FOREWORD

We are researchers.  
We embrace the uncertainty.  
We spark curiosity, hope and decision.  
As the trend ends, we catch the meaning and the impact of the new.

Happy May 2nd World Researchers Day!  
2020
RESEARCH STRUCTURE

TURKISH RESEARCHERS: 64
TURKISH RESEARCH USERS: 68
WORLD RESEARCHERS: 82
AWARENESS
IS OUR DAY KNOWN?

3 out of every 4 colleagues working in the research industry know that May 2 is World Research and Insight Day.

Awareness among research users is in 1 out of 3 people.

The awareness among researchers in the world has reached only 1 out of 4 people.

Are you aware of a special day celebrated as May 2 World Researchers and Insight Day?
More than the half of the Turkish researchers know that May 2 is a celebration that spread from Turkey to the world. The awareness about the origin of the idea is limited among Turkish research users and it is almost unknown among world researchers.

In which country was the idea of May 2 World Researchers and Insight Day first emerged?
WHAT YEAR WE CELEBRATE?

Among Turkish researchers, only 1 out of 3 researchers know that the 3rd year is celebrated, and the ratio is 15% among research users.

Researchers
Turkey

<table>
<thead>
<tr>
<th>Year</th>
<th>Researchers</th>
<th>Research users</th>
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<tbody>
<tr>
<td>2018</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>1</td>
<td>26%</td>
<td>7%</td>
</tr>
<tr>
<td>2</td>
<td>33%</td>
<td>15%</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>4+</td>
<td>5%</td>
<td>66%</td>
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</tbody>
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87% don’t know

What year is the World Researchers and Insight Day celebrated on May 2?
METEOROLOGICAL MOOD
First of all, we want to know how you feel these days. How is the weather in your home and at work?
How is the weather in the Research Industry?
CHANGE IN THE INDUSTRY
WHAT IS BROUGHT BY CHANGE

Online and mobile solutions are on the rise, face to face declines, others remains at the same level.

Which research methods will be preferred more/less/same level after the pandemic period?

INCREASE
- CAWI
- CAMI-Mobile
- CATI
- Online community
- Online qualitative
- Mobile qualitative
- Social media listening
- Online traffic/ audience track

STAYS SAME
- FGD-F2F
- IDI-F2F
- Ethno observations
- Passive measurements (neuro, eyetrack, facial recognition)
- Desk research

DECREASE
- F2F
Which research methods will be preferred more/less/same level after the pandemic period?
IS YOUR COMPANY READY?

2 out of every 3 colleagues working in the research industry state that their companies are ready for the post pandemic period.

Among the research users, the rate of company readiness is 56%.

Among the world researchers, 1 of our 3 colleagues said, "We are ready for the new era".

Researchers
Turkey
63%

Research users
Turkey
56%

Researchers
World
35%
IS YOUR INDUSTRY READY?

The views of each stakeholder about the readiness of the sector to meet the requirements of the post-pandemic period indicates that it will take a while to adopt.

It will be a long way, says most researchers in Turkey.

![Chart showing percentages of readiness among researchers and research users.]

- **22%** Researchers, Turkey
- **33%** Research users, Turkey
- **38%** Researchers, World

Is your industry ready for the post-pandemic period?
The research budgets of the brands have already been squeezed. Incompetent researchers claim doing qualitative online. Use of unreliable platforms. The licensing fees of reliable platforms are also very high. Not every consumer has equal and strong access to the internet.

Especially in online qualitative research, technical problem creates difficulties. Difficult to assess whether it is the right time to research, as well as hard to anticipate whether the survey results will be permanent.
While trying to reach insight, methods should be developed to address the uncertainty theme that we will encounter from the right point. The gap between «what the consumer says anxiously today» and «the action she/he will take tomorrow» is increasing. Examine the correct interpretation of this gap and research should be done in the scope. We should deploy methods and scopes that identify this gap correctly.

There should be low-budget and applicable-to-all solutions that will help the companies who had been using offline methods to switch to online methods without hesitation.
How to switch from conventional approach to the digital one without losing skills, and our identity as researcher. Digital transformation not means to be a simple machine.

Keep using Science to answer the new questions and to understand the new normal.

Don’t give up, keep up with the great work despite the challenge.
LAST WORDS BELONGS TO OUR HEALTH EXPERTS

WHAT WE SHOULD ASK TO THE PUBLIC ON BEHALF OF THEM?
A prejudice against vaccines has developed in recent years, but we have seen during this pandemic that the whole world is waiting for the vaccine. Do they trust to vaccines again?
As Turkey, we successfully fight against the virus and we will continue to do so. We will move on to the stage of probation soon, İnşallah. Do you promise to all health professionals to take care of using masks and maintain the social distance, as we expect from you?
What are the applications and precautions they find most useful during the pandemic period?
While the world is trying to find Covid 19 vaccine, do you still think of not having your children vaccinated?
My question is, how long can you stay with these clothes? How long can you live with them?

I'm in the emergency room on duty today. I will stay with these clothes for 4 hours + 4 hours + 4 hours without ever taking off. How long can you withstand it?
Do you think that our opinions on health, health systems and even our way of existence and lifestyle should change during the pandemic?
I would like you to ask whether the value and importance of science and health professionals are understood during the pandemic process.
Do they know if they are using the mask and the gloves correctly?

Are they investigating how to use these protection equipments right?
#celebrate
#proudmoment