

– METHODOLOGY –

# THE LOW-CODE

# 50

Thought Leaders Influencing the Next  
Generation of Application Development

*Excerpted from The Low-code50 Study*

# Introduction

The Low-code50 study identifies thought leaders who inform and guide the low-code application development conversation. The research was conducted by independent research firm Influencer50, Inc. and commissioned by Appian.

The study recognizes influencers who advise, educate, and lead by example based on eight criteria:

- market reach
- frequency of impact
- independence of impact
- expertise
- persuasiveness
- thoroughness of role in decision-making
- peer citations
- online connections

The study identifies top thought leaders across six key categories: academics, journalists, industry analysts, consultants and systems integrators, enterprise and government users, and tech vendors.

These thought leaders play an important role in the advancement of the next generation of application development.

# Methodology

## STUDY OVERVIEW

The Low-code50 study was conducted by expert research firm Influencer50, Inc. using a combination of offline, online and social techniques as part of their proven research methodology. Every individual was reviewed according to eight separate criteria to finally assemble the top individual influencers. All ranking and scoring activity was carried out by experienced professionals dedicated to this one task.

The underlying research, consisting of three independent strands — offline, online (search) and social media — ensured that all types of market influencer were considered across the potential buyer journey. From this research a large group of individuals potentially influencing the low-code market space were identified. Each of those individuals was then passed through in-house custom software to identify common links and connections with any others within that universe.

## RECOGNIZING HOW INFLUENCE WORKS

The study methodology reflects how real influence works in that top influencers reference and network with each other. Top influencers don't work in isolation, but neither are they an echo chamber reflecting their thoughts off like-minded followers. Influence very often jumps across industry sectors. The goal is to immediately separate noisemakers from the true decision influencers.

For this reason, the research firm methodology filters according to eight discrete criteria — Market Reach, Impact Frequency, Independence, Personal Expertise, Level of Persuasiveness, Thoroughness of Involvement, Peer Citations, and Online Connections. These eight metrics allow those in high profile but fleeting interest roles to be compared in their market influence to those in lower profile but deeper-dive roles, and those in occasional but decisive roles to those in daily but more process-driven positions. The intention is to arrive at the top influencers, the group of individuals who have the greatest impact on those who are making purchase or adoption decisions.

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**2019 Low-code Influencer Study conducted by Influencer50, Inc.**  
To learn more, visit The Low-code Community at [lowcode.com](https://lowcode.com)