

4.1: Introduction

The Internet is built for research. Whether it's a consumer shopping around for prices, a researcher exploring a topic or a fan looking up their favourite band, the Internet has provided new ways for gathering and analysing data.

Customers are able to research companies and products easily, gathering information to compare prices and services with a few clicks. Customers are also able to share likes and dislikes easily, whether that information is shared with companies or with friends.

As a result, brands can study who their customers are, what they are interested in, how they feel about the brand, and the best times and places to engage with them. Insights can be gathered from ongoing market research, making it possible to course correct and apply data driven decision making. This chapter will focus on tools and methodologies for gathering useful data.

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