



SOCIAL SCIENCE MATRIX WELCOMES

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How Economic, Social, and Technological Forces are Re-Shaping Market Research and the Applied Social Sciences

The increasing availability of “digital footprints” – and computational power to analyze them – are transforming the practice of market research. Firms are shifting from asking their customers direct questions to analyzing behavioral data that is collected passively. This transformation has profound implications for the kinds of skills required to conduct market research, for how research is organized, and for the shape of future jobs in these fields.

Many of the changes observed in the field of market research apply more generally to other branches of the social sciences. Increasingly, social interactions can be observed directly at scale, instead of being inferred from path analyses of individual-level survey data. This has moved network analysis from the fringe to the center of contemporary sociology. Similarly, social scientists can measure and track many behaviors directly, without resort to surveys asking (however imperfectly) for people to recount their prior behavior. Digital technologies also enable a wider deployment of field experiments at lower cost and greater scale than heretofore was possible. For both market research and for the social sciences in general, these changes imply a shift in the kinds of skills to be taught in graduate programs.

Thursday, January 29, 2015

4 - 6pm

Matrix Conference Room, 820 Barrows Hall

Reception to Follow

QUESTIONS?

Contact Social Science Matrix

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