

Evolution of Research Approaches

Survey Methods



Survey questionnaire

Qualitative Methods



Ethnography
Individual interviews

Analytics & Approaches



Modern statistics



Postal surveys



Focus groups



Sampling frame & methodologies



Computer Assisted Telephone Interviews (CATI)



Computing powered statistical analysis



Computer Assisted Personal Interview (CAPI)



Eye tracking



Computer Assisted Self Interview (CASI)
Interactive Voice Response (IVR)
Email surveys



Focus group streaming
Bulletin board discussions



Web surveys
SMS surveys



Activity-based online communities
Webcam interviews
Webcam focus groups



Eye tracking
Mobile first surveys
Micro surveys
Virtual environments/
Augmented reality
Voicebots



Mobile qual
Mobile ethnography
Virtual environments/
augmented reality



Behavioral economics
Gamification & research games
Prediction markets
Big Data analytics
Facial coding
Text analytics
Social media listening

Technology Inventions



1926 The first **television** system is transmitted



1910 **5.8 million** telephones in use

1922 Over **600 radio stations** in the U.S.



1951 First **Commercial Mainframe Computers** installed

1956 The term "**Artificial Intelligence**" is coined

1969 First iteration of the **internet (ARPANET)**



1951 "**I Love Lucy**" debuts on CBS

1969 The U.S. puts a **man on the moon** with a computer less powerful than today's smartphones



1971 **Email** invented with APRANET technology



1973 Motorola makes first handheld **mobile phone** call.

1975 IBM releases the first portable **Personal Computer**



1972 The first video game, **Pong**, is released



1986 IBM announces its first **laptop computer**, the PC Convertible.



1981 MTV launches with "Video Killed the Radio Star"

1982 "**The Computer**" named Time's Man of the Year



1992 The first **Smartphone** launches, 15 years before the iPhone is invented



1994 **Amazon**



1998 **Google**

1994 A **Pizza Hut** delivery becomes the **first online purchase**

1998 "**You've Got Mail**" becomes the first film of the internet age



2004 **Facebook**
2007 Apple unveils its first generation **iPhone**



2008 **Blockchain** is released in a white paper by an unknown individual



2000 **Dot.com crash**.
2005 The internet reaches **1 Billion users**



2010 **Instagram**



2014 **Amazon** releases the first "Echo" device bringing **voice controlled Alexa** into homes



2012 **1B Facebook users**



2016 **Pokémon Go** is a global phenomenon

2017 "**Despacito**" is most-watched YouTube video with 3 Billion views