

## YOUTH AND SOCIAL MEDIA RESEARCH




### SELECT EXPERIENCE IN YOUTH AND SOCIAL MEDIA RESEARCH

It's no secret that in order to remain commercially relevant, businesses need to remain in touch with each emerging generation in the global marketplace. The Millennials – Generation Y – are next in line, and they bring with them nearly \$2.5 trillion of purchasing power. They'll be outspending the Boomers by 2018. They are the future and they are the now. Connecting with them takes awareness, intelligence, and effective market research.

Gen-Y doesn't think like previous generations. They are computer savvy and highly informed. They live and breathe social media, mobile communications, and technology. It's no secret that in order to remain commercially relevant, businesses need to remain in touch with each emerging generation in the global marketplace.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

**Market Research** | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

**Strategy Research** | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

**Data Collection** | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

**Focus Group Facilities** | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad range of consumer and B2B respondents.



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## Comprehensive solutions for the Youth and Social Media Research

- Conducted numerous focus groups in Shanghai on China's Generation Y, born between the years' 1980 and 1990. The research was published in the first book on this topic [China's Generation Y, SIS International Research], and was distributed worldwide.
- Recruited, hosted and moderated 16- 18-year olds for a cell phone study to explore new features and benefits.
- Recruitment for a study of "millennials" making at least \$75K/year.
- Conducted several low-incidence focus groups in NYC among young minorities aged 17-24 for their opinions on joining the armed forces.
- Conducted extended ethnography in Shanghai households to study how Chinese youth interact with parents, use technology, pursue education, spend their leisure time and consume products
- Sponsored, published and promoted one of the first and most influential books on China's Youth and China's Generation Y
- Conducted focus groups among diabetic youth in NYC for a pharmaceutical clients
- Conducted SIS Netnography and In-Depth Interviews on a niche group of women aged between 18 and 25 to develop insights for a communications strategy.
- Conducted focus groups among young adults in NYC aged 18-25 for new product concept testing on laptops
- Conducted an online market research study at a prestigious American east coast university about athlete versus non-athlete perceptions towards a beverage product

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- Conducted focus groups among American students to analyze their perceptions on a private US university
- Conducted a global market research study of students to gain their perceptions of studying at an American university
- Conducted a study of students in China to understand behavior surrounding a foreign language exam
- Conducted for a major US university a youth attitudes recruitment of high school students, recently arrived in the US, who were probed on their attitudes toward oil exploration, refineries, and energy in general.