



I am SO
EXCITED
to share
our Day 2
content
with you...



Ultimately
we want to
enable
ourselves
to BETTER
LEAD with
the STORIES
of OTHERS

BACK WHEN
WE WERE
REVIEWING PROPOSALS...

I was struck by our community's
hunger to keep growing and evolving
in the very simple service of better
amplifying the voices of the people
we seek to understand in our day to day

NOW, more than ever, THAT SERVICE
BECOMES MORE VITAL...

We are almost at a tipping point:
GENUINE DESIRE TO ACKNOWLEDGE
How far we have come
ALSO APPETITE TO RECOGNIZE
How far we have to go.

1 INTROSPECTION

The humility that comes when
you look OUT to look IN.

HOW ELSE CAN WE TEACH OTHERS ABOUT
THE EVER MORE POWERFUL, VITAL STORIES
OF THOSE WE RESEARCH without FIRST
becoming LEARNERS ourselves?

THEME 2: Advancing Ourselves

curated by JEMMA AHMED

Head of Insights, Bumble

Advancing research is as much about pushing the boundaries
of what our discipline is and with whom we collaborate
as it is about methods and practices.

**THIS THEME EXPLORES WHAT THE RESEARCH
PRACTICE OF THE FUTURE COULD LOOK LIKE.**

- How does research connect with DATA SCIENCE,
MARKET RESEARCH, and OTHER PRACTICES CENTERED ON
LEARNING ABOUT PEOPLE?
- What lessons can we learn from adjacent fields?
- How do we grow as researchers and evolve our work
through difficult new terrain like trauma-informed
understanding, non-researchers conducting research,
and the need to embrace fully global views?

THE LEVEL OF PASSION FOR DOING THINGS DIFFERENTLY BLEW MY MIND!

EVEN IN THE CONTEXT OF ALL THAT WE ARE FACING (TOUGH TIMES), WE ARE LOOKING
AT OUR WORK WITH RENEWED COMMITMENT and DRIVE...

2 BRAVERY

↑
ASPECTS THAT
UNITE TODAY'S
CONTENT

The courage to be unafraid to buck conventional
wisdom... look at the world for how it is rather
than how we would like it to be.

THERE IS GREAT **POWER** IN THE TOGETHERNESS OF
LEARNING FROM OTHERS... embrace any discomfort
you may experience as it leads to CHANGE!