

25 YouTube episodes in 2018, & counting!

To celebrate, here's a handy list of all 25 with helpful descriptions. Topics include market research methods, career coaching, strategic planning, report design and more.

Episode Title (sorted from most recent)	Description	Length	Created
1. How will the most disruptive trend in consumer marketing impact market research demand?	What happens to market research demand if major consumer brands move to Direct-to-Consumer (D2C) business models? D2C is perhaps the single most disruptive trend in consumer marketing today.	16:05	6 Aug 2018
2. Market Research Software: Get ready to trial some new tools!	Wants some tips on how to trial or pilot new market research tools? Trying new tools is a great way to amp up your market research work. Consider conducting trials of new software tools to find ones that will help you deploy new methods or streamline existing ones.	18:43	28 Jul 2018
3. Are 5 or 7-point rating scales best for survey research?	Scale length is always a hot debate in the world of professional market research. Even versus odd? 5, 7, 10, 11 points? The best advice: do an experiment to see what provides the best data for your topics, and from your populations, of interest.	13:14	19 Jul 2018
4. When did the phrase "Market Segmentation" get hijacked?	These days, market segmentation means different things to different people. For those of us in market research, we need to be aware! And vigilant about correct use of the language, to avoid confusing our clients and colleagues.	19:45	24 Jun 2018
5. What is Market Research? What is Marketing Research?	How do you define "Market Research"? What about "Marketing Research"? Are they the same...or meaningfully different?	13:06	16 Jun 2018
6. Mobile ethnography lessons for Research Rockstars	Ready to add a new market research methodology to your tool chest? Mobile ethnography is an option for scalable qualitative research.	17:18	9 Jun 2018
7. Are your market research clients bored?	4 clues that your clients are bored with the market research they are receiving, and how to proactively manage them to mitigate this risk. Bored clients won't use your research.	18:49	2 Jun 2018
8. Do your market research reports look dated?	When was the last time you refreshed your PowerPoint template? Have your reports pretty much looked the same for 5+ years?	10:39	19 May 2018
9. Hot Market Research jobs often require these skills: do you have them?	Will your next great market research & insights career opportunity require showing that you can work with multiple data sources?	15:02	5 May 2018

10. Market Research job decisions: Supply-side or Client-side?	Market Research & Insights professionals can apply for jobs in various types of companies. Often, the first decision is: should you pursue "client-side" or "supplier-side" openings? Here are some decision criteria to help you choose.	20:00	29 Apr 2018
11. Market Research & Insights Job Trends: New titles, new skills	Market Research & Insights career opportunities are shifting. Do you have the skills employers are seeking? In this conversation, Kathryn illustrates new skills trends by looking at recent job postings from leading companies.	23:28	15 Apr 2018
12. How market researchers can use behavioral economics to improve data quality	Care about market research data quality? Lessons from the field of behavioral economics can be used to optimize market research methodology choice and design.	11:53	7 Apr 2018
13. How to improve survey response rates like a market research pro	Response rates for online surveys can be dismal. What to do about it? One option: improving our survey invitation emails.	17:09	30 Mar 2018
14. Data Sources Commonly Used in Big Data & Analytics	Learning to become a data-fluent market researcher? A good first step is learning about common data sources. In market research, we commonly use data collected from surveys, focus groups, social listening and more.	24:40	26 Mar 2018
15. Market Research Versus Big Data: Who will own the consultative role?	Data-centric businesses need data-fluent advisors. Or as McKinsey likes to call them, "translators." What professionals will meet this need? Is it a good career path option?	14:31	17 Mar 2018
16. 4 Clues you need to hire a market research company	Hiring a market research company has pros and cons. But here are 4 cases when it will likely be the best (and safest) choice.	16:28	10 Mar 2018
17. 7 Reasons why Big Data projects fail	Big data isn't perfect. Unfortunately, biased experts often over-promise and often under-deliver.	14:54	3 Mar 2018
18. Writing Qualitative Research Reports	7 reasons why writing qualitative market research reports is hard, and what you can do about it. As a market research professional, you may need to write reports based on your focus groups, online focus groups, IDIs, ethnography or online qualitative methods.	15:11	25 Feb 2018
19. McKinsey Translators or Market Researchers?	In a February 2018 HBR article, McKinsey identifies potential demand for millions of "translators." But look at the definition: sounds like market research & insights.	17:55	17 Feb 2018
20. Market Research & Customer Insights Career Coaching	Thinking about your market research and insights career path? Ready to refresh you career goals?	19:23	9 Feb 2018

21. Market Research Surveys: Impact of Time on Data Quality	Do your market research survey respondents speed through your questions? Does that impact data quality?	11:31	2 Feb 2018
22. SPSS or R: Which will Market Research Pros be using in 2018?	Why are some market research & insights teams moving to R? Because as these teams become the central synthesizer for multiple data types and sources from across and organization, they choose to use the tools that their peers in related data functions are using--often especially R. And R can be as geeky or as friendly as you want--depending on what you use it with.	7:58	26 Jan 2018
23. Market Research end-of-project meetings	Meetings that make an impact with special guest Carol Galvin. In this conversation, Kathryn speaks with Insights veteran Carol Galvin about how to make sure these critical end-of-project meetings are successful for the researcher and the client.	23:18	19 Jan 2018
24. Market Research Questionnaires Over-Rely on Rating Scales	How many questionnaires do you see that are full of 5-point rating scales? 5-point rating scales can be useful, but there are many other types of scales--and not all scales are rating scales at all.	15:29	12 Jan 2018a
25. Is your market research subject to analysis bias?	Bias can get introduced at various points in a market research project. Here is a look at an often-overlooked source of bias: bias that gets introduced during analysis and reporting.	15:35	5 Jan 2018