

#NewMR

Three Things to Read – May 2020

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As part of our service to NewMR Patrons (see our [supporting NewMR Page](#)) we produce a monthly summary of three things that you should read from the previous month, April 2020.

[No! You can't stop research until things get back to normal. You need to utilise Scenario Thinking](#)

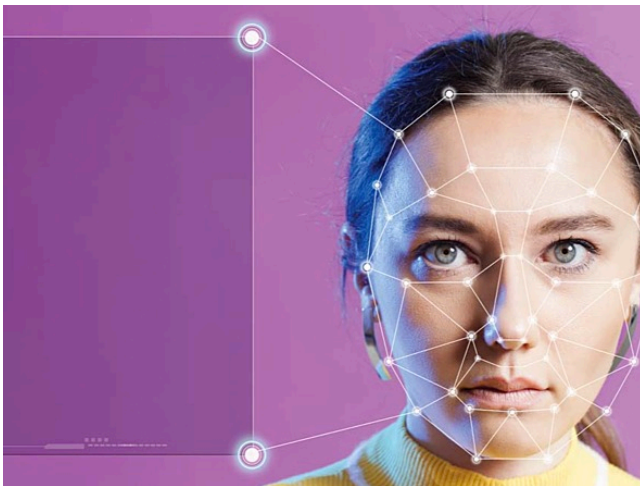
Ray Poynter, 28 April 2020

Some brands have been saying that they want to stop research until things get back to normal, because now is not predictive. In this post Ray shows why that is flawed and suggests the use of Scenario Thinking as an alternative to betting the company on a single prediction. This post is useful to anybody dealing with a client who wants to pause research because they want things to get back to normal first.



[The limit of Reading Facial Movements](#)

Crawford Hollingworth, ResearchLive 28 April



This article looks at the problems that surround using facial coding to understand emotions. The article draws on published research that shows that there are cultural differences in how emotions are expressed and there are inter-personal differences in the way emotions are expressed. Another point raised by the article is the belief that there are just six basic or universal emotions - whereas more recent research suggests there are more than three times as many. The post does not say do not use coding, but it does urge STRONG caution. You have to register read it, but it is free.

[Semiotics will change your career – and then it will change your life](#)

Rachel Lawes, NewMR webinar slides & recording, 23 April

In this webinar, Rachel talks about her new book 'Using Semiotics in Marketing' and kicks off a read-a-long session to enable more people to develop a craft skill in applying Semiotics. Semiotics is a key element in research's toolbox because it looks at culture rather than individuals, providing an additional perspective.

