

Digital Battle

Ruth Kariuki

MSRA Conference 2016

Ipsos Ltd

Abstract

This paper provides insights into the impact of the digital revolution, the confidence it is giving clients and the battle research agencies are having over data.

This paper seeks to give insights as to how research agencies will win the battle.

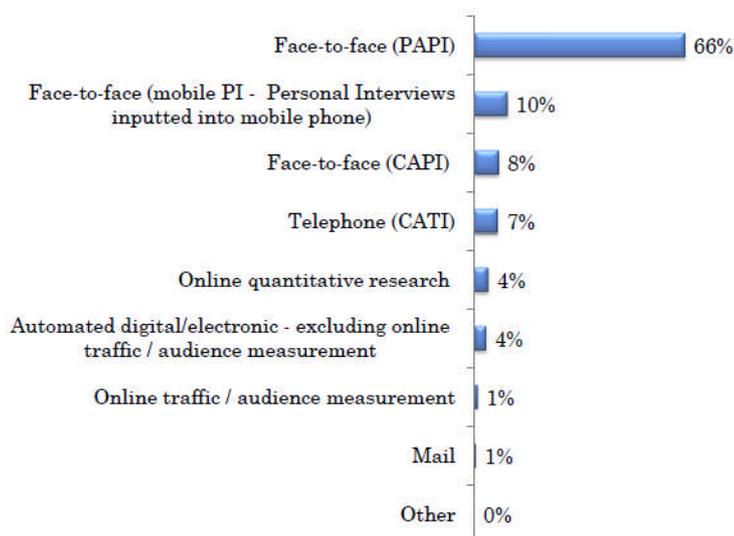
Digital Trend

According to Merriam Webster, digital is that which is characterised by computer technology. The computer technology in focus included the hardware as well as the software and infrastructure being put in place. According to the Digitalist Magazine, ‘Fully one-quarter of the world’s economy will be digital by 2020.... increasingly, all business processes will be not only *digitized* – converted from analog to digital – but also *digitalized* – transformed in ...the physical and virtual. .As such, numerous MSRA themes have revolved around technology and going digital subsequent to the lying down of the fibre optic cable in 2007.

In the conference of 2014 it was noted by one paper that ‘for years man has been imagining intelligent mechanized devices, performing human tasks’. Highlighting CNN news on ‘robots taking control of Kinshasa’s traffic problems’; Digital Standard and Daily Mirror a discussion on the first robot with emotions. While in Kiambu a robot was seen to be designed using a sim card where the robot could do simple actions such as tea making. In vision 2030, robotic trends listed were, agricultural robots, robot caring for elderly, medical robots, household robots, Nano robots and transhumanism were highlighted. Looking at the trend within the research industry, digitalization is characterized by using hand held devices for surveys.

In the market research industry, there was a downward trend in usage of paper aided personal interviews (PAPI) interviews. According to the MSRA Industry Survey for 2011 and 2012 respectively, use of PAPI declined from 66% in 2011 to 53.23% in 2012.

QUANTITATIVE RESEARCH

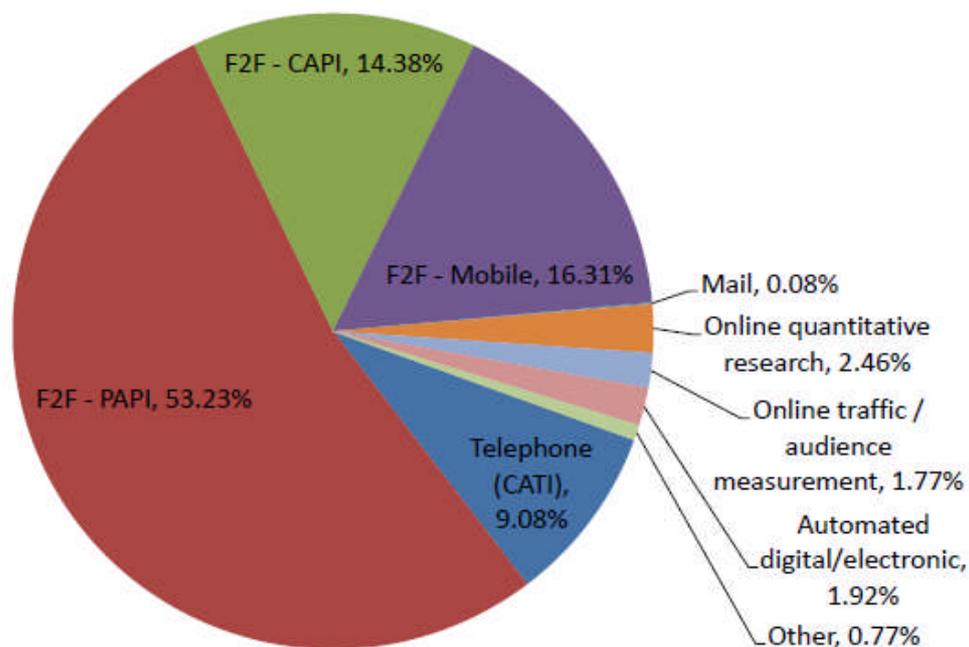


Base n=10

Source MSRA Industry 2011

At the time, the decline in PAPI was 12.77%.

Share of Quantitative Research Methods:



Source MSRA industry Survey 2012

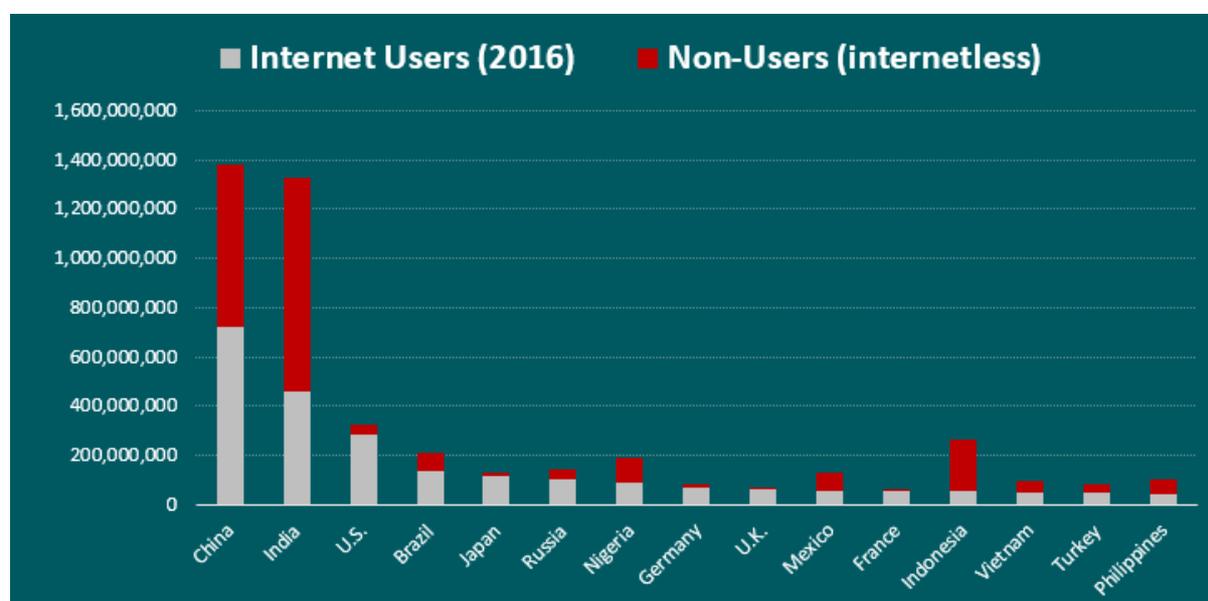
Further to that, according to the industry survey of 2014, conducting market research digitally had risen to 56%. As 2016 comes to an end, all research companies are striving to migrate 100% to digital.

Digital Battle

The lying of submarine optic cable in 2007, brought a global panic, for some service providers, as was in the case of the industrial revolution in the 1800's, as they envisaged easily going out of business. In the market research industry, as opposed to being dependent on the research agencies as they traditionally used to, clients have felt 'empowered' as they 'gather' information about their customers and their industry, to the point that they have terabytes of data. Clients gather data through feedback forms, calls as well as internal surveys, automated processes, and via the various internet sources as well as from telecommunications organizations, just to name a few. As research agencies we are in a digital battle. But the question is do the clients know how to synthesis the data and make it actionable? In the melee how will research companies remain relevant? What is the solution?

Digital Impact

By the end of December 2015, 40% of the world population (3.26 billion people) were registered as using internet users.



Source: Salvador Rodriguez LA Times (May 7th 2014)

These internet users are able to access the internet through numerous modes including hand held devices making it easier.

Search engines are the starting point for mobile research, with an estimated 48% of mobile internet users starting their search on search engines. Consequently, the #1 search engine, Google started to significantly use mobile compatibility as a factor when ranking websites. This leads to the opening up of big data.

With increased internet usage as the world strives at 100% internet penetration, there is a war between the old and the new. As the customer and client modus operandi metamorphosis from analogue to a digital jungle, there is no doubt that there is definite digital impact. What is the extent of the impact? one would wonder, could the following companies have existed without a digital platform?

- Uber- the world's largest taxi company which owns no vehicles;
- Facebook - the most popular media provider which creates no content;

Digital Battle.

- Instagram - the most valuable photo company which sells no cameras;
- Netflix - the fastest growing television network which lays no cables;
- Alibaba – the most valuable retailer which has no inventory;
- Airbnb – the largest accommodation provider which owns no real estate.

Further to that, manufacturers have come up with robotics. Such as driverless cars also known as autonomous cars. The question is in automotive research, how will the research be done? According to grand view research, the Autonomous Cars/Driverless Cars Market demand is expected to reach 138,089 units by 2024. This growth is attributed to the need to curb the rising number of accidents caused particularly due to human error. According to the International Organization for Road Accident Prevention, more than 90% of road accidents across the globe are caused primarily due to human errors.



The image shows a screenshot of a Guardian article. The Guardian logo is at the top right. The navigation bar includes links for UK, world, politics, sport, football, opinion, culture, business, lifestyle, fashion, environment, tech, and travel. The article title is "Driverless cars: the slow, sad death of joyous motoring, one satnav at a time" by Gaby Hinsliff. A small portrait of Gaby Hinsliff is on the right. A quote at the bottom reads: "You don't have to be a petrolhead to dread the moment when driving for pleasure is no more".



In 2012, Instagram reached 30 million users and was purchased by face book for \$ 1 billion with only 13 employees. According to NEW YORK (CNN Money), Facebook bought the photo sharing network Instagram for \$1 billion in a combination of cash and stock.



On the flip side Kodak in the same year filed for bankruptcy with 145,000 employees, at its peak yet ironically enough. Even more ironically enough, the first concept of the digital camera was invented in 1975, by Steven Sasson, a young engineer, who was employed by Kodak. By 1989, the digital camera had developed to below however due to the fear of being run out of the market Kodak discontinued it.



The 1989 version of the digital camera, known as the Ecam (electronic camera). This is the basis of the United States patent issued on May 14, 1991. George Eastman House

Further to that according to Thomas Hobbs, in a bid to improve the features on offer for its 200,000 advertisers, Instagram on (August 15) launched unique business profiles – which

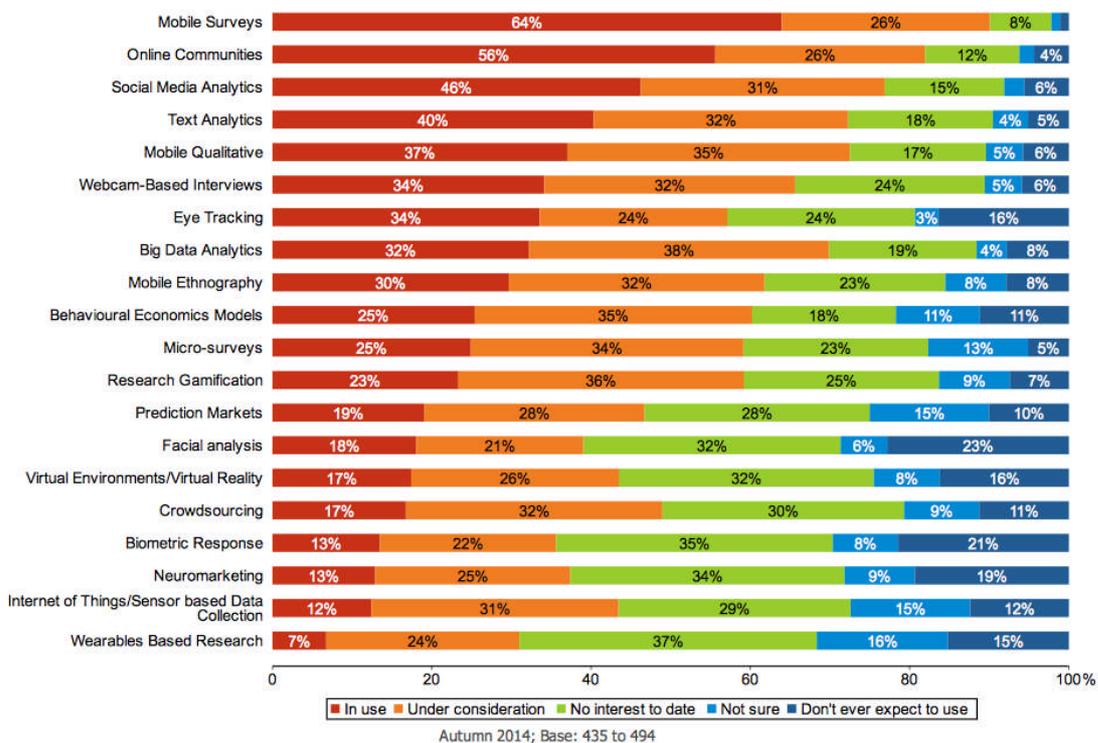
Digital Battle.

includes features such as a contact button so customers can reach out with queries directly to brands – and an insights tool.

As the uncertainty rages on, for example in the USA, banks have closed more than 1,300 branches because more customers are using mobile banking daily. Due to increasing number of customers that use mobile banking for daily transactions. Mobile banking has been a revolutionary trend in the banking and payments industry. As is evidenced by Mpesa connecting with most major banks in Kenya. In addition to that, Equity bank has a virtual network offering, Standard bank too has a bank branch manned by a customer care agent as it has mobile and online banking solutions, Standard Bank has facilitated a convenient platform which has greatly influenced people’s financial behaviour, especially the financially underserved sections. They have shifted from focus from customer-teller transaction to customer-mobile transaction.

In view of this market research has to change with the times. The traditional media was Tv, cinema, radio, press, posters, billboards and direct marketing which has transformed to digital Terrestrial TV, Cinema, viral video, online video, online radio, augmented reality and network profiling amongst others. In the market research front, in the 1980s there were 4 main market research agencies namely, quantitative, face to face interviews, telephone interviews, focus group discussion and in depth interviews. With the advent of digital era, according to a survey done by By Ray Poynter & Jeffrey Henning, the methodologies have metamorphosed to mobile surveys, big data analysis, text analytics and social media analytics.

Techniques Used/Considered: Autumn 2014



What use of these techniques and approaches do you see ahead in your future? For each statement, click an option.

Conclusions

In conclusion. One would ask, what then is the solution? The best solution would be to borrow a leaf from the Industrial Revolution: 1820, the UK employed approximately 240,000 cotton hand weavers. Within 40 years, 99% of those jobs vanished as a result of the mechanical loom. How did the world manage with the immense loss? New inventions and innovations were used to create more new work to replace the jobs that were dislocated. For research agencies to succeed, innovation in the synthesis and delivery of the data clients have, as well as other data around and how well market research companies collaborate with robots / technology in the digital battle will be used to win the war.

References

<http://www.latimes.com/business/technology/la-fi-tn-60-world-population-3-billion-internet-2014-20140507-story.html>
MSRA Industry Survey 2011,2012,2014
http://www.theguardian.com/commentisfree/2016/may/20/driverless-cars-sad-death-joyous-driving-petrolhead-motoring-pleasure?CMP=tw_t_gu
http://money.cnn.com/2012/04/09/technology/facebook_acquires_instagram/
<http://lens.blogs.nytimes.com/2015/08/12/kodaks-first-digital-moment/>
<http://blog.business.instagram.com/post/145212269021/new-business-tools>
<http://www.technavio.com/blog/how-mobile-banking-is-affecting-the-banking-industry>
<http://www.standardmedia.co.ke/ktnhome/video/watch/2000079110/equity-bank-set-to-role-out-a-mobile-virtual-network>
<http://http://fortune.com/2014/12/01/how-to-stop-robots-from-taking-your-job/>