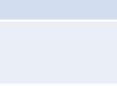
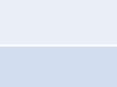


There's no shortage of well-written and timely blogs. As selected by Kathryn Korostoff of Research Rockstar, the following are our favorites.

Blog Name	Author	Description	Sample Favorite Posts	Frequency
	Brain Juicer	One part research ideas, one part provocation, one part company promotion. Sprinkled with really cool photos.	Obituary: The Traditional Concept, c.1960 – 2014 These Aren't the Insights You're Looking For	■ ■ ■ ■
	CASRO	About market research and the business side of market research.	Cliff Jumping with Clients The Consumer Power Surge: Gathering Opinions on Their Terms	■ ■
	Chadwick Martin Bailey	Written by CMB researchers and occasional guests, this blog covers a variety of research how-to topics and sometimes shares real-world examples. Generally light, easy reading.	The Effects of Choice Presentation on Consumer Satisfaction Roses are Red Violets are Blue, is your customer loyalty true?	■ ■ ■ ■
	GreenBook	Lots of contributors, on a wide variety of topics. A platform for some good information, and the occasional rant.	The Top 20 Emerging Methods In Market Research – A GRIT Sneak Peek Visualize your Data with Storytelling	■ ■ ■ ■ ■
	Instantly	Don't get distracted by the promotional posts: this blog includes a lot of substantive, well-informed articles. The articles by Scott Worthge, VP of Research Solutions are particularly excellent reads for educational value.	3 Areas of Your Business That Micro-Surveys Can Improve Around the Web: What Marketers Can Learn From Real-Time Sharing	■ ■ ■ ■ ■
	Annie Pettit, LoveStats	Simple, well-written and often very funny take on quant research and statistics. Guaranteed learning for even experienced market researchers.	How to create an Excel bar and line chart in one Really Simple Statistics: Nominal Ordinal Interval and Ratio Numbers #MRX	■ ■ ■ ■ ■
	Straight Talk with Nigel Hollis	Written by Millward Brown's EVP Nigel Hollis, this blog is less about market research methods, and more about sharp perspectives on brands and consumer trends. But for market researchers who work closely with marketing clients/colleagues, this blog will keep you current on their hot topics.	Brands must distinguish between human motivations and technological change Store brands reposition mass-market brands as premium	■
	NewMR	Various hot topics, raising awareness of important market research issues.	The McGurk effect and why it matters to market researchers Customers are your last competitive advantage	■
	Jon Puleston	Clever, well-written, insightful takes on survey design topics.	How many people need to answer that question? How I feel is how I choose: A Gedankenexperiment	■
	Quirk's Marketing Research Review	The blog of Quirk's Marketing Research Review, the monthly magazine. Generous amounts of current research results from various sources, with occasional research industry news. Nice, short, well-written posts.	New Challenges for Market Researchers Don't call me honey: How an unsatisfied corporate researcher got 'em talking	■ ■ ■ ■
	Michaela Mora, Relevant Insights	Exceptionally informative articles on market research methods. Excellent educational value.	Product Bundling: To Do or Not To Do? Net Promoter Score Caveats	■
	Research Access	Covers a wide range of qual and quant research topics from multiple contributors. Edited by well-known research expert Jeffrey Henning. A must-read for staying current on market research trends.	Don't Let a Concept Test Kill the Concept 6 Ways Market Researchers Can Use Social Media Analytics	■ ■ ■ ■ ■
	Jeffrey Henning	Superior educational value for researchers. Unbiased, well-informed, and concise articles.	7 Best Practices for Writing Better Screeners Microfencing Across the Universe	■ ■ ■ ■ ■
	Sentient Decision Science	Market research, consumer psychology and research-related topics in a readable, if occasionally academic, style. The authors are clearly well-educated researchers who really enjoy thinking about research design. Pet peeve: I prefer blogs that show what date an article was published.	Predicting Consumer Choice with Implicit Association Testing & Reason-Based Judgments Brand Equity...	■
	Reg Baker, The Survey Geek	Mr. Baker's articles are always informative, and often take a bold stand on current or emerging market research issues. He doesn't write many articles; he clearly waits until he has something fresh and thought-provoking to share.	Whither mobile? A bad survey or no survey at all?	■
	The TMRE Blog	The TMRE blog is a real hodgepodge of topics and authors. Good for diverse opinions, though content quality and depth varies.	Desktop to Wrist Watch Surveys: The Future of Market Research The Rise of the Visual Web: Why Quality Data Visualization Is Crucial	■ ■ ■ ■ ■
	Communi-space	Heavy on consumer trends and marketing. A great blog for B2C researchers who want to keep up with what their marketing counterparts are thinking about.	How to Keep Your Customer Loyalty Program from Being Pointless Deriving Maximum Impact from Online Communities	■ ■ ■ ■
	Vision Critical	Vision Critical's blog delivers a solid mix of market research, marketing and social media trend topics. Some nice sharing of research results.	Three reasons why social media can't tell you who your customers are Black Friday Shoppers	■ ■ ■ ■ ■
	W5	A useful blend of market research and marketing topics--putting market research in context. A good dash of research methods and related innovations, the articles are often thought-provoking.	10 New Hispanic Consumer Trends Spotlight: Webcam-enabled Online Focus Groups	■ ■ ■ ■ ■
	Cvent	Nice, short articles cover practical tips and current thinking on survey research. Solid educational content for researchers of all levels.	The Price is Right Measuring Frequency of Usage	■ ■ ■ ■

Legend

- ■ ■ ■ More than 2 times per week
- ■ ■ 1-2 times per week
- ■ 1 or 2 times per month
- Sporadically or no dates given

11 Main Street | Southborough, MA 01772 | 508.691.6004 |

Info@ResearchRockstar.com

www.ResearchRockstar.com

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