Unleashing the Power of Organizational Knowledge

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The Power of Your Data & The Urgency of Now

Massive Data Reserves: Brands and agencies are sitting on gold mines of archived research, yet much of it remains underutilized.

Rapid Decision Cycles: Today's market demands **instant insight**—delays mean missed opportunities.

The Demand for Efficiency: Clients and stakeholders no longer have patience for slow discovery processes.

Competitive Edge: Leveraging **technology** to unlock data quickly is what separates **industry leaders** from the rest.

The Research Technology Imperative

Evolving Research Landscape: Traditional research methodologies are now blending with **cutting-edge technology**, forcing us to think differently about how we manage and extract insights.

AI & Automation: Next-gen tools are offering **Chatbot interfaces** and **AI-driven analytics**, accelerating the entire research workflow.

The So What: By integrating these innovations, agencies can deliver insights with **speed**, **precision**, and **consistency**, fueling smarter decisions.

The Now What: The potential for **new revenue streams** and **enhanced client loyalty** is huge for those ready to *embrace* **tech-based insights** solutions.

VATIONMR

Why "Knowledge Access" Matters Now

Overwhelming Data Stores: Years of research can be buried in PDFs, dashboards, and archived systems, making retrieval **slow and cumbersome**.

Need for Speed: Clients expect **real-time answers** and **actionable insights**—not rummaging through old folders.

Scalable Solutions: Vector databases and Chatbot interfaces can scale across **brands, agencies, and internal teams**, enabling seamless collaboration.

Empowering Teams: Democratizing information access means **anyone**—from junior staff to C-level execs—can quickly tap into institutional knowledge.

OvationMR

Introducing MRII Knowledge Navigator's Technology

Seamless Integration: Our platform, built on **vector search technology**, turns dense archives, knowledge, courseware, and training into a conversational knowledge base.

Real-Time Q&A: It's like having a **24/7 research consultant**, ready to deliver facts and insights from past studies, reports, and knowledgeware.

Customizable for All: Perfect for **brands and agencies** that want their own AI-driven gateway to decades of valuable research thought leadership and practice.
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Next Steps: Ed Keller, Executive Director of the MRII, will now share how **Knowledge Navigator** is transforming access to the MRII's Principles of Market Research Courseware—and how you can apply these innovations to your own business.

MRII: Market Research Institute International

A non-profit educational institute offering continuing education & skills development about market research, insights & analytics

MRII believes that training and development is key to realizing the full potential and value of market research and insights, and to driving innovation within the sector.

Online market research courses with University of Georgia, webinars, YouTube channel, podcast, awards programs, and more

Principles of
Market Research

- Online courses for comprehensive, foundational knowledge
- Decades of experience
- High level of trust
- >10k learners, 100+ countries

The times they are a-changing.

Bob Dylan

# "May you have a strong foundation when the winds of changes shift"

May your hands always be busy
May your feet always be swift
May you have a strong foundation
When the winds of changes shift
May your heart always be joyful
And may your song always be sung
May you stay forever young

Bob Dylan
"Forever Young"

Greatness is built on a mastery of the fundamentals

" You can practice shooting eight hours a day, but if your technique is wrong, then all you become is very good at shooting the wrong way. Get the fundamentals down and the level of everything you do will rise."
- Michael Jordan
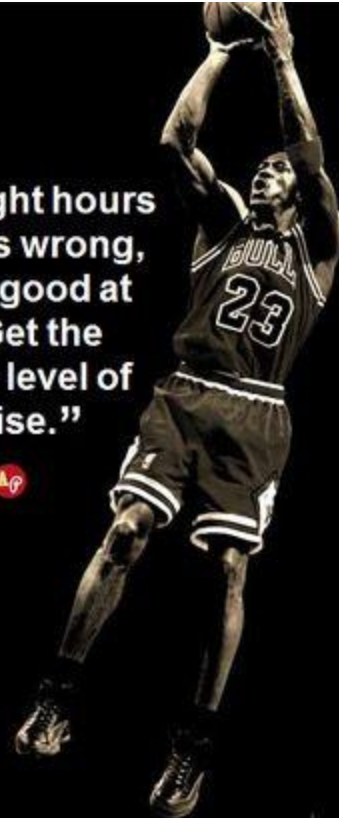
Today's needs:
Answers you can trust, delivered fast

Introducing Knowledge Navigator

Empowering your market research expertise in seconds

The Premise

Have questions about market research and insights?

Knowledge Navigator delivers trusted answers, fast.

➢ Whether writing a proposal, on a client call, preparing for a big presentation, or refreshing your memory, this AI-powered chatbot provides counsel about any step of the research process.

➢ Powered by the renowned *Principles of Market Research* courses from the University of Georgia with a curriculum from MRII experts, Knowledge Navigator brings the world of market research to your fingertips.

Why Use Knowledge Navigator?

Save Time: Forget searching through pages of SEO bait. Just ask a question, and Knowledge Navigator will deliver the answer.

Get Trusted Insights: Every response is based on the same industry-leading course content that market research professionals worldwide rely on.

Learn on Your Own Terms: Whether you're working on a client study or sharpening your skills, Knowledge Navigator is available anytime, anywhere.

Who is Knowledge Navigator for?

In short, anyone who needs trusted answers to questions about marketing research, insights and analytics

- **MR/Insights Professionals**: Whether entry level or a veteran, solve research challenges and brush up on concepts when you need a quick answer.

- **Sales and Client Success Teams**: Quickly learn research basics to help you have more informed conversations with clients.

- **"Research adjacent" professionals**: Business intelligence, marketing, finance and other teams within end user companies

- **Lifelong Learners**: Master the principles of market research with an easy-to-use, conversational tool.

What Topics Can I Explore?

Knowledge Navigator covers all the core topics from the **Principles of Market Research**

How Does Knowledge Navigator Work?

Using Knowledge Navigator is simple:

- Ask a question in natural language, like:

  ❑ "How do I best avoid asking a biased question?"

  ❑ "What's a T-Test?"

  ❑ "When should I use focus groups versus in depth interviews?"

  ❑ "What's the difference between doing research in Asia vs. in the US?"

- The chatbot searches the course materials and crafts a clear, concise answer

- Get your response, ask a follow up, or move on and continue learning

It's that easy to navigate the world of market research!

Knowledge Navigator: Empowering your market research expertise in seconds.

Have questions about market research and insights? Knowledge Navigator delivers trusted answers, fast. Whether writing a proposal, on a client call, preparing for a big presentation, or refreshing your memory, Knowledge Navigator provides quick and trustworthy counsel about any step of the research process.

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Access Knowledge Navigator

Login

Sample Questions

+ Introduction to Market Research and the Research Process

+ Market Research Design and Data Identification

+ Sampling in Market Research

– Qualitative Market Research

1. What is qualitative research, and how is it different from surveys?
2. When should I use interviews or focus groups in my research?
3. How can qualitative research help me understand customer opinions?

+ Quantitative Data Collection Methods

+ Measurement and Questionnaire Design

+ Introduction to Data Analysis

+ Advanced Analytic Techniques

+ Working with Secondary Data: Syndicated and Big Data

When should I use in depth interviews or focus groups in my research

When deciding between interviews and focus groups, consider a few key factors. If you're looking for in-depth insights and personal experiences, interviews are a great choice since they allow one-on-one interaction, fostering a deeper connection and encouraging more open responses. Interviews are ideal for complex topics and exploring individual motivations.

On the other hand, focus groups are best for gathering a range of opinions and ideas within a specific demographic, as they offer a group setting that encourages participants to bounce ideas off each other and explore various perspectives. Your research goals also play a role in choosing between the two.

If you aim to gather qualitative data to understand underlying reasons, motivations, and feelings, interviews are your go-to. In contrast, if you want to explore shared perceptions and the social construction of meaning within a context, focus groups are more suitable. Consider the sample size and representation as well. Interviews work well with smaller, homogeneous samples, making it easy to identify individual differences within a group.

Focus groups, however, can accommodate larger sample sizes and various group compositions, providing the researcher with a diverse pool of participants. Lastly, take into account resource constraints like time and budget. Interviews are generally more time-consuming and costly than focus groups, so if you're limited in either area, focus groups may be a more viable option.

In summary, the choice between interviews and focus groups depends on your research goals, the type of data you need, and practical considerations like budget and time. Sometimes, a combination of both can lead to a more comprehensive understanding of the topic.

what is k-means clustering?

K-means clustering is essentially a method that groups data points into categories based on similarities. Imagine you have a bunch of dots on a piece of paper and you want to organize them into distinct groups, with each group's center point, or centroid, representing the 'central' point of all the scattered dots. K-means is like a smart tool that helps you draw lines around these groups so that the dots closer to each other fall within the same circle, and each circle's center is where the dots are clustered together the most.

In simple terms, k-means clumps together points that are close together, and these clusters can be used for many purposes like understanding patterns within your data or identifying what's unique or unusual. The method starts by randomly choosing a few points as the initial centroids, then assigns each remaining point to the nearest centroid. Then, it calculates the average position of all the points belonging to a group and places the centroid there. This process repeats until the centroids stay constant, which means that data points aren't shifting clusters anymore, and that's when the clustering job is done! Despite certain limitations like the starting point selection and predetermined number of clusters, it remains a quick and reliable method used across various fields, from retail to biology.

Knowledge Navigator

In the core topics section, outline your main themes and sub-topics, along with specific questions for each topic. Provide time estimates for each sub-topic to help guide the discussion. Use open-ended questions to get the conversation started and probe for more information when needed.

Wrap up the discussion with a recap of the key points and allow participants to share their final thoughts. Finally, thank the participants and hand out any incentives or information about future sessions. Remember, the discussion guide should allow the conversation to flow organically, enabling you to capture unique insights from your participants.
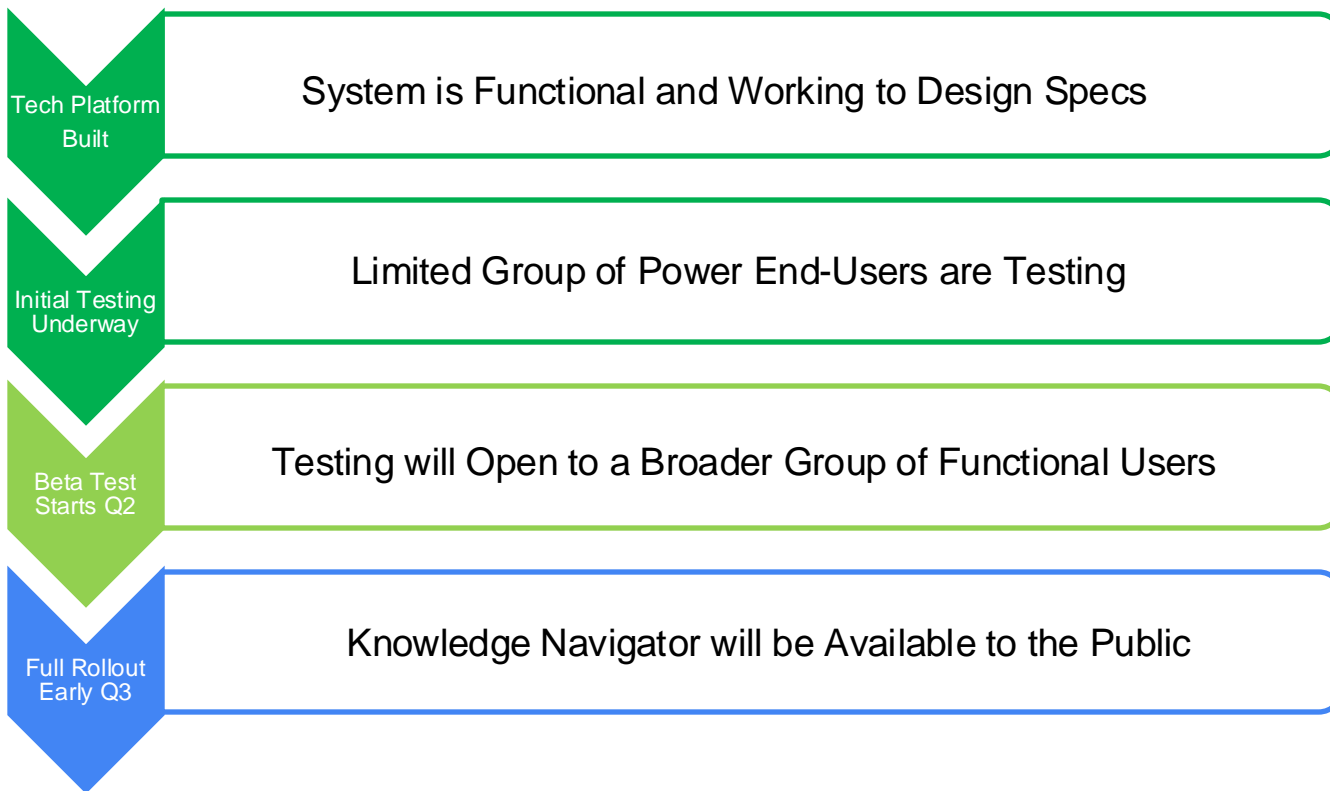
Let me know what you would like to learn about next. Please be specific, so I know what to search!

When should I use interviews or focus groups in my research?

Timetable

Tech Platform Built
System is Functional and Working to Design Specs

Initial Testing Underway
Limited Group of Power End-Users are Testing

Beta Test Starts Q2
Testing will Open to a Broader Group of Functional Users

Full Rollout Early Q3
Knowledge Navigator will be Available to the Public

Want to be part of our beta test?

Email us:
hello@mrii.org

For a Live Demo of **MRII** Knowledge Navigator

Or if you want to discuss Hive® Technologies,

Visit **OvationMR** 's Booth