**Conversation with Lou Rosenfeld regarding the motivation for the research survey**

Rosenfeld Media (RM) wanted to add a new conference to their portfolio. An opportunity seemed to arise in the area of research.

Seeds for survey and conference were planted 12 months ago. As a publisher and conference producer, RM has noticed a change in the area of research for products and services, with multiple trends in the research world coming to a head.

Trends seen

* Research is moving away from silos and focusing on collaboration across job functions. This trend seems to be happening organically, not necessarily being required by management
* Increased emphasis on managing data across teams to find insights
* Increased focus on moving research operations from small projects to projects that can scale. This is coinciding with enabling changes to infrastructure and management operational skills.
* Research functions have been added to organizations where none existed before
* Research has raised its profile. Researchers may now have a seat at the table, but not necessarily know what to do there.
* The number of industry researchers has increased
* More non-researchers are doing research. Some bay be involved in research but not even know it

These trends are forcing researchers to work in new ways, in new settings and with new types of professions. Additionally, research is concerned with scaling findings and encompassing subject matters that have not have been seen before.

RM decided to create new ways for people to come together to discuss how research is changing. The survey was the first step in determining the desire of people.

*Survey design*

RM had some experience with survey designed. They piloted it with a dozen people. RM didn’t ask for respondent location - wasn’t going to influence were to hold conference. Also, it is hard to gather information from a global audience that is meaningful.

Survey is part of a broader discussion about the trends in researchers. Also, the survey tool impacts the people who are completing the tool. Survey was an analysis of demand. RM hopes the survey will lead to conversations.

That drove a request for proposals (overwhelmed with responses). Supply side of the conversation.

*Marketing*

LI, Twitter, RM site, RM mailing list, also personal relationships.

RM wanted to learn about research needs of people outside immediate circle (user experience researchers, market researchers, data scientists). Only partially successful. About 15% came from outside the user research community.

*Other stuff*

Survey is part of a broader discussion about trends in research. Survey was an analysis of demand. The survey tool impacts the people who are completing the tool. RM hopes the survey will lead to conversations about research. The survey helped drive a request for proposals for the actual conference (supply side). RM was overwhelmed with responses.

Was RM worried about preaching to the converted? No, people within the community still need to learn about research. Reaching across silos (as this survey attempted to do) takes time. Diversifying the survey audience (and by extension attendees at the conference) also takes time. RM believes there may overlap in audience from other RM conferences (e.g. Advancing Research Community)

Why did so many more people complete the survey than expected (expected 100, actual 800+)? RM feels it fit a nerve. Also, RM has a lot of goodwill with the community.

RM was not entirely clear how to connect personas to the conference design. Ended up with a list of themes.

*What would RM like to see from Codeup’s DS team*

More interested in the journey than the destination. Not as important to get answers as to get better questions.