

# GLOBAL INSIGHTS

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GRBN NEWS



GLOBAL RESEARCH  
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June 2019

## GRBN News



**MR Blockchain Solutions: Has anyone asked what participants think?**

**GRBN - Innovate MR Joint Webinar - June 17, 1pm EDT**

In a special webinar presentation, Lisa Wilding-Brown and Andrew Cannon will **dig into this issue by asking current and potential panelists their opinion of Blockchain and its uses in the market research industry.** [Register now to save your seat](#)

## How do you demonstrate the ROI of insights?

## GRBN News



**GRBN Updates its Global Market Research Events**

**A new guideline for undertaking research and data analytics with children, young people and other vulnerable individuals has been issued as part of GRBN's standards partnership with ESOMAR.**

The new guidance sets out the relevant legal, Code and best practice requirements, and is an essential reference document for any practitioners undertaking research with children and/or vulnerable participants... [Read more](#)



## APRC / Asia Pacific



### How Much Tech Does it Take to Replace a Market Researcher?

Advances in technology are disrupting many industries. **Lyndall Spooner, Managing Director, Fifth Dimension Research and Consulting**, believes market and social researchers are not immune – nor should they be. Feel free to disagree.

Disruption to the market research industry is likely to have a devastating effect. Maybe it's time; maybe I'm being too pessimistic. But unless we wake up to the disruption that is already here, I fear our industry will experience a race to the bottom, culminating in our irrelevance. Is that our destiny?...

[Read more](#)



## APRC / Asia Pacific



### Polling Inquiry Announces Inquiry Panel and Advisory Board Members and Terms of Reference

The Association of Market and Social Research Organisations (AMSRO) today announced the draft Terms of Reference for its Inquiry into the Performance of the Opinion Polls at the 2019 Australian Federal Election (AMSRO Polling Inquiry). Members of an Advisory Board and the Inquiry Panel were also announced.... [Read more](#)

## ARIA / The Americas



### Determining the Fate of American Business for the Next Decade: Insights Association Testifies in Congress About 2020 Census

As discussed in a recent Congressional hearing, "the trickle-down impact of an inaccurate 2020 Census would restrain or ruin American businesses for a whole decade." The Joint Economic Committee convened a hearing focused on "[The Economic Impacts of the 2020 Census and Business Uses of Federal Data](#)" on May 22, 2019. Howard Fienberg, the Insights Association's VP Advocacy, testified at the hearing... [Read more](#)



### 'Making sure voices are heard': using data to build an inclusive society

Researchers have a responsibility to challenge clients in making sure research is as inclusive as possible, according to speakers at the inaugural #MRSpride event held by the Market Research Society. Conducting inclusive research is about using rigorous methodology to ensure data is accurate and representative, explained YouGov project manager Chantel Le Carpentier during a presentation at the event, which was held at IPG Mediabrands offices in London... [Read more](#)

## Featured Events



### AMSRS Festival of Research 2019 - Incorporating 2019 APRC Conference

Sydney, Australia, August 7-9 [Find out more and register](#)



### Insights Association's CEO SUMMIT EUROPE

Edinburgh, UK, September 11-13 [Find out more and register](#)



