



2018-39

GRBN News



If You Don't Trust Your Government Who Can You Trust?

The recently completed 2018 GRBN Trust Survey looked into the issue of trust across eight countries. One of the things we discovered was a very low level of trust in government. That trust in government is low, is perhaps not surprising given the world we live in, but that it is so low across all countries surveyed did surprise us.... [Read more](#)



FROM DATA TO MEANINGSM



GRBN News



Concern with Personal Data Misuse Remains Extremely High

The latest findings from the 2018 GRBN Trust Survey show that across the globe people remain very concerned about the safety of their personal data. On average across the eight countries surveyed, 83% of people surveyed say they are very or fairly concerned that their personal data might be misused, with as many as four-in-ten saying they are very concerned about this... [Read more](#)



GRBN News



ENGAGE MR Program: A Route to Increased Panel Retention and Data Quality

The 2nd round of the ENGAGE MR coaching program will kick off this fall and we are inviting data collectors to nominate **Participant Engagement Champions** to join the program... [Read Lisa Wilding-Brown's thoughts on what Innovate MR got out of participating in the program](#)

Featured Guest



Technology won't render us obsolete (but watch out for irrelevance)

John Bird, Executive Vice President at Infotools, delves into three simple but impactful things market researchers can do to remain essential as the role of market research evolves.

"While we can all speculate about the impact that blockchain, VR, and AI will have on market research, there's one thing I'm certain of: the future of this industry will depend on more than just how well we use new technologies. Our fate will also rest on our ability to..." [Read More](#)

Company News - Sponsored Content



Critical Mix Advocates Mobile-First Insights with Free Usage

While mobile-first technology exists, and offers substantial advantages, its full potential has not yet been recognized in our industry. Critical Mix wants to break down the barriers by giving companies the opportunity to harness the benefits of mobile-first capabilities without experiencing any risk... [Read more](#)

Successful Customer Satisfaction Surveys in **4 core steps**

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Featured Event



Unleashing Impact: Elevating the Insights Function - CRC 2018

GRBN is excited to be hosting a panel at the upcoming Corporate Researcher Conference in Orlando on the topic of elevating the real and perceived value of the Insights function. Our panel of experts - Kelly Bowie (Guardian Life), Paula Brant (MetLife), Jackie Chan (Prudential Life) and Lisa Courtade (Merck) - will discuss the concrete steps Insights teams can take to become strategic partners to the business by measuring, demonstrating and growing their impact.

The panel will be guided on this journey by Simon Chadwick, Managing Partner at Cambiar Consulting, and David Rothstein, CEO at RTi Research... [Read more about the great line-up at CRC 2018 and join 700+ colleagues in Orlando. BE UNSTOPPABLE.](#)

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