



THE IMPACT OF SOCIAL RESEARCH

New Orleans, 18 September

PROGRAMME

- 13.30 – 13.45 **Welcome and Introduction**
Gunilla Broadbent, ESOMAR Foundation
- WHAT IS SOCIAL RESEARCH?**
- 13.45 – 13.50 Introduction by programme moderator
Phyllis Macfarlane, ESOMAR Foundation
- 13.50 – 14.20 **What is social research and how can it help governments and NGOs?**
Sally Panayiotou, Director, TNS BMRB, UK
- 14.20 – 14.30 Q&A
- SOCIAL RESEARCH IN ACTION**
- 14.30 – 14.35 Introduction by programme moderator
Phyllis Macfarlane, ESOMAR Foundation
- 14.35 – 14.55 **Evaluating Social Mission Projects**
Namita Mediratta, Unilever UK
- 14.55 – 15.15 **Using Mobile Survey Data to Assess Food Security Across Africa**
Cathy VonderHaar, GeoPoll, USA
- 15.15 – 15.30 Q&A
- 15.30 – 16.25 **NGOs PANEL & DISCUSSION WITH THE AUDIENCE**
Challenges facing NGOs in measuring impact and need to adopt innovative methods
- Moderator
Phyllis Macfarlane, ESOMAR Foundation
- Panelists:
Balazs Denes, Open Society Foundation, Hungary
Steve Kretschmer, Surgo Foundation, Turkey
Kelsey Finnegan, Survivors Fund (SURF), Rwanda
Maaya Sundaram, Bill and Melinda Gates Foundation, USA
- 16.25 – 16.30 **Closing**
Phyllis Macfarlane, ESOMAR Foundation

ABSTRACTS

What is social research and how can it help governments and NGOs?

Sally Panayiotou, TNS BMRB, UK

What is social research? Where to begin! Thrilling, exciting, engaging, fascinating, meaningful, fulfilling...

Social research is about giving the public a voice and is typically used to demonstrate public value, which is particularly important in tough economic times. In the UK government there is a strong focus on evidence-based policy-making and high quality, robust, representative social research plays a vital role in this.

The emotions running through a typical work-day aside (and I'll admit I've glossed over some of the less positive ones), the first point to emphasise is that the research terminology and methodologies are fairly consistent with market research more broadly. *Quantitative or qualitative; online, face-to-face, telephone or mobile; data processing, coding, data tables etc.* Perhaps we might speak of sample frames instead of, for example, customer lists; or be quite particular about only reporting on confidence limits after we've adjusted for any sampling bias with design weights in addition to our non-response weighting scheme. But by and large, it's all part of the same discipline.

So let's think more closely about the second part of this question – how can social research help governments and NGOs?

To get to the heart of this question, in this session Sally will focus on impact and evaluation. These are two words that are widely used in the common vernacular, but have quite specific meaning in the context of social research. Sally will talk through the different standards of evidence and highlight the difference between correlation and causation when identifying the impact of a particular programme or policy initiative. We'll explore the challenges that governments and NGOs typically face in social research and the different tools and methodologies that we can draw on to inform and assess our work.

By the end of this session, you should have a broad understanding of the complexities of social research; key considerations when designing research projects; and recognition of the need to continually reassess and if necessary, adapt your approach. You should also have a good steer on the starting point for a social research project and the tools that will help to guide you along the way.

Evaluating Social Mission Projects

Namita Mediratta, Unilever UK

This presentation talks about the Unilever Social Mission Programme in Oral Care for Unilever. It highlights the role of market research to effectively optimize the social mission Programme and create a win-win solution: for people to improve the oral health of their children, for government in terms of healthcare spends and for the industry on market development.

Adopted as best practice in Unilever and rolled out across multiple categories and industries, we seek to showcase that great insights are truly simple, global and transferable.

Very often, we- and our consumers in the Social Research Arena- do not have access to good infrastructure. Coupled with that, we see difficult target groups and issues like literacy as barriers. And yet, accurate and sensitive measurement is no less important! So here we share inspiration to crack similar challenges- going to a difficult target group (kids!), with limited infrastructure and access, and yet being able to deliver unprecedented insights using a mix of creativity and experimentation.

This paper won the Global Methodology Award at ESOMAR 2009, and we believe will help the sector think about the excitement, possibilities, imagination and creativity involved in social mission research as it seeks to help thousands of people around the world.

Using Mobile Survey Data to Assess Food Security Across Africa

Cathy VonderHaar, GeoPoll, USA

It is imperative for organizations to have access to up-to-date data to determine impacts of a crisis and better understand populations and their needs. However, in countries such as those in Sub-Saharan Africa, it is difficult to gather data due to lack of infrastructure, low phone penetration, and other factors. GeoPoll has leveraged the mobile phone to gather data across Africa on topics ranging from the impact of Ebola on economies, agricultural needs, and food security. In this presentation they will present findings collected via mobile on food security and discuss applying commercial research methods to the social sector.

SPEAKERS

Balazs Denes



Balazs Denes is a Hungarian lawyer and a human rights activist. In 1997 he joined the Hungarian Civil Liberties Union (HCLU), the country's leading civil liberties watchdog organization, and after holding various positions he served as its Executive Director from 2004 to 2012. Since early 2013, he is the Director of the European Civil Liberties Project at the Open Society Foundations. He is a founding member of many Hungarian NGOs, and serves on the board of the Common Sense for Drug Policy Foundation. He focuses on civil liberties, human rights, communication and new forms of civic advocacy and activism. He received his law degree in 1998 from ELTE University Budapest and is a 2003-2004 Columbia University/PILnet Fellow.

Cathy VonderHaar



Cathy VonderHaar is VP of Business Development at GeoPoll, where she has worked with clients all over the world to incorporate mobile surveying into their market research needs. Prior to GeoPoll, she worked at mGive, helping some of the world's largest nonprofits use mobile giving as a way to raise money for their causes. She has over 20 years' experience in sales and has spent the majority of her career building world class sales organizations. Her successes were gained across multiple positions and geographies that have led to advanced positions and promotions in the corporate world.

Kelsey Finnegan



Kelsey is currently based in Rwanda where she works as a Programme Manager for Survivors Fund, an organization that supports survivors of the Rwandan genocide. She is also Director of a small NGO that implements sustainable poverty alleviating projects in rural Ghana. Her passion is in addressing micro-level poverty for the most vulnerable and marginalized populations, particularly for survivors of genocide. Kelsey is always seeking opportunities to learn and grow in this field.

Maaya Sundaram



Maaya Sundaram is a Program Officer at the Bill and Melinda Gates Foundation and oversees a large portfolio in HIV prevention in sub-Saharan Africa. Prior to joining the Foundation, she lived and worked in southern Africa as a Senior Manager for the Clinton Health Access Initiative where she led several projects in pediatric testing and treatment, HIV drug forecasting and procurement, operations research, and HIV finance. She holds a Master in Public Administration and held positions in private sector before moving into global health.

Namita Mediratta



Namita is the Global Director, BCS, Unilever. She is the recipient of the ESOMAR Global Methodology Award and the Global Brand Congress Award for Outstanding Contribution to Market Research. Her work on insight led business turnaround has also won a Chairman's Award at Unilever. Namita has worked on multiple Categories and Countries with Unilever and is currently based in London. She loves to people watch, a hobby she shares with her 4 year old, Arjun.

Sally Panayiotou



Sally Panayiotou is a Director in the policy team at TNS BMRB, London, where she conducts social research on behalf of the UK government. She is a dual-disciplined quantitative and qualitative researcher and her particular areas of expertise are research with families and young people; and the voluntary, community and social enterprise sector in England & Wales. Sally spent the first half of 2015 on secondment to the UK government's Cabinet Office, where she advised on their evaluation approach to the social action projects that they fund; and fed into their options appraisal work to outline their strategy for the new government in the lead up to the 2015 general election. Prior to specialising in social research nine years ago, Sally spent the first half of her research career predominantly in commercial research. As such she's had good exposure to a wide range of research topics and methodologies and comes fully-equipped with an adaptable and dynamic approach to research.

Steve Kretschmer



Steve Kretschmer, based in Istanbul, Turkey, is Managing Director at Surgo Foundation, an innovative Action Tank focused on generating transformational impact in intractable development challenges. Steve assembles and coordinates multi-disciplinary teams to address these complex development challenges through scaled programs, often aimed at understanding and changing behavior for large-scale public health benefit. Steve was previously Senior Director with Ipsos where he led a global team focused on market research supporting decision-making needs of NGOs, International Development Organizations and government Ministries in healthcare development programs. Steve previously ran Ipsos Healthcare's Central Eastern Europe, Middle East and Africa region, global emerging markets and global client accounts. Prior to joining Ipsos, Steve managed client accounts, ran global operations and the North American analytics team at TNS Healthcare. Steve holds an MBA from Pennsylvania State University and a BA in Liberal Arts, focused in philosophy.

If you want more information about the ESOMAR Foundation workshop in New Orleans, please send us an email to: info@esomarfoundation.org