



THE WAY WE ARE

A year ago, arguably one of the biggest debates in the polling industry surrounded the surprise General Election result. Fast-forward a year, and the similarly unpredicted referendum result seems to have generated less debate in public about the accuracy of the polling, but perhaps that is simply a reflection of the implications of the vote itself: there is enough to discuss regarding the politics of the matter without touching on the more oblique issue of opinion polling.

In this edition of the *Research Network Newsletter*, we have photos from our two most recent social events (the Spring Lunch and the Summer Party); another extract from the Red Braces cabaret at the 1983 Conference; further contributions on members' early days in Market Research; a fascinating summary of the interviews so far conducted under the auspices of the Oral History project; a fascinating account by Jane Gwilliam of a visit to a WWI war cemetery in Flanders and some reflections on the role of Irish soldiers in that conflict; Jane Bain's Nature Diary, including a dramatic picture of a heron in flight; and various other items of news and comment.

We hope you enjoy this latest edition; if you have written or would like to write anything that you think we could use, do please forward it to the editor (editor@research-network.org.uk).



AUTUMN LUNCH: 18TH OCTOBER AT AZZURRO

This autumn sees a return to Azzurro, which we first visited in the midst of a tube strike in Spring 2014. This year it's Southern Railways' turn but hopefully they won't choose 18th October. Azzurro, a mere stone's throw from the main entrance to Waterloo station, is another railway-arch venue but more spacious than some, with a large area opening up behind the narrow entrance on the corner of York Road and Sutton Walk. Azzurro serves freshly prepared,

Italian-inspired food and if we're lucky enough to be enjoying an Indian Summer that late in the year,



has an outdoor seating area in front of the restaurant, described on its website as 'the ideal place for people-watching over a glass of wine'. Early arrivals will find a wide choice of bars in and around the nearby South Bank Centre, not to mention the Hole in the Wall on

Mephram Street. We hope to see many of you at Azzurro in a few weeks' time.

ON OTHER PAGES

| | | | |
|---|--------|---|---------|
| The Way We Were | page 2 | Oral History: Our First 20 'Luminaries' | page 6 |
| Spring Lunch | page 3 | In Flanders Fields | page 9 |
| Summer Party | page 4 | Nature Diary (Jane Bain) | page 10 |
| How I Became (I think?) a Market Researcher | page 5 | Not Forgotten (obituaries) | page 11 |

THE WAY WE WERE

Memories of a frivolous past

In the last edition we published some lyrics from the Red Braces Cabaret (or was it called Ad Nauseam?) which was memorably performed at the 1983 Conference Ball, generously supplied to us by John Wigzell. Here we reproduce what was claimed at the same event to be a bible reading.

The Genesis of the MRS

In the beginning, God created Research Agencies.

And the Agencies were without staff and had no clients, and darkness was upon the face of market research.

And the spirit of God moved in the market place. And he said 'Let there be clients.' And there were.

And he saw the clients that they were rich. And he said unto them 'Gird up your resources into an annual budget.'

And the evening and the morning were the first day.

And God said, 'Let there be well-dressed young people from good families with degrees in statistics and skills in prophesy, to carry out surveys for the Agencies throughout the breadth of the land.'

And behold, the earth brought forth young males and females that heard his call. And God called them Research Executives.

And the evening and the morning were the second day.

And God said 'Let there be Directors to rule over the Agencies.' And behold, soon after 10.30 in the morning, there were Directors.

And they multiplied so abundantly that they joined together in a Club for mutual profit, And God saw that the Club was good and he called it AMSO.

And the evening and the morning were the third day.

And God said, let there be interviewers in the field to gather data

And behold, the interviewers administered all forms of image batteries and five-point scales to respondents.

And the respondents were sore afraid and did refuse all manner of cooperation, saying unto the interviewers 'Go forth and multiply.'

And the evening and the morning were the fourth day.

And God created Data Processing Men to have dominion over computers.

And the computers did add and subtract and spew forth great reams of print-out. And great wails did rise from the depths of the Client Researchers, for they did not understand the portents of the tabulations.

And God saw that his plan was working. And he created a great AURA to soothe the troubled breasts of the persecuted Clients.

And the evening and the morning were the fifth day.

And God said 'Let there be One Great Organisation to rule over the Agencies, the Clients, and all manner of creeping things that moveth in the Research World.' And he called it the MRS.

And he blessed the organisation and said unto it 'Thou shalt spread my Code of Conduct unto the four corners of the earth.' And it was spread.

And the evening and the morning were the sixth day.

Thus was the Research World finished. On the seventh day God rested and called a Great Conference at the watering place which is called Brighton.

And on the evening of the last day, there was a great feasting and rejoicing, and all manner of entertainment at £15 a ticket. And God looked at what he had made and saw that it was VERY profitable.

Amen

["Very profitable", at £15 a ticket for a conference ball? Those were the days! Ed]

SPRING LUNCH AT SMITHS BAR & GRILL

This year's Spring Lunch was held on Tuesday 12th April at Smith's Bar & Grill, in Paddington. This was a new venue for us—indeed, a new part of town, most previous lunches having taken place in the vicinity of London Bridge and Waterloo—and those attending were appreciative both of the canal-side location and of the generous space available for pre- and post-prandial mingling. The selection of photos below is part of a larger collection that can be viewed on the Network's website—just go to www.research-network.org.uk and click Gallery to find photos of this and other Network events.



SUMMER PARTY AT DOGGETT'S COAT & BADGE

The Summer Party this year took place on 7th July and the venue once again was Doggett's Coat & Badge at the southern end of Blackfriars Bridge. We were fortunate with the weather and enjoyed a sunny afternoon on the banks of the Thames, with terrific views of the Embankment all the way from Waterloo Bridge to the Millennium Bridge, taking in Shell-Mex House on the Strand, Unilever House (as was) and the remains of an earlier Blackfriars railway bridge, with St Paul's in the background.

As with all our events, a wide range of photos is to be found on the website—go to www.research-network.org.uk and click Gallery to find them—but a small selection is shown below.



HOW I BECAME (I THINK?) A MARKET RESEARCHER

Penny Measure (née Tipton)

Another in our continuing series of articles by Network members, describing their early days in the industry we like to call home.

As a girl growing up in the 1950s my career aspirations were moulded from the pages of Girl Magazine. Sadly it soon appeared that I was never going to make it as a Ballerina (Margot Fonteyn) or a Show Jumper (Pat Smythe) and I was too squeamish to be a Nurse, so I settled onto the academic treadmill and waited to see what happened when I fell off.



In my third year reading Natural Sciences at Cambridge, three things happened in quick succession: I turned 21, it became clear that after graduation all parental financial support would cease, and I discovered the existence of the Cambridge University Appointments Board. An Appointment had been booked for me and I turned up, eager to discover what all those years of study had fitted me for. At first they were keen to help: "Where would you like to do your PhD?" "I don't want to do a PhD." "But you've been here; we could get you in somewhere like Edinburgh even if you only get a Third." (I think I always looked like someone who would 'only get a Third'.) "No, I need to earn my own living." Now they switched to auto pilot. "Very well then: Coal Board, British Rail, Civil Service, Market Research or Teaching?" I didn't catch it at first so they kindly repeated the list of the only careers apparently available to me.

By an easy process of elimination I ended up with Market Research (I hadn't a clue what that was, but if it was Research and you got paid for it, it might be OK) or Teaching (at least I knew what that was and I liked children). The next step Market Research-wise was a milk-round visit to the alma mater by a team from BMRB. They must have explained something of what would be involved, and interviews were arranged for me at RBL and Proctor & Gamble as well as at BMRB. At RBL the late, great Eileen Cole raked me with a glance and dismissed me instantly: "It would be a waste of time and money training you; you would just go off and get married." She explained how she herself had sacrificed everything for her (stellar) career.

Proctor & Gamble was even worse. The interview was further north than I had ever been. There were Moors, like in Wuthering Heights and Jane Eyre. I was attracted by these and I thought I had done OK. Then The Letter arrived: "As well as considering academic qualifications for this post, we also need to consider whether we feel that a candidate will fit into our happy team [or words to that effect]. Therefore we have decided not to offer you the position."

Oh dear, all this was very chastening, but I had scored a Selection Board interview at BMRB and duly presented myself at Saunders House, knee deep in questionnaires, for a fun day of Empire Tea Rooms and other interesting tests, and presumably also an interview. Imagine my delight when they kindly offered me a job at a princely salary of £1,000 a year! I was lucky: of the 256 candidates applied that year, 12 were selected. The Teaching job offer (at a salary of £1,100) arrived one day later, but by that time my future was sealed.

I still hadn't much clue what the Market Research job would involve. On my first day (August 28th 1968) my new (and best-ever) Boss, Peter Atkinson, had just gone on holiday so they put me in the coding department, where I stayed for two weeks. Reader, I thought coding was the job. I was determined to do it really well. I found it fascinating and to this day I regard good coding of open ended responses as fundamental.

I have been in Market Research for nearly 50 years. It has been a very 'suitable job for a woman'. I cannot imagine ever wanting to retire. Incidentally, my best friend Gillie, who studied Classics, had her Appointment on the same day as me, and was given exactly the same list of career options. She was with the Coal Board for many years. Such is the randomness of Fate.

ORAL HISTORY: OUR FIRST 20 'LUMINARIES'

Lawrence Bailey

We have now passed something of a milestone: twenty interviews safely 'in the can' (and more in the pipeline, to mix a metaphor), with twelve interviewees available to listen to via the MRS website—and at least another two to add very soon. It seems a good time to take stock and reflect on the rich record that we have accumulated.

As many will have read elsewhere, the idea of assembling an 'oral history' came to me after a conversation with John Downham in which, to my positively rapt delight, he was telling me how market research was done at the time I was born. Best of all, he was able to talk about the people who founded the MRS, and their contemporaries, in a way that only someone who was there at the time possibly could. It was an insight into reality that could never be found in written records.

What I had in mind was a series of one-to-one interviews in which plenty of time would be devoted to reminiscence and narrative regarding the events and people that have shaped and developed Market Research. Interviews that would bring out the character and interests of the interviewees as well as their knowledge about phases in the development of the industry, and the research activities that they themselves have been involved in. It's a style not unlike Desert Island Discs: without the music, but with more time for conversation. And each interview has ended with a 'footnote' in the form of a personal book recommendation. The request was for any book—not necessarily a market research tome—for all who were interested enough to listen to the interview. There have been some fascinating suggestions!

Here is a list of the first twenty interviews, with those book recommendations:

1. **Gerald de Groot**
Vladimir Nabokov: *Pnin* (in Penguin, 2003, 2010)
2. **Gerald Goodhardt**
Byron Sharp: *How Brands Grow: What Marketers Don't Know* (OUPress, 2010)
3. **Geoffrey Roughton**
G. H. Hardy: *A Mathematician's Apology* (Cambridge University Press, 1967)
4. **John Downham**
Michel de Montaigne: *Montaigne: The Essays*
5. **John Barter**
Ernest Dichter: *The Strategy of Desire (On Motivation Research)* (New York: Garland Publishing, 1960)
6. **Marie Alexander**
Robert M. Worcester & John Downham: *The Consumer Market Research Handbook* (1986)
7. **Valerie Farbridge**
Damon Runyon: *From First to Last* (1954)
8. **Martin Simmons**
Garson Kanin: *Moviola* (Bookthrift, 1979)
9. **Liz Nelson**
H. J. Eysenck: *Uses and Abuses of Psychology*
10. **Ivor McGloughlin**
T. E. Lawrence: *Seven Pillars of Wisdom*
11. **Ted Whitley**
Anthony Powell: *A Dance to the Music of Time*
12. **Bill Schlackman**
Fareed Zakaria: *The Post-American World: and the Rise of the Rest*
13. **Nick Phillips**
Sir Bannister Fletcher: *History of Architecture* (20th ed.)
14. **Tom Punt**
Ernest Gombrich: *The Story of Art* (Phaidon Press, 16th Edition 2007)
15. **Bob Worcester**
Nicholas Vincent: *Magna Carta: A Very Short Introduction* (OUP, 2012)

16. Mary Goodyear (with John Goodyear)

Helen Gardner (ed.): The New Oxford Book of English Verse (OUP, 1972)

17. John Goodyear (with Mary Goodyear)

Ayn Rand: Atlas Shrugged (Penguin Classics, 2007)

18. John Samuels

Edna St. Vincent Millay: Collected Sonnets (Harper Collins, 1988)

19. John Wigzell

Vance Packard: The Hidden Persuaders (Longmans, 1957 & Penguin, 1970)

20. Dawn Mitchell

Clive James: Latest Readings (Yale University Press, 2010)

The majority of these interviews are available to hear, via the MRS website. Here's a link: <http://bit.ly/1TjjPuG>. You have to 'sign in' but—believe it or not—this is just for research purposes.

These interviews have been full of insights, revelations, personal biography, anecdotes and surprises: providing too many highlights to mention in full. Here are just a few...

Listen to Gerald DeGroot to find out about the Great Opinion Poll Disaster of 1970. For a rather clever statistical method in armed forces recruitment, listen to Gerald Goodhardt. If you want to hear about some unusual ways of winning business, you need to hear Geoffrey Roughton. I'm hoping that written archives elsewhere will record the factual side of John Downham's career: if we'd covered it in full we might have missed some splendid reminiscences. The passage I particularly enjoyed covered wartime activities, in a classic understated RAF style.

You'll enjoy Marie Alexander's joie de vivre through a very varied career and hear about the difficult birth of RBL. Valerie Farbridge tells us what it's like to be stranded in Northern Ireland with 1000+ opinion poll questionnaires intended for a newspaper article to be published the following day. Discover why Liz Nelson stopped being a clinical psychologist, took up market research and taught herself how to run qualitative group discussions before anyone knew they existed. Ted Whitley (in an interview full of good humour) tells how fortune excused him from piloting a D-Day landing craft.

Bill Schlackman provides priceless recollections from the early days of motivational research, including his personal terror at being sent to deliver a lecture on depth interviewing on behalf of Paul Lazarsfeld, the originator of motivational research thinking. Bill also offers some advice for budding qualitative researchers: "get yourself psychoanalysed".

I felt that a lifelong kindness shone through the interview with Nick Phillips: listen for the many people he knew and worked with, and valued. Bob Worcester tells about difficult early years, and the ambition that followed, with episodes of success, social research discoveries and sometimes confrontation. And an unlikely promise to the Anglican Dean of Windsor...

Mary and John Goodyear tell how they have worked together in life and business. Hear about Mary's long advocacy for international research and a concern for quality in qualitative research. John tells us how to win a business negotiation with the aid of a Polo mint. Finally, John Samuels, in familiarly amusing style, provides an absorbing account of moving through several social grades while being characteristically different throughout.

Getting the Oral History project underway was a 'labour of love'. Carrying out my seventeen interviews (Numbers 12, 16 and 17 jointly with Simon Patterson) has been a delight, and it has been a privilege to share in such open and warm conversations. I hope many people will enjoy listening to them. There will be more to come. Neil McPhee carried out Interviews 18 to 20, and very recently added Number 21—Phil Barnard. Stay tuned for more, in what seems to have become the Research Network's gift to the Market Research Industry.



ORAL HISTORY: AN UPDATE

Adam Phillips

As you will have read in Lawrence's article, the Oral History project has picked up speed over the last two years, thanks to generous donations from Network members and a lot of work by the small number of volunteers involved, especially Lawrence Bailey. He has done nearly all the interviewing and most of the editing himself. The result is a fascinating collection of reflections on the early years of the research industry from some of the leading figures involved. By the end of this year we expect to have 20 interviews on the Oral History section of the MRS website.

At last year's Christmas Drinks, Frank Winter announced that we needed £3000 to complete the editing of the 20 interviews in the first phase of the Oral History Project and start work on Phase 2. The work is done by volunteers who get expenses, but there are additional costs associated with editing the interviews. Since the appeal was launched, we have raised £3580, including generous donations of £500 from Nigel Spackman and Bob Dance and an extremely generous donation of £2000 from an anonymous donor. The full list of donors is:

Bob Dance
Robin Cornell
Adam Phillips
Sue Read
Nigel Spackman
Graham Woodham
Anonymous

At the Spring Lunch I said that the Steering Group had decided to focus on collecting more interviews, rather than on editing, since our resources are limited and editing is less urgent than collecting the interviews while there are still people who were working in the early years of research. We are planning to complete another 10 interviews in the coming year.

Listening to the interviews so far provides an insight into the diversity of interests and experiences of those who were involved in establishing the profession of market research in Britain, although an above average level of curiosity is exhibited by all of them. It is also clear that these people have a lot more to say, particularly about the development of the industry and the ideas and techniques that powered it. We are considering how we can collect some of this information as well. The extended interview with Bill Schlackman gives an idea of what this kind of interview could yield. With this in mind, the Steering Group would be interested to receive comments on what has been done so far and suggestions for further work. This might not only be interviews, but also collecting written material covering personal histories of market, social and media research in the period 1950–1990. If you have any thoughts or suggestions about what to collect, from whom or what you yourself might be able to say or write, please contact Frank Winter at frank.winter@ntlworld.com.



SURVEY OF MEMBERS

You should all have received an invitation over the summer to participate in an online survey on the future of the Network and its activities. We are delighted to report that the response rate to this survey was terrific: we had 156 completed responses, representing about two-thirds of the membership. Very many thanks to all members who completed the questionnaire.

Sue Nosworthy, who organised the survey, has just received the data and will be preparing a report for the Steering Group over the next few weeks. Once that report is complete, we shall be informing members of the findings, either via an article in the next edition of the *Newsletter* or by separate email. The intention is to use the results to guide future activities to best meet the expectations both of the current membership and of potential new members, without whom the Network cannot thrive.

IN FLANDERS FIELDS

Jane Gwilliam

This article first appeared in the Research International alumni publication, HeRItage.

In May I visited the war graves and Menin Gate in Ypres, Belgium, with a tour organised by my father's and brothers' regimental association. It was an extremely moving experience. By the time of publishing I will have been again in August to Tertre, which was fought for by that same regiment in 1914, and that village has re-ignited close relations with what is now the successor to the regiment after several amalgamations. There is a memorial in Tertre, recently completed, and this is its story, courtesy of The Living History Group who support the regimental association of the Queens Own Buffs, the Royal Kent Regiment.

The Story of the Tertre Memorial

It was the vision of the Chairman of The Queen's Own Royal West Kent Regiment Living History Group, Mr Nigel Bristow, to erect a memorial to the Regiment in 2013 in good time for the Centenary Commemorations of the beginning of the Great War in 2014.

The most appropriate location for the memorial was identified as the junction of the Rue Defuisseaux and the Rue des Herbières in village of Tertre in Belgium—the scene of the Royal West Kent Regiment's first engagement with the enemy shortly after 8.20am on Sunday 23rd August 1914. The memorial commemorates the 6,866 men of all ranks killed in service with the Regiment regardless where they fell in Belgium, France, Italy, India, Egypt, Mesopotamia or Salonika.

The Irish Connection

There has been a lot in the press recently about Irish soldiers who served in the Great War being ostracised when they got home (if they did) because of the independence movement and some pro German sympathies (or anti British ones). This is now being reversed and memorials are beginning to be erected in the Republic.

Contrary to this, in my mother's home town there has been a WW1 memorial since 1930. The Memorial, subscribed for by the people of Cahir and district (county Tipperary), was erected to the memory of 88 local officers and men who fell, including my great uncle Richard Butler, who had emigrated to Canada but went to France with the Allied Forces. He died in 1918 and his body was never found but his name appears on the memorial and also on the wall at Vimy Ridge in France.



The Cahir memorial was unveiled on 20th November 1930 (when my mother was 15 to the day) by Major-General Sir George Franks, K.C.B. Amongst others and one of the principal dignitaries at the ceremony was Lieut. Col. R B Charteris (a relation of mine) of the Swiss Cottage in Cahir Park.

Clearly it was extremely rare for such memorials to be erected in Southern Ireland at this time, and even more so that the British Legion should have obtained such a prominent Main Street site. The memorial has been cared for by relatives and friends of those who are commemorated on it and an attempt by the County Council in the early 1990s to remove it to the nearby car park was firmly resisted by petition. The monument was subsequently cleaned and restored, using voluntary labour. In 1996, it was rededicated to include all local men and women of Cahir and district who have died in armed conflicts at home and abroad.



NATURE DIARY

Extracts from Jane Bain's Nature Diary: January–June 2016

There are no very hard snows or frosts this winter, just seemingly endless cold dull weather. Spring is slow arriving. Only the herons start nesting early, encouraged by a mild December.

January: The lack of hard frosts means there is an ample supply of berries for the birds. Flocks of redwings make the most of them, feasting in the nearby parks and gardens for several weeks until, with help of other local birds, the trees and bushes are stripped bare.



The occasional sunny day makes everybody feel more optimistic and wildlife is no exception. On a bright morning in late January, we notice a pair of bluetits inspecting a prospective nesting hole in a hollow branch in a big willow tree right beside Hammersmith Bridge.

February: At the heronry by the reservoir, three pairs of birds are already sitting on eggs and more nests are being constructed. I never tire of watching the regular stick deliveries, as these large birds fly in carrying long twigs and somehow manage to land gracefully in the plane tree branches and weave these sticks into their growing nests.

Standing watching the herons one day, a flash of grey and red speeds past and into a dense clump of trees. A magnificent male sparrowhawk has landed on a branch near the water's edge and spends several minutes there before flying off again into the undergrowth.



March: Despite the dismal weather, Spring is definitely in the air. Parakeets canoodle in the trees and all along the river birds begin their courting rituals. On a visit to Holland Park, one of the peacocks treats me (and a passing London pigeon which he appears to be intrigued by) to a full display of all his finery.



April: I am always fascinated when I come across a creature which I haven't seen before. On this occasion it is a large bee fly, hovering expertly in front of a flowering clematis, using its long proboscis to suck up nectar from the blossoms.



In the avian world, the race is now on to snap up the best bits of real estate. A pair of amorous great crested grebes turn up on the river at high tide and investigate the flotsam by the houseboats to see if it would make a good location for their floating nest.

May: After bitter cold in April, a spell of balmy weather at the beginning of May comes as a welcome relief. The first broods of baby robins begin to leave their nests. The new fledglings cannot fly very well, so hide in the undergrowth, cheeping and waiting to be fed.



I have been wondering why I have not seen any parakeets using one of their regular nest holes by the tow path this year. The reason becomes obvious when I glance up and find that the nest has new occupants. Two inquisitive baby squirrels are peeking out of the hole.

June: As the tide goes out, small fish get trapped in the pools around the rowing pontoons along the river. Usually herons fish in these pools but, to my surprise, one day I come across a little egret—a rare and usually very shy visitor to the river—stalking fish by the side of the Latymer School pontoon. The bird is deep in concentration and seemingly oblivious to me and the other passers-by just a few feet away on the road.



Ducks nest in strange places in London, including roof-gardens. After the eggs hatch the mother flies off, calling for the ducklings to follow her. The tiny balls of fluff leap obediently after her and plummet to the ground below. We have had three such nests this summer, so now I am ready. At the first sound of quacking from the back garden I rush out and scoop up the tumbling orphans, then keep them warm until a kindly volunteer from the Swan Sanctuary in Shepperton can come to collect them.

JACKIE FRENCH, 1936-2016

Although not a Network member, Jackie French, who died in May, will have been known to many as co-founder of CRAM International. The following edited obituary was kindly supplied by Network member Simon Patterson, CEO of QRi Consulting.

Jackie French and Peter Cooper (1937-2010), were co-founders of Cooper Research & Marketing Ltd (CRAM International, now QRi Consulting), which they started in Manchester in 1968.

Jackie was one of the pioneering women of the UK Qualitative Research industry, who juggled between running a business, practising as a researcher and being a wife and mother of 3 children. A woman of her time and an inspiration to other women, she commanded respect in boardrooms around the world in a male dominated era. Whilst Peter was often seen as the inspiration and genius behind CRAM, it was in fact Jackie who was the driving force and organiser behind the business operation, as well as being an outstanding qualitative researcher in her own right.

Jackie worked together with Peter and other CRAM Researchers, including Dr Alan Branthwaite and Gillian Broadbent, in developing CRAM's unique psychological approaches to qualitative research, including Extended Creativity Groups (ECGs®), and pioneering and developing the use of Projective Techniques and QualiQuant®.

Jackie's empathic and creative approach, coupled with her academic rigour, enabled her to produce clear evidence to support her conclusions, which was a key issue in the early days of qualitative research as it distanced itself from the less robust methods of Motivational Research, which is why her research and analysis was so respected.

During her career Jackie worked on a wide range of brands for Multinational companies, including Rowntree, Ferrero, Beecham, Unilever, Parker Pens, Schweppes, COI, BBC, Max Factor, General Foods and Reckitt & Coleman.

As a moderator Jackie's empathic, creative and engaging style encouraged respondents to feel comfortable and relaxed. Her approach was very intuitive, and sensitive to the underlying nuances behind what respondents said, as well as what they were hesitating to say. Respondents and clients alike felt totally at ease with her down-to-earth, everyday, straightforward style. She was a friendly companion and advisor. This intentional move away from a more clinical style that had typified motivational research was another of the keys in the advent of modern qualitative research.

Jackie played a pivotal role in CRAM's decision to expand into the USA. She herself eventually moved to New York and became MD of CRAM Inc. American clients respected the direct approach of this 'English Woman in New York' as she engaged them with CRAM's in-depth qualitative techniques. Jackie eventually retired from research in 2003.

Working with Jackie always triggered new lines of thought, insights into consumers' needs, and it was always a genuine learning experience for those fortunate enough to have worked alongside this inspirational woman.

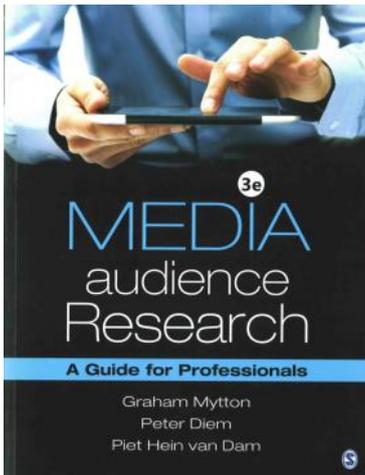
Jackie died in South Devon in May 2016, leaving 3 children and 5 grandchildren.



MIKE SARGENT, HUGH STAMMERS, JOANNA BUXTON

We also have recorded in recent months the deaths of Network members Mike Sargent and Hugh Stammers, and of former Network member Joanna Buxton. We hope to publish obituaries in the next edition of the *Newsletter*.

MEDIA AUDIENCE RESEARCH



Network member Graham Mytton, in collaboration with research consultants Peter Diem and Piet Hein van Dam, has published a new book. Entitled *Media Audience Research: A Guide for Professionals*, it is described as the only comprehensive training book on conducting research into all forms of media.

The book is published by SAGE Publications, whose description notes that it “outlines all the methods for conducting research—active and passive, quantitative and qualitative—in all forms of media, including new media such as the Internet, mobile phones and social media. It explains the ways in which media audiences are measured, understood and taken into account in media planning, advertising sales and social development campaigns. It shows how datasets are analysed and used. The statistical theories behind good quantitative research are explained in simple and accessible language. The book is intended for both media research scholars and practitioners.”



STEERING GROUP

The Research Network is directed by a Steering Group consisting at present of Adam Phillips (Chairman), Jane Bain, Jane Gwilliam (Events Organisers), Linda Henshall (Relations with other MR bodies), Sue Nosworthy (New Members), Nick Tanner (*Newsletter* Editor), Gill Wareing (Secretary-Treasurer) and Frank Winter (Data Protection and other regulatory matters). Their names, addresses, phone and email details are in the Members List. Please feel free to contact any member of the Steering Group on matters relevant to the areas they cover.