



2026 International Conference

**SOCIAL RESEARCH
TRANSFORMATION IN THE
GLOBAL SOCIETY**

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Presentation Outlines

1. Introduction
2. Social research global revenue projection
3. Social research transformation touchpoints
4. Social research processes
5. Key aspects of using AI for social research
6. Conclusion.

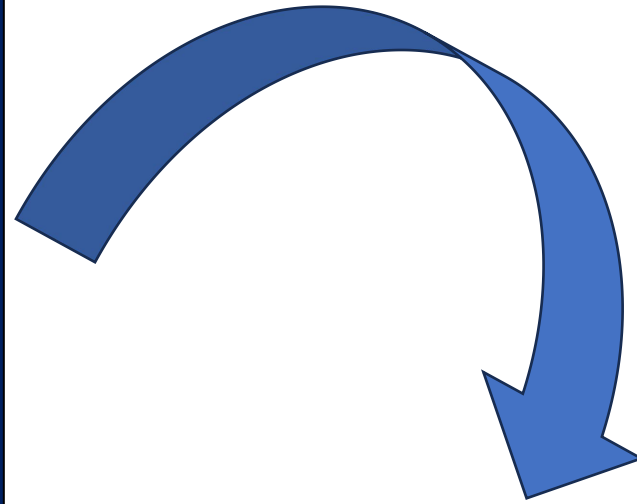
Introduction

Social research transformation in global society refers to the evolving **methodologies, frameworks, and paradigms** used to study social phenomena in a rapidly changing world.



Social Research Global Revenue Projection

- Social research is experiencing a rapid growth globally.
- 2025 – global revenue was estimated at an average of 50 billion US Dollars.
- 2026 – global revenue is expected to grow exponentially to 79.36 billion US Dollars.



REASONS FOR THE GROWTH

1. Increase in government and international NGOs involvement & funding.
2. Increase in societal issues.
3. Expansion into different field of studies.
4. Deployment of Artificial Intelligence.
5. Application of big data in social studies.



Social Research Transformation Touchpoints



Technological

Advancement:

Advanced software packages, artificial intelligence and online survey.

Interdisciplinary

Approaches:

Economics, psychology, sociology, political science, education, health and environmental science, etc.

Global Phenomenon: Social research studies that transcend regional boundaries on events, trends, issues across multiple countries and cultures worldwide.

Participatory or Observation

Research: Involving communities in the research process, empowering them and ensuring

Social Research Transformation Touchpoints



Focus on Impacts and Insights:

Providing actionable solutions, influencing policies and practices.

Collaboration Among Scholars and NGOs:

Joint efforts to execute social research studies that are accessible in public domains.

Generating insights from multiple data points:

Various data points can be easily harmonized into a single big data with Artificial Intelligence; that yields great insights and impacts.

Social Research Transformation Touchpoints



Self-Completion Survey

- **Best method in volatile societies or vulnerable communities.**
- **It is cost effective.**
- **However, it requires accurate data base of target audience.**

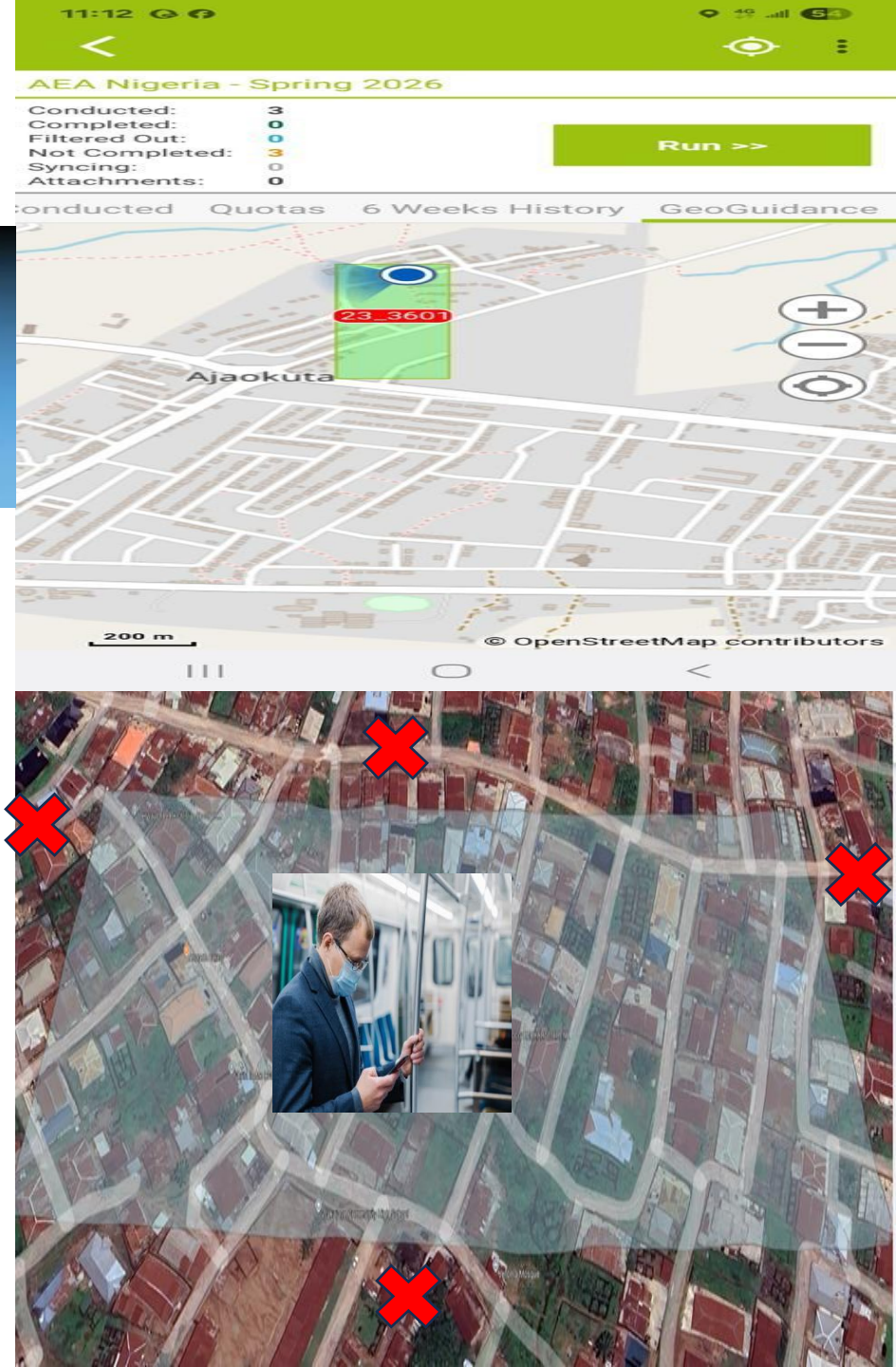


Social Research Transformation



Developing Sampling Frame with Google Earth Map

- Recently, clients leverage on Google Earth Map to develop sampling frame and select PSUs.
- Geo-fence is used to determine PSU's boundaries if Google Earth Map is used to draw the sampling frame.



Social Research Transformation Touchpoints

Ethical Consideration

- With the increased focus on privacy and consent, researchers are more attentive to ethical standards.



- **Informed consent from participants.**
- **Safeguard confidentiality.**
- **IRB (institutional review board) approval particularly for health-related studies.**
- **Adhere strictly to fundamental human right guidelines.**
- **Avoid bullying, intimidation and harassment.**
- **Indemnity commitment.**
- **Child protection protocols.**



SOCIAL RESEARCH PROCESSES



Social Research Processes

- **Identify the research problem(s).**
- **Literature Review** – Analysis of secondary data to complement findings from the primary research.
- **Formulate research objectives and hypotheses.**
- **Choose appropriate research design** – Quantitative, Qualitative or both.



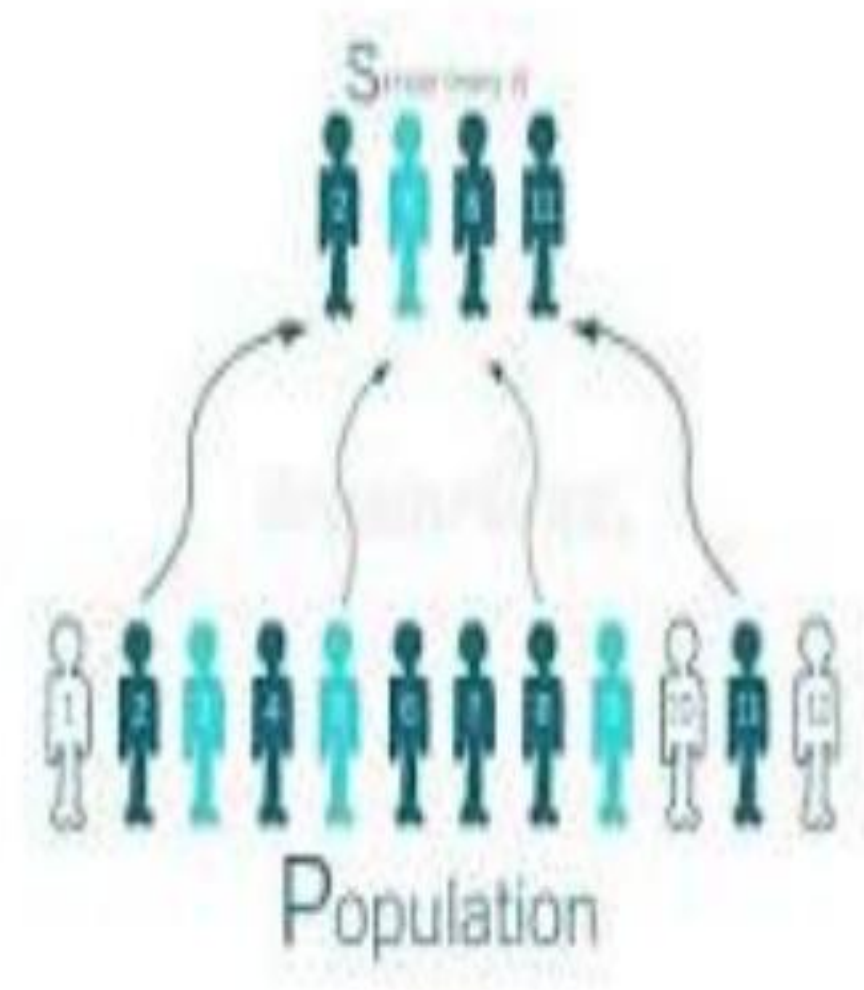
Social Research Processes

Sample size determination:

The sample size for quantitative study should be scientifically drawn within error margin of 3-5% at 93% or 95% confidence level.

Large sample size is recommended.

- Reduces the error margin,
- Enhances meaningful statistical analysis,
- Improves prediction & modelling
- Enhances geographical



Social Research Processes

Develop Sample Store

- Distribute the sample proportionate to the population of each state/location.
- Use national household population data to develop the sample store/select the Primary Sampling Units (PSU).
- Google Earth Map is also used to build sample store and select PSUs.
- **Decide sampling approach:** Multi-stage sampling technique is recommended for quantitative to avoid over-clustering and bias in the sample distribution.



Social Research Processes

Training of Field Teams

- Organize intensive central training for all the field team members.
- **This is mostly recommended for a large sample size.**
- Zoom training or train the trainers can suffice for small sample size.
- Train excess interviewers across the study locations.



Social Research Processes

Piloting Study Instruments

- Pilot the instruments on the last day of the training.
- Each interviewer must conduct at least two successful interviews.
- However, client may require certain number of interviews that must be piloted before full-scale launch of data collection.
- Use only interviewers whose pilot interviews are accepted by the client



Social Research Processes



**QUALITY
CONTROL**

Adhere strictly to quality control measures:

- **Time Stamp**
- **Interview length**
- **Skipping patterns**
- **Voice recognition**
- **GPS tracking, etc.**

Carry out daily quality checks on all uploaded interviews.

Prepare to redo all failed interviews at no extra cost to the client.

Social Research Processes

The background of the slide is a blue-toned image. On the left, a hand is visible, with its index finger pointing towards the center. In the center, the words 'QUALITY' and 'CONTROL' are written in a bold, white, sans-serif font, with 'QUALITY' on the top line and 'CONTROL' below it. The background features faint, glowing outlines of mechanical gears and abstract data patterns, suggesting a technical or research environment.

**QUALITY
CONTROL**

- **Data validation and analysis must be top-notch. Avoid patching the data.**
- **Filter out all the outliers in the dataset.**
- **Check for quota balancing on the dataset.**
- **Check for inconsistency in the dataset.**

Social Research Processes

Visualization of Research Findings

- **Visualize the findings in a user-friendly format.**
- **Avoid ambiguity.**
- **Pay attention to every detail.**
- **Bring out key insights that answer all the research objectives.**
- **Be precise in your recommendations.**



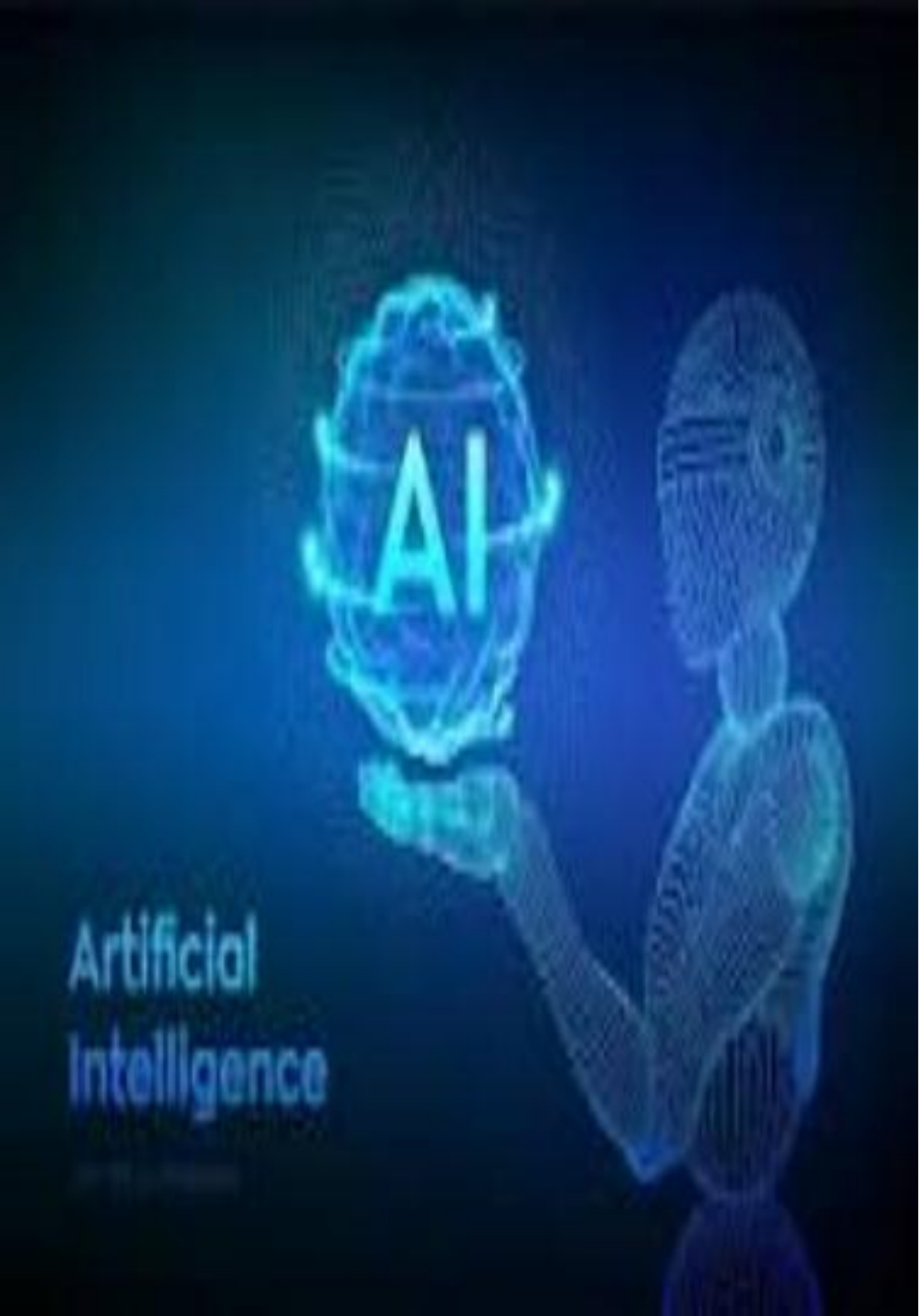


Key Aspects of Using AI in Social Research Studies

- Generative AI – Relying heavily on historical data in the public domain.
- Analyzing big data beyond human comprehension.
- Get inputs/metrics to finalize study instruments.
- Leveraging on AI platforms (e.g Knime) to conduct primary research and immediately visualize findings on the dashboard.
- Advanced statistical analysis, like regression analysis, significant test, analysis of variance, chi-square correlation coefficient, etc.

Key Aspects of Using AI in Social Research Studies

- Prediction and Modelling using machine learning.
- For instance, sentiment analysis can be used to predict voters' behaviour.
- AI moderated FGDs/IDIs:
 - ✓ persona agent interviews and
 - ✓ live interviews
- AI apps can be used for:
 - ✓ production of transcripts,
 - ✓ creation of content analysis,
 - ✓ analyze qualitative data,
 - ✓ generate summaries and actionable recommendations within few minutes.



Artificial
Intelligence

Conclusion

Social transformation has metamorphosed into more **responsive, inclusive, insightful and impactful results** that aid **actionable decisions** and **policies framework**.



QuestionPro

Social
Research

