



The Pains of Speedy Research Without Delivery

... Who suffers the most?





○ Capitalize



○ Contribute



○ Concentrate



○ Come

Source of the Paper

The Paper, an Elephant !

Overview of Speedy Research

Why Speedy Research?

Agencies Inappropriate Approach to
Speedy Research Request
- some observations

When Speedy Research Fails; the pains !

Challenges of Speedy Research: Case Experience
painful vs. delightful experience

When Speedy Research Fails;
who suffers the most?

How to Manage the Challenges of
Speedy Research: - a few suggestions

Questions/Contributions

Thank you

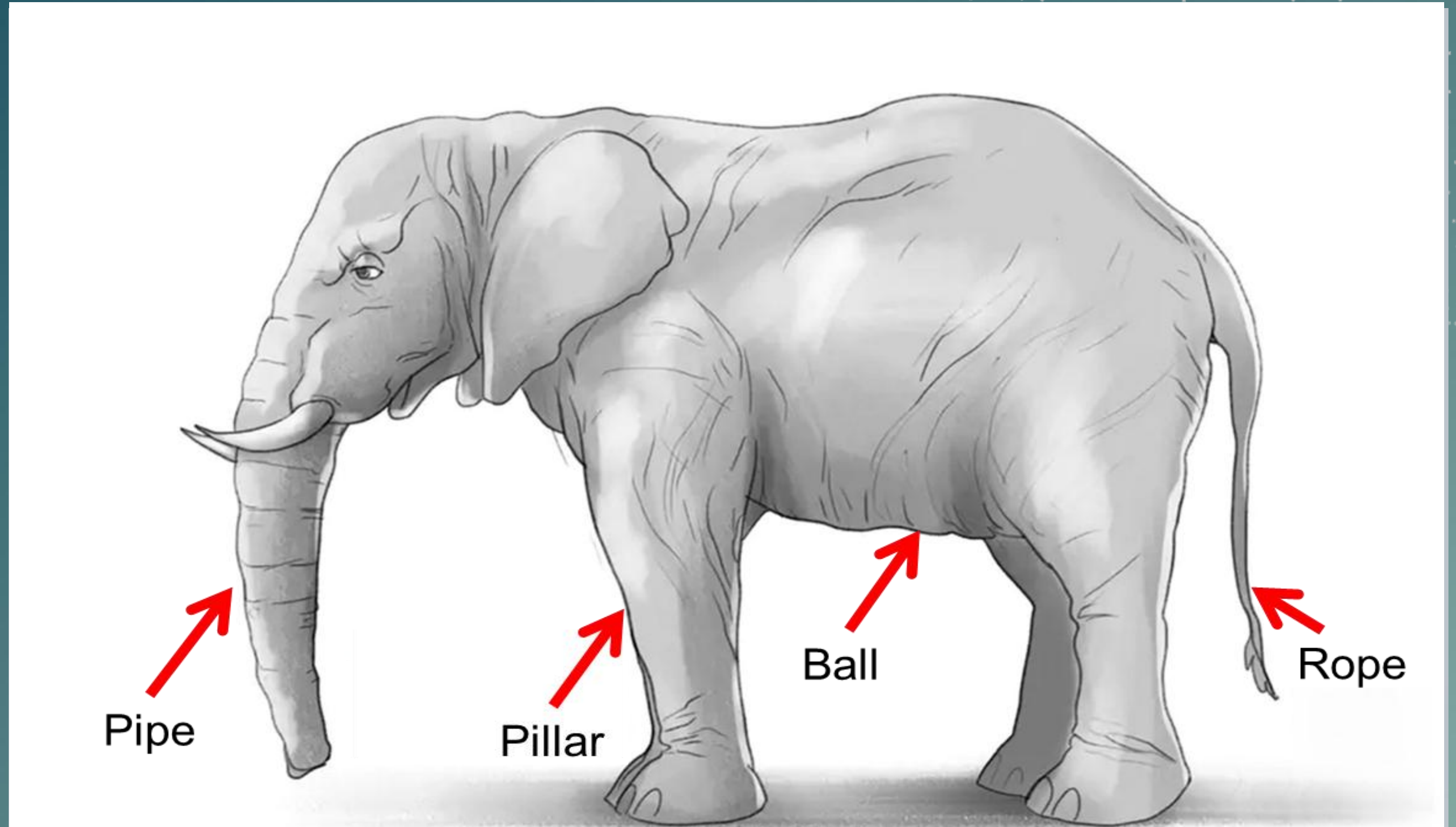
Agenda

Source of the Paper

2004 ESOMAR Congress, Lisbon, Portugal
“**Debate on Slow Research**” coordinated by
Ray Poynter (ESOMAR Past President
2023–2025)



The Paper, an Elephant !



Overview of Speedy Research

❑ Old and vast; position time as king!

➤ **Different organizations** - different perceptions, **different descriptors**:

- Speed
- Quick
- Fast
- Now, Now

➤ Speedy research seeks to compress study timeframes to deliver findings in shorter periods of time

❑ Relative to project size & time frame

- < a week
- 1 - 4 weeks
- 4 - 6 weeks
- 6 – 12 weeks
- 3 - 6 months
- Etc.

Why Speedy Research?

❑ Buyers of research services operate in a world (**we know today**) that constantly request they move faster, achieve more, and do it all yesterday or now.

➤ There's never enough time to play with, there is need to be ahead of competition, there is need to plan, forecast, produce, and get to the consumers early.

✓ As a consequence, any research hoping to help the process must be willing to deliver findings within reduced timeframes

“The stress and challenges within the market research industry is too much especially when it comes to deliver now, now. So, I decided to settled within the academic circle for social research where the urgency for now now is less” — a Prof.

➤ Even in the academic parlance, the common reframe is “publish or perish”

Agencies Inappropriate Approach to Speedy Research Requests

- some observations

- Low capacity to co-create with clients
- Inability to properly estimate the challenges of clients demand
- Promising to deliver the impossible
- Deliberate attempt to outwit competition
- First get the job syndrome
- Eagerness to win projects for the money
- Being economical with resource deployment
- Inappropriate resource deployment

When Speedy Research Fails

... the pains!

- ❑ Shallow/inappropriate methodology
 - pressure to start now, now
- ❑ Compromise and/or sacrifice quality and depth of outcome
 - Superficial or surface level insights - shallow findings that skip essential data, thus leading to inaccurate conclusions and recommendations
 - Fatigue/burnout - less energy for the critical strategic thinking through array of data
- ❑ Loss of clients trust a from inconclusive outcome



Challenges of Speedy Research: Case Situation

. . . painful vs. delightful experience

- A Telecom project experience (a 24 -slide PPT presentation of findings being well applauded, until the last slide that was perceived as a taboo, and “cast aspersion” on the entire study). Our agency was sidelined going forward.
- An Agribusiness project assignment (we ignored a quick generated AI data, and opted for a strategic desk research data and estimates from available primary data that took a slightly longer time). Findings was well applauded, and our agency was held in high esteem.

When Speedy Research Fails

... who suffers the most?

- Loss of time
- Extra budget/more expense
- Staff suspension/sack
- Competitive disadvantage

- Extra expense/drop in profit
- Loss of recommendation to other potential clients
- Loss of client(s)
- Loss of income
- Business closure

How to Manage Challenges of Speedy Research

. . . A few counsels

- ❑ Practice slow but steady research against the concept of “now, now; publish or perish” –promote a win-win schedule, high-impact principles rather than rushing
- Slow research allows researchers to notice more, and create space for emergence of other rhythms, voices, and forms of knowledge
- ✓ Follow a process that is deliberately designed with window of time to review and reflect over the design stage, data generation and analysis prior to submission or presentation
 - This is essential to doing meaningful, ethical, and ideal research – it is not about taking a more relaxed pace, but a deliberate, relational, and reflective practice that values time as a medium of trust, not just production.
- Inject more funds, be content with little bottom-line
- Inject your best, high end hands



Thank you!

