

# Principles of Market Research

FROM THE UNIVERSITY OF GEORGIA

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## Introduction to Market Research and the Research Process

**Quirk's** is the only monthly print magazine and website designed exclusively for market research professionals.

Articles are written by industry experts and provide straightforward advice through discussions of research techniques and real-world project examples. The companion website includes directories of research companies and facilities, job postings, and much more.

## Research Design and Data Identification

**Markelytics Solutions** is a leading global Market Research agency providing end-to-end research solutions. The company, with its operation in 80+ countries, is a leading provider of Full-Service Research, Global Project Management, MR Operations, and Global Online Panel Services.



## Sampling in Market Research

**Full Circle Research Co.**, the first and only US-based online consumer sample provider to earn ISO 26362 certification, marries advanced technology, flexible community strategies, and a 120+ CATI phone center to up recruitment and validation in ways previously cost-prohibitive from an online provider.



## Qualitative Market Research

**Recollective** is an online research platform for conducting qualitative studies and developing insights communities. Powerful and flexible, Recollective is chosen by the world's leading research organizations to meet their sophisticated and constantly advancing research needs.



## Measurement and Questionnaire Design



**FocusVision** is the first company to provide integrated, global technology solutions for both quantitative and qualitative market research. The company offers research facility video streaming, webcam focus groups, ethnography streaming, asynchronous online software and mobile device usability studies as well as a robust survey programming and reporting platform.

## Introduction to Data Analysis



**B3 Intelligence** offers data analytics, business intelligence and integrated research services.

**BEYOND THE BLACK BOX** The b3 leadership team, diverse in expertise and complementary in skill, founded the company and continue to manage its daily operations today. With a strong background in high-end analytics specialized research, marketing and procurement, b3 Intelligence helps companies obtain the in-depth answers they need to improve their business processes and ROI.



## Advanced Analytic Techniques

**Sawtooth Software** is a leading provider of advanced tools for computer and Internet interviewing, conjoint analysis, max-diff scaling, cluster/ensemble analysis, perceptual mapping, and hierarchical Bayes (HB) estimation, all backed by our unparalleled support team.

## Working with Secondary Data: Syndicated and Big Data



**Kantar Health** delivers consulting, research and real-world data analytics that allow healthcare companies to unlock the potential in digital health, drive commercial and brand success, generate evidence, and prove value for products and services subject to healthcare legislation and regulation.

## Communicating Research Results

**Confirmit** is the world's leading provider of software for market research and enterprise feedback management. Confirmit offers a wide range of software products for feedback/data collection, panel management, data processing, analysis, and reporting.



## Global Market Research

**Ipsos** is one of the Top 3 survey-based market research organizations in the world. In the Ipsos Healthcare practice, we are not only market research specialists but researchers with strong business- and industry-acumen. So whether you are creating, differentiating or building your brand Ipsos Health provides commercially-meaningful guidance needed for key decision-making.



## Emerging Methods and the Future of Market Research

**Dynata** (formerly Research Now SSI) is a leading global provider of first-party data contributed by people who opt-in to member-based panels. With a reach of 60+ million people globally and an extensive library of profile attributes, Dynata is the cornerstone for precise, trustworthy quality data. The company

has built innovative solutions around its core data asset to bring the voice of the individual to market research, marketing engagement and advertising. Dynata serves nearly 6,000 market research agencies, media and advertising agencies, consulting & investment firms and healthcare and corporate customers in the North America, South America, Europe, and Asia-Pacific.



## Ethical and Legal Issues in Market Research

**Adelphi Research**, part of the Adelphi Group, is a full service agency, offering methodologies and people to deliver market research solutions throughout the product lifecycle, thus providing all major qualitative, quantitative and specialist MR methodologies.

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