How the Course Was Developed: Course Authors and Contributors

The authors of the modules include:

Ray Poynter: Modules 1, 4, 5, 6, and 10

Ray Poynter has spent the last 30+ years at the intersection of research, innovation, and commerce, having been involved in the development of CAPI, online systems, online surveys, and social media research. Ray is the author of The Handbook of Online and Social Media Research, the founder of NewMR, and is currently a director of Vision Critical University (United Kingdom).

Navin Williams: Modules 2, 3, 7, 8, and 9

Navin Williams is the founder and CEO of MobileMeasure Consultancy Limited. His industry experience covers market research, technology, media, and telecommunications sectors. Navin has the distinction of working for some of the world’s market research leaders in Kantar (IMRB and RI) and Nielsen, where he held senior roles in four countries, spanning two continents. His last assignment before founding MobileMeasure was as head of Consumer Research, Nielsen in China.

Sue York: Editor 2017

Sue York has a love of new research methods and is an advocate of methodological rigour and the need for research-on-research. Sue is based at the Institute for Social Science Research at the University of Queensland, a role that builds on her 15 plus years in market research. Sue has a high profile within the global market research community, and has run workshops for bodies such as ESOMAR, AMSRS and the Singapore MRSS. She is joint editor and curator of the ESOMAR book Answers to Contemporary Market Research Questions. Sue is a founder of NewMR.

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- Lumi Mobile
- Survey Analytics
- Vision Critical
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For more information about the Principles of Mobile Market Research, contact us at questions@georgiacenter.uga.edu or by telephone at +1-706-542-3537.