

# Polarities Concerning a Connected Market Research Community in Web 2.0

## Expectation

Fear to give away company secrets	„When leader-board finally clears news, value is gone“	„Publishing project input won't amuse both my boss & client“	„Quick and easy access to information“	Jeffrey Henning vovici blog Rank: 22.958 linking in: 715	„Don't be shy! The more you reach the better!“	“Authors don't share content of deep insights”	„It's mostly self promotion, stale.“	Merely scratching the surface
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## Disposition

Waiting for call to action	„I don't get payed for commenting on blogs“	„I'm tied to our agency philosophy“	„To be fast is most important“	Kathryn Korostoff Research Rockstar Rank: 646.736 linking in: 27	„Opportunities to influence“	„Boosting knowledge without exchange“	„I look for free results, have to admit I don't pay back“	Taking without giving
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## Role

Concern about self exposure	„I don't have an image neurosis“	„If I could remain anonymous, I would participate“	„Appreciate when #mr opens up to social media“	Tom H. C. Anderson Next Gen Market Research Rank: 681.284 linking in: 117	„Anonymity makes no sense if you want attention“	„I don't want others to point a finger at me“	„I know whom to call or email“	Preferring familiar face2face networking
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## Trial

Demand for perfection	„I need a concept first“	„I see that international #mr blogs already generate new business“	„Social media activity is a supplier's asset“	Dr. Alison McLeod The Human Element Rank: no data linking in: 12	„#mr is how it is - it takes time until change happens“	„Doing it properly takes too much time“	„You don't know what to expect from social media for #mr“	Having good reasons not to get involved
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## Value

Fear of mis-investment	„The user counts of twitter already drop“	„Up to now it did not pay ...“	„#mr industry mergers force an independent perspective“	Tom Ewing blackbeardblog Rank: no data linking in: no data	„Some #mr specialists are already a part of social media“	„Social media still has to prove it's power“	„#mr will always lead the methodological field“	Upholding the borderline #mr vs. social media
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barrierers

triggers

barrierers



sample:

- n = 5 market researchers client side
- n = 5 market researchers supplier side
- n = 5 marketers in advertising agencies

methodology:

indepth interviews conducted with an open topic guide  
 mixed approach via telephone, chat and face2face  
 blog analysis quantitative via Alexa plus qualitative content analysis

#mr = market research