



Betty W.H.Y. Southgate

Director & Principal Consultant

Expertise

Betty Southgate is regarded as a highly skilled qualitative researcher, consultant and strategist. At WHYS Research, she has designed a unique suite of applications to uncover new research grounds:

- Life Value Driver™
- Semiotic Stimulus Set™
- Ad Motivator™

Business Philosophy

WHYS Research is committed to identifying and answering people's needs, desires and life values to reach an ultimate goal of contributing to long term economic and social well-being.

For effective and actionable results, WHYS methodology extends beyond the basics of what, where and who, and reach into the WHYS - the roots of people's preferences, decisions and behaviours.

Multicultural Research

Betty is a multicultural researcher with special expertise in the Chinese market. As a fluent Cantonese and Mandarin speaker, she has conducted numerous focus groups and in-depth interviews with Chinese from mainland China, Hong Kong, Taiwan, Malaysia and Singapore – a role which requires cross-cultural awareness and sensitivity as well as strong moderating expertise. Her affiliation with local and overseas multicultural communities has broadened her perspectives in interpreting cross-cultural mindsets and behaviours.

Training & Consultancy Service

Betty offers training and consultancy based on clients' research needs. Examples in the qualitative research discipline are listed below:

- How to make the best of your qualitative research
- Empower your staff with qualitative research skills
- True blue qualitative research and real gold customer satisfaction
- Projective and enabling techniques
- Semiotics in qualitative research
- Unconventional and creative research methodology

Publications

Betty is the author of WHYS Views, a publication featuring business and management tips from a market and social research perspective. She contributes to AMSRS Research News and the Australasian Journal of Market and Social Research. Her articles are favourably referenced in the PR and media industry.

New Development

In 2008, Betty is launching Interactive Qual™, a qualitative research and consultancy model on interactive branding in the web 2.0 era.

Research Background

Prior to establishing WHYS Research, Betty has held senior research and consultancy positions at major research providers for over ten years, including seven years at ACNielsen Australia, Hong Kong and China.

In 1989, Betty was selected by the leading research corporation in Asia, SRG (now ACNielsen) to join their specialist qualitative team in Hong Kong, a fast-paced service economy in high demand for advanced market research.

She then progressed to be one of the founding members of SRG China in 1992 and was highly commended by her multinational clients and peers for her insightful qualitative research and analysis.

Betty has consolidated her skills since she moved to Australia in 1995. A few of her achievements are highlighted below:

- Pioneering an advertising pre-test simulation module for pharmaceuticals companies
- Managing a large scale customer satisfaction survey on telecommunications across the Asia Pacific
- New product & service development, design and marketing in retail and residential properties

Qualifications

Betty Southgate is certified by the Australian Market and Social Research Society (AMSRS) as a Qualified Practising Market Researcher. This accreditation is awarded in recognition of her broad-based knowledge and experience in market and social research, professional standards, and commitment to maintaining and extending her standards.

Betty's research interest originates from a psychology and business discipline. She holds a Bachelor degree in Social Sciences with Psychology Honours and a Master degree in Business Administration.

Contact: Betty Southgate, Director

Call: 0422 656 870

International: + 61 422 656 870

Email: whys@go.com.au

View: whysResearch.com

Post: PO Box 778, Lane Cove, NSW 1595, Australia

ABN: 41 490 552 085