



Welcome to GRBN News

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GRBN News



Participant Engagement: From data points to people... much more than just words

We're excited to have Amber Esco, Bob Graff, German Lowe, Jeff McKenna and Catherine Rogers on our panel at the NEXT Conference in New York next week, where they'll be sharing their tips for improving the research participant user experience... [Read more](#)

Featured Guests



3 Questions You Should Be Asking Your Data Provider, But Probably Aren't

By Roddy Knowles, Research Now

Research Now's Roddy Knowles highlights key research fundamentals you should be asking your data partner about, and how, if not properly addressed, they could affect the quality of your data results. [Read more](#)

Featured Guests



How is advertising working today?

By Fiona Blades, MESH Experience

"MESH Experience is one of many contributors to the ARF's \$1 million study and we were honoured that Horst Stipp, PhD and Manuel Garcia-Garcia, PhD, joined a select group of our clients in London to showcase findings from this ground-breaking work...." [Read more](#)

Featured Guests

Why Most Respondents Don't Like Participating In Research (And What We Can Do About It)

By Lenny Murphy, GreenBook



"The newly released GRIT CPR (Consumer Participation in Research) study showed that the majority of the people who have willingly given up their time, often for little or no reward, are dissatisfied with their experience participating in research..." [Read more](#)

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Using the power of MR to help tackle the UN Global Goals

GRBN is working together with [Paragon Partnerships](#) to leverage the power of market research and insights to help achieve the UN Global Goals, which seek to end poverty, reduce inequality & tackle climate change. [Read more](#)

Learn Something New



C-Suite - MR Technology - The Basics - INSIGHTS ASSOCIATION (CASRO) Webinar

Technology permeates the world of market research as well as our daily business operations. There's a lot for the C-suite to keep tabs on. Get practical tips and best practice advice from Christian Super, Arborwood Partners and Andrew Jeavons, Mass Cognition.

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