



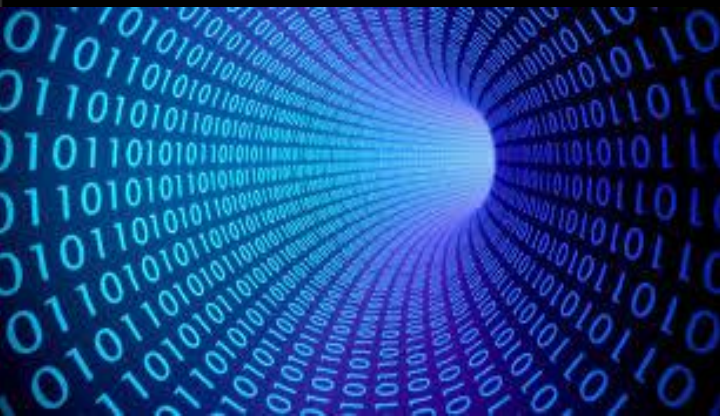
# **“#DIGITAL IMPACT – NEW-NOW-NEVER AGAIN”**

MSRA

Naftali Waburi –  
[Naftali.Waburi@nielsen.com](mailto:Naftali.Waburi@nielsen.com)



# WHAT IS DIGITAL IMPACT ?????



# DIGITAL IMPACT



## What is digital

- Electronic technology that generates, stores, and processes data in terms of two states: positive (1) and non-positive (0) forming bits; a string of bits called bytes

## What is Impact?

Having strong effect on someone or something

## What is digital Impact?

This can be described as the strong effect that the digital evolution has had on the world, (be it business, social or economic aspect).



# THE HYPOTHESIS



“...The digital revolution is a **necessary disruptor** and **opportunity provider**....”



# THE SCOPE -

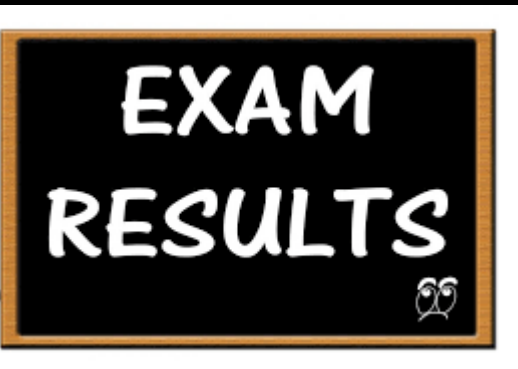


**“.....The impact of digitization on business is huge. With the primary goal of market research being business advisory to enable client / business make sound and strategic business decisions, the focus is to evaluate the impact of digitization on the world in general and narrowed down to market research in particular with a view of analyzing what's new, what's current and what next.....**

# DIGITAL IMPACT – GENERALLY



- From every angle, digitization or technology is a disruptor of status quo



- Processes that were inter alia manually done, are currently digitalized, which has generally disrupted the status quo – killing whole industries while giving birth to others;
- Drivers licenses, parking fee, vehicle registration, banking, exam results etc.

# DIGITAL IMPACT – GENERALLY



ADVANCED MR  
USING CUTTING  
EDGE TECHNOLOGY

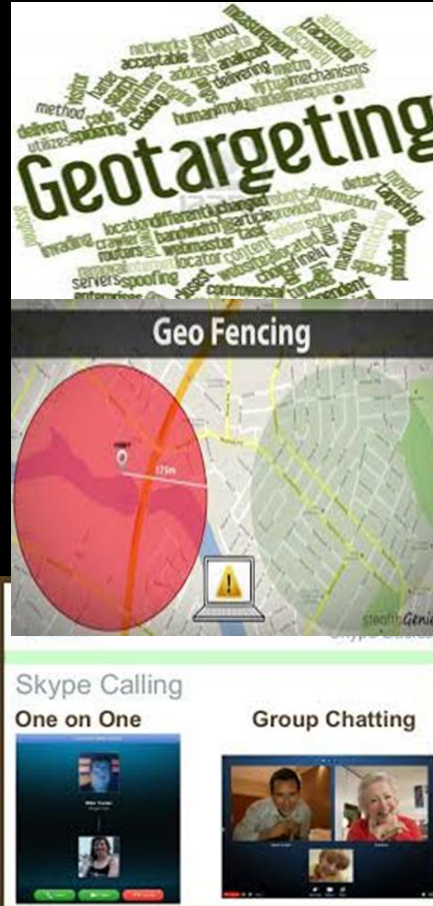


DIGITAL  
LITERACY

# DIGITAL IMPACT – NEW & NOW

## Emerging technologies examples include

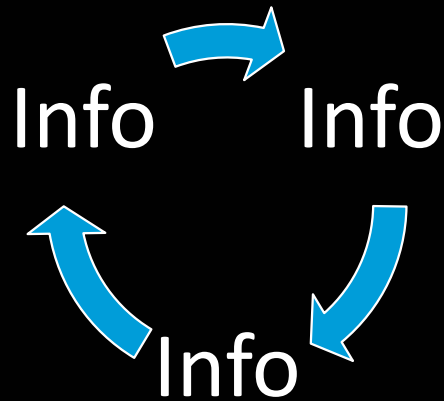
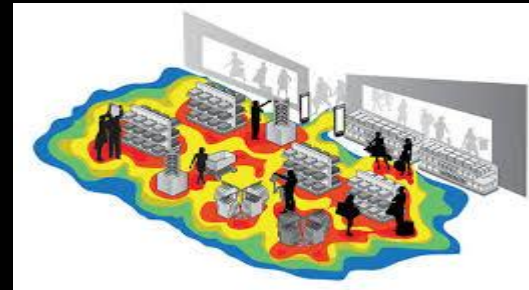
- "Apps" Based research
- Crowdsourcing
- Eye tracking
- Facial Analysis
- Mobile Ethnography
- Mobile qualitative
- Mobile Surveys
- Neuroscience
- Online communities
- Prediction Markets



- Research Magnification
- Saw tooth
- Social media analytics
- Text Analytics
- Video Diaries
- Virtual Environments
- Visual analytics
- Webcam FGD
- Webcam-Based Interviews

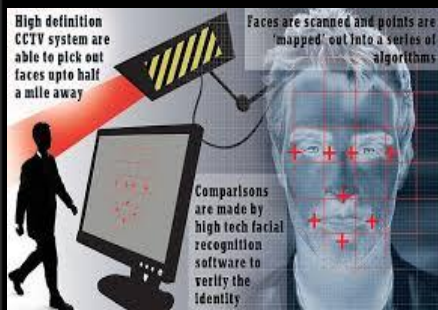


# WHAT IS THE IMPACT



## ADVANCED ANALYSIS APPLICATIONS

Comprehensive risk analysis to identify hidden threats, develop cost effective risk mitigation measures, and protect investment portfolios from market losses by applying analysis techniques borrowed from the Intelligence Community, Hedge Funds, and "The Black Swan"



All the various tools, methods, processes of digital data collection, compilation and analysis have an important goal to achieve which is generation of data to derive information – but do they achieve the end result which is more business?

# DOES IT BENEFIT CLIENT OR AGENCY?



Benefits derived from digitization is enormous – quality, speed, advanced analysis, flexibility, turn around time etc; of these benefits – how much is passed on to the client?

# **DIGITAL IMPACT – BETTER TOMMORROW**



**“...Automating / digitizing the data collection and analysis is no longer the in-thing, the digital revolution has to be felt in a disruptive way – end to end**

**It should not BAU for market research, The Industry has the gadgets – more like having a Ferari – but no guts to exploit its potential**

An abstract graphic on the left side of the slide. It features a cone-like shape formed by a dense grid of thin, curved lines in various colors (blue, green, yellow, orange, red, purple). Several points of different colors (yellow, green, purple, red) are scattered along these lines, with thin lines extending from them towards the right.

*THANK you*