

THE MODERN RESEARCH MAP

The researcher map is our range of modules designed to teach you the topography of the modern research landscape. It is underpinned by our **A-Z of research methodology** which encapsulates 26 key concepts and trends within the insight industry.

These are concepts informed by multiple disciplines and derived through collaboration with the Coin Research network of digital start-ups, subcultures and academic expertise. It will make you smarter, agile and ready to tackle an uncertain future.

THE 26 CONCEPTS



AUTOMATION
THE SECOND
MACHINE AGE



BIAS
MODELS OF
THE MIND



COMMUNITY
THE WEB'S
DYNAMIC



DATA
OUR NEW
CURRENCY



ETHICS
DOING NO
HARM



FUN
WHY BE
BORING?



GENERATIONS
SOCIOLOGICAL
LENS



HUMANITIES
STUDYING
STORIES



IMMERSION
ABANDONING
TO FOLLOW



JOURNEYS
CONSUMER
CARTOGRAPHY



KEYWORDS
WILLIAM'S
CULTURAL METHOD



LIKERT
MEASUREMENT
TOOLS



MYTH
SUBCONSCIOUS
ARCHETYPES



NEUROSCIENCE
THE FINAL
FRONTIER



OPENNESS
NETWORK THINKING
SKILLS



PERSONALITY
THE LEXICAL
HYPOTHESIS



QUALI-QUANT
MIXED METHODS
MARTIAL ARTS



RESPONSIBILITY
ENDING BAD
CAPITALISM



SCI-FI
DIGITAL
POST-MODERNISM



TRENDS
WE'RE ALL HUNTERS
& MAKERS



UNKNOWN
FACE RADICAL
UNCERTAINTY



VISUAL
A CARTOGRAPHY
OF PEOPLE



WORLD
GLOBALISATION
OF CULTURE



XTREME
THE BLEEDING
EDGE



You
KNOW
THYSELF



ZEITGEIST
CULTURE'S
DIALECTICAL FORCE

AVAILABLE MODULES

The following 9 training modules have been designed to support in-house research and marketing teams. They provide a solid grounding across select contemporary research principles, as well as pave the way for commissioning more innovative and strategic research methodology and delivery. These modules are aimed at marketers, strategists and researchers that have a little bit of experience of the commercial world.

All modules are designed to be inspirational and instructional - containing theoretical underpinnings, practical applications and illustrative case studies.



RESEARCH 101

The essential research toolkit explained.

CONCEPTUAL TAKEAWAYS

- Understanding qual vs quant with just enough philosophy to get by
- Principles of good research design - from writing a survey to designing a discussion guide
- Understanding the research industry - from panels to syndicated research

PRACTICAL TAKEAWAY

- Ideas on how to leverage digital tools to make research more agile

AIMED AT / GOOD FOR

- Team members that commission research, or want to conduct research themselves
- New insight managers or people that want to add research skills to their repertoire



INTRODUCTION TO #NGMR

Research has gone beyond the world of surveys and the occasional focus group. Next-gen research is an attitude to problem solving. An agile solution for a complicated and digital world.

CONCEPTUAL TAKEAWAYS

- How to embrace new multi-disciplinary and digital routes to insight
- Making research more powerful through storytelling and visual output
- Getting research a place at the table of business decision making

PRACTICAL TAKEAWAY

- The next-gen research glossary

AIMED AT / GOOD FOR

- Anyone with a bit of experience in research who wants to broaden their methodological approach



CAPTURING DEEPER INSIGHTS THROUGH NARRATIVE AND MYTH

Semiotic thinking to understand culture and map meaning for practical use.

CONCEPTUAL TAKEAWAYS

- How humanities provide a vast suite of tools for thinking about the creation of meaning
- Understanding the psychological and mythic structure behind brand storytelling and archetypes
- Why semiotics is crucial for understanding other cultures

PRACTICAL TAKEAWAY

- Tools for mapping meaning and culture

AIMED AT / GOOD FOR

- Anyone that wants to improve their communication skills, particularly people who create presentations
- Anyone who wants to unpick why stories resonate with people



YOUTH-MODE RESEARCH

Vast amounts of studies have been done into millennials and Gen-Z. So, what can researchers learn from these digital natives about how to conduct research in the digital age?

CONCEPTUAL TAKEAWAYS

- From Twitter to Tinder - the relationship between social media and research
- Exploring the dynamics of community building on social media platforms
- The benefits and pitfalls of generational theory
- Responsibility, authenticity and ethics - from respondent to co-researcher

PRACTICAL TAKEAWAY

- A cheat sheet of principles for fun methodology design
- An overview of the scientific process behind community building

AIMED AT / GOOD FOR

- Anyone who wants to shift their thinking from traditional research to modern and digital approaches



HOW TO THINK ABOUT TECHNOLOGY

Nano-robots, mind-digital age. How do we keep a handle on a world where accelerating and constant change is the norm? And how does it affect researchers?

CONCEPTUAL TAKEAWAYS

- What is automation and why is it the most important trend facing the world?
- Why is science-fiction a useful research tool?
- How is research already leveraging emerging technology?

PRACTICAL TAKEAWAY

- Ways to track and interpret technological development
- Examples of innovative methodologies leveraging emerging technology

AIMED AT / GOOD FOR

- Strategic / insight thinkers responsible for keeping an eye on the future
- Anyone that wants to develop their trend-watching skills



MAKING RESEARCH GO VIRAL

PowerPoint isn't quite dead, but getting stakeholder engagement with research involves going one step further in your design-thinking.

CONCEPTUAL TAKEAWAYS

- How research findings can be structured for maximum impact
- One size doesn't fit all - understanding your reader
- Latest trends in visualizing qualitative and quantitative data
- What internet culture can teach us about delivering research content

PRACTICAL TAKEAWAY

- Practical ways to effectively communicate and embed research findings within your organisation

AIMED AT / GOOD FOR

- Anyone responsible for communicating research



THE ART OF LISTENING

Organisations tend to spend most of their communicative efforts broadcasting. It's time to start listening again.

CONCEPTUAL TAKEAWAYS

- Why genuine listening is a crucial aspect of any modern organisation
- Shifting from instrumental to empathetic listening
- How to be 'open to the other' and other advanced moderation skills
- Scaling and integrating listening into the fabric of a business

PRACTICAL TAKEAWAY

- A guide on how to develop an organisational architecture of listening
- A list of different listening methods and tools for making sense of listening data

AIMED AT / GOOD FOR

- Anyone concerned with developing marketing and innovation strategy, or moderating research



STRUCTURE OF PERSONALITY

In a world driven by personalisation and relevancy, how can the latest developments in psychology inspire fresh-thinking around segmentation.

CONCEPTUAL TAKEAWAYS

- The relationship between academia and market research
- What is personality theory? Introducing the Big-5 measures
- The I in 2016—Modern perspectives on identity theory

PRACTICAL TAKEAWAY

- A framework for personality segmentation of audiences

AIMED AT / GOOD FOR

- Anyone who has some experience with segmentation and likes thinking like a psychologist



USING MACRO-TRENDS FOR STRATEGIC THINKING

Learn about the most important trends shaping the world, and use them to shape your organisation.

CONCEPTUAL TAKEAWAYS

- Future proofing: pushing thinking to unravel the implications of macro trends for your organisation
- Playing the detective: innovating across categories
- Where to go for powerful ideas that overcome challenges
- How to mobilise cross-functional swat teams

PRACTICAL TAKEAWAY

- How to become a trends consultant and put insight at the heart of your organisation

AIMED AT / GOOD FOR

- Anyone charged with informing the strategic direction