

Programme of the 19th Researchers' Congress			
Day 1, Thursday, 25 October 2018			
9:30 - 10:00	Registration, Welcome Coffee		
10:00 - 11:00	<p>The force awakes. Three things that the Congress will change in your life. Katarzyna Gawlik (Chair of the Programming Council), Mateusz Galica (President of PTBRiO), Agnieszka Sora (President of OFBOR), Michał Lutostański (Member of the PTBRiO Management Board)</p> <p>Digital minimalism. A healthy relationship with technology as a new trend. Michał Kiciński, Łukasz Anwajler (Mudita)</p>		
11:00 - 11:30	Coffee Break		
11:30 - 11:40	<p>Society Moderated by: Ola Trojanowska Rooms D+E+F (2nd Floor) Session I</p>	<p>Tools Moderated by: Michał Zajdel Rooms A+B+C (2nd Floor) Session II</p>	<p>Shoppers Moderated by: Sebastian Starzyński Congress Hall (3rd Floor) Session III</p>
11:40 - 12:10	<p>End of shame, and what next? Marcin Hinz, ABM</p>	<p>How to talk so respondents will understand? Is there room for plain Polish in questionnaires? Anna Marfenka, Anna Kwiatkowska, Play</p>	<p>If not on Sunday, what then? How Poles cope with commerce restrictions Michał Maksymiec, Rafał Dobrowolski, GfK Polonia</p>
12:10 - 12:40	<p>'Normal is the new super': The Cheeky Girls Generation Marta Byrska, Kantar Polska Anna Więckowska, ONET RASP</p>	<p>Mascara, lies and video tapes. The missing link between quant measurements and qual insights Anna Górecka, Monika Kwiecień, Ipsos</p>	<p>Return to the past for e-commerce users: How to model shopper behaviour based on a really long online browsing history Albert Hupa, IRCenter</p>
12:40 - 13:10	<p>Ukrainians in Poland: An episode or a beginning of a multi-ethnic country? Krzysztof Szczerbacz, ARC Rynek i Opinia</p>	<p>Is this the real life? Is this just fantasy? A brief story on using Virtual Reality in research Karol Rubinkiewicz, Orange Polska, Michał Gmurek, Brainlab</p>	<p>Biedronka or Lacoste: How well can we predict consumer needs? Przemysław Huk, MANDS Badania Rynku i Opinii, Dominik Karbowski, Selectivv Data Tank</p>
13:10 - 14:10	Lunch Break		
14:10 - 14:20	<p>Society Moderated by: Grzegorz Markowski Rooms D+E+F (2nd Floor) Session I</p>	<p>Tools Moderated by: Piotr Idzik Rooms A+B+C (2nd Floor) Session II</p>	<p>Designing the Future Moderated by: Weronika Rochacka Gagliardi Congress Hall (3rd Floor) Session IV</p>
14:20 - 14:50	<p>Sex mission, or how to attract young men to the women's planet? Małgorzata Zajac, POLIN Museum of the History of Polish Jews, Róża Dominiak, Kantar Polska</p>	<p>Lose points, gain knowledge: How to leverage the power of simulation games? Barbara Zajączkowska, ABM, Igor Widawski, Iggames</p>	<p>Future designed. Speculative design as a forecasting method Natalia Hatałska, infuture hatałska foresight institute</p>
14:50 - 15:20	<p>Business surrounded by uncertainty: A case study of Polish e-sports Piotr Bombol, Gameset, Adam Ciołek, ARC Rynek i Opinia</p>	<p>The world after CAWI. Is this the eve of a new era in fieldwork? Bots as a data gathering tool. Anna Marfenka, Salomea Świerkowska, Play, Tomasz Dulnicz, Smartscope</p>	<p>Food design and designing the future of Polish food Mateusz Halawa, Institute of Philosophy and Sociology, Polish Academy of Sciences, Paweł Ciacek, Kantar Polska, Fabio Parasecoli, New York University</p>
15:20 - 15:50	Coffee Break		
15:50 - 17:30	<p>Does marketing enhance social divides in Poland? Debate.</p>		
20:00	RESEARCH MIX PARTY		

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Day 2, Friday, 26 October 2018

9:30 - 10:00	Welcome Coffee		
10:00 - 10:10	Impact inside organisations Moderated by: Katarzyna Haczewska-Wierzbicka Rooms D+E+F (2nd Floor) Session V	Brand Moderated by: Anna Koszur Rooms A+B+C (2nd Floor) Session VI	Analysis Moderated by: Dominik Batorski Congress Hall (3rd Floor) Session VII
10:10 - 10:40	Useless knowledge, or a product we can't sell to ourselves Bartosz Brennek, Zenith	Fifth P Agata Romaniuk, BLINK	Do frequencies rule the world? On the use of correlation analysis in marketing research Marta Marchlewska, Dominika Maison, Maison&Partners
10:40 - 11:10	A small study that launched a big change in a bank. Bartłomiej Serafiński, Maciej Biedziński, Touchideas, Anna Wenstlaw, Santander Bank Polska	How much brand 'truth' does the Internet hold? Bartek Osiński, Paulina Ptak, Grupa IQS	Bounce rate is a lie, or how to analyse content properly Damian Rams, damianrams.pl
11:10 - 11:40	Why would HR people need a consumer brand? The collaboration of HR and marketers in B2C, based on Premium Employer Brand study Kinga Makowska, Barbara Zych, Employer Branding Institute	Does performance kill brands? Bartosz Gąsiorowski, oS3	Less research, more modelling. Machine Learning in media studies Waldemar Izdebski, Bartłomiej Klimowski, Polish Readership Research
11:40 - 12:10	Coffee Break		
12:10 - 12:20	Data in business Moderated by: Sebastian Szade Rooms D+E+F (2nd Floor) Session VIII	Design Moderated by: Barbara Rogoś-Turek Rooms A+B+C (2nd Floor) Session IX	Responsibility Moderated by: Vadim Makarenko Congress Hall (3rd Floor) Session X
12:20 - 12:50	A mature child of marketing: Conclusions from 10 years of business analytics Małgorzata Maciąg, Publicis Media, Michał Pyc, Blue 449 (Publicis Media)	Tongue twisters: How we designed apps for senior users Maria Wiśnicka, Fundacja Pracownia Badań i Innowacji Społecznych "Stocznia", Maja Durlik, TechSoup Global	The Cambridge Analytica scandal: How to influence the world based on access to data Przemysław Rosa, SalesTube
12:50 - 13:20	The orange test Gabriel Matwiejczyk, Facebook, Tadeusz Kuchta, Philips	Clothes make the man: Studying accessibility of online portals, or how empathy works for Allegro Małgorzata Rychel, Allegro	#Fake: Truer than the truth Agnieszka Antecka, Marta Krasowska Ipsos Polska
13:20 - 13:50	Embrace the problem: How research helped to create new experience for customers reporting complaints at a bank Justyna Marcinczak, Renata Ostrzyniewska, Bank Millennium	A virtual lesson in empathy for dogs. Design research in designing virtual reality Joanna Rutkowska, Olga Bańka, Senfino	Hate on K2: What really happened in social media during the Polish winter K2 trip Anna Kuropatwa, Havas Media, Wiola Łada-Szewczenko, DBI
13:50 - 14:50	Lunch Break		
14:50 - 15:35	Sustainable development in practice: Designer's observations from the time of revolution. Maciej Konopka, Brandy Design		
15:35 - 16,20	When do statistics lie? All errors you make in market and opinion research. Janina Bąk, janinadaily.com		
16:20 - 16.30	Official Closure		