

# ESOMAR



# **YES Please!**

## **Shining a spotlight on Young ESOMAR Society (YES!) Award 2021 finalists**

**Introduction by Finn Raben, ESOMAR Director General**

SHOWCASING YOUNG TALENT



## Young ESOMAR Society

Young ESOMAR Society (YES!) encourages and inspires young professionals to consider and build your rewarding career in the data, research and insights industry.

[READ MORE](#)

# Making Research Insightful

Rebecca Munns

InSites Consulting, UK





Community • Updated 2 hours ago. Posted on Jul 13, 2020

# This Personality Quiz Will Reveal What Type Of Fruit You Are

Orange you glad you're taking this quiz?



by salb34

♦♦ 330 points

Community Contributor



[View 22 comments](#)



# Making Research Insightful

Rebecca Munns

InSites Consulting, UK





# Making Research Insightful

Rebecca Munns



Senior Research Consultant



RebeccaM@InSites.eu



[linkedin.com/in/rebeccamunns](https://www.linkedin.com/in/rebeccamunns)







# When you eat a meal out do you prefer to...?

---

- a) Order something you had before that you know that you like
- b) Order something you have not had before even though you might not like it













# How Bad Is Your Spotify?

Our sophisticated A.I. judges your  
awful taste in music.

Find Out



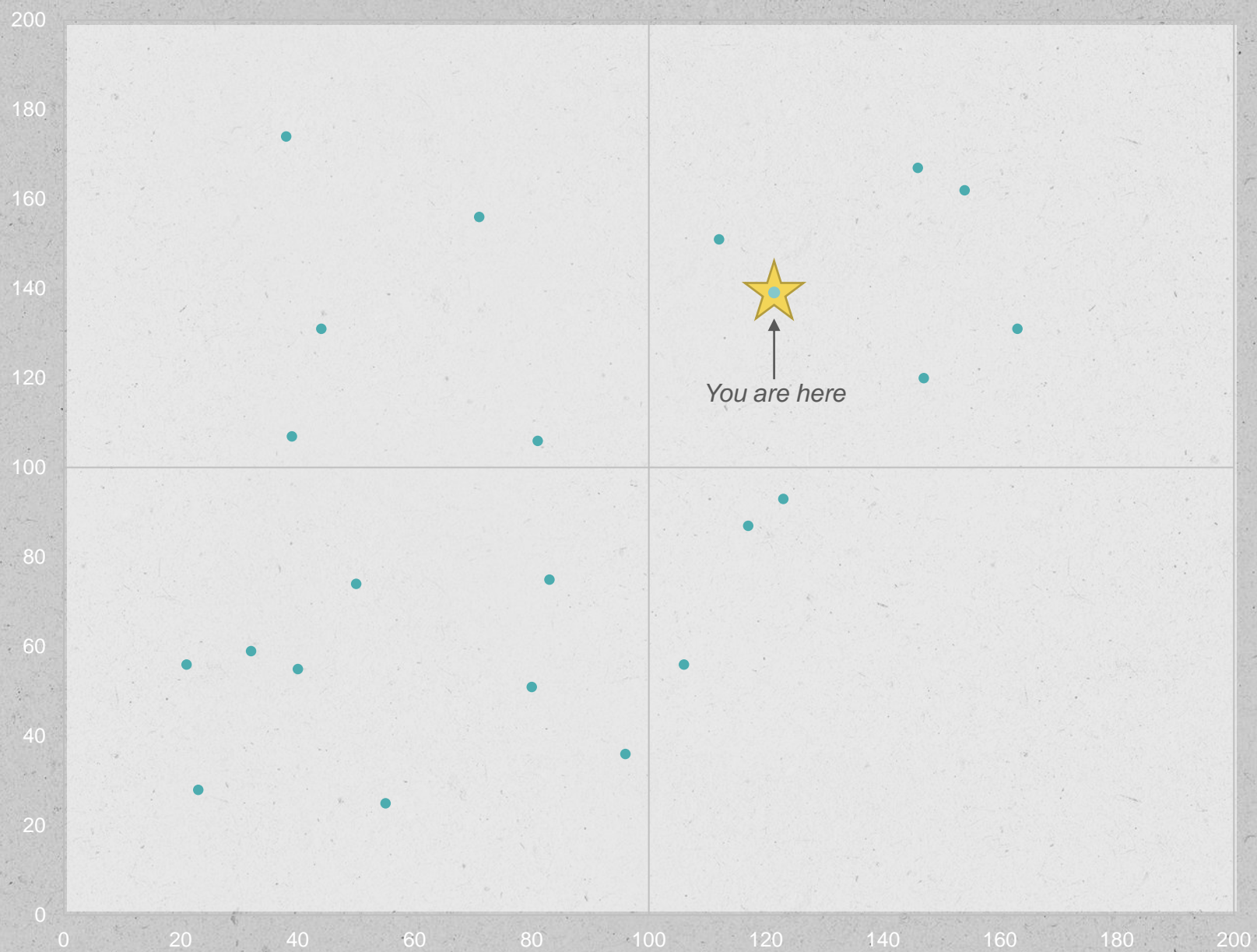
















*= an easy win!*



















# When you eat a meal out do you prefer to...?

---

- a) Order something you had before that you know that you like → 69%
- b) Order something you have not had before even though you might not like it → 31%











# TikTok: The Clock is Ticking

Hannah Hargreaves

Listen + Learn Research, UK





TikTok  
@hannahatlr

Hannah Lendrum,  
Listen and Learn  
Research



# TikTok: The Clock is Ticking

Hannah Hargreaves

Listen + Learn Research, UK



# Why should you care about TikTok?

Photo by MNZ on Unsplash

@LALResearch  
@hanlen10



# How could TikTok affect your brand?



**So it isn't just dance videos?**





How can TikTok help me understand people?



**Why aren't more people doing research on TikTok?**







# Why aren't more people doing research on TikTok?

So how do you avoid missing out on what's important?



**How are people talking about their immune health on TikTok?**



# How do you access data on TikTok?



Is it right to access data on TikTok?



# A step by step TikTok research approach

## Define the brief



# A step by step TikTok research approach

## Explore



Photo by Austin Neill on Unsplash

@LALResearch  
@hanlen10

# A step by step TikTok research approach

## Observe



Photo by José Martín Ramírez Carrasco on Unsplash

@LALResearch  
@hanlen10



# A step by step TikTok research approach

## Learn

Photo by Barry Zhou on Unsplash

@LALResearch  
@hanlen10

# A step by step TikTok research approach

## Impact





So what did we learn about immune health on TikTok?





What else do I need to think about?





What else do I need to think about?

# What else do I need to think about?





So what?



Photo by Solen Feyissa on Unsplash

@LALResearch  
@hanlen10

# DISCUSSION



# ESOMAR

## Get in touch!

email: [yes@esomar.org](mailto:yes@esomar.org)

[www.esomar.org/initiatives/young-esomar-society](http://www.esomar.org/initiatives/young-esomar-society)