



## THE WAY WE ARE

**W**elcome to the latest edition of the Research Network newsletter, and the first under our new Editor, Graham Woodham. We preview our first ever evening debate meeting at the IPA on Monday 19th March to discuss the impact of big data on our industry. There is also our up and coming Spring Lunch on Tuesday 17th April at EV in Isabella Street near Waterloo and judging by our last event there in 2015, they should offer us a warm welcome.

Also in this newsletter, we have Frank Winter's update on the progress of the Oral History Project and some highlights of the Autumn Lunch at the Royal Air Force Club in Piccadilly, along with the AGM and Christmas drinks in December 2017.

You will also find some members' contributions: features on next steps after a career in research from Hilary Parker who exchanged qualitative research for being a magistrate, and, in the next edition in August, on Jackie Dickens' interesting life now as a lecturer in wine. Graham Woodham also wants to fuel the debate about how our industry may re-position itself, in an article on the future of qualitative research.

Then of course, our old favourite features: The Way We Were by Peter Bartram and Jane Bain's Nature Diary. We finish with tributes to Hugh Bain, Ed Ross and Paul Harris, who sadly died during 2017.

As always, we really hope you enjoy this edition and we would be very grateful for future contributions on any topic from members: your interests, activities, travel and career experiences or points of view. Please send your ideas or make contact on any other issue via [editor@research-network.org.uk](mailto:editor@research-network.org.uk)

## SPRING LUNCH: 17<sup>TH</sup> APRIL AT EV RESTAURANT

**F**ollowing two very enjoyable previous events at Ev, we are returning to experience their friendly welcome again on Tuesday 17th April for our next Spring Lunch. The restaurant is located at The Arches, 97-99 Isabella Street, London SE1 8DA, which is a ten minute walk from Waterloo Station.



The restaurant is Turkish and tucked away from traffic noise and fumes along a

leafy street which is a small oasis of bars and restaurants. It is informal and atmospheric and the food is very authentic 'Anatolian cuisine'. Its online reviews are very positive and it is the ideal venue to help us forget winter and look forward to some spring optimism.

If you haven't yet saved the date, it is well worth doing so in advance of Gill Wareing's invitation, which will be sent out soon.

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# THE WAY WE WERE

Compiled by Peter Bartram

*(Over the last fifteen years, the reminiscences in this regular column have been exhaustively gleaned from a personal collection comprising 75% of MRS Newsletters from 1970 to 1992. Now, for the first time, the existence of the industry's new Archive ([www.amsr.org.uk](http://www.amsr.org.uk)) has enabled us to extract new material from the remaining 25%.)*

## 30 years ago (1988):

**Peter Southgate** described a Business Research Group meeting at the un-modernised Black Horse pub where "the ceiling had been timbred light brown by years of cigarette smoke, and small furry rodents nestled contentedly in the wainscoting". He added that "it all made an appropriately homely setting for the meeting of 30 attendees, and Ed Smith, introducing the proceedings, endeared himself to this member of the audience with his intimate style and such faux pas as standing in front of the screen and using a sheet of paper to cover up his slides".

In another article, **Mary Goodyear** asked "Have standards become so low that anyone can do four groups and advise on marketing decision making? 'It's money for old rope' as one agency man publicly observed at this year's Annual Conference". She concluded that "Sadly, in some companies, that's all too true".

## 35 years ago (1983):

In what was described as 'The Society's main social event of the year' the **MRS Christmas Lunch** was held at the Royal Lancaster Hotel, attracting over 700 Members with a ticket price of £17 including VAT.

**Carrick James**, a good and gentle friend to many, but so recently lost to us, was known as the industry's principal specialist in research related to children. He regularly advertised his company in the Newsletter, but we also find him reporting on the Advertising Association Conference in Harrogate where he had conducted a survey of the 407 delegates, describing it as "an almost tailor-made opportunity for the MRS to demonstrate research in action". He found that 87% of the delegates were male (!), only 8% supported Labour, and 72% had personally commissioned research in the last year.

With the **MRS R&D Committee** aiming to provide students and Members with a fuller library facility, it was reported that agreement had been reached with the IPA whereby, in return for an annual contribution, the MRS could add its own collection of books and periodicals to their library in Belgrave Square. *(Owing to a later fire in the basement, this arrangement did not survive, but we now have the AMSR Archive, funded independently of the MRS and containing the same materials and much more.)*

In a story headlined 'The British are Coming' we were told that Mario Cuomo, candidate for Governor of New York, had called upon Quantime (headed by **Ed Ross**, also sadly lost to us last year) to provide DP facilities at his campaign HQ. Several hundred telephone interviews were being completed daily, and 4,000 in total, with Quantime providing fully cross-tabulated results within an hour of finishing each day's interviewing.

**Gordon Heald** described his recent visit to Russia, where he was surprised to find that the Institute for Sociological Research, responsible for the majority of the social surveys in the Soviet Union, conducted 20–25 studies each year. Topics included attitudes to family life, job satisfaction, adult literacy, the impact of Soviet media and even political studies—although Gordon added that they do not have our difficulty in forecasting who will win the elections. *(Gordon's pride in his impressive international clientele will be well remembered by those who have been shown his office with prominent photos of his most significant clients—Margaret Thatcher, Ronald Reagan, Pope John Paul II, and Mikhail Gorbachev.)*

## 40 years ago (1978):

At a Luncheon Meeting of the MRS Northern Branch in Manchester, **Colin Maitland** of Eyescan attracted an audience of 35 who heard him give what was described as "a clear and thought-provoking presentation" on the eye-movement monitoring technique he had introduced in the UK for measuring advertising effectiveness. **Ian Tinn** of CWS also presented the findings of a postal survey of all 139 Northern MRS Members which, with only one reminder letter, obtained a high response rate of 80%. He commented: "Who says market researchers are notoriously bad at filling in questionnaires?"

**Mike Brooks**, Research Manager of British Airways, reported on the Canadian market research business, describing it as recently becoming “much more professional and creative than previously, and growing by leaps and bounds”. He suggested that this may have been the result of a surprising number of British researchers recently moving to Canada. Among the 100 or so he knew of, he listed **Graham Peters, Mark Lovell, Gillian Humphreys, Donald Monk, Peter Atkinson and Ron Beasley**, one of whom had said: “How do they manage in the UK without us?”

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## RESEARCH NETWORK EVENING MEETING: 19<sup>TH</sup> MARCH

**M**any members will be aware of the approaching discussion event to be held at the IPA, 44 Belgrave Square, London SW1X 8QS. The debate’s topic is ‘Do we need research now that we have big data?’

**Brian Jacobs**, who has worked in advertising, media and research for over 35 years, will chair the meeting.

Brian is joined on the panel by **Claire Aldous**, founder of Emerald Thinking where she heads the data planning and analytics operation, and **Fiona Blades** who set up the MESH research agency in 2006 and is now based in New York following successful global expansion of the company. The third panel member is **Paul Gayfor**, planning partner at Goodstuff Communications, named as the 2017 Media Agency of the Year by Media Week.

Claire’s professional stance is the need to expand on traditional research by finding ways to de-code consumers’ deep-seated emotions. Fiona uses syndicated studies that also incorporate qualitative diagnostics. Paul’s perspective is as a strategist concerned with finding suitable approaches to match different brand strategy needs.



The topic is close to many of our hearts (see Graham Woodham’s article on the future of qualitative research on page 8 of this *News/letter*) and will cover the following angles:

- The benefits and threats to the research business from new technologies and big data
- Will quantitative surveys still have a significant role in the future?
- What are the benefits and limitations of big data?
- Will the value and role of qualitative research change now?
- Is there a loss of consumer insight if clients rely too much on big data?
- With all this change, how will traditional market research re-define itself?

We hope for a good turn out and a very lively discussion with audience participation, and of course, the chance to socialise later in the evening.

The venue opens at 6pm for a 6.30pm start on Monday 19th March. Drinks and light snacks will be provided.



# AUTUMN LUNCH AT THE ROYAL AIR FORCE CLUB

It's always a treat when influential Research Network members gain access for one of our more special events to a venue which is out of the ordinary for most of us. It was thanks to John Downham that we enjoyed an excellent lunch at The Royal Air Force Club in Piccadilly to celebrate the Network's 15th Anniversary. While quite close to The Hard Rock Café, it reassuringly had nothing in common with that other esteemed venue.

It was well worth the effort to dress more smartly than normal to blend in with the historic building and plush interior, even if some of the male Network members had to sift through some dusty ties and remember how to knot them acceptably inside their collars. It was a wonderful glimpse of our Royal Air Force heritage and the staff were certainly friendly and welcoming, even though a few of us are not from the British gentry.

The lunch itself was excellent: a baked goat's cheese and pistachio nut starter followed by Chicken Supreme in a delicious asparagus and tarragon sauce as the main course. Crème brûlée and coffee completed the meal very well and even the wines were not run of the mill (or the winery). We had a Burgundian Chardonnay from Simonnet Febvre and a Montagne Saint-Emilion from Chateau Grand Moulin Macquin, for those who do not remember the precise details.

Three very engaging speeches were enjoyed from Adam Phillips, Peter Bartram and then Jane Frost, CEO of the MRS.

Many members have expressed interest in future Network events rotating between informal restaurants and more unique venues and the Royal Air Force Club was certainly a real experience and very enjoyable in the second category. And just to emphasise its specialness, there were rumours that once we had made our exit, one of the Royal dukes was taking our place for an evening event which no doubt demanded an even more formal dress code.



## CHRISTMAS DRINKS AND AGM

The AGM was held at TNS's offices at More Place, near London Bridge on Wednesday 6th December 2017, followed by drinks, tasty nibbles and lively chat.

The Research Network's finances were quite sound in 2017 but we still need to attract more members. Membership fees as they stand generally cover costs but while we have around 200 members now, this is a reduction from a level of approximately 250 in the past.

The best way of attracting new members seems to be from guests invited to our social events; 10 new recruits were achieved through this route in 2017. Word of mouth persuasion is needed among existing members' friends and colleagues in the industry!

Research Network events seem to have been very well received during the year, but the Steering Group are always happy to hear suggestions for new venues and types of event. The evening debate on big data organised by Roger Holland is a good example of a new idea which promises to be a great success.

So the Research Network is in good shape but new ideas and extra participants are always very welcome!





# ORAL HISTORY PROGRAMME

Frank Winter



This article covers the origins and development of the Research Network's Oral History Project, its current status, and future proposed developments.

The first interviews which were carried out for the Oral History project were in August 2011. As Lawrence Bailey, the key instigator of the project said shortly afterwards: "It all began with a conversation at a Research Network Lunch... I found myself talking to John Downham...I was mentally open-mouthed as he was telling me with warmth and clarity how things were done around the time I was born. What historical riches! It seemed obvious that the Network must collectively have the best fund of research industry knowledge, experience and anecdotes to be found anywhere. This had to be captured. I suggested an oral archive of recorded interviews and volunteered to collect a set of 'Desert Island Disc' -style programmes, but without the music." The Network responded by creating a sub-group consisting of Lawrence, Gill Wareing, Nick Tanner and myself to develop and manage the project.

Recently, Lawrence sent me a reminder of how important the role of Oral History is, based on the British Library's current exhibition on 'recorded sound'. "Oral history recordings are extended life-story interviews that capture an interviewee's unique experiences in their own words, with all nuances of expression intact."

The Oral History Project also fits in very well with one of the aims of the Research Network, which was expressed in the inaugural Newsletter as follows: "To ensure that the historic contribution of long standing members is communicated to the broader MRS membership and elsewhere."

At the end of 2017, thanks to the efforts of Lawrence between 2011 and 2015 (together with Simon Patterson on key interviews with Bill Schlackman and John and Mary Goodyear), followed by Neil McPhee from 2015-16, then finally by Judith Wardle in 2017, the Research Network's Oral History programme has carried out over 30 in-depth interviews, 24 of which are currently available via the MRS website links. The most recent interviews available are those of Ed Ross, Hugh Bain, Peter Bartram, and Paul Feldwick.

Both Ed's book choice, *The New Book Of Middle Eastern Food*, and Hugh's, Joseph Heller's *Catch 22* and Robert Graves' *Goodbye To All That*, very much reflect their personal interests and personalities.

Interviews awaiting editing include Wendy Gordon, Tony Cowling and Sue Robson. There is a new 'sound editor in training' - Paddy Costigan and our thanks must go to him for volunteering for this. In 2018, we are planning for additional individual interviews covering both fieldwork and the development of large panels, involving companies such as AGB, Nielsen, Stats MR and Attwoods.

Two additional developments are also underway in 2018.

The first initiative is to look at the development of key market sectors such as advertising research. The perspective of other research industry sectors such as the Advertising Association and the Account Planning Group would obviously need to be taken into account

The second initiative would be to look at the piloting of self-administered interviews covering the 'research reflections' of senior market researchers. This would initially be among Research Network members and could utilise on-line and smart phone technologies.

So to end... "Watch, or rather listen to, this space."

# FROM QUALITATIVE RESEARCH TO JUSTICE OF THE PEACE

Hilary Parker

**A**fter thirty plus years in qualitative market research, I was looking for a part-time second career, preferably without the need to go out on cold dark nights to the less salubrious areas of large cities. Having been self-employed for most of my working life, I felt I was fairly unemployable so I decided early on that I wanted to work as a volunteer, choose my own hours and have some freedom to express myself without getting the sack. I looked forward to working with some of the more challenging types that you are less likely to find in suburban focus groups. If I could then use the specialist skills garnered from years of qualitative research, so much the better.



Crime had always held a fascination for me. As a child, I had the mad notion of wanting to be a detective in 'Z Cars' and seriously considered studying criminology. In particular, I was interested as to why some people who suffered social hardship took up a life of crime, while others from similar backgrounds did not choose this route.

So, when an opportunity arose for a once weekly '9 to 5 role' in the criminal courts as a Witness Service volunteer supporting victims and witnesses in trials, which I could do alongside my qualitative work, I grabbed it with both hands. After a year of watching trials, I became increasingly curious as to how magistrates made their decisions, so I applied to join the magistracy and started in Wimbledon as a JP eighteen months later, after a prolonged application process involving typical public sector practices like losing my application form twice and two intensive interrogations by a feisty panel of magistrates and lawyers. Formal training was surprisingly restricted to just two days, as you are expected to learn on the job. Further training sessions and updates are fairly frequent, though most are worryingly optional. The first few sittings were quite scary, as were some of the magistrates, and it took me a full year of sitting, on average three days a month, before I had much idea about what I was doing. But I really appreciated the friendly welcome and help other, more kindly magistrates gave me. No day is ever the same and even now, fourteen years later, each time I sit, I am still learning and being amazed by criminal motivation and the way some people choose to live. I also sit in the Family Court, deciding whether a child should be taken into Care, or more commonly, how separated parents who cannot work things out themselves, should share the time spent with their children. But that is another story!

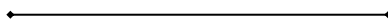
I was quite surprised by how useful my experience in research was for my new role, especially once I began to chair courts. Working as a 'bench' with two other magistrates is like being part of a qualitative team. The techniques needed for running a court hearing, encouraging witnesses and defendants to open up and tell their stories while keeping lawyers vaguely in check are similar to those I used in running focus groups. I am known to be less strict and less formal than most magistrates and I think this results in more honest and useful information. Sifting through hours of oral evidence in a trial to decide on guilt or innocence is reminiscent of qualitative analysis and deciding whether to give a defendant bail or keep them in custody requires a risk assessment similar to choosing the recommendations I would give to clients. In sentencing, we have to balance all the factors involved in an offence, particularly the defendant's level of culpability and the harm done to the victim, along with finding the best way to prevent the defendant from offending again. This decision making is highly structured, but there is sometimes room to think creatively 'outside the box'. We have to make our decisions within minutes, under the same type of time pressure as I often found in qualitative work. Finally, I seem to have learned from many years of client presentations how to deliver bad news, like "we are sending you to prison for six months", reasonably gently.

Of course, there are some striking differences between research and the magistracy. In research, we are mainly dealing with group behaviour and attitudes, and our recommendations often influence corporate decisions. The result on a client's profitability is a key element. In the courts, we are dealing with an individual's behaviour, normally on one single occasion and our decisions can have a major, even life-

changing, effect on that individual. The economics of a decision plays very little part, even though in these last few years of financial stringency, magistrates are under a lot of pressure to be more efficient. We are acutely aware of our responsibility to do our best to get it right every time. Also, I had not previously been addressed as “Your Worship”, “My Lord” (by a presumably rather blind careless driver) and even “Your Majesty” ( a drunk offender).

Another major difference is the law itself, which is based on two centuries of parliamentary statute, amended by the English common law system of precedents arising from Appeal Court decisions. It provides a framework for our decisions and usually makes sense, but occasionally, particularly when mental health is an issue, the law seems to provide a constraint to a reasonable outcome. Working within the law also provides magistrates with some emotional protection. Although I sometimes lose sleep after sending a man to prison for the first time after his violent attack on his wife, I know that we made this decision using an established legal structure.

But did I ever find the answer to why some people commit crime when others from similar backgrounds don't? No, but I have learned a lot more about human nature.



## THE FUTURE OF QUALITATIVE RESEARCH

Graham Woodham



**T**his article is not a prediction about the future of qualitative research, but my opinion about how my own precious research discipline could be positioned for a healthy future at this time when our whole research industry seems to be suffering a crisis of confidence.

They say that numbers cannot lie. As a lifetime qualitative researcher, I think they can and they do. They can easily be misinterpreted and above all, they can only tell half the story.

We are in a time when there is media criticism of the lack of accuracy of political polls and only grudging acceptance that exit poll results are accurate. Qualitative research is often disdainfully characterised by the media as ‘a focus group’. Now even in the business world, the market research industry is agonising over its identity and positioning.

I strongly feel that qualitative research has a vital, indispensable role for marketing companies and other organisations, even if many clients now want unrealistically instant insights and interpretation.

I believe that empathetic marketing and communication strategies cannot be developed using quantitative methods alone. Our clients especially should not believe that aggregated blogs and social media posts represent how people genuinely feel and behave. This is because fake and exaggerated social media personas do not represent people as they really are. We all have multiple social media personalities nowadays!

I’m a great believer in online research as part of a multi-method research project, but many times when I’ve carried out follow-up qualitative research face to face or even by telephone, respondents admit to exaggeration, showing off or impulsive fibbing on their previous online responses. Self-reported attitudes and behaviours online are just not reliable.

Above all, despite what some (primarily American) agencies claim, you cannot carry out online ethnography by taking participants’ own word for it. Nor their own uploaded selfies, photos and videos. This is ‘pretend



ethnography'. You have to be there in person with them for proper ethnographic immersion.

Only an illusion of reliability is created by big data, especially when merged from different sources. Marketing strategies just cannot be built on mass behavioural data alone, which only helps to monitor the effectiveness of ongoing marketing activity. It gives no help with understanding consumer responses and what to do next with a different marketing strategy.

Few people in our industry need me to emphasise yet again that the irreplaceable strengths of qualitative research lie in the interpretation and understanding of real people, based on skilled psychological insights. Qualitative research is not weakened by its reliance on human interaction and emotive understanding. However large the big data set is, you still need qualitative research to understand consumer decision making, brand relationships, responses to new innovations and purchase behaviour.

So qualitative research needs its long understood positioning confirmed with renewed confidence because reliance on behavioural data alone is self-deluding on the part of marketing companies.

Well conducted qualitative research is respondent-led by participants as they really are, especially with face to face ethnographic immersions when their guard goes down and they are more genuine when they come to trust the researcher and mutual rapport develops. Eye tracking and measurement of emotive micro-expressions are also applied psychological measures which are invaluable for marketing companies. Interaction with people, especially in their own homes, including their non-verbal communication and voice tone variations reveals so much more than expecting them to say why they do things, how they make decisions, which influences affect their behaviour and why they act as they do as consumers.

Qualitative research is subtle and insightful, the perfect complementary discipline to large scale behavioural measurement. It understands consumers' over-rationalisation of their behaviour and innocent self-delusion when they try to justify their purchasing. Ethnography and observation of product usage in a real life context, possibly followed up by reconvened discussion in focus groups offer the very best insights. (Please note, media reporters, 'focus groups' in the plural).

It is worth remembering that it is far harder for people to lie and pretend when a qualitative researcher is observing and talking to them conversationally. This is especially true when they are showing the researcher something they own or using a product in their preferred way. It is too difficult and complicated to lie consistently, so the truth becomes evident. Who knows what is true or not with unverified online posts and blogs?

In combination with hard data from a single reliable source, qualitative research is best suited to creating new marketing and communication strategies which are different from those which have gone before. Qualitative research gives human understanding within specific product category and cultural contexts to counteract the temptation of reliance on big data to plot existing attitudes, behaviours and to attempt to predict new trends.

Qualitative approaches are brilliant at revealing unexpected insights, overcoming shortcomings in people's powers of self-expression and humanising consumers for marketing companies. I really hope that confident re-emphasis of these unique strengths of qualitative research disciplines can ensure a thriving future in this modern world of internet obsession, fake news and equally fake consumer understanding, if clients aren't careful!

With many thanks to Lawrence Bailey for his perspectives on this article. Any further debate on this issue would be very welcome!

# NATURE DIARY

## Extracts from Jane Bain's Nature Diary: January - December 2017

*I was unable to write my diary for the August Newsletter, so these extracts are a round up of the whole of 2017. The year began with a long, cold winter. Thawing the birdbath became a daily task for a while and the cherry trees and magnolias in the local parks and gardens bloomed much later than usual.*

**January:** There is no snow, but many hard frosts. At the Wetland Centre, large flocks of lapwings stand patiently on the ice, then take off and circle overhead, before carefully landing again on the slippery surface.



On my walks by the reservoir, I quite often catch sight of a young male sparrowhawk. He seems to be juvenile still hanging around the area from last year.



**February:** Moorhens are always quite aggressive and, as spring approaches, some tremendous territorial battles ensue. I notice a bird with an unusual yellow bill which seems particularly fond of a good punch-up.



**March:** Finally winter starts to come to an end. The sunshine now brings more warmth, blossoms begin to appear, and bees emerge and feed on the nectar.

I come across a wren sitting patiently, staring intently at a dead twig. Suddenly, it darts forward and snatches something. It is only when I look at the picture later that I discover it has a tiny insect in its beak.



**April:** The nesting season is now well advanced. The first baby robins appear in the hedgerows and over at the heronry some of the chicks are now well grown and starting to think about fledging. A blackbird lands in the fig tree outside the kitchen window one day, carrying an enormous bundle of nesting material it has collected.

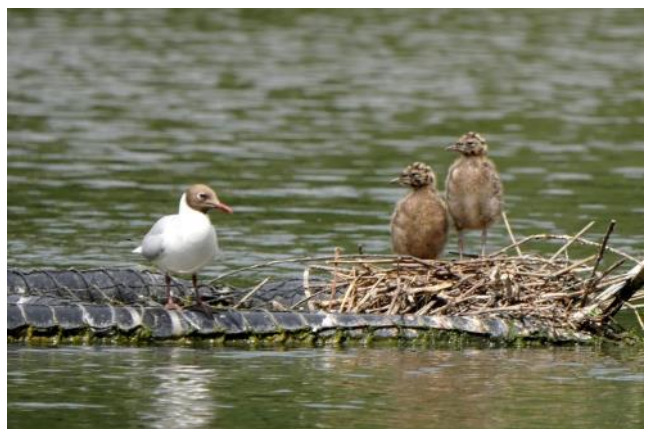


**May:** Trees are now coming into full leaf and there are wild flowers for insects to feed on. I watch an elegant brimstone butterfly flit past and land on a clover head. A pair of shelducks spend a few days feeding near Chiswick Eyot. Although not uncommon, these pretty waterfowl are rare visitors on this stretch of the river.



**June:** A pair of Egyptian geese are successfully raising a brood of five goslings. Glancing over the river wall one afternoon, I find them sleeping contentedly in the sunshine, snuggled in a heap beside their mother.

The bushes beside the tow path are now full of baby birds clamouring to be fed. While I am photographing a very noisy great-tit chick, one of its parents suddenly arrives and pops a juicy caterpillar into its open beak.



**July:** Several pairs of black-headed gulls have nested on the rafts on the reservoir this summer. Some of the gull chicks are now quite large and are beginning to lose their downy, speckled plumage.



Terns also returned to the reservoir to breed this year. These graceful hunters hover high over the water, then plunge in fast, steep dives, deftly snatching their prey.

**August:** I notice a young heron carry a tiny fish onto a nearby raft. From its clumsy efforts, I see it has not yet mastered the art of flipping its catch so the head points towards its throat. It has learnt to 'land' the fish, so if it inadvertently drops it, it cannot swim off and escape.







**September:** The tawny owls had two owlets this year and one of the juveniles is still staying close to its mother. It is sometimes possible to glimpse them both on adjacent branches, peering down through the leaves.



**October:** The water level in the reservoir is very low and a group of little egrets have taken up residence. They hunt for fish in the shallow water, then fly up into a favourite tree to rest and preen their feathers.



I pause on my way through the cemetery to watch a jay digging up acorns which it has cached. It is pursued by a magpie and a crow which are trying to steal its food.



While standing chuckling at this spectacle, I glance around and see that a green woodpecker has found an ants nest in a gravestone just a few yards behind me. Engrossed in its feast, it is oblivious to my presence.



**November:** River levels are much higher than usual and several seals visit this reach of the Thames to hunt. Seals are a rarity this far upstream and it is a real treat to see them. Astonishingly, one of them decides to 'haul out' on a rowing pontoon close to Hammersmith Bridge, staying there resting for several hours.

**December:** As winter approaches, the daily search for food becomes even more important. A coal tit forages among the needles and cones of a spreading cedar.

There is a good crop of berries this year and a thrush finds a welcome meal on a laden holly tree in the park.



## STEERING GROUP WELCOMES ROGER HOLLAND AND GRAHAM WOODHAM

**R**oger Holland, who joined the Steering Group in summer 2017 with responsibility for Membership, started his business career working in London advertising agencies, first Lintas and then the London Press Exchange which became Leo Burnett. After taking a marketing degree, with brief stints at Bremen and London Business Schools and also the University of Vienna, he joined Glaxo as a brand manager. He then worked for Thomson Regional Newspapers as group marketing manager. He became head of research at the Evening Newspaper Advertising Bureau, chief executive of the Weekly Newspaper Advertising Bureau and, when they merged, deputy chief executive of the Regional Newspaper Advertising Bureau (RNAB).



He left RNAB to run media sales companies, which he successfully managed for four years before joining the Newspaper Society, which represented Britain's regional newspapers, where he set up its marketing function. He led the team which launched JICREG (the Joint Industry Committee for Regional Newspaper Research) and was its chief executive. He is now executive chairman of JICPOPS (the Joint Industry Committee for Population Standards) and is the UK representative (& past president) of EMRO (European Media Research Organisation).

He has also undertaken newspaper consultancy in Dubai, lectured on advertising and marketing in Estonia and at the University of Tunis (final grade) for the British Council.

He has contributed many articles and papers at UK and international conferences and symposia. He is a member of the Marketing Society and the Market Research Society as well as the Research Network! He lives in Wimbledon, inevitably plays tennis (badly), plays chess (badly), started a Blokes Book Club, usually does the London to Brighton Bike Ride, and spends time fixing roofs in the Dordogne and going to operas.



**G**raham Woodham, who joined the Steering Group in December 2017 as Newsletter Editor, has spent virtually all his working life as a qualitative researcher. He joined RBL as a graduate trainee aged 21, following a degree at Reading University in psychology, specialising in social interaction. Thanks to his boss, Jackie Dickens, he became a qualitative specialist after 6 years of experience across all types of research and has worked happily in this discipline, along with ethnography, ever since.

He was head of QRU, the Qualitative Research Unit at RBL until November 1985, when he became managing director of Questel Qualitative Studies, working with another inspirational boss and mentor, Nigel Spackman, who was head of AGB Surveys. Following the demise of company owner Robert Maxwell, he set up a qualitative consultancy, Parker Tanner Woodham Ltd, with Hilary and Barrie Parker, and Nick Tanner. In 2005, when his quantitative partners at Parker Tanner became Roper Starch/NOP, he merged PTW with NOP with the help of Phyllis Macfarlane, who remains a great colleague in the research business.

NOP was taken over by GfK shortly afterwards and he was qualitative director in the FMCG, Retail, Media and Lifestyle sectors from then on. He also ran GfK's International Qualitative Research Network from 2005 to 2012. From the beginning of 2016, he has been an independent qualitative consultant working with charities.

He is an active qualitative trainer and mentor for the MRS and BBC Media Action.

He is married to Julia, whom he met at RBL and they have two sons, one working as a team leader in a digital marketing company and the other who is a designer and digital artist. They share a great love of France and Italy, and regularly visit their house north of Bordeaux on the Gironde border surrounded by vineyards and wonderfully friendly wine and cognac producers.

As a product of the hippie seventies, Graham still enjoys blues and progressive rock music as well as fun Edinburgh Fringe type performances and he still cannot shake off a fascination with reading psychology books.



## HUGH BAIN 1934–2017

The youngest of six children, Hugh Bain, who died on 27th August 2017, was born and grew up in Malaya, where his father was a Forestry Officer. In 1942, the family managed to escape on one of the last ships to leave Singapore before it fell to the Japanese and Hugh spent the latter part of WW2 in India as a refugee. The family returned to Malaya after the war, coming to live in England in 1950.

During National Service in the RAF, Hugh studied Russian at the Joint Services School for Linguists and was posted to Germany where he became, to use his own words: 'the lowest form of very junior spy', listening to Russian military radio transmissions. After National Service, he enrolled at the LSE, graduating with a BSc in Economics, Sociology and Social Psychology in 1955.



He began his research career at Kellams Research, then worked in Unilever for six years (at Lintas as consultant psychologist and at RBL in the Technical Control & Development group) before being appointed a Director of KBMS (later part of the AGB group).

Colleagues from that period share memories of Hugh's intelligence, thoughtfulness and kindness: Max (Chris) Maxwell, who worked with Hugh at KBMS wrote: 'Hugh was both an inspiration and a friend in my early days in market research. A true pioneer who introduced me to all sorts of edgy stuff like multivariate analysis (in the days of counter-sorters) and psychological ironmongery, even his home-made tachistoscope! Whenever help was needed, whatever the hour, Hugh was always there - always calm, always helpful, always soothing'.

Recognising that he had no desire to pursue a corporate management path, Hugh set up Hugh Bain Research with his wife (and former client) Jane in 1973.

At his first meeting with the company's accountant, Hugh was asked what the objectives of the company were. He quickly replied: 'To be happy'. The accountant was horrified: Don't you want to grow the business and sell it for a lot of money? 'No,' Hugh replied, 'I don't want to become a manager and be responsible for staff and worry about whether I can pay them. I just want to be happy and do research'.

Hugh believed in a problem-solving approach to research, using a range of skills as appropriate. A highly skilled qualitative interviewer, he was equally at home with quantitative methods, notably developing innovative multivariate fragrance research techniques.

He was always interested in meeting people and learning about their lives. He travelled widely, but had little interest in doing so as a tourist. What he enjoyed about being a researcher was the fact that it enabled him to experience cultures and countries through the eyes of their inhabitants.

After ill health intervened in 2001, Hugh returned to his first love: photography. He always carried a camera and increasingly enjoyed watching and photographing the bird life of the River Thames near his home in Hammersmith.

Faced with terminal illness, Hugh's philosophy was to find something nice about every day and he continued to try to do so right up to his death in August 2017. He is warmly remembered by all those who knew him, for his gentle charm, generosity and wry sense of humour - and very much missed by his wife Jane, daughter Becky, and grandchildren Leo and Noah.

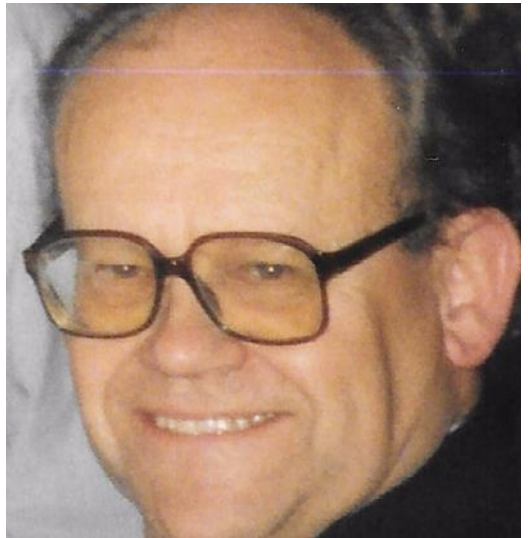


## PAUL HARRIS 1936–2017

**P**aul died on 19th November 2017, aged 81. He was best known professionally as a former chief statistician at NOP and then a statistical consultant.

His career began in 1962 as a research executive at the Electricity Council and he then joined National Opinion Polls (NOP) as chief statistician in 1966. His career there was long and illustrious during a key period when NOP expanded into one of the key players in the market research industry. Paul played a vital role in NOP's expansion at a time of rapid change and innovation. He was highly influential in ensuring that the company's projects were technically and ethically sound.

He was greatly respected and liked by all at that time and as an MRS member, he gave much of his time to organising and participating in training courses.



In 1997, he left NOP after 30 years to set up his own consultancy and to spend more time with his wife Linda. He spent the next 15 years supplying his technical expertise to smaller agencies as well as continuing his active involvement in the MRS, serving on committees and the MRS council during the 1980s. He also co-authored books on sampling and statistics as well as contributing to ESOMAR publications.

Paul's research innovations and papers gained many awards:- the MRS Silver Medal in 1979 and the MRS Award for Innovation in Research Methodology with Ken Baker. He was then awarded the MRS Gold Medal for exceptional services to the MRS and wider industry in 1996.

At a personal level, he was renowned for his sense of fun, patience and kindness when teaching the many complexities of statistics to his industry acolytes.

He was highly sociable and loved good food and wine and was also a firm advocate of real ale. Above all, he loved jazz and visited the New Orleans Festival every year.

On his death, there was a flood of testimonies from his friends and colleagues, emphasising the high esteem in which he was held, matched by appreciation of his friendliness and likeability.

For instance, David Smith said: "My fondest memories of Paul were around his outstanding contribution to training young people at various MRS training events. As a world class sampling expert, he was also able to explain everything with clarity in a simple and easy to follow way. But his contributions did not stop there – the youngsters also benefited from Paul's kindness, integrity and gentle humour"

John Samuels said: "He was always a man of the highest integrity and good fun to have a giggle with in the bar at the back of the room when others were giving their paper! He has left a great legacy"

And Linda Henshall: "He was such a good friend to me with a great sense of humour. How he loved his holidays to New Orleans and his jazz; he was always fun to be with"

Corinne Moy concludes that he will be sorely missed but the industry is a far better place for having him devote his career to it.

## ED ROSS 1944–2017



**E**d died unexpectedly on Wednesday 9<sup>th</sup> August at the age of 73. He was a familiar face at our Research Network meetings and will be sadly missed.

He was born in New York City in 1944. He studied mathematics at Harvard University after his childhood in the Bronx and came to the UK in 1964, working in computing at London University. His market research career started at Gallup where he designed an analytical system for data analysis. He went on to develop further analysis programs which are still widely used in the industry.

Ed founded his Quantime business in 1978, known for its Quantum statistical programming language and Quanvert which was the world's first interactive analysis program. Quancept, a CATI system followed, along with many other supporting packages. By 1996, Quantime had 150

employees in its London, Amsterdam, Mexico City and three US offices.

Ed sold Quantime in 1997 and founded the OpenSurvey organisation which again developed survey software. He joined the Triple-S committee in 2000 and was an active member of the Association for Survey Computing and the MRBA. More recently, Ed became executive chairman of Digital Taxonomy, a start-up company which applies technologies such as Artificial Intelligence for coding open ended survey data. He became a fellow of the MRS in 2011.

Beyond his market research industry career, he gained two MAs in Anthropology at the School of Oriental and African Studies. His intellect and talents were very broad based and as a person he was well known to be lively, generous and great company. He was certainly unique, 'quirky', fun and very philanthropic in his charity support.

His interests and immense knowledge spanned little known movies and eclectic music, and he was a great bon viveur, enjoying a wide range of restaurants and wine bars where he was always gregarious company.

Ed had a huge circle of friends and admirers all around the world and from all walks of life who will miss him tremendously. He is survived by his children Jonathan and Maya, and their mother Susan.

Professionally though, our industry would not be the same today without his considerable influence in shaping the role of technology in the research process, coupled with his characteristic style and enthusiasm which was just as evident in his friendly client dealings as in his social life.

### STEERING GROUP

**T**he Research Network is directed by a Steering Group consisting at present of Adam Phillips (Chairman), Jane Bain (Website Editor and Events Co-organiser), Jane Gwilliam (Events Co-organiser), Linda Henshall (External Liaison), Roger Holland (Membership), Nick Tanner (Website News Editor), Gill Wareing (Secretary-Treasurer), Frank Winter (Oral History and Data Protection) and Graham Woodham (*Newsletter* editor). 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.