



THE WAY WE ARE

Here is the winter edition of the Research Network *Newsletter*, so we hope you find it interesting and distracting from any shivery, miserable weather outside. We can now preview our second evening debate, held as last year at the IPA on Wednesday 6th March. This time, the theme is how we can blend increased automation with our 'people-industry' and we really hope that it will be well attended, following Gill Wareing's invitation sent out in January.

To give some breathing space after this event, the Spring Lunch is slightly later this year, on Tuesday 30th April, in an innovative new venue: The Brigade Bar and Kitchen near London Bridge, which offers modern European cuisine, British sourced ingredients and a philanthropic staff philosophy.

We have an important update in this issue from Frank Winter on the latest developments on The Oral History Programme, along with popular regular items by Peter Bartram and Jane Bain. Two Network members have also given us some fascinating feature articles: Lawrence Bailey on novel writing and publishing, along with Judith Wardle on the influences on people's behaviour when they are being observed and filmed.

With permission from MrWeb and Circle Research, we also have a timely update on our industry from the British Research Barometer, focusing on new trends, popular approaches and current client – agency attitudes to working together.

Lastly, we have tributes to Philip Mitchell and Gerald De Groot, who sadly died in 2018.

Please remember, we are always very keen to receive contributions from Network members on any interesting topic:- your leisure interests, career changes or any opinion pieces relating to our industry. Please make contact via editor@research-network.org.uk.

SPRING LUNCH: TUESDAY 30TH APRIL AT BRIGADE

Brigade Bar and Kitchen is an excellent new venue for us, located in a refurbished historic Fire Station near London Bridge. The building has attractive exposed brickwork and an open kitchen design.

Brigade provides modern European cuisine using British ingredients and has very philanthropic management who specialise in



giving professional career opportunities to disadvantaged people who are trained in the restaurant. A brief explanation of this altruistic company policy will be given by the venue manager.

A three course meal will be provided following drinks at the bar, so please save the date in advance of the invitation which Gill Wareing will send out soon.

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THE WAY WE WERE: A SAMPLE OF ONE

Compiled by Peter Bartram

Having somewhat exhausted the process of deep mining among back issues of the MRS Newsletter over the last 15 years, I hope readers will not consider it self-indulgent if this column now throws itself back upon some of my own personal recollections across the last 50 years. This is prompted in part by a recent conversation with Dame Judi Dench in a local pub, during which she asked "What do you do?" When I replied "Mostly market research," she immediately retorted "What's that?"

So without getting technical, the aim is to show her and others with a different cultural orientation that life in research is more varied, interesting and sometimes comical than may have been supposed.

On a 'Sample of One' basis, I offer the following, and at the same time challenge readers to add to, or improve on, these random personal anecdotes:

Early job-seeking:

- In desperation, when applying for a job as a magazine space salesman, my interview with Michael Heseltine was followed by a letter from him in which he described my unsuitability for the job as "probably rather a compliment".
- Then, in an interview at the Foreign Office which quickly revealed itself to be for MI6, I was asked "Can you use a gun?" and was told that I would be sent to some Eastern European capital city to ingratiate myself with government officials there. "But if you're caught, you're on your own". I declined; not for me.

Early days, as an interviewer:

- Worlds apart: using a questionnaire dreamed up by some office-bound executive, I was required to ask one little old lady: "Do you think Britain should have her own independent nuclear deterrent, or shelter under the American nuclear umbrella?" She replied: "No, I've got an umbrella, don't need another one."
- And conducting a by-election survey in remote west Perthshire, similar questions about political issues were often rebutted with "Aye, well, we've got a good Laird, he'll be knowing about that".
- Then, taste-testing Swiss Rolls in a tea van up and down the King's Road, we sliced them so thinly on one day that we had 50 left over, which we delivered to the grateful Pensioners at the Royal Hospital Chelsea.

Executive Life:

- I was greeted each day by our eccentric MD with a cheery "Are you getting plenty?" Wouldn't happen nowadays.
- While working for NOP when it was part of the Daily Mail Group, I ripped my trousers on the edge of a desk in the small office I shared only with my loyal secretary. She promptly said "Don't worry, no-one's coming, give them to me and I'll quickly sew them up for you". At which point the son of the proprietor Lord Rothermere entered to ask about our work projects. Sitting at my desk discussing serious technical matters, I managed to hide my trouser-less state from him, despite suppressed giggles from my secretary across the room.

Media:

- Moderating the bitter 'Quota versus Random' argument between Henry Durant of Gallup and Mick Shields of NOP on Newsnight, the TV interviewer invited them to resolve their differences over a friendly lunch together. Henry's tart response was "Well, he can bring his sandwiches to my office if he wants to".
- When results from our audience survey for the pirate station Radio Scotland were followed by a refusal to pay, we took them to court. Only then did it emerge that during the 3-week fieldwork period, they had sailed their ship, with a fading signal, from Edinburgh, round the North Cape of Scotland to a better berth near Glasgow. We won the case.
- At Thomson Newspapers, our weekly survey of Sunday Times readers revealed how many looked at specific items in each issue, and saved the fledgling career of Jilly Cooper. She had been driving the legendary editor Harry Evans and his colleagues to distraction with her chatter, and was about to be fired. But our research showed her zany column was the most widely read in the paper and her career was saved.

Going Abroad:

- Asked by Independent Television News to set up a survey of African opinion in Rhodesia during the time of the Smith regime, all went well using teams of interviewers who went off into the distant bush, needing to secure permission from each village headman. In one village they offered him a Bic biro as an incentive, which he gratefully received. He then removed the long polished stick he regularly kept inserted through

his nostrils, and proudly paraded up and down the main street with the Bic biro inserted in its place.

- Invited to become pollster Louis Harris's Vice President in New York, I was really pleased, but on arrival was surprised to find he had eight other VPs, and more SVPs above them (and our client the Chase Manhattan Bank had 257 of them).
- When we had set up the Harris Poll in the UK, the great man addressed the assembled staff and said how good it was to see them 'on the job', to much muffled mirth. But transatlantic differences in innuendo also worked in reverse when in New York, I offered to collect a female colleague on the way to a client meeting with "Shall I knock you up in the morning?" Offer declined.
- In California, we launched the first agency specialising in research for the film industry, with clients including Paramount and Universal Studios. Meetings and private screenings attended by James Stewart, Mickey Rooney, Richard Dreyfuss and others culminated in our recommending from our extensive research that the main star in advertising for their new movie 'The Magic of Lassie' should not be any of them, but rather The Dog.

Back in England/Europe:

- Attending lectures at INSEAD, the European Business School, the most memorable talk was by John Evans of the HR faculty, who explained that to be happy in your work, you need to ...
 - ◆ **be good** at what you do, otherwise you are a *competence* misfit,
 - ◆ **enjoy** what it involves, otherwise you are an *enjoyment* misfit,
 - ◆ **believe** in what you are doing, otherwise you are a *moral* misfit.

This struck home; within six months, several of us attending that lecture had left the company we worked for.

SECOND RESEARCH NETWORK EVENING MEETING: 6TH MARCH

Following the success of our first evening debate on the Big Data theme in March 2018, a second similar event has now been scheduled for the 6th March 2019 at the same venue: the IPA, 44 Belgrave Square, London SW1X 8QS. The topic will explore all aspects of the need for more automation in our industry, which is clearly relevant as the industry update article later in this issue indicates that automation and increased speed of research are key trends and client priorities now.

The topic also has implications for one of the research industry's recognised assets:- high calibre, insightful people with the ability to translate research into customised strategic action recommendations for clients. Will machines overtake the importance of innovative and perceptive researchers? The debate will address these issues and discuss whether the research industry is adapting intelligently and quickly enough.

As with the previous meeting, Brian Jacobs will lead the discussion. He has over 35 years' experience of working in advertising, media and research companies. He currently runs the popular Cog Blog, which specialises in controversial business topics.

Four expert panel members will join Brian to debate this topic. **Stephen Blouet** is head of the Survey and Normative Systems Domain at Kantar, and **Sabine Cronick** is head of Quantitative Research at 2CV. **Helen Rose** is head of Insights and Analytics at the7stars and **Ben Haley** is Insight Director at Initiative UK.

We fully expect this to be a fascinating evening including expert points of view and lively follow-up discussion. Drinks and light snacks will be provided on arrival at The IPA at 6pm for a 6.30pm start, and there should be time for some socialising afterwards.

We hope for a good turn out, and early advance bookings have already been recommended by Gill Wareing.



AUTUMN LUNCH AT AZZURRO

Our Autumn Lunch on the 17th October at the tried and trusted Azzurro Italian restaurant near to Waterloo Station certainly lived up to expectations.

There was plenty of time for relaxed chatting, mingling and sampling the house wines before taking our places at the tables for lunch. This was served at a long side table with the idea that each section of guests went up in turn to choose their food. Some sense of mild anarchy undermined Jane Bain's plan of an ordered rotation of food collection, but all worked well and no-one went short of their nutritional preferences.

The added bonus was that many of us were seated on long benches so it was good exercise to slide elegantly and with total dignity along the bench seats to walk to the food serving area. Wriggling and sliding along a few metres is obviously excellent for personal flexibility and subsequent body posture, even if the exercise fell short of being fully aerobic.

In his speech, Adam Phillips welcomed four guests: Doreen Dignan, Sue Moseley, Mike Peacock and Sharron Green. And doubly welcome was Elaine Francis, attending her first lunch as a new Research Network member.

Adam also updated us about the positive progress made by the Archive of Social and Market Research (AMSR), inviting guests to visit the website to browse the latest material at AMSR.org.uk. More content is always needed and Peter Bartram or Liz Nelson would be happy recipients of this. He also updated us on the completion of two further interviews on the Oral History Project: Wendy Gordon and Sue Robson. Frank Winter provides further information on the latest progress on this project elsewhere in this newsletter.



CHRISTMAS DRINKS AND AGM

The AGM was held, as in previous years, at Kantar TNS's offices at 6 More London Place, off Tooley Street near London Bridge, on the 4th December 2018. The meeting was well attended and the 2017 AGM minutes were promptly approved.

Following this, Adam Phillips assured us all that 2018 has been a good year financially for the Network and while there may be slightly more of a deficit in 2019, our position is financially sound. This enables the lunches to be subsidised and costs overall to be kept well under control.

In fact, last year's accounts came in close to the predicted level and so our social events required only a modest subsidy. We have also gained 10 new members during 2018, and more would be very welcome; we're working on it!

As always, following updates on our Network events, AMSR and The Oral History Project, the audience was encouraged to be as proactive as possible in terms of getting involved, inviting friends and colleagues to the up and coming events and contributing news and stories to the website and *Newsletter*.



MARKET RESEARCH INDUSTRY UPDATE

In October 2018, MrWeb and Circle Research published a full industry update based on 2017 data. This is a synopsis by Graham Woodham with permission from Nick Thomas of mrWebNews.

Industry size and value

The global research and insight industry was valued at \$76 billion in 2017, compared to \$71.5 billion in 2016 (ESOMAR Global Market Research Report). This includes a major contribution from data analytics and other newer research methodologies, while the 'traditional' market research sector grew 1% to \$46 billion in 2017. This rate of growth is lower than the 2.3% recorded the previous year.

USA's insight industry turnover was 44% of the global market, followed by the UK at 14%, then Germany 6%, France 5% and China 5%. Regionally, the only slight decline in turnover during 2017 was in Europe (-0.4%), but the UK's market share has reduced over the last 3 years from 17% to 14%. The Middle East and Asia Pacific were the fastest growing regions year on year.

Globally, quantitative research accounted for 81% of the overall spend—an increase on the previous year—while qualitative research spending was reduced marginally by 1% to 14% overall.

The most popular approaches and techniques

The British Research Barometer (BRB, by MRWeb and Circle research) found that unprompted industry opinions on the most important methodological trends were headed by automation, big data, AI and speed, but the more intuitive elements of understanding behaviour, sentiment and the subconscious at least featured at the 10% level.

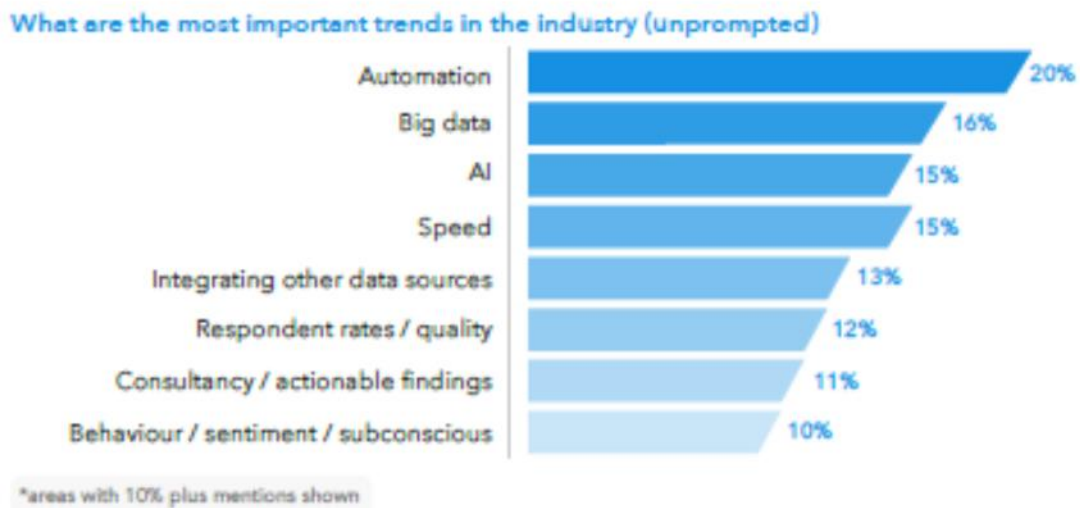


Table 1

Prompted levels of industry opinion were more nuanced, with data integration, story-telling, actionable insights, data visualisation techniques and real-time insights featuring alongside the inevitable GDPR (see Table 2 on the following page).

Specific research methods

Separately from the BRB, MrWeb confidently predicted that several new techniques and technologies are definitely on the rise. These are online communities, mobile research, social media, neuroscience and big data.

88% of agencies claim to have used online surveys in the last 12 months, but online communities were expected to experience huge growth, despite only being used by a third of agencies at the time of the survey. Furthermore, 78% of agencies using online communities currently expect to increase their use in the coming year, while 34% of those not using them currently expect to start doing so.

Focus groups, in-depth interviews—both face-to-face and by telephone—are by no means being replaced by new techniques. Over half the agency sample had used these approaches during the previous 12 months.

Big data and neuroscience are undoubtedly showing signs of continued demand, but in contrast, there is more ambiguity to predictions about future growth of ethnography and social media analysis, as agencies are still in the process of becoming more familiar with these approaches, their benefits and limitations. Table 3 on page 8 of the Newsletter summarises the approaches used over the last 12 months.

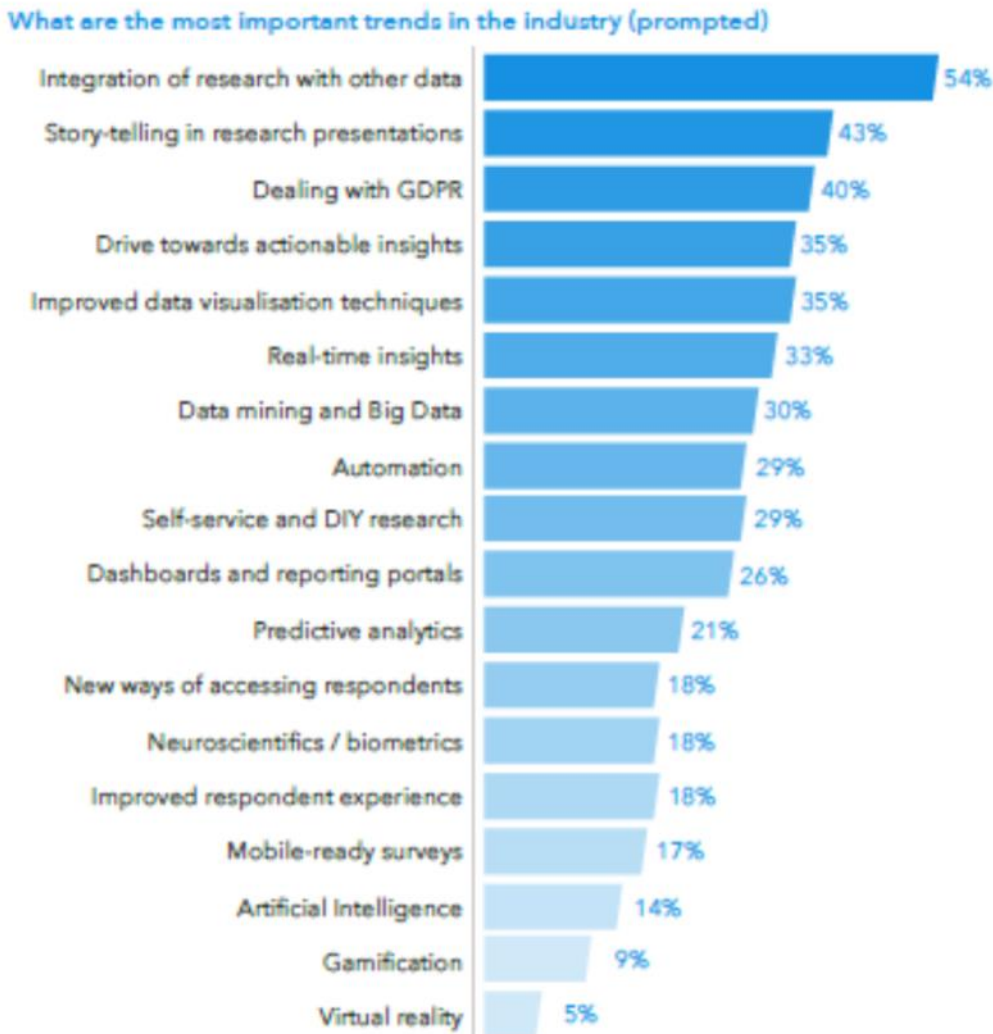


Table 2

Client-agency partnerships

In the BRB study, agencies were asked to rate their clients, and the top three values were: overt respect for agencies' professional opinions, appreciation for the work they carry out and being generally easy to work with.

The equivalent top three values from clients rating agencies were: the extent to which they liked them as individuals, the energy and effort which they put into their projects and again, the overall ease of working with them. The full range of opinions are shown in *Table 4* on page 9.

More intuitively and in their own words, agencies wanted more from clients by way of greater openness in linking research results with business outcomes and more access to client stakeholders to enable them to customise projects to their specific agendas and therefore make the insights more actionable. Lastly, they wanted more knowledge of how their research was reported internally to senior client management.

In contrast, clients wanted better reporting and storytelling to save their time when understanding and prioritising key messages from the findings. They also wanted reporting styles which could be directly shared with senior stakeholders without needing considerable re-formulation for internal consumption.

Lastly, it was intriguing that in practical terms, 44% of clients claimed to be prepared for effective integration of research findings with other data, while the equivalent agency numbers making the same claim were 73%.

The full BRB report is available free for downloading at:

www.circle-research.com/wp-content/uploads/2018/10/BRB-2018-report.pdf

Methodologies used in the last 12 months

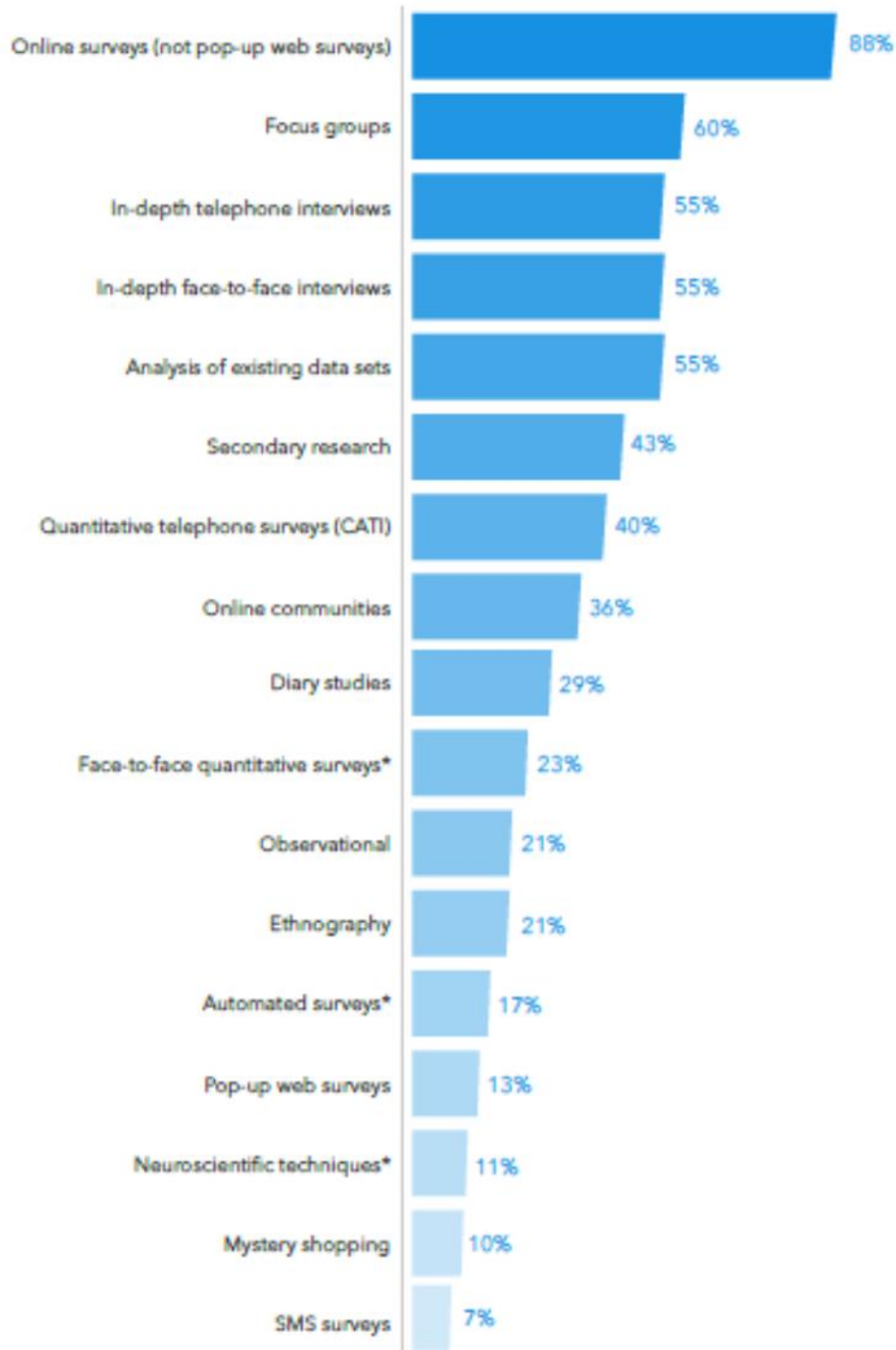


Table 3

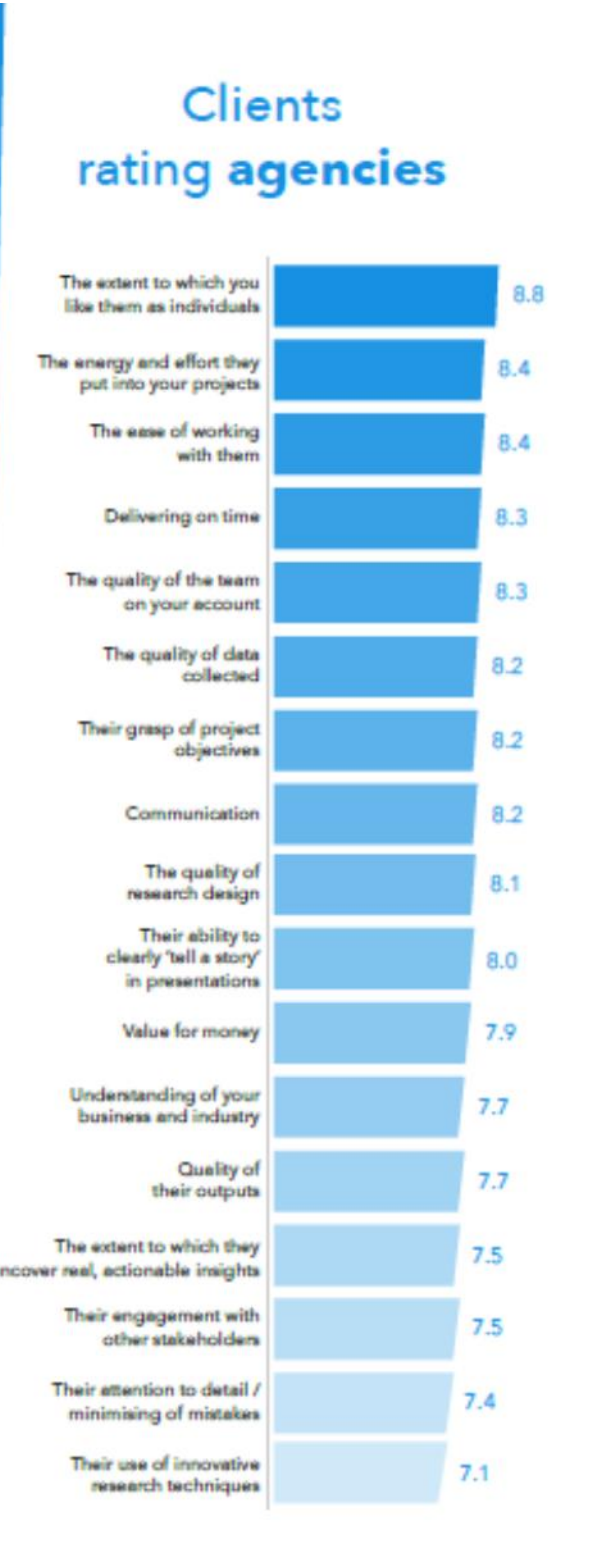


Table 4

NATURE DIARY

Extracts from Jane Bain's Nature Diary: July - December 2018

We are in the grip of a long heatwave and drought. To the delight of archaeologists, the parched landscape reveals many previously unknown structures, but the searing temperatures are tough for birds and insects.

July: The usually lush vegetation beside the tow path is burnt and dry, but happily some flowers still grow at the water's edge, providing shelter and food for insects.



Late July brings an unexpected visitor, a 'teenage' seal. I guess it has embarked on a solo fishing trip and gone much further than planned. It rests till the tide turns, then speeds back downstream to its estuary home.



August: Back in the tranquil Loire Valley for a summer break, I walk early in the morning to avoid the intense heat. It is also the best time of day to see wildlife.

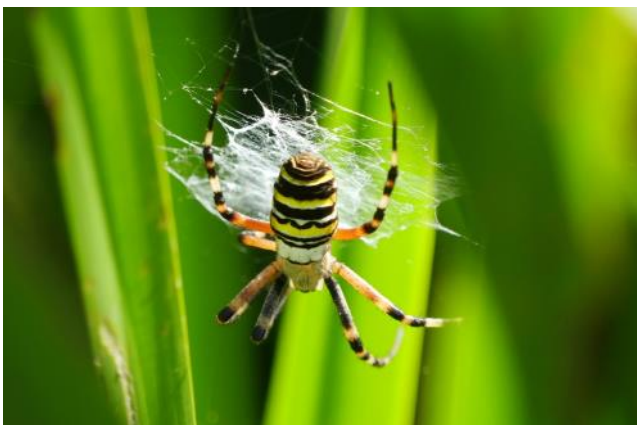
Near the river I come across a flock of dazzling bee-eaters, skimming across a meadow catching bees and dragonflies on the wing, then returning to a nearby clump of trees to bang out the stings and eat them.



Standing by a small stream looking for kingfishers, I realise that a juvenile night heron is staring at me from a fallen branch. We eye each other for a few brief seconds before this shy, elusive bird turns and flies off.

September: Back in London, it is 'big spider' season, with heavily pregnant females waiting in their webs a common sight. At the Wetland Centre I find a large, gaudy wasp spider, tending its web among the reeds.

Later, I pass the picnic area where a couple have stopped for lunch. The tables are in the territory of a family of robins and one of the youngsters hops up on the table beside the visitors and waits patiently for crumbs.





Water voles are rarely seen, especially in winter when they spend most of their time in their burrows, so it is a real treat when a warden at the Wetland Centre points out a vole sitting nearby munching a reed.



October: The month brings violent storms and balmy days. Nature seems all topsy-turvy. While watching a jay foraging by the path I notice that cow parsley fronds are already poking through the ground.



November: The days are mostly still unseasonably mild and over at the heronry nesting activity has begun very early. One female which usually takes up residence around Christmas is already firmly ensconced.

By the tow path, I watch several fights as a squirrel fiercely defends its favourite hole. Parakeets have used the hole in the past and the squirrel is determined they are not going to have it this year.



December: There is a good supply of winter berries and I am amused to see a crow loading its beak with a whole row of them, before flying off to eat them elsewhere.



Parakeets enjoy the berries too, but they find it much easier to visit the bird feeders in our back garden, squabbling noisily over who gets to eat first and where.



After Christmas, the local peregrines leave their usual home on the hospital and visit a pair of tall cranes on a nearby building site. It is thrilling to watch these magnificent birds preening and flying so close overhead.

A NOVEL DEPARTURE FROM MARKET RESEARCH

Lawrence Bailey

Gawd love a duck (as they say in Chalfont St. Peter)—I’ve written a novel! I’m not sure if it’s really possible to take oneself by surprise, but this comes close. I must have written almost 300 research reports plus sundry businessy stuff and a small clutch of academic papers, but never before, some 190 pages of... well, what exactly? I’m finding it hard to identify a suitable genre label. Eden Tree Road is a sort of psychological story with sci-fi fringes. Either that or it’s a love story with digestible but fascinating philosophy here and there. I feel I must explain...



Cast your mind back to the fateful time when you chose what to take at A-level, or equivalent. At that bastion of intellectual excellence, The Latymer School, Edmonton (alumni include Bruce Forsyth you know), we were interviewed individually by the Headmaster to establish our A-level choices. I said I’d like to take Pure Maths, Physics and English. The Head sat back in his chair and simply said “I can’t possibly timetable for that!” So I did Maths, more Maths, even more Maths, and Physics; all set up to be a hard-headed scientist. Which was still my mind-set after collecting a BSc. Psychology; only changing slowly as I became softer in research terms and began to love qualitative work. But something indefinable had been left behind.

I hadn’t left thinking behind. I’ve often wondered why so few people seem interested in the big questions of life:- existence, conscious awareness, time, infinity, etc., and felt that one day I might write a story of some kind that invited the reader at least to contemplate how strange such concepts are. Something inexplicable happened towards the end of January last year. I announced to my wife that I had the urge to write. (She got no further bulletins on the subject until late August). I wrote in secret until I’d finished a first draft of Eden Tree Road, Part One (‘Book One’). At that stage, I feared ridicule; after all, I’m just Lawrence Bailey, way out of his comfort zone...

I decided to ask three people to be ‘Reviewers’ for me: Amy I. (M.A. with Distinction in Creative Writing), Peter D. (BA in Psychology, University teacher of Statistics and an avid reader) and Mike F. (M.A. Oxford in English Literature). All three are friends, but all three warned that they would be brutally honest.

The central character in Eden Tree Road is Helen Border. She’s 28, teaches English and lives in a flat in Wood Green. Her boyfriend of three years is John: a decent man, if a bit irascible at times. I do wish she wouldn’t call him her fiancé, though. Helen expects a predictable, conventional life; her default mode is acquiescence to whatever comes along. Things slowly change when she finds herself in Eden Tree Hospital, a comfortable, though rather strange place. While there, she meets Keith, who studied Maths and Philosophy. She learns a lot from Keith. They have several conversations that get into difficult questions:- “What is real?” and “Where am I?” She also meets Paul. She learns a lot from Paul, too. Let’s just call it P.E....

A curious thing happened as I wrote. The characters seemed almost to become real. By the time I got to the end, I wished I could meet Helen and her friends, Mandy and Rose; and some of the staff at Eden Tree Hospital too: especially the nurses and Harry, the Hospital Handyman, who is liable to tell awful jokes. I seem to have contracted a kind of benign madness; internal escapism, perhaps.

Two of my reviewers offered encouraging feedback on ‘Book One’ (the third wanted to wait for Book Two). I decided that if they thought the whole thing was OK, I’d get a few copies made for close friends, or perhaps try for a bit of crowdfunding to offer a few more copies at cost-price equivalent. I posted off hard copies of the complete ‘first draft’. Nervously.

All three reviewers offered a few suggestions for ‘tweaks’ to improve the book. I could never have predicted the overall verdict, however. While Mike F. wasn’t keen on the non-linear story format, he declared “your writing became gripping”. Peter D. concluded: “For this reader, you succeeded admirably in producing a most readable and interesting novel”. Amy I. simply wrote: “Brilliant! What an enjoyable read. I’m really impressed. I sat and read it in one sitting and you held my attention. The writing is very good and the structure and story intriguing. I love where you took it and how you ended it”. Wow. Top-hole, what? (as they say in Rotherham).

This is so extraordinary that I felt mildly disorientated as to whether such feedback changed my view about the purpose of writing the book: a feeling that continued until I’d made the ‘tweaks’ that seemed necessary from my reviewers’ comments. At that point, I dared to think that it actually might be at least fairly good: a thought that pressed my ambition/combat buttons. I find I have a new, bullish inner voice saying ‘get it published properly; no half-measures!’ (or words to that effect). The main problem seems to be getting a

publisher to approve it. Once we've got to that point, I should have no problem with the marketing effort: I have taught marketing, after all—and been interviewed on the radio, spoken at conferences, delivered public lectures, been featured in national newspapers, etc. And my Public Relations daughter says she can probably do some PR for me! Getting a publisher to accept it seems to be, for me, the mystery filling, sandwiched between writing and promoting as the familiar slices of bread (metaphor out of control...!). If anyone out there has the ear of a publisher, do please let me know!

I'll finish with an offer! If *Eden Tree Road* ever does get published, I'll supply a copy at 'minimum price' to any Research Network member who'd like one. (It's a short novel, so presumably won't be expensive.) Let me know by email (lawrence.bailey@lfb Bailey.co.uk) and I'll keep a list!

CAMERAS IN COURTS

Judith Wardle



As you sit there reading this, imagine you are being watched by a silent person in the corner of your room. How does that make you feel? How does it affect your concentration? Your focus? Are you able to think as deeply on what I have written or has something changed in the way you consider these opinions?

King Canute-like, I have long since tried to turn back the tide on surveillance in research. I remember the early days with more and more clients coming along to watch those qualitative conversations and then the opening of the first viewing facility in Marylebone High Street. In my view, this was pulling my profession further and further away from natural, intimate and revealing encounters to a performance. It was turning into a job I hadn't signed up for.

At the time, it was a noticeable trend and we wondered what difference these silent observers were having on the process of qualitative interviewing.

We did some research; Sue Robson and I talked to many respondents who had just attended groups and put our minds to discovering what difference it made to have that individual present – the one who was just there watching and occasionally jotting things down on the pad on their knees, perched on the picnic chair in the corner. We didn't tell people the precise purpose of the research; we just got them to chat about their experiences and fill in the thought bubbles on a raft of projective drawings.

We found that there is something quite profound that happens when people are being watched. The relationships are changed from a twosome to a triangular threesome and we become more self-conscious. The fact that observation changes what is being observed has been noted in the world of physics, too. Heisenberg said something about that...

Sue and I found that being watched affects people; some profoundly and some less so, some playing to the gallery, others holding their tongue and moderating their behaviour. We found that people didn't forget they were being watched, but they showed a reluctance to admit that being observed affected them at all, which I suppose was understandable. It set up what we rather pompously at the time called a 'judgmental dynamic' where those being watched believed they were being judged, which in turn affected what they did and said. Moderators too felt they were being judged by their clients, which meant keeping to the client's script, leaning more towards presenting the client's work than discovering the respondents' stories, and importantly, trying to make the process 'interesting': encouraging those funny moments, those colourful utterances which will entertain them in the back room. We knew that a lively group wasn't necessarily an insightful group, but what could we do? Respondents felt constrained in what they said; they believed that the people watching were either thinking well of them (leading to some playing to the gallery) or negatively (leading to less spontaneity and what we might call 'virtue signalling' these days). The overall effect was to make respondents less fulsome, less authentic and less contemplative, just the opposite of what we want.

In truth, it's not as much of a problem when we are trying to get at opinions people have already formed; with reassurance and time, respondents often give you an authentic picture (albeit less colourful and more publicly acceptable) of their opinions. But it's a problem with truly significant consequences when it comes to looking at new advertising, packaging, branding and so forth. In the absence of their own fully formed opinions, participants tend to follow those of the first person who speaks or respond with opinions which show them in a

good light to the audience. In my view, this has had a disastrous effect on the reputation of qualitative research.

Even more important arguably, is the effect of bringing cameras into courts. This brings me to my letter to *The Times* (see box below). Ben McIntyre wrote an article in *The Times* last summer entitled 'It's time we saw justice in our homes,' (*The Times*, August 25th 2018) promoting the use of cameras in courts, and so the argument goes, increasing transparency and understanding of court processes. This is a very bad idea in my opinion and had me writing in to protest. Television cameras in courts will certainly bring some of the problems described above. This is clearly a different set of circumstances, but we can be certain that participants will feel judged and will be put in a more self-conscious mindset. Witnesses might think twice before agreeing to come forward and once there, will temper their evidence, aware of how they will be coming across. Barristers already play to the gallery, but we can most likely expect more theatrical performances; the thoughtful, exploratory and considered will be replaced in part by the dramatic and rehearsed.

If we want authentic behaviour anywhere, it is in a court of law, even if spontaneity might be too much of an ask. True, we are already being observed in a court of law, but broadcasting to the nation is being watched to an entirely different degree. While the presence of cameras is going to change the nature of the event in ways that are largely unpredictable and unknowable, so too will the editor preparing the film for broadcast, leaving out some things and leaving in others, probably the bits that the audience are likely to find interesting and entertaining. As Baroness Helena Kennedy predicts, we shall see only "the most salacious, sensational, celebrity-ridden cases that they could get their hands on". Also, how long will it take for the audience to adopt the roles of jurors and judge, disagreeing with verdicts and sentences on Twitter? The audience at home sitting on their sofas indirectly manipulating the impressions we all have of our precious legal system is a long way from the transparency and understanding that was originally intended.

Opening any event to observation by a third party means a gradual shifting of power from the participants to the audience, in our case from the researcher to the client, and in the case of the courts, from the judiciary to the television audience at home. The client is usually an expert in their field but rarely an expert in research, so the untrained client subtly dictates how the sessions are run and how they might be interpreted.

So in short, it's not a simple effect, it's complex and gradual; difficult to spot in the short term. Some people play to the gallery; some find their self-consciousness inhibits them.

However, if you want an example of how events can be manipulated in subtle ways by televising them, look at Parliament and in particular Prime Minister's Questions. Not much compromise; not much thoughtful debate, not much 'putting the country before party'. The extreme party-loyalty behaviour at Prime Minister's Questions is no surprise. These individuals know they are being watched by each other, by their constituents, by their fellow party members—and by the whole country on the Ten O'clock News – and are literally playing to the gallery. Take the cameras away; we have Hansard after all for the record, and I predict that debates and questions will be more thoughtful, more constructive and less combative. A lot less entertaining, too. Sam Bowman, from the Adam Smith Institute, advocated the complete removal of the cameras from Parliament on Radio 4's *PM* a few weeks ago (20th December 2018). He said:

'... MPs have every incentive to go for lines that please their supporters, and none at all to give ground and compromise, let alone admit that, just maybe, the other side might have a point as well. It's a recipe for polarisation.'

I agree. The change has been subtle and gradual but also profound.

Letter to *The Times*, August 28th 2018

Sir, The presence of cameras changes what people do and say ("It's time we saw justice in our homes", Aug 25). From the market research I have been involved with, we know it sets up a dynamic where people believe they are being judged, even criticised. In courtrooms, my concern is that it will make it more difficult for witnesses to come forward, and their replies are likely to be more guarded.

In my world, most interviews are now filmed for our clients and this has led to a shifting of power away from researchers to audiences - in our case clients. Our priority now is to entertain our clients, where previously our aim was to discover what our respondents thought and felt. We should heed Helena Kennedy's warning that allowing broadcasters into courts would mean TV audiences will see only the sensational cases and end up with an understanding of British justice as misleading.

Yours faithfully,

Judith Wardle

ORAL HISTORY PROGRAMME - 2019 UPDATE

Frank Winter

Following the Research Network's AGM in December, please see below a summary of some of the developments being progressed in 2019.

Firstly, in terms of the main in-depth one on one interviews that are on the MRS Website, at the end of last year, an interview carried out by Simon Patterson with Wendy Gordon, one of the 'legends' of Qualitative Research was made available. You just need to log in via the main MRS Website.

Other in-depth interviews are in the process of being arranged by the Oral History Moderators: Judith Wardle and Graham Woodham.

A number of interviews carried out in 2018 are currently being edited by Paddy Costigan before being put on to the MRS Website.

One exciting new approach to Oral History is that of broadening out the opportunity for individual Research Network members and others to contribute their views on how Market Research has influenced them over the years, and this is now in development.

This is under the umbrella title of *Research Reflections*, and allows individual self-completion interviews to be recorded through both an oral interview via a Freephone telephone link hosted by a company called Clear Tone, and/or a self-completion online interview organised via the good offices of Cobalt Sky.

Both these approaches are currently being piloted by members of the Oral History Sub-Group and the Research Network Steering Group in terms of ease of use, quality of recordings and preferences between the two methods.

It is hoped that by the end of March, we will expand this piloting to a sub-group of Research Network Members for their feedback, before a general launch to all members.

GERALD DE GROOT (1932-2018)

Phyllis Vangelder writes:



Gerald de Groot, who died in October last year, aged 86, was both a long-standing member of The Market Research Society and The Research Network. He was educated at the Grocers Company School and the London School of Economics, where he gained a BSc in Economics, specialising in Psychology and Social Sociology. The LSE actually provided MRS Chairmen for 17 of its first 40 years. Doug Brown (MRS Chairman 1966-67) commented in an interview in 1980 that "Almost by breathing in the air at LSE, you were aware of the fact that the market research industry existed", so Gerald came to the profession with an innate understanding of the contribution it made to society. His career spanned Gillette,

BMRB, Scherwin Advertising Research, Lintas, and finally Mark Research, the company he founded in 1979, which later amalgamated with Gordon Simmons Research. In 1968, he was awarded the IPA President's Gold Medal, the only research specialist ever to have received this award.

Gerald always took a very active part in the work of the MRS, serving on its Council for several years. He was Hon Secretary/Treasurer 1969-70, Vice-Chairman 1970-71 and Chairman 1971-1972. He served as Chairman of the Education Committee, enhancing the Society's growing reputation for informative and ground-breaking educational training courses along with Weekend, Summer and Winter Schools. He was Chairman of The Association of British Market Research Companies in 1984. ABMRC was established in 1982 with the principal purpose of promoting good practice in market research while catering for the business and professional needs of research organisations. It was traditional for Chairmen of the Society to choose their favourite charity, which the Society supported during their tenure. Gerald chose the Autistic Society which gave so much support to his son Mark (after whom his company was named) and which he continued to help throughout his life.

Gerald was both an economist and social scientist, and one of the most interesting papers presented at the 1977 MRS Conference was one he gave jointly with David Drazin of Schlackman's, while Gerald was at Lintas. This was 'In search of the facts of life—an attempt to reconcile the perceptions and aspirations of husbands and wives', a sensitive synergy of psychology and advertising using qualitative approaches. While this now may seem to be a superfluous discussion, there was much angst during the 1980s on 'qualitative versus

quantitative research'. In a joint paper with the Trustee Savings Bank at the 1983 Conference, Gerald gave a very sane paper on the issue. 'The qualitative—quantitative dilemma; what's the question?', arguing that qualitative studies were not surveys providing definitive findings, but hypotheses.

In 1979, drawing on his experience of advertising research and social science, Gerald published *The Persuaders Exposed*, dealing with the relationship between academic social science and commercial marketing and advertising practice.

After his retirement in 1992, Gerald (ever the academic), took a Masters in American Literature. He counted among his hobbies, jazz and classical music, theatre and tennis. The music played at his moving funeral at Golders Green Crematorium on 12th November 2018 was suitably eclectic and included pieces by Mozart, Bizet, Sidney Bechet and Bing Crosby. Readings were from Nabokov and F Scott Fitzgerald.

Gerald was one of the contributors to the Oral History Project and his interview with Lawrence Bailey can be heard on the Research Network site. Besides talking about his career, he refers in the interview to the intellectual pleasure of being in research. Gerald's 'desert island' book choice was *Pnin* by Vladimir Nabokov.

He was a man of immense charm and erudition, and he will be greatly missed.

PHILIP MITCHELL 1937-2018



John Samuels writes:

With the shockingly untimely death of Philip Mitchell, the Market Research world lost a meticulous researcher of the old school, and a true gentleman.

Always in rude health, and with no indication of anything amiss, Philip died of a stroke just 4 days after attending the Research Network Summer Party, where he was full of his usual brand of bonhomie and good humour.

Philip John Saunders Mitchell, or PJSM as he was known to everyone at BMRB, was born in 1937, educated at Farnborough Grammar School and Kings College London, where, unusually for a market researcher, he read Engineering. He spent a few years as an apprentice engineer in aircraft design, before entering the fledgling market research industry with BMRB in 1964. He was one of the first ever annual intake of a dozen graduates and joined the company on the very same day as John Samuels and Chris Minter. The company had devised a very difficult 'Problems Test' as part of its selection procedure, later attempted by many thousands of applicants over the decades it was in use, and Philip achieved the highest score in that first year and was among the top 1% of those who ever took it. This was evidence of a keenly analytical mind, fanatical attention to detail and sticking to the task in hand—characteristics that he exhibited throughout his career.

At one point in the early 70's, he left BMRB to work at the International Wool Secretariat, but missed the camaraderie and was away for only a short while before returning and giving over 30 more years of loyal and unstinting service to market research.

After only a year in the job, BMRB sent him to Lebanon to conduct the first Readership Survey in that country, which had no developed market research industry to speak of. This was a level of responsibility unheard of nowadays for a young researcher, and not without its dangers, as evidenced by the fact that the MD of the company commissioning the research was assassinated in his office a few months after the survey was completed.

PJSM was the very essence of the old school client service executive and was always hugely popular with his clients. His greatest contributions were his work on the National Food Survey (NFS) and the TGI. He was in charge of the NFS for more than a decade until the survey was lost in a competitive tender in 2000. As their chief contact on the NFS, several clients will remember the very jolly annual briefings of interviewers that he conducted on a round country tour. He was also venerated by the team of middle aged ladies who comprised the Coding Team, performing a task requiring encyclopaedic knowledge of foodstuffs. Almost no-one left that analysis group all the time PJSM was in charge.

However, it is in relation to the TGI that he will be most remembered. With John Bermingham and Jenny Davis, he was the mainstay of the developing service for a quarter of a century. His forte was client service and his kind and clear teaching of how to use the data stood countless people in good stead over very many years. He was very well known for his work on the expansion of the TGI to Northern Ireland and the Republic. Richard Silman, his overall boss on the TGI at that time, recounts a wonderful story that sums up PJSM's

diligence and bonhomie: "My most abiding memory is of a client complaining about the sample size of the Republic of Ireland TGI being too small (it was 2,500). At that point Philip pulled out of his back pocket a map of Dublin, unfolded it on the table and said to the client "Would you trust this map to lead you around Dublin?" The client said "Yes, absolutely", at which point Philip said "The scale of this map is 1:1000, which is exactly the same ratio as the TGI sample size is to the population". The client at that point had nowhere to go!"

Outside of work, PJSM was a very talented golfer with a handicap in single digits for most of his life. He was the longest standing member and former captain of the North Hants Golf Club, where in the 1990's he befriended a youngster of 14. That youngster, Justin Rose, later in life won an Olympic Gold Medal in Rio and, just a matter of weeks after Philip's death, became the world's No 1 Golfer. At BMRB, Philip instituted an annual golf competition for staff for the Elephant Trophy, and he also ran squash ladders for years, with up to 100 participants.

Philip always said he had had a charmed life and met his wife Phyll at BMRB. They had 50 years of idyllic happiness: travelling, wining and dining, interspersed with tending their country garden at Peach Tree Cottage in Ascot.

A charmed life indeed as a grammar school boy of the emerging Welfare State; and as a chivalrous young man driving the dappled lanes of the Home Counties in his white, open top sports car, with his perfect attire and coiffeur. Philip was like something out of Betjeman, a male equivalent of Joan Hunter Dunn. His working life and retirement were filled with contentment with his beloved Phyll. An example to us all of how to live a decent, honourable and useful life, Philip Mitchell was the epitome of Chaucer's creation: "a verray parfit gentil knight."



STEERING GROUP

The 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.