#NewMR

Three Things to Read – July 2020
Edited by Ray Poynter. Email: admin@NewMR.org

As part of our service to NewMR Patrons (see our supporting NewMR Page) we produce a monthly summary of three things that you should read from the previous month, June 2020.

Why Human-Centric Research Should Be Your Priority
Erica Kurowski, ResearchLive, 1 June 2020

Over the last couple of years there has been a shift towards human-centricity, the latest development that has seen research move from respondents to participants, from products to customer-centricity and now human-centricity. In this post, Kurowski sets out seven tips for making your quantitative research more human-centric. As an example here is number 4 "*Think respondent-experience first. Be more thoughtful and curious about how to create a better experience for the person on the other end of your survey. Find tools that enable you to get closer to the conversation while still getting you the outputs you need. Utilise shorter surveys, and be better than the joyless survey experience.* "

Design thinking for data products – Part 1 of 3
Norbert Wirth and Martin Szugat, ESOMAR Research World, June 30 2020

This post links two hot topics, Design Thinking and the failure of Data Science to deliver value. As well as being an interesting read, the post links to three other useful posts, one on the background to Design Thinking, the second on the failure of 85% of Data Science projects to deliver value, the third looks into applying Design Thinking and Data Science.

Sensemaking - Making sense of how people make sense
Sue Bell, Research Society Webinar, 18 June 2020

This webinar was initially delivered to members of the Australian Research Society, and is now freely available (note, the main webinar material starts about 1 minute 30 seconds into the recording). The webinar focuses on three elements 1) what sensemaking means, 2) the triggers for sensemaking and how it differs from decision making, and 3) the sensemaking process.

Sensemaking

Making sense of how people make sense

Research Society Webinar

Sue Bell
Susan Bell Research

June 18th 2020

www.researchsociety.com.au