

Qualitative Tool box

February 2017

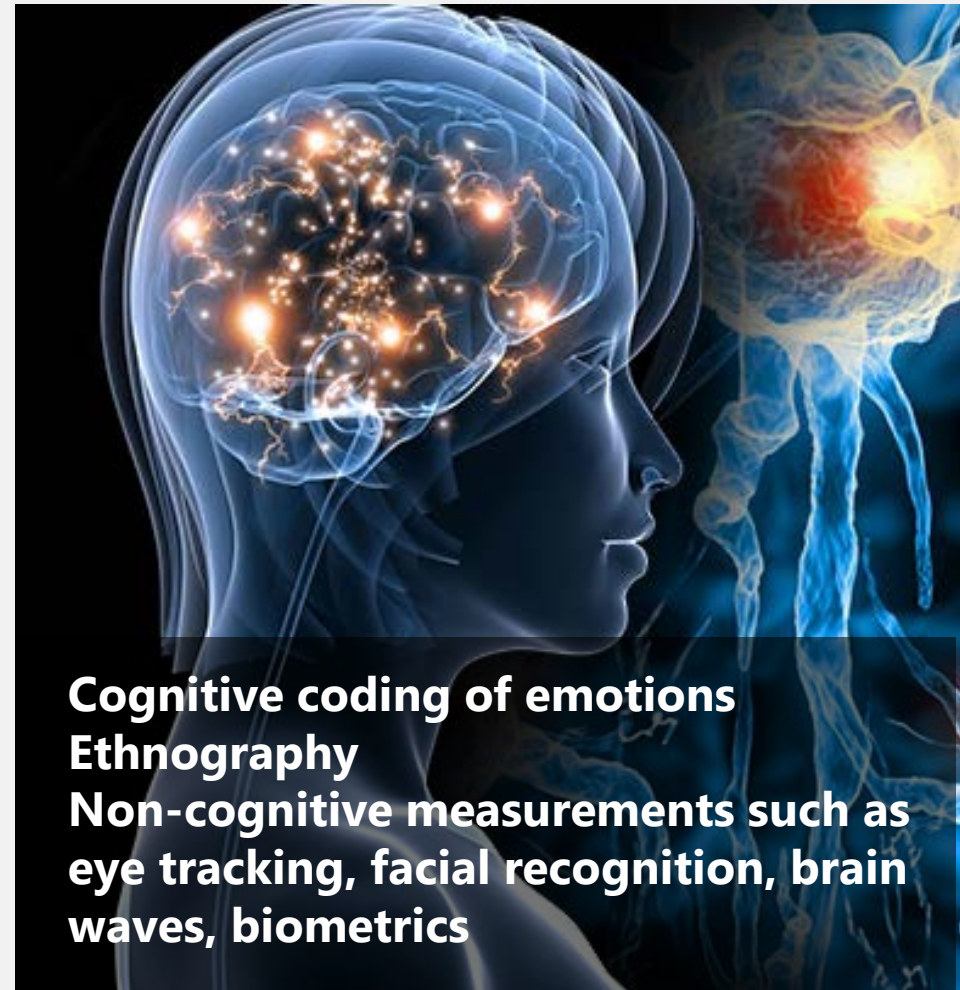
What's in the Qual tool box?

Traditional



In person focus groups
One-on-one interviews
Online focus groups
Online bulletin boards

Emerging



Cognitive coding of emotions
Ethnography
Non-cognitive measurements such as eye tracking, facial recognition, brain waves, biometrics

So what are we trying to do again?



What do people think about the topic of interest?



How do they feel?



How do they react to something (video, paper, audio, abstract concept)?



How do people make decisions?



Check for red flags.



Gain endorsement of ideas / concepts.

How do you choose what tool to use?



Golden Rule:

Use the approach that is most effective at achieving your objective.

Things to consider



Do you need a group to discuss / bounce ideas off of each other?



Do you need to see the whites of their eyes?



Is anonymity important / sensitive topics?



How important is the cognitive vs. non-cognitive response to you?



Are we trying to understand the direction of the wind or the air speed & temperature too?



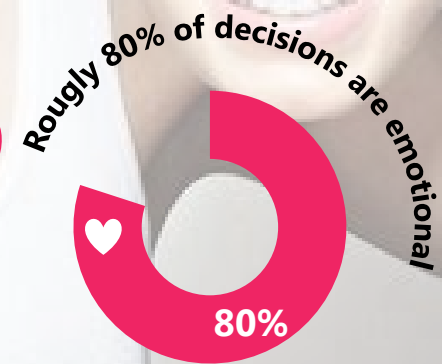
Timeline & budget?

The reality...



People kinda suck at telling you...

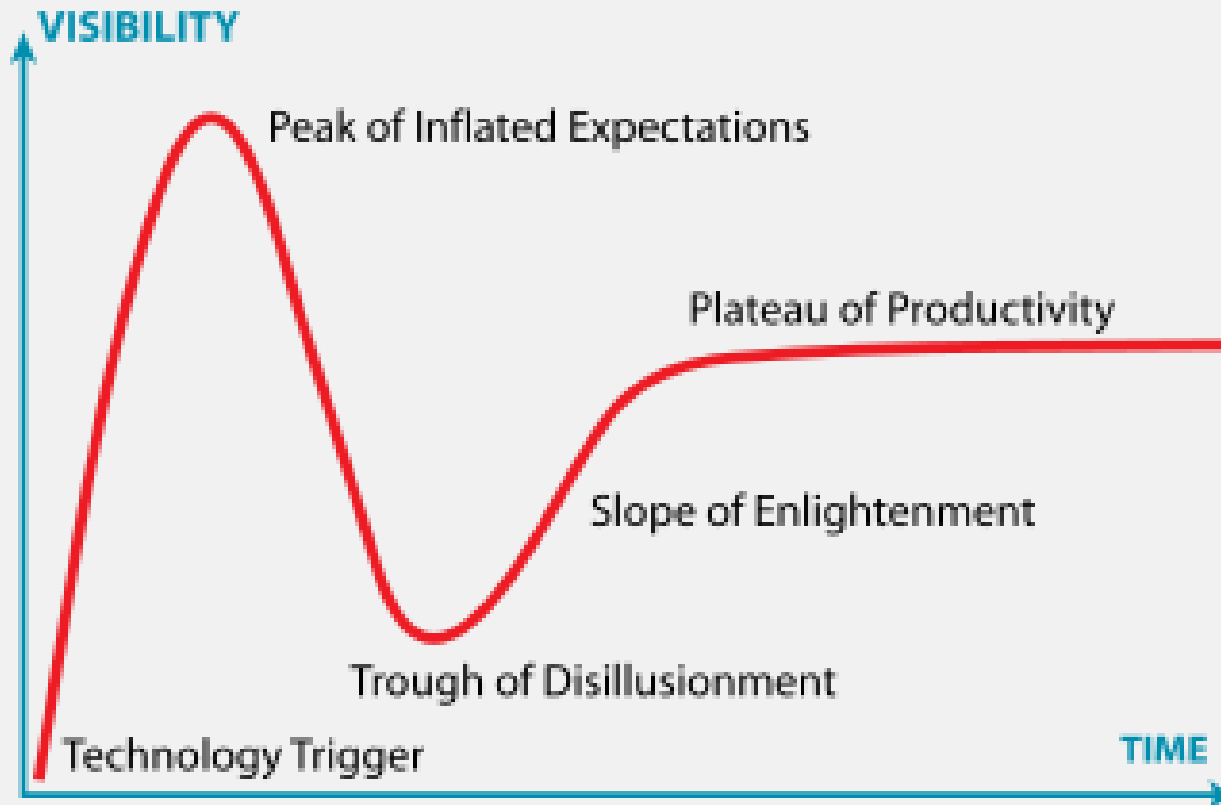
- How they feel
- How they feel when they see stimulus
- What motivates them to buy



What we are trying to do...



Something else to keep in mind...



In person focus groups

PROS	CONS
<ul style="list-style-type: none">• Predictable• Proven, safe• See subjects• Group dynamics• Easily share materials• Projective exercises help tap into emotions	<ul style="list-style-type: none">• Not as exciting• Time consuming• Costly in some cases• Group dynamics

Online focus groups (chat or video)

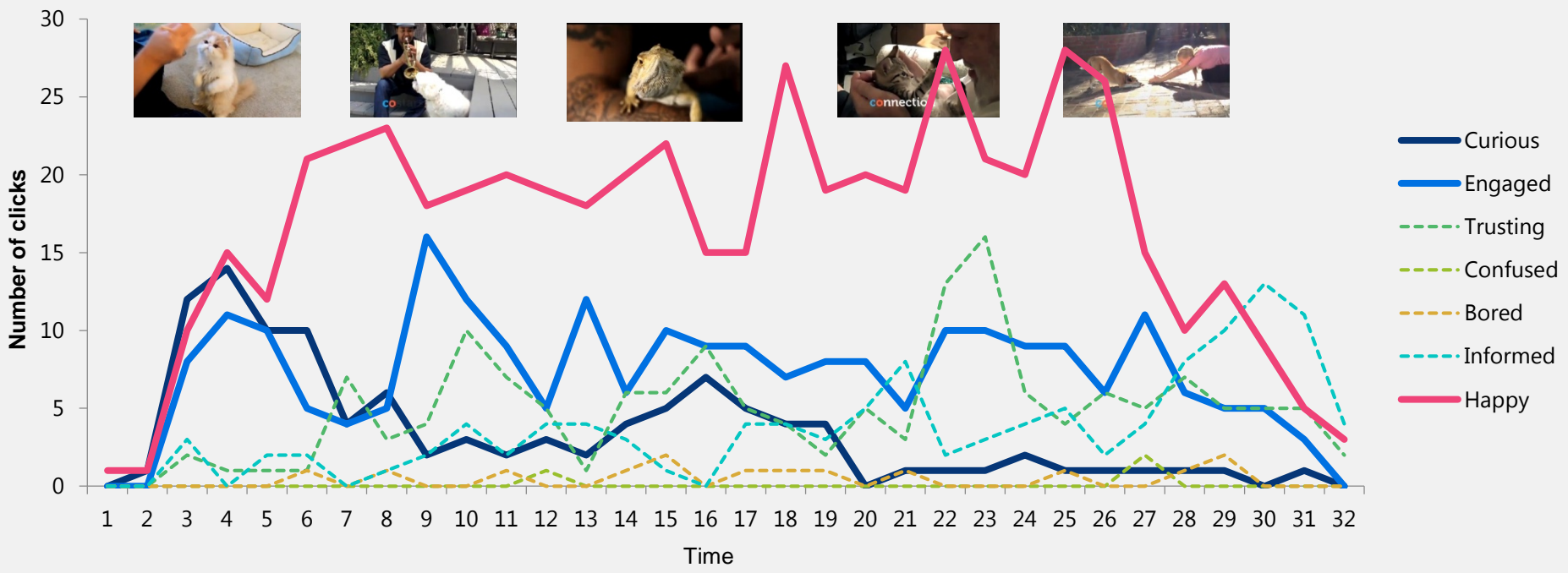
PROS	CONS
<ul style="list-style-type: none">• Established• Geo barriers removed• Moderate in your PJs• Can show stimulus• Transcript afterwards	<ul style="list-style-type: none">• Limited emotional feedback (chat)• Technology challenges• Keeping people engaged• Projective exercises more challenging to do

One on one interviews

PROS	CONS
<ul style="list-style-type: none">• Sensitive topics• Hard to reach people• Less time commitment for participants• Can dig deeper on an issue than in a group• No group dynamics• Video options more readily available	<ul style="list-style-type: none">• Time consuming• Projective techniques awkward

Cognitive Coding of Emotions

https://www.youtube.com/watch?v=P7A2oSEw_Gk



Calculated Positive Emotion Clicks
1616



Kris Kluz

Wed, 14 Jan 2015 at 11:26am

Here's a picture of the Shaw gateway that lets me record up to six shows at once (I've never had to do that, but could), watch the recording on any of the three TVs in the house, pause it in...

The Living Room apple TV was used for Netflix for...

Interaction icons: checkmark, share, heart, cloud, comment.

User profile: Kris Kluz, 5 stars, camera icon.



Kris Kluz

Wed, 14 Jan 2015 at 11:15am

My daughter reading a book and on her iPod at the same time I guess. If these on any device during the weekday, it's usually her iPod after all her homework, supper, and chores are done.

Interaction icons: checkmark, share, heart, cloud, comment.

User profile: Kris Kluz, 5 stars, edit icon.

After writing about taking a break...

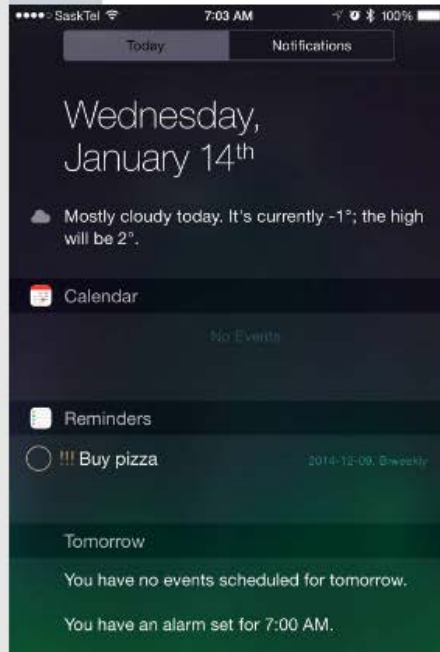
During the weekday there is very little time for devices. With three kids, the mornings are always rushed with no time for electronics. When we get home, by the time we get homework done,...

Kris Kluz

Wed, 14 Jan 2015 at 11:18am

Interaction icons: checkmark, share, heart, cloud, comment.

User profile: Kris Kluz, 5 stars, camera icon.



Interaction icons: checkmark, share, heart, cloud, comment.

User profile: Kris Kluz, 5 stars, camera icon.



Kris Kluz

Wed, 14 Jan 2015 at 11:17am

Against her wishes, my wife in bed on her phone before bed. I'd usually be right next to her doing the same thing. This is usually how a weekday ends.

Interaction icons: checkmark, share, heart, cloud, comment.

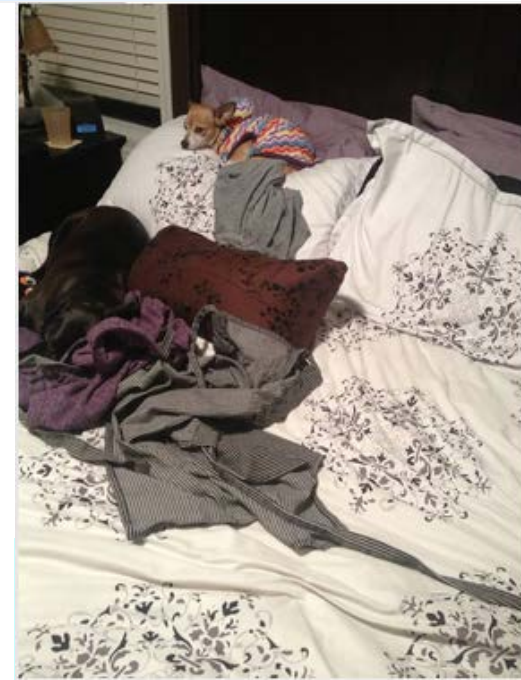
User profile: Kris Kluz, 5 stars, edit icon.

I think we are already starting to gradually teach the point where most anything in the home can be connected and made accessible





"The other place I use a ton of internet."



"This is where I spend most of my time in the evenings on my phone!! My bed with my two puppies!!"

"Against her wishes, my wife in bed on her phone before bed. I'd usually be right next to her doing the same thing. This is usually how a weekday ends."



"Kitchen. Use iPad for recipes and laptop and iPad for NFL scores on Sunday while I watch the games and cook."



"Our living room where our TV and Playstation are. We all also use our devices here as well."

The diet...

Start of diet



"I thought it was going to be easy. I felt like I could use a break from technology."

During the diet



"I caught myself wanting to check news and sports scores. It was really frustrating."

End of diet



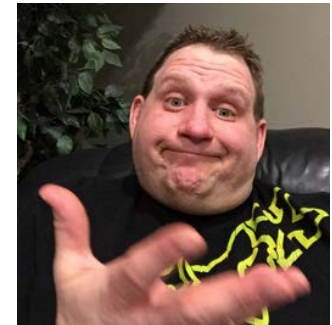
"I was happy when it ended. Not only because I did it but because I could go on the internet again."



"I was skeptical from the beginning. My devices are part of my life."



"I was not very pleased even after a few hours into the diet."



"During the diet I caught myself asking my son the score of the hockey game. TV is part of my life so when it was over I felt like things were back to normal."

Eye tracking, facial recognition, brain waves, biometrics

PROS	CONS
<ul style="list-style-type: none">• Tap into information we have never seen before• Obtain unconscious responses from subjects	<ul style="list-style-type: none">• How to interpret output• Expensive• Equipment• Can be intrusive• Unproven

Used in combination, we may learn more.



The details...

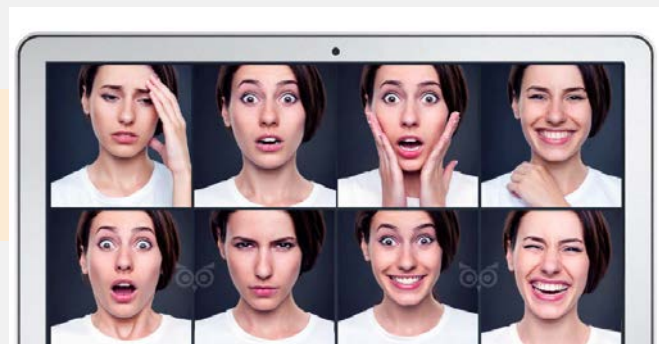
When are people paying attention?



What are people looking at?



What emotion are they expressing?



Example in action...

The screenshot shows a YouTube video player with an emotion analysis overlay. The video is titled "Drunk Driving PSA - 'I Went To A Party, Mom'" and is currently playing at 0:02 / 1:15. The overlay consists of several yellow circles with numbers (4, 2, 1) and a green eye icon, connected by lines, indicating the detected emotions. To the right of the video player is a vertical list of emotion icons and their corresponding percentages:

- 100% Delight
- 0% Surprise
- 0% Neutral
- 0% Sceptical
- 0% Sadness
- 0% Fear
- 0% Disgust
- 0% Negative

<https://www.youtube.com/watch?v=rj8EHAy2Gk&feature=youtu.be>

In the end...

Neural science techniques can supplement information obtained through traditional methods

