
09:15 The rise of online qualitative: reflections on the evolving qualitative research marketplace
- Understanding how the different online methods and their enhancements have evolved and how they may be most effectively positioned to users
- Identify "where the action is" in the online arena
- Appreciate the fact that our industry is evolving and anticipate what role we want to play in that evolution
Jeff Walkowski - *President* - **Qualcore.com** (US)

10:00 Developing innovative qualitative research techniques for effective digital marketing strategy
- Optimising digital media through innovative qualitative research
- Using qualitative research in all key stages of the web redevelopment and redesign process to provide actionable recommendations, feeding directly into the digital marketing strategy
- Presenting research outcomes in a highly visual and dynamic way using screenshots, diagrams and interactive prototypes
Stanislav Bondjakov & Preslav Bondjakov
Directors - **ConsumerVisions** (Australia)

10:45 Networking Coffee Break

11:15 There's an app for that! A review of smartphone apps for marketing research
- Reviewing which apps are best for what purposes: what are the pros and cons, and costs and benefits
- Discussing the linkages between mobile insights and actionable and meaningful business propositions
- Outlining a comprehensive taxonomy of the latest smartphone apps and their uses for marketing researchers
Mark Michelson - *Principal -* **Threads Consumer Anthropology** & *Co-Founder*, **Mystery Shopping Provider's Association** (US)

12:00 Conducting mobile qualitative research successfully using 'dumb phones' in developing markets
- Conducting mobile qualitative research in both urban and rural settings using non smartphones
- Enabling participants to use their non-smart phones to blog text, upload photos and videos in real time
- Examining the implications for qualitative research, especially in hard to reach rural areas
- Sharing key learnings and implications for mobile qualitative research projects in developing markets
Navin Williams - *Founder & Chief Executive Officer*
MobileMeasure (China)
James Fergusson - *Global Director for Rapid Growth & Emerging Markets -* **TNS Global** (Singapore)

12:45 Lunch Break

Interactive workshop:
14:00 Designing and executing successful qualitative research online: a crash course in 120 minutes

Conducted by:
Jeff Walkowski - *President* - **QualCore.com** (US)

Jeff Walkowski is an authority in online qualitative research with more than 15 years experience in this field. He has conducted over 300+ online qualitative research studies and has co-written and published several articles and books on this subject.

16:00 Networking Coffee Break

16:30 A smart opportunity or not? Using smartphones in online research communities
- Discussing the use of smartphones in the context of an online research community
- Evaluating similarities and differences in user feedback between responses given via computers versus smartphones
- Evaluating how the different types of notification also impacts user response
Dianne Gardiner - *Managing Director*
Latitude Insights (Australia)

17:15 Closing remarks of day 1 from chair

17:30 - 18.30 Networking Reception

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WEDNESDAY, 23 FEBRUARY 2011

08:30   Welcome coffee
09:00   Opening words by Merlien Institute
Chair: Mark Michelson - *Principal -* **Threads Consumer Anthropology** (US)

09:15   Insight generation through DigiViduals: using search robots for mass ethnography
- DigiViduals: a cutting-edge qualitative technique for gathering latest consumer trends, demographics and new ideas for product development
- Discussing the challenges of implementing online qualitative research in Asia: dealing with censorships and characters
- Example of a success story: the case of Kraft Foods in Asia

Han Zantingh - *Managing Director*
Brainjuicer China
Jason Chin - *Marketing Director*
Kraft Malaysia

10:00   Exploring socialising the social way: an Australian case study of online research communities
- Discussing the use of online research community for understanding cultural assumptions:
- Evaluating the different types of activities and approaches: what are the pros and cons of different methods?
- Implementing multiple communities for one study: what are the key learnings and results?

Dianne Gardiner - *Managing Director*
Latitude Insights (Australia)

10:45   Networking Coffee Break

11:15   The effectiveness of tactical co-creation community method: The case of MROCs in Japan
- Exploring the effectiveness of tactical co-creation community research method (TCC) among the Japanese consumers
- Comparing the performance between TCC and focus groups by conducting the pilot community on generating new product ideas of snack for children
- Examining participants' evaluation of TCC

Shigeru Kishikawa - *Chief Executive Officer*
MROC Japan

12:00   Reviewing qualitative research trends in Web 2.0 learning: what are the challenges and opportunities?
- Summarising trends in research methodology in Web 2.0 research contexts with a focus on Computer Support for Collaborative Learning (CSCL)
- Discussing different ways that qualitative and qualitative analyses can be combined
- Discussing challenges and issues to be addressed in carrying out qualitative analyses in Web 2.0 research contexts.

Heisawn Jeong - *Associate Professor*
Hallym University (South Korea)

12:45   Lunch Break

Brainstorming workshop:
14:00   Understanding the factors that motivate people to engage in online communities

In this brainstorming workshop, delegates will be divided into teams to discuss their thoughts on the underlying factors that motivate people from different geographical regions to engage in online communities. At the end of the workshop, team leaders will present their results to the audience.

Facilitated by:
Mark Michelson - *Principal -* **Threads Consumer Anthropology** (US)

15:30   Networking Coffee Break

16:00   Academic transcription: considerations and recommendations on outsourcing to internet-based transcription services
- Collating the requirements for the selection of an internet-based transcription service.
- Discussing the key considerations for outsourcing transcriptions to internet-based academic transcription services.
- Examining the impact of internet-based transcription services on qualitative research

Garry Tan - *Lecturer & Doctoral Candidate*
University of Western Australia (Singapore)

16:45   Closing remarks of day 2 from chair

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