

How we got here.
And why it matters.

Is this a revolution?



Or just a return to the point of origin?

Research 1.0

Visionaries in an analog world

UP TO 1990



“Without deviation from the norm,
there is no progress.”

Frank Zappa

Musician & Songwriter

Humanities met mathematics.

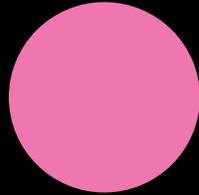
And the world woke up

to the never ending power of data.

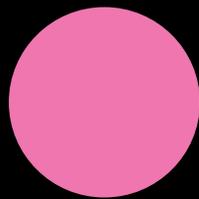
In the 80's, politicians turned to marketing.
Advertising ruled over pop culture.
And materialism gave us Madonna.



Tipping point



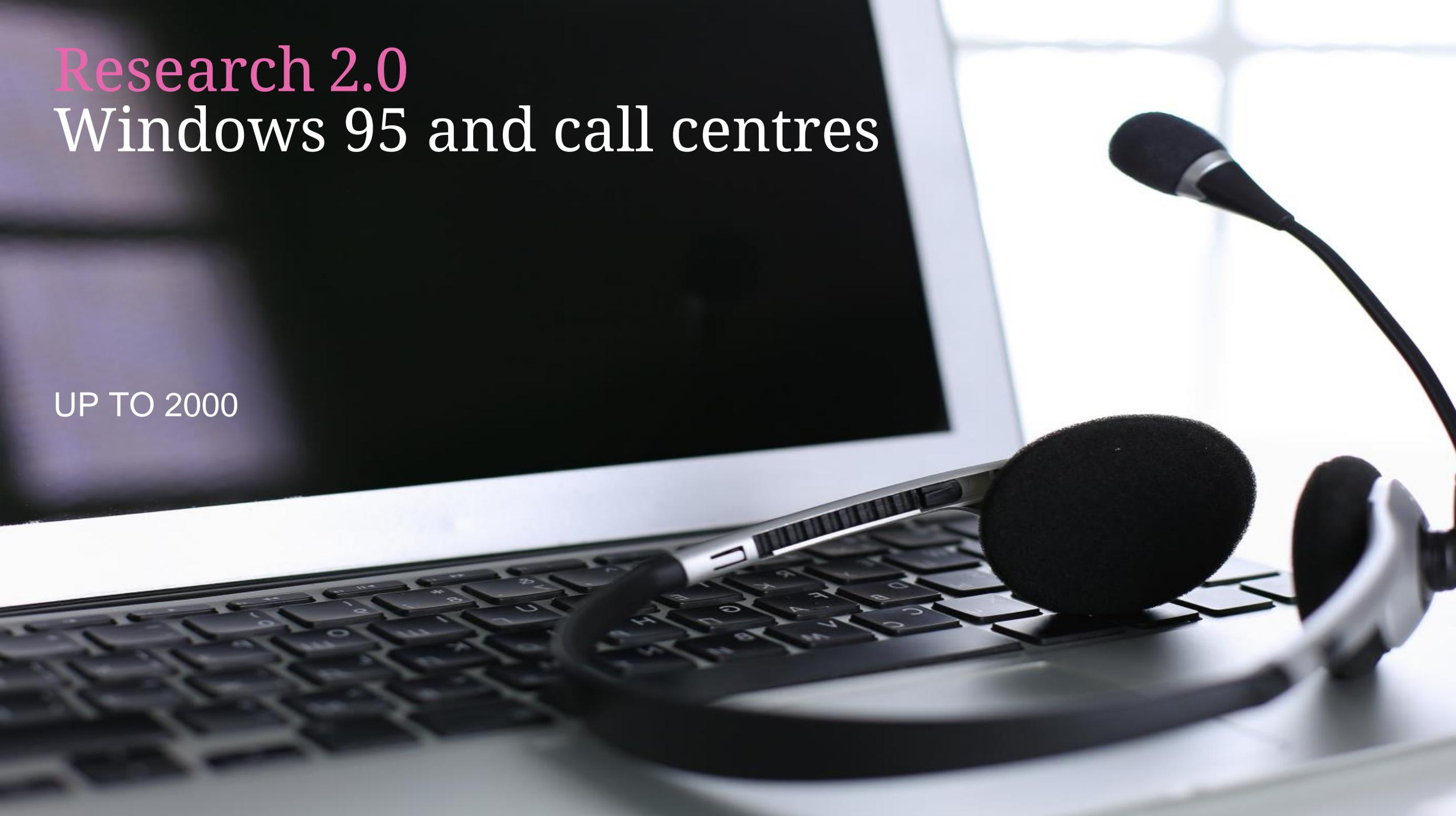
Tipping *point*



Research 2.0

Windows 95 and call centres

UP TO 2000



The noise of a dial-up connection.

Digital dreams. Internet.

And computers became  personal.

“Online research... that will never work”

“Yes, everything lower case”

“Do you know how to undo?”

UP TO 2010



Research 3.0

The rise of panels

“The Internet has always been,
and always will be, a magic box.”

Marc Andreessen

Entrepreneur & Investor

Panels carried a stigma.

And early concerns were well founded.

Access, speed and low cost did the rest.



Emerging markets bypassed Research 1.0
Some caught the tail end of Research 2.0
Most thrived in Research 3.0

The iphone changed everything.

Research 3.0 took note.

With more focus on design and experience.

And an apt integration of social media.



Research 4.0

A connected world

UP TO 2016



“Connectivity is a human right.”

Mark Zuckerberg

CEO at Meta

The perfect storm:

Data explosion, technology, access and hyperconnectivity through social media.

Research 4.0 is the start of a digital renaissance.



DIY platforms.

Dashboards for the boardroom.

Advanced analytics.

Innovative qualitative methodologies.

Big data. IoT.

“We are all now connected by the Internet,
like neurons in a giant brain.”

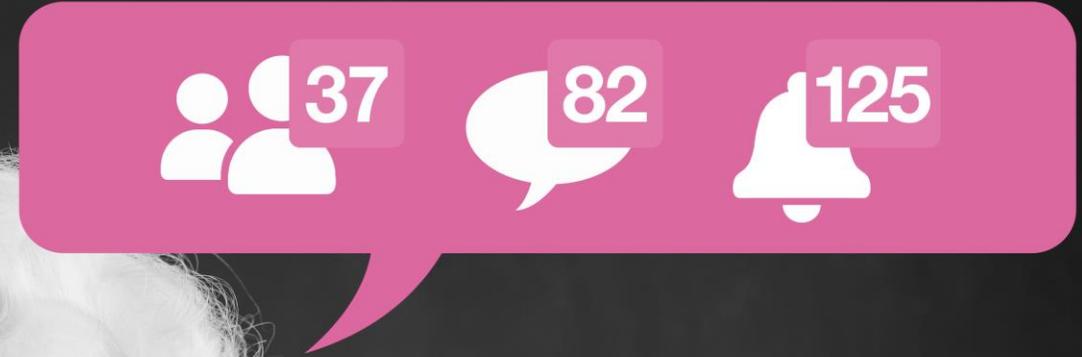
Stephen Hawking

Physicist & Cosmologist

Research 5.0

Digital maturity

UP TO 2021



Using data to boost productivity and profit.

Perfectly fine.

But something clicked.

And society demanded more.

Better regulations.

More scrutiny.

Social responsibility.

And the simple idea of giving back.



Brands paid attention.

Creative and social research exploded.

AI opened new possibilities.

And when the world stopped in 2020.

We responded.

With maturity and poise.

As we had done in 2008, we pushed on.

Research 6.0

A brave new world

TODAY AND TOMORROW



Today we have a tremendous opportunity.
We get to define a new era.

A black and white photograph of Earth from space, showing the curvature of the planet and city lights at night. The lights are concentrated in the lower half of the frame, with a prominent bright cluster in the lower-left quadrant. The upper half of the frame shows the dark, curved horizon of the planet against the blackness of space.

Let's map out Research 6.0
Identify its working principles.
Find out what will make it tick.

Number 1:

Good research never gets old.

Number 2:

Design is at the core of everything.

Number 3:

Push boundaries to promote engagement.

Number 4:

Layer data sources for optimal quality.

Number 5:

AI power to the people!

Number 6:

Love the people and love the craft.

