FOUNDATIONS OF FLEXIBILITY:

Four principles of modern research
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Four principles of modern research
Objectives

1. Establish Need for a Flexible Research Tool
2. Discuss Role of Flexibility in Tackling Unique Research Problems Today
3. Shift Your Thinking: Consumers vs Research Subjects
4. Focus on the Future
Flexibility across disciplines

- Ed Tech Innovator
- Librarians & Data
- Digital Humanities
- Yoga & Fitness
Why does flexibility matter?
The way we do research is changing.
Modern users, modern tools
Digitization

For more than just books
Real time data
Big data, big ideas
The user experience
Knowing your users
Closing the experience gaps of inflexible research tools
Focus on the future
AI and the research of tomorrow
Crowd-sourcing, stakeholders, and the interactive research process
The yoga of Qualtrics

+ Foundations
+ Flexibility
+ Zen
Thank you