

SOCIAL NETWORKS: A POTENTIAL MARKET RESEARCH FIELD PARTNER? THE MENA REGION CASE.

Mohamed BENGUERNA
CREAD, Algiers, Algeria.
mbenguerna@yahoo.fr

Siham MANSOURI *
ENSM, Koléa, Algeria.
s.mansouri@ensm.dz

<i>Date of reception:</i> 17/06/2020	<i>Date of acceptance:</i> 28/09/2020	<i>Date of publication:</i> 07/06/2021
---	--	---

Abstract:

Some market research global associations see in social networks, potential partners offering market research professionals an opportunity to acquire new research tools. Similarities between the mechanism of use of features like “Polls” on Facebook, and a regular online survey, confirm this possibility. However, results of discussions with professionals in the MENA region, shown that this is not applicable everywhere, as they are already facing difficulties with making “the local culture” accept digital solutions for data collection. Even without those difficulties, professionals in the region see those features presenting many disadvantages that do not allow them to replace what they call “Professional tools” for now.

Keywords : Market Research, MENA Region, Social networks.

1- Introduction :

One of the most significant impacts on the evolution of market research industry was the introduction of digital solutions, as they are offering many advantages for improving and facilitating quality of data collection. Today, international market research associations encourage

* Author Corresponding

the continuity of this evolution, by recommending adaptation to new information technologies' progress, especially since the emergence of social networks.

Effectively, platforms like Facebook and Instagram, are offering their users features, which the mechanism of use is quite similar to a market research data collection tool. This is creating an opportunity to market research professionals, to extend their services and explore new collection methods.

However, the evolution of market research field is not done at same pace everywhere in the world, and may question the possibility to use those features in some regions, like the Middle East and North Africa one. This is the aim of the present paper, for which the research question is:

“Is the market research industry ready to welcome the use of social networks' features, like Facebook Polls, in the Middle East and North Africa Region?”

Beyond the desire to figure out the mechanism of use of those features, especially Facebook “polls” and “ask for recommendation” ones, and to highlight their similarities with a regular online survey, this study aims to gather the Middle East and North Africa market research professionals' opinions about the possibility to consider such features for data collection. They are ten market research professionals from five countries, representing the Middle East & North Africa region; below named MENA region in this document.

In the same way, “Professional(s)” will be used in this document in reference to “market research professional(s)”, and “The field” (“The industry”) will stand for “market research field” (“industry”). Finally, “the features” will refer to Facebook features: “polls” and “Ask for recommendation”.

Before exposing findings from discussions with professionals, the global context in which are market research agencies operating today, and in which those features had been developed will be presented. It will be followed by a highlight of similarities between the different steps to use those features, and steps of “regular” market research online survey.

After that, a description of the target sample, of the followed methodology and of the data collection tools (Discussion guide and

questionnaire), will be done as an introduction to the results' discussion part. This last part will show findings from main questions of our discussions with professionals, namely: Their perception of quality in data collection, the main faced barriers to reach this described quality, actions taken to bypass those barriers, with an emphasis on the use of digital solutions for this, and finally, their opinion on social networks' new features.

The choice to start with discussing quality during interviews, and in first sections of the questionnaire, was made after a literature review about purposes of use of digital solutions in market research field, where the most listed reason appeared to be the optimization of data collection and so the improvement of the quality of collected data.

Finally, a conclusion will remind findings that were described separately, and link them with other parts of the present paper.

2- The global context & the emergence of social network features

2-1. So much available information

The fast progress of new information technologies is increasingly exposing their users to an important batch of information. A higher level of awareness had been developed, from an early age, and ability to auto inform ourselves is progressing. Same is the case for the consumption aspect as consumers became more demanding, able to make fact based decisions, and less committed to brands.

Effectively, number of sources from which consumers can get information about any product or service used, or willing to be used is almost endless. From opinion of their relatives, published researches, different marketing techniques allowing them to test products and services before purchasing, online blogs, to TV documentaries and discussion forums, the group of sources had been significantly strengthened by the emergence of social networks.

This situation is opening a debate about their behavior between two counterparties of researchers. The first ones are those competing to find them an original nickname, to demonstrate the change of this behavior like "*The modern consumer*" (Desjardins, 2019), "*The connected consumer*" (Bryl, 2019), "*The consumer 2.0*" (Dubuquoy, 2011) or "*The consum'actor*" (Dubuisson-Quellier, 2011). The second ones are those denouncing the abuse of language that talks about consumer's

empowerment to be just an illusion, like “*Un mythemoderne: le pouvoir du consommateur*” (Gross, 2015) or “*Quels Pouvoirs pour le Consommateur?*” (Filser, and Vernet, 2011).

2-2. Too much information to be sorted

Determining a status for consumers’ behavior between different or not, is not the target of this study, but this debate represents a context on which it was built, the companies’ new environment.

Andreas M. Kaplan & Michael Haenlein (2010) report that: “*Historically, companies were able to control the information available about them through strategically placed press announcements and good public relations managers. Today, however, firms have been increasingly relegated to the sidelines as mere observers, having neither the knowledge nor the chance—or, sometimes, even the right—to alter publicly posted comments provided by their customers.*” authors see the initial role of internet: “*to be a platform to facilitate information exchange between users*”, strengthened with content provided by social networks.

Effectively, platforms such as Facebook, Instagram, Twitter, and Youtube gave birth to what is known as “Virtual communities”(Rheingold, 1993), and could be considered as the new rivers in which new specimens of information can be fished. Those information are available in many different forms, according to the different ways in which billions of users (2.38 billion monthly active users on FaceBook , 1billion on Instagram, 330 million on Twitter , and 1.9 billion on Youtube) are connected to those platforms.

In the other hand, even if these platforms are offering a bigger quantity of information, their availability, their ease of use, their free access and especially the total uncontrolled freedom of expression allowed through them, are triggering a deluge of information that are hard to trust, or at least need a minimum of investigation.

From the companies’ side, surviving this deluge requires consumers’ behavior understanding, through adaptation to this progress of new information technologies.

2-3. “You’re either part of the solution or of the problem”, Eldridge Cleaver

Social media networks having a significant share from the spread of uncontrolled in-formation, since they became for some “...vital

communications tool through which individuals can exercise their right of freedom of expression and exchange information and ideas.”(Tiwari, Shishir & Ghosh, 2014.), their developers improved solutions to their users giving them means to probe and decrease the uncertainty.

From this side, giving a look to the last updates on one of the most famous platforms, Facebook, we can notice the availability of new features allowing users to conduct their own “mini surveys” online. These can either have a quantitative aspect or a qualitative one, and are the two features launched more than two years ago: “Poll” and “Ask for recommendation”.

A Facebook user experience, and the review of the description of those features in the “Quick help” option of the platform, allowed summarizing their use into the following steps:

- Connecting to the platform under any of the possible ways (Personal profile, page or group administrator)
- Going to the “Express yourself” feature, and choosing the type of the post (Text, photo, video, location, mood, poll, ask for recommendation, GIF, Event ...)
- Writing the question of the poll or of the recommendation request
- Writing the options and selecting the duration of the post, if it’s a poll
- Clicking on “Share”.

After sharing the poll or the “ask for recommendation”, anyone connected to the personal profile as a friend (or even those not friends if the privacy of the post is setup on “Public”), and any member of the page/group in which it is shared, will be able to see it and to participate -if desired- by selecting their answer. Same is the case for the “ask for recommendation” post by writing a comment to reply.

The posting user will then receive “notifications” each time someone replies, and will end up with: an automatic estimation with percentages for each reply given as an option to the poll, and a list of comments as recommendations. He will have the responsibility to analyze and discuss comments with commenting persons if wished.

3- Is online survey “certification” deserved for those features?

Many of the above described steps fulfill the checklist of tasks performed by market research professionals, and our own experience with online surveys, made us notice similarities between the mechanism of those features and the process of a regular survey.

Moreover, our hypothesis has been supported after a review of literature treating the subject of market research conduct. This literature turned out to be a panoply of works, most of the time taking the form of manual guides, with titles that sound the same (“*10 Essential Market Research Methods*”(Boyd, 2019), and “*Essentials of Marketing Research*”(Shukla, 2008)...etc.).

The purpose of these guides is the same: providing readers or users in this case, with a minimum number of steps to follow, in order to succeed with their market studies and ensure their quality.

In order to determine the possibility to use those social network features for data collection, we superposed the process of conducting an online survey to the steps of use of those features.

Market study’s steps was determined according to our professional experience in field with the main steps that are followed in all projects. They also are the most often listed steps that appear in the previously mentioned reviewed literature, where we found the number of steps varying from four to nine. The five validated steps are then:

Fig. 1: Market study steps



Source : Authors

The first step consists on the definition of the market problem, and aims to identify research questions, and the last step consists on presentation of results of data collection. They are done before and after data collection, and so only steps related to this, will be discussed.

The second step -the design study- consists on choosing the target population, and thinking about how to approach them. For this, the professional will determine criteria about the target sample, like the size, the split, and the location, and this is feasible on the platform by going through specialized groups and pages. For example, if the study

is about automotive, it is possible to find users on pages of different brands or even on dedicated pages of cars lovers.

In addition to the fact that for market research professionals, it is common that finding the right respondents, who will perfectly meet the designed criteria –screening criteria-, and accept to participate, is a difficult task, it nowadays became also difficult to confirm identity of participants and their effective eligibility to participate.

In a regular market study, professionals have many tools to check about this (back check calls, asking for visit cards, audio/video recordings, data validation...etc), and it is also possible to do it by contacting users on the platform, if those features are used.

However, even if users can be contacted, since there is no identity control on the platform for accounts' creation, it remains difficult to confirm their true profiles, and so their eligibility to participate. This may constitute a barrier to the use of the platform for data collection, but we will see later in this paper, that it is also difficult to confirm identity of participants, and of the data collected from them, whatever data collection method is.

After choosing the target population, professionals think about the best approach: Quantitative (PAPI, CAPI, CATI, CAWI) or qualitative (IDIs, Focus groups, Ethnography...etc.). When using the platform for data collection, it is also possible to choose between the two types, the quantitative by using the “Poll feature”, and qualitative by using a regular post on what is called “the wall”, or the “Ask for recommendation” feature.

The third step will consist on data collection by sending interviewers in field, and this will be done by sharing the post via the different ways available on the platform: private messages to users, on personal profile, on a page or on a group.

Even if the step looks feasible through the platform, it will be better controlled in a regular online survey. Effectively, professionals determine the number of respondents from whom they will collect data, the place from where they will and the time during which they will collect. On the platform, there is no control on how many users will reply to the post, or as previously mentioned, what users will. The only control may be applied if the post is launched on a personal profile, where the user will know that only connected friends will be able to

reply; if the post is shared on a page or a group, all “members” have the possibility to reply as long as the post will be available.

The next step is “Data analysis phase”. It is a stage “... when qualitative data, quantitative data or a mixture of both, is brought together in order to draw conclusions based on that data...” (Mkrtychyan,2018). In quantitative studies, numbers are analyzed, and in qualitative ones, content is analyzed.

As platform user, it is possible to go through comments of “Ask for recommendation” or numbers received from the “poll”.

4-What do the field professionals in MENA region think about it?

4-1. First impression

Discovering similarities between an online survey’s process and mechanism of use of those features, made us question their possibility to be used for data collection, and literature review confirmed this.

Effectively, some famous international market research associations, like ESOMAR (The European Society for Opinion and Marketing Research), see in those platforms a potential new tools for data collection, and have even integrated into their guide-lines’ code for online researches, sections dedicated to research on social networks. They mention that: “... *Today, consumers are increasingly generating their own content on the internet. This creates new opportunities for researchers to observe, interact and gather information. Many techniques have already been developed to take advantage of social networks, such as community panels, online communities for market research, crowdsourcing, co-creation, netnography, web analytics and blogs.* .”(ESOMAR-GRBN, 2015)

But what do market research professionals think about that? Do they all see it as an opportunity to expand their services by adapting to this? Are they all ready for this?

4-2. Methodology and Sample Description

In order to reply to the above, a two stages approach was adopted:

4-2-1. Stage 1

The first stage consisted on literature revue and living the Facebook’s user experience, by testing the two features, “Poll” and “Ask for

recommendation”. This experience helped with understanding their mechanism, and comparing it with regular market study.

In addition to the results that are explained in the previous point, our professional experience in the MENA region made us question the possibility to apply international standards and associations’ recommendations to use those features for data collection in the region.

4-2-2. Stage 2

The second stage consists on gathering professionals’ opinion about possibility of use of those features for data collection in the region. For this, ten market research professionals accepted an invitation to participate to personal in depth interviews, either face to face or via online calls and questionnaire exchange. Below is a presentation table of their profiles:

Table 01: Profiles of in depth interviews’ sample

ID	Position	Country	Experience
R1, Alg	General Manager	Algeria	>20 year
R2, Alg	Responsible Pharmacist	Algeria	>5year>10year
R1, Egy	CEO	Egypt	>20 year
R2, Egy	Deputy Manager	Egypt	>10 years
R3, Egy	Business Developer	Egypt	>5year>10year
R4, Egy	Executive Manager	Egypt	>10 years
R5, Egy	Research Executive	Egypt	>5year>10year
R1. Tun	General Manager	Tunisia	>10 Years
R1. Ira	Founder & General Manager	Iran	>10 Years
R1. KSA	Senior Research Executive	Saudi Arabia	>10 Years

Source: Collected data

The choice of the different countries was made to ensure an optimum representability of the region (Algeria, Tunisia, and Egypt for North African side, and Iran, Saudi Arabia for Middle East one), and to check if there were differences in opinions between countries with close cultures (Like Algeria and Tunisia).

Discussion guide content :

Since the use of digital solutions had been initiated in market research field to adapt to the environment progress, and improve quality of data collection (Debrah Harding & Peter Jackson (2012)), the first section of the discussion guide, after the general presentation one, covers their

personal description of data of good quality and main faced quality issues. Then comes the section about the quality control actions to bypass those issues, where an emphasis on the use of digital tools is done. Finally, they are requested to discuss their awareness and opinion about social networks' new features, like polls.

For professionals in countries that we could not reach face to face, data was collected by questionnaire exchange via email, and probing was done via phone/online calls.

The questionnaire had been designed on basis of results obtained during the first three interviews, with exactly the same sections and main questions, where most mentioned replies during those interviews, had been coded as options to unique and multiple choice questions. **4-3.**

Results

Before talking about results of discussions with the professionals who participated, it is to remember that the use of new information technologies in general, is one of the major changes that impacted the evolution of market research field; especially with the birth of online surveys and with smartphone use (Alioto, 2014). However, adaptation and adherence to this progress is not the same, or at least not done at the same pace everywhere.

Effectively, if market research field was born at the end of 1910s, first psychological studies on consumers came into being in 1920, and first specialized agencies started being founded in 1923 in USA (Volle, 2011). In other regions, the emergence of the field came much later, like in Egypt where the first agencies started being founded in the beginning of the 1990s. This is why it was important, when discussing with field professionals about their opinions on this, to consider the region and context in which they are performing, as this clearly impacted their thoughts, or even their consideration of the topic.

4-3-1.: Description of data of good quality

When asked to talk about data of good quality, descriptions were almost the same for all professionals, and grouping of results can be summarized as follow:

It is data that first comes from the right respondent, who fulfills the recruitment criteria (possible to be confirmed), for whom questions were correctly asked and who had well understood them. Then all questions should've been answered and must show a certain logic

within the same questionnaire or discussion guide (no answer should contradict another) and in comparison to others (answers should not deviate too much from the general trend, or these deviations should be explained), they finally talk about data “to make sense”.

All professionals agree about the above description for data of good quality and two of them (R2, Egy and R1, Alg), made the same comment before giving their description: “*Quality can’t be described it must be proved*”.

4-3-2.: The most faced difficulties for quality in data collection

Framing the meaning and opinion about quality in field, led the discussion to the main faced difficulties to achieve it; And here, cheating in all its forms (false participants / false QNRs/Fake business cards/Fake pictures from field) was the common listed barrier by all professionals. Only one from Algeria (R3, Alg), whom the agency is specialized in market studies in medical field, mentioned that cheating was not an issue for them, since they are dealing with doctors they know, or with patients who had been recommended by doctors they know, and so profile and participation are easy to confirm.

The second most listed quality issue, was questions’ misunderstanding, and so the quality of the data collector (also called investigator, interviewer or moderator).

Other mentioned quality issues differ from one professional to another. They are the difficulty to find the right respondents and convincing them to participate, especially with tight budgets (in Tunisia), length of interviews that pushes people to give up (in Algeria), confidentiality management and sample size (in Egypt) and geographical coverage of some regions (in Iran).

In two questionnaires, replies were mainly about finding and dealing with the right respondents.

4-3-3: Actions taken for quality control of data collection

Before talking about actions to be done to bypass quality issues, most of professionals mentioned that whatever the means to control, dishonest investigators will bypass them. From their experience, control is more done to scare investigators than to detect cheating, and that we will never make sure to avoid quality issues at 100%, but just do the best to reduce them as much as possible. “... *Quality checks are done to scare field researchers, to let them know and feel they are*

controlled, and this will make them think twice before trying to cheat...” (R1, Alg), “... *whatever you will do, data collectors will always find a way to bypass this barrier. They tampered with questionnaires, business cards and even doctors' stamps...*” (R3, Egy); “... *Actions for quality control are done to reduce quality issues, as you will never be able to eliminate them all...there will always be human errors*” (R2, Egy).

In addition to mentioning the importance to do quality control from the beginning of the study (research objective definition), described actions to be done are as ideally described in guides and standards: Investigators training, evidence of visits request, audio and video recording when possible, field pictures, validation and back check calls. Another way which hadn't been found in guides, but was listed by professionals with the biggest experience in field during in depth interviews. It is a detail about age and number of years of experience of data collection agent.

According to them, for quantitative studies that request face to face interviews in field, it is better to have young investigators, who will be able to move from place to another without getting tired or fed up. A maximum 3 to 4 years of experience will also be ideal, because it will be enough to do the job correctly, and not enough to understand the concept of general trend of answers. This will avoid them to be tempted by self-completing the questionnaires.

In the other hand, qualitative studies where in depth interviews or focus groups, with longer time to be spent with respondents are requested, it is better to have older investigators with a bigger experience allowing them to have a mastery of the topic, and patience to probe and to make respondents talk. “...*they are supposed to be wiser...*” (R1, Egy).

4-3-4.: Focus on the use of digital solutions

While providers of data collection digital solutions talk about benefits of their solutions to be: time and cost saving, allowing real time reporting and instant analyzing, accuracy improvers, providing massive reach out and secure for data recording, professionals in the region see the same benefits, but seem to be more interested in extra options that can be used as tools to supervise data collectors and prevent them from cheating.

For example, when GPS tracking may be used to collect exact data concerning target respondent's location, and avoid possible errors in manual capturing of addresses, professionals in the region, say it is a good way to make sure the data collector effectively visited the target place, and did not complete the questionnaire elsewhere by pretending having visited this place.

Another example was mentioned a lot, it is the possibility to take photos from field and upload them on spot using the data collection device (usually smartphone). If this option can be used to provide end clients with more details, and with an overview about where their products are being sold, in a mystery shopping project for example, professionals in the region talk about them as evidences requested from data collectors. This will confirm that they visited different stores, and that those stores are real.

Discussion about the actions that are taken to bypass quality issues, aimed to determine professionals' opinion and awareness about features like the ones of Facebook, but those ones were not even mentioned. Even digital solutions were not mentioned as top of mind.

Prior to those interviews, after the user's experience with Facebook features, and on the basis of our professional experience, we had confusion about affirming the possibility to use those features for data collection.

Effectively, as a first view, features could help with bypassing quality issue as follow:

- The direct contact with respondents will allow decreasing the risk of cheating from interviewers, and the volunteer aspect of the survey on the platform, may increase the chance to receive honest replies from them.
- The possibility to share the survey with the large number of users, may help with increasing the chance to find the right respondents, and to have a bigger geographical coverage.
- Risk of questions' misunderstanding may be decreased as respondents will read questions by themselves, and will not have them be reformulated by interviewers.

In the other hand, there will still be the issue of confirming respondents' eligibility to participate, of question misunderstanding, of

demotivation to participate without an incentive, and of confidentiality of collected data.

This confusion, made us ask for other professionals' help and opinion to evaluate these options.

When explaining mechanism of the features to interviewed professionals, who were not at all aware about their existence, they all stated not being able to consider them for now. They admitted that they did not reach the stage to think about this as they already have difficulties with regular online surveys: "... *Digital solutions are good, but not all respondents are able to deal with them here...only certain professional categories can...*" (R1, Alg).

However, we insisted to have their opinion about them, and as a first impression from their actual described mechanism, interviewed professionals see in them many disadvantages:

- They present many gaps in terms of professionalism, as profiles and criteria of target respondents cannot be controlled, same like sample size and timelines respect.
- Even if surveys or polls are launched on companies' pages, that are supposed to be followed by fans, customers, or at least persons interested on the brand, there is a risk that not all of them really are from those. Some persons' job consists on pages activation, by gathering a maximum number of followers, and they are able to make many people like or follow a page, even if they are not interested.
- In addition to sample size, it will be difficult to control its split over targeted criteria. When a user replies to a poll, he/she will only click on their choice, and we cannot have information about their profile (Age, profession, socio-economic class, marital situation...etc). We then, either need to check their profiles one by one, or ask them additional questions. This will require extra effort and is time consuming.
- The previous barrier limits the possibility of use of such features to general opinion surveys, "... *it can be used at a small stage by a restaurant for example to activate their pages and attract attention of users, but not for a strategic study, that will require more details...*" (R2, Egy). Even if this is done, it will still require a professional for the analysis of collected data.

- The confidentiality of respondents and of the study can't be respected, which is a very important element in studies. "*... if we launch a poll on a social network's platform, the subject and the results of the study will be revealed as the platform is public...respondents' replies will also be linked to their profiles...*" (R1, Egy).

Because of those disadvantages, interviewed professionals think social network features cannot be considered as data collection tools for now, but only for some parts of the study, like recruitment, or to gather general opinion as desk research.

They will think about considering them only if they will provide ways to bypass the above disadvantages, as they will offer an important advantage which is, the direct contact with respondent; and this will reduce possible errors made- on purpose or not- by data collector.

5-Conclusion

Similarities between social network new features and online market research surveys, may suggest that it is possible to use them as data collection tools. However, knowing that the evolution of the market research field is made at different paces in different regions, made us question this possibility in certain regions, like the MENA one.

Effectively, professionals from the region, who accepted to discuss the topic, admitted not being aware about the existence of those features, and that they already have difficulties with the use of traditional online surveys. Their actual concerns are about bypassing quality issues of data collection, and convincing what they called "the local culture", to accept new data collection methods.

Moreover, beyond the mentioned field and culture barriers, after explaining mechanism of those features, professionals in the region think that they are not yet ready to reach what they call "professional methods". According to them, they are presenting many gaps in terms of control of field's elements, like target quota size and characteristics, trust on respondent's profiles and replies, in addition to non-respect of confidentiality.

Without those disadvantages, those features could help in decreasing possible errors, by offering a direct contact to respondent, but for now,

Social Networks: a Potential Market Research field Partner? The MENA Region case.

the only way in which they could be used is for recruiting potential respondents or conducting general and simple surveys at a small stage.

Bibliography

1. ALIOTO M. F., « *The Evolution of Market Research* », in Research World, www.researchworld, 2014. Last accessed 2019/04/01.
2. AZ CENTRAL HOME PAGE., <https://yourbusiness.azcentral.com/description-target-sample-pop-ulations-research-methods-29495.html>. Last accessed 2019/07/07.
3. BOYD J., « *10 Essential Market Research Methods* », in Brand Watch, www.brandwatch.com/blog/market-research-methods/Market Studies, methodologies and tools, 2019. Last accessed 2019/07/07.
4. BRYL P., « *Qui es-tu, le Consommateur Connecté de 2019 ?* », in Commerce Hub, www.commerce-hub.io/blog/posts/repondre-aux-besoins-du-consommateur-connecte-2019.html, 2019. Last accessed 07/07/2019.
5. DESJARDINS J., « *How the Modern Consumer is Different.* », in Visual Capitalist, www.visualcapitalist.com/how-the-modern-consumer-is-different/, 2019. Last Accessed 07/07/2019.
6. DUBUISSON-QUELLIER S., « *Le Consomm'acteur D'hier à Aujourd'hui* », in Les Grands Dossiers des Sciences Humaines, vol. 22, no. 3, 2011, p.19.
7. DUBUQUOY A., « *Les paradoxes du consommateur 2.0.* », in L'Express - Roularta « L'Expansion Management Review », ISSN 1254-3179, N° 143, 2011, p.10-17
8. FILSER M. et VERNETTE E., « *Quels Pouvoirs pour le Consommateur?* », in Décisions Marketing, JESTOR, no. 61, 2011, p 5–9.
9. GROSS H., « *Un mythe moderne: le pouvoir du consommateur* », in Paris Innovation Review, 2015. Last accessed 2019/07/07.
10. ESOMAR-GRBN, *Global guideline*, <https://www.esomar.org/what-we-do/code-guidelines/esomargrbn-online-research-guideline>, 2015. Last accessed 2019/07/07.
11. HARDING D. et JACKSON P., « *Quality in Market Research: From theory to practice* », in British Standards Institution, London UK, 2012, p.18.
12. INSIGHTS ASSOCIATION, « *What Is Market Research?* », In Insights Association, <https://www.insightsassociation.org/issues-policies/glossary/mystery-shoppers>. Last accessed 2019/07/07.
13. KAPLAN A. M. et HAENLEIN M., « *Users of the World, Unite! The Challenges and Opportunities of Social Media*», in Business Horizon, Vol 53, no 1, 2010, p.59-68.
14. MKRTCHYAN R., « *Data Analysis: The Last Step in Market Research* », in Medium.com, <https://medium.com/@productguy.io/data-analysis-the-last-step-in-market-research-30b969c45de3>, 2018. Last accessed 2019/07/07.
15. MSG Management Study Guide Homepage, <https://www.managementstudyguide.com/desk-research.htm>, last accessed 2019/07/07.

16. OMNICORE INTERNET STAT PAGE,
<https://www.omnicoreagency.com/instagram-statistics/>, Last accessed
2019/07/07.
17. OMNICORE INTERNET STAT PAGE,
<https://www.omnicoreagency.com/youtube-statistics/>, Last ac-cessed
2019/07/07
18. RHEINGOLD H., *The Virtual Community, Homesteading on the Electronic Frontier*, in Addison-Wesley, USA, 1993.
19. SHUKLA P., *Essentials of Marketing Research*, in Ventus Publishing ApS,
UK, 2008.
20. TIWARI S. et GITANJALI G., « *Social Media and Freedom of Speech and
Expression: Challenges Before the Indian Law* », in Researchgate, 2014.
21. VOLLE P., « *Marketing : Comprendre l'Origine Historique* », in Eyrolles.
MBA Marketing, Editions d'Organisation, 2011, ffhalshs-00638621, p.23-45.
22. ZEPHORIA DIGITAL MARKETING INSIGHTS PAGE,
<https://zephoria.com/top-15-valuable-facebook-statistics/>. Last accessed
2019/07/07