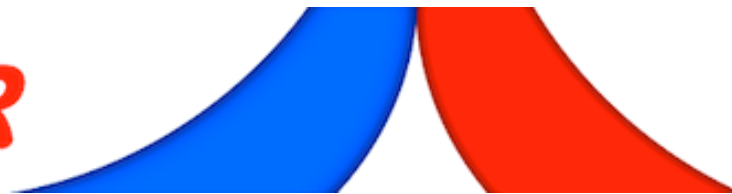


# #NewMR



## Advances in Quantitative Research Programme 19<sup>th</sup> September 2012

Questions can be asked via the online chat within the Webinar or via Twitter using the #NewMR tag.

Sydney	Start London	New York	Session 1
2:00pm	05:00am	0:00am	<b>Introduction</b> <i>Sue York, NewMR</i>
2:03pm	05:03am	0:03am	<b>Doing More with Less: Getting Greater Value from Mobile Quant</b> <i>Michael Sosnowski, TRC Market Research</i>
2:33pm	05:33am	0:33am	<b>People Connect With Radio - a study investigating radio's effectiveness in driving digital activity</b> <i>Steve Nutall, Colmar Brunton</i>
3:03pm	06:03am	1:03am	<b>Scales in online surveys - An updated set of best practices</b> <i>Ray Poynter, Vision Critical University</i>
3:33pm	6:33am	1:33am	<b>Common Method Variance - A threat to Quality of data</b> <i>Mavi Glinoga PhD</i>

Sydney	Start London	New York	Session 2
0:00am	3:00pm	10:00am	<b>Introduction</b> <i>Ray Poynter, Vision Critical University</i>
0:03am	3:03pm	10:03am	<b>The 'science' of creating good graphs</b> <i>Tim Bock, Q Research Software</i>
0:33am	3:33pm	10:33am	<b>Contextual surveys - going asynchronous for more context</b> <i>Bas de Luij, InSites Consulting</i>
1:03am	4:03pm	11:03am	<b>Taking Nothing Seriously: A Review of Approaches to Modeling the 'None' Option</b> <i>Kevin D. Karty PhD, Affinova</i>
1:33am	4:33pm	11:33am	<b>Malleable Conjoint Partworths: How the Breadth of Response Scales Alters Price Sensitivity</b> <i>Jane Tang, Vision Critical</i>
2:03am	5:03pm	12:03pm	<b>When is less more? An MBC application</b> <i>Jeroen Hardon &amp; Paolo Cordella, SKIM</i>

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