

#NewMR



Social Media Research Programme 9th October 2012

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

	Start		Session 1
Sydney	London	New York	
		8 th Oct	
2:00pm	04:00am	11:00pm	Introduction <i>Sue York, NewMR</i>
2:03pm	04:03am	11:03pm	<i>The limits of listening - a review of what can and can't be learned by passive research techniques</i> <i>Ray Poynter, Vision Critical University</i>
2:33pm	04:33am	11:33pm	<i>Social media ... Beyond engagement</i> <i>Jason Dunstone, Square Holes</i>
3:03pm	05:03am	12:03am	<i>What's What in Social Media Research</i> <i>Sue York, NewMR.org</i>

	Start		Session 2
Sydney	London	New York	
10 th Oct			
1:00am	3:00pm	10:00am	Introduction <i>Ray Poynter, Vision Critical University</i>
1:03am	3:03pm	10:03am	<i>Pinterest: Why You Should Be Interested!</i> <i>Diane Harris, D. M. Harris Associates</i>
1:33am	3:33pm	10:33am	<i>From Co-Creation to Structural Collaboration - How online customer communities reshape business</i> <i>Tom De Ruyck, InSites Consulting</i>
2:03am	4:03pm	11:03am	Engage your Facebook community in research <i>Paul Lieverst, NIPO Software</i>
2:33am	4:33pm	11:33am	Enriching Social Data for Market Research <i>Jasper Snyder, Converseon</i>
3:03am	5:03pm	12:03pm	Is it real? Using conventional research to validate and quantify social media findings <i>Joanne Woolmer, Vision Critical</i>