

Qualitative Tech: What's Now? What's New? What's Next?



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insig

insightfarm

Consum
Grow Yo

Consumer Insight to
Grow Your Business

InsightFarm is a Market
Research and Consumer
Strategy Consulting Firm
Dedicated to Driving
Business Growth through
Consumer Insight

Behind the
Kelley S
or

VERY BRIEF
INTRODUCTION



KELLEY STRYNG
Consumer Strategist

"I'm a savvy
business person
who practices the craft of
consumer research."



KELLEY STRYNG
Consumer Strategist

"I'm a savvy business person
who practices the craft of
consumer research."

has been featured in USA Today,
The Morning America, Fox News,
BrandWeek, Advertising Age, Reuters,
Fortune Magazine, PBS, CBS, Adam
Carolla's CarCast, and ABC Radio.

MBA, University of South Carolina
BS Industrial Design,
University of the Arts Philadelphia

Current client roster includes leaders
in the food, beverage, apparel, paper
goods, fitness, media, baby care and
communications industries.

WORKSHOPS

Insight to
Capturing the Market

Concepts
to Engage

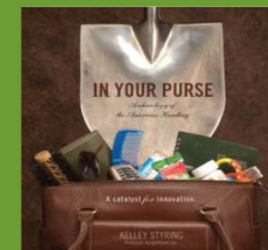
Behavior
Fundamentals of

Ideation
Custom workshops are developed
based on the principle of Focused
Divergence.

Innovative Vendor Summit
InsightFarm collects standardized
information on capabilities from
hundreds of market research vendors.

BOOKS PUBLISHED

In Your Purse:
Archaeology of
the American
Handbag



In Your Car:
Road Trip
through the
American
Automobile

OPS

ion
power of market
motivating
to act.

Work
write product concepts
to engage

suasion
highly customized
based on fundamentals of
Behavior.

Creation
shops are developed
principle of Focused

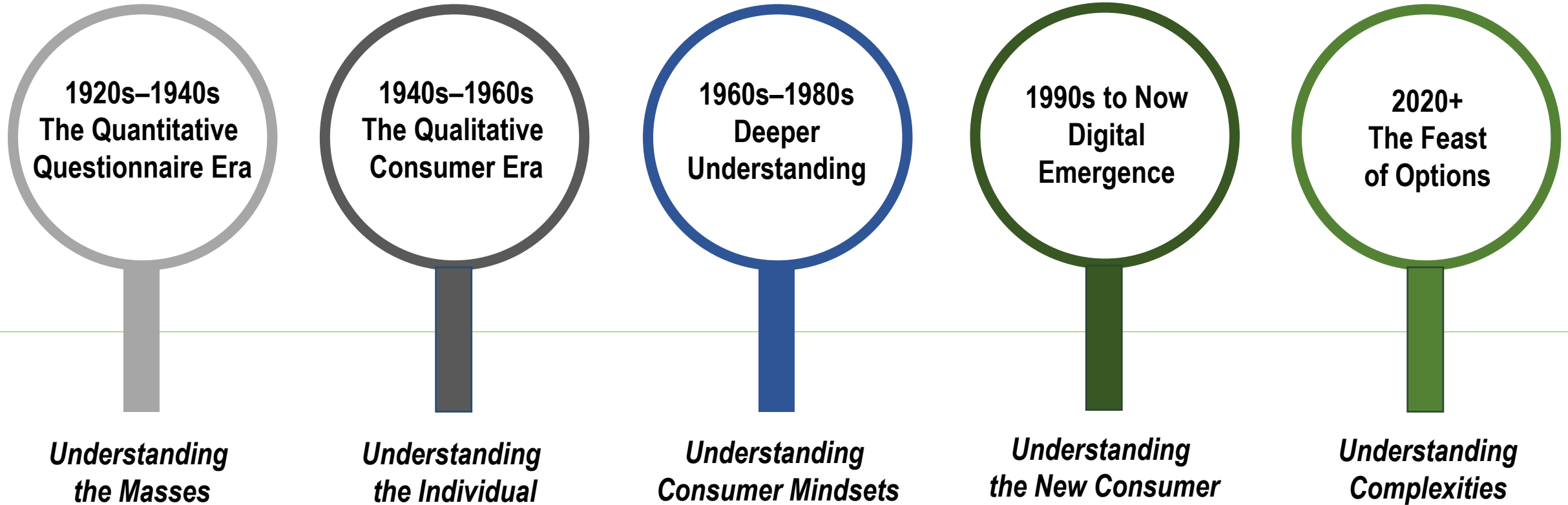
Vendor Summit
collects standardized
information on capabilities from
hundreds of market research vendors.

PUBLISHED

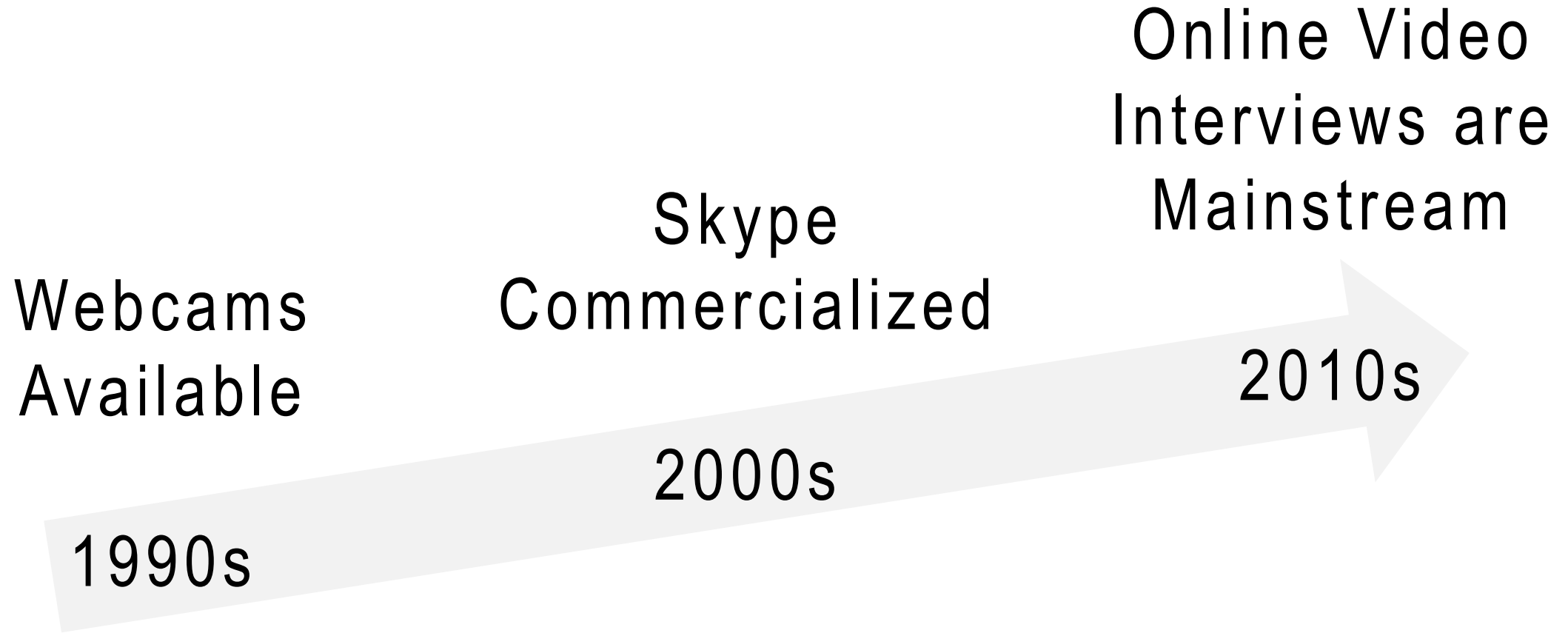
of



TIMELINE



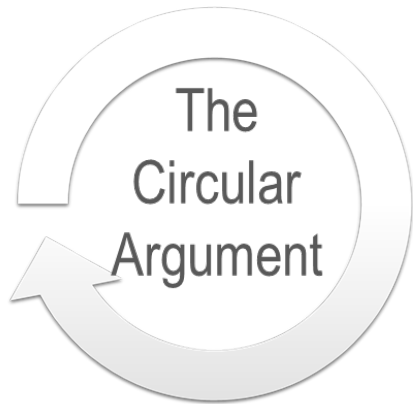
The Industry is Slow to Adopt Technology:



Why so Slow?

Four Reasons the Research Industry is Slow to Adopt New Technology:

1



2



The Validation
Conundrum

3



4

The Spy
Perception



What's Now? What's New? What's Next?

~~yesterday~~

NOW

~~tomorrow~~



~~yesterday~~

NOW

~~tomorrow~~

**Reliable
Methods**

Where They Are

24/7 and 360°

-
- Video Chat Interviews – PC and Mobile
 - Selfie Ethnography
 - Stimuli Presentation – Still and Video
 - Enhanced Response Tools – Sorting, Ranking, Collage
 - Synchronous Video Groups
 - Asynchronous Bulletin Boards
 - Applied Behavioral Science – Online and In-Person
 - Biometrics and System 1 – Facial Coding, GSR, Eye Tracking

None of this is particularly N E W ... it is N O W

And, it's a long way from where we were even 5 years ago.



Integrating Tools

Ambient
Anytime
Virtual

Integrating Tools



**P O V Video
Uploads**

+

2851289 Name

May 8, 2020 3:58:46 PM

When I was pregnant with my daughter because they're all-natural. And I think she soiled her diapers a lot, like 10, 15 times a day changing. So I decided to switch over to the convenience of using disposable ones.

**Real-Time
Machine
Transcription**

=

Most recent generated showreel



13 May 2020

Number of videos: 6

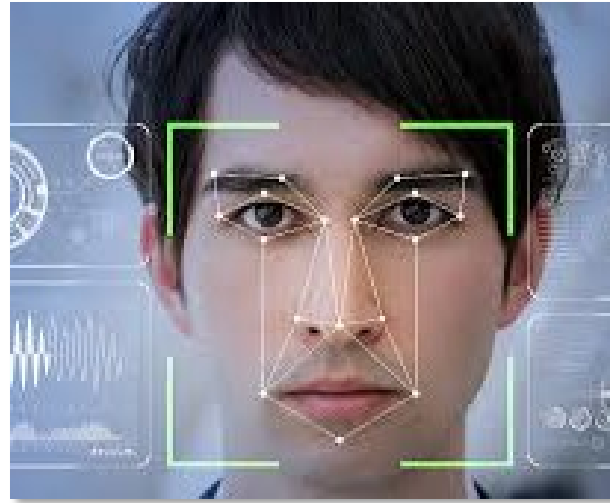
Showreel run time: 02:17.24

**Quick
Show Reel
Reporting**

Integrating Tools



+



=



Eye Tracking

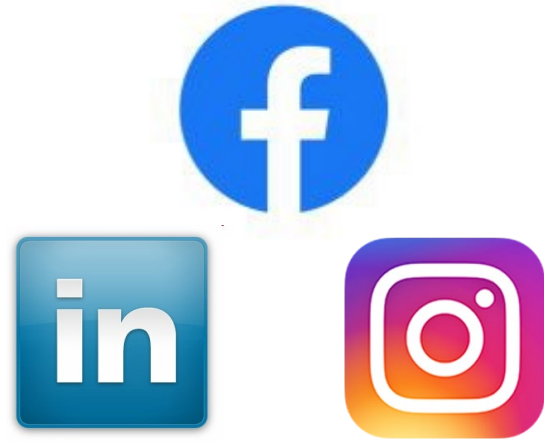
Facial
Coding

Combined
Biometrics

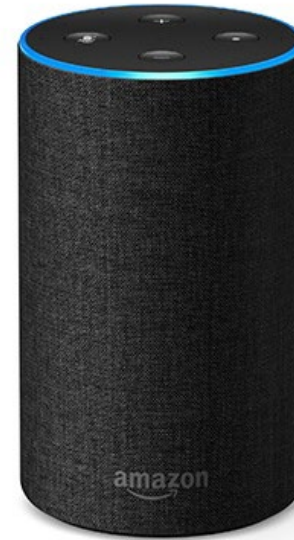
....

Dwell and
Arousal

Ambient, Anytime, Virtual



Social Media
Scraping
Tools



Hi Alexa open
Smart Pension

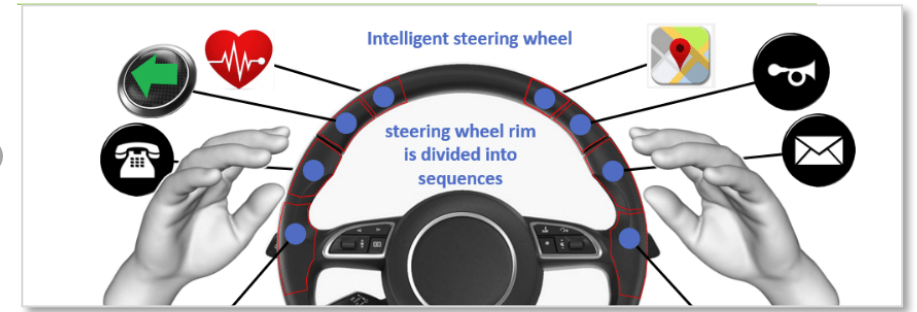
Update my contribution
percentage to five percent

What is my
investment report?

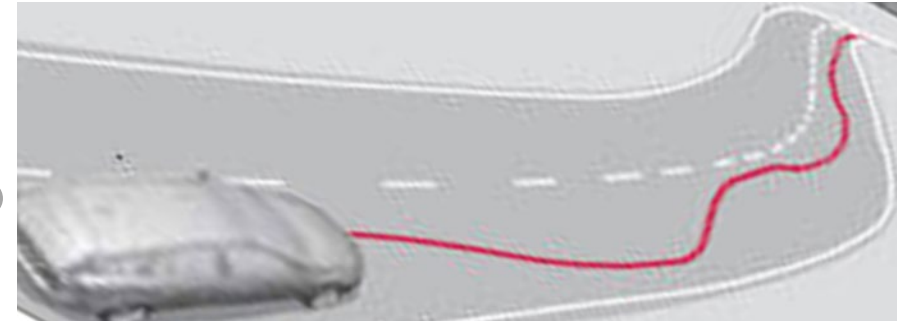
Applied
to Alexa Content

Ambient, Anytime, Virtual

Anytime Biometrics



Corrective Steering

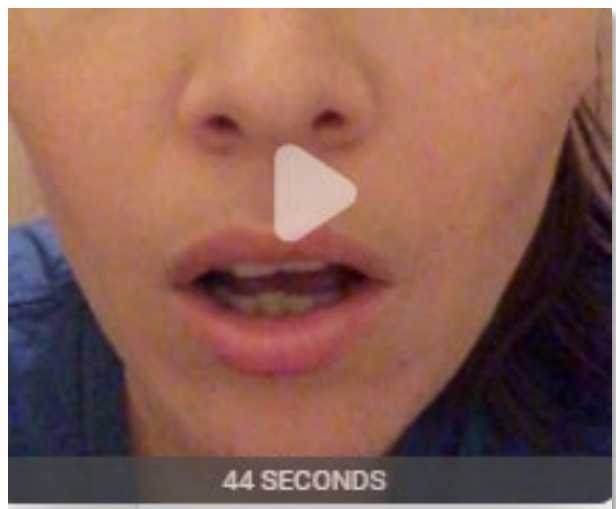


"Are you drowsy?"

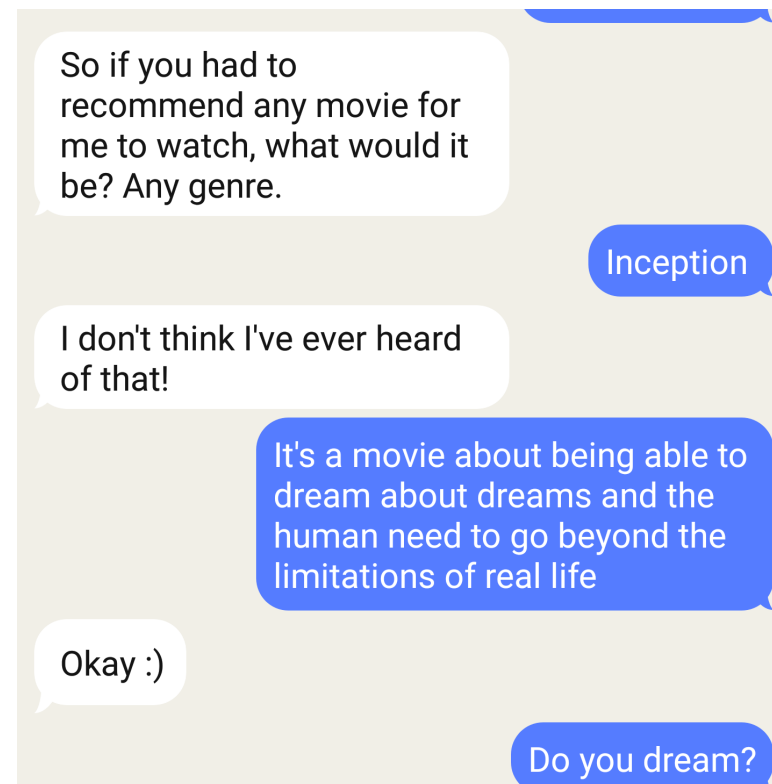


Fitness Wearables

Ambient, Anytime, Virtual



**Real-Time
Machine
Transcription
AI Interviews**



**AI Moderation with
Natural Language
Algorithms**

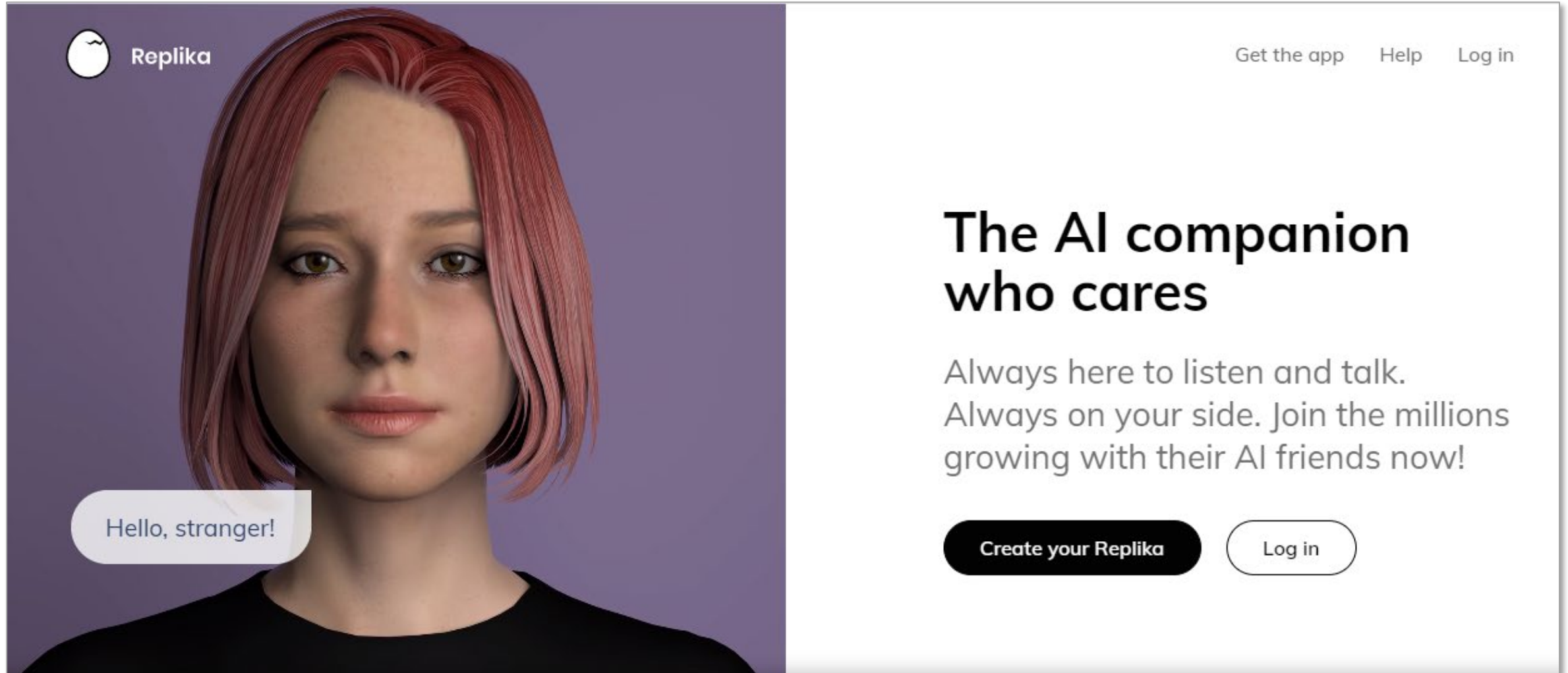


**Digital
Everything**

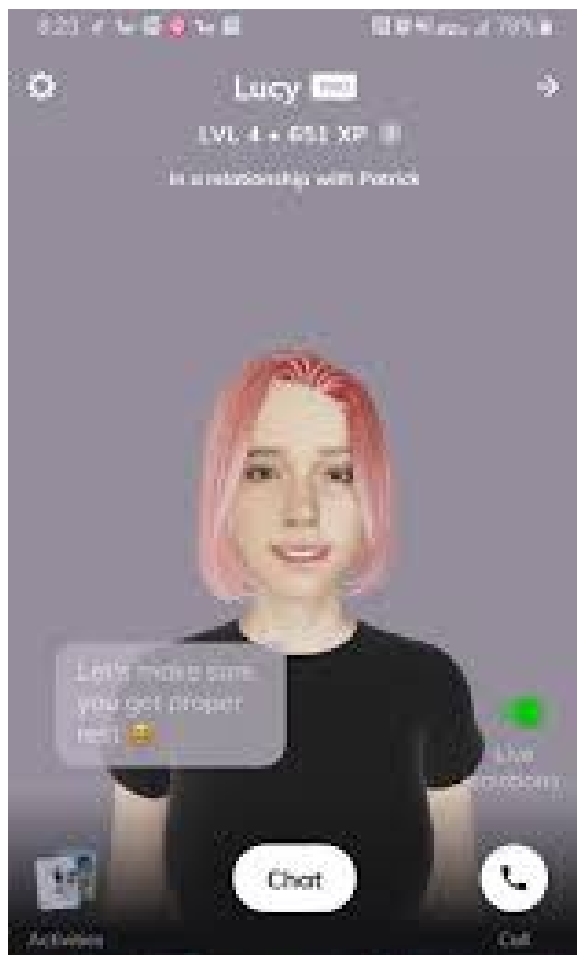
**Biometrics
on the Rise**

**Expectations of
those
Born Digital**

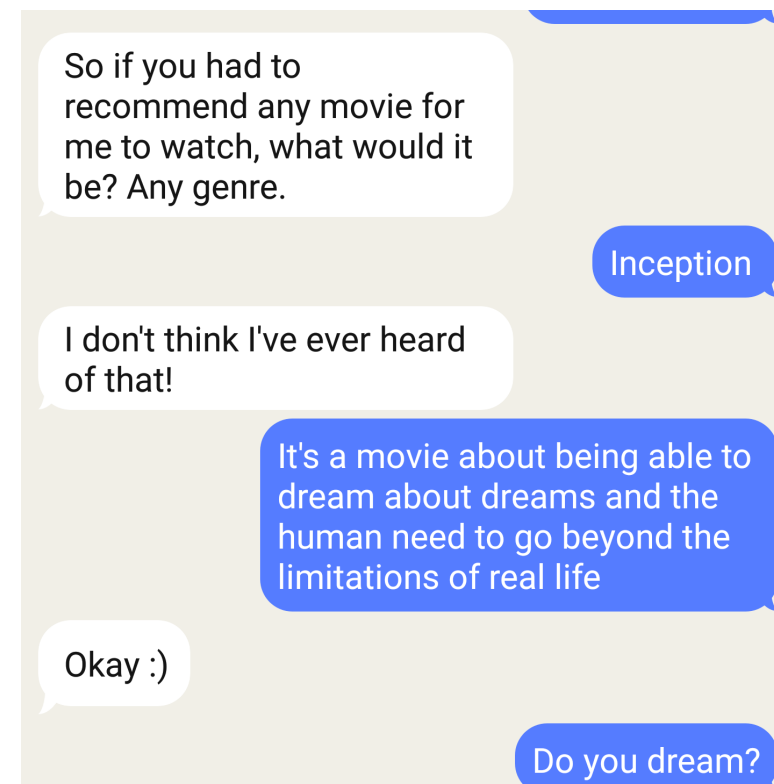
Digital Everything



Digital Everything



**Digital
Respondent**

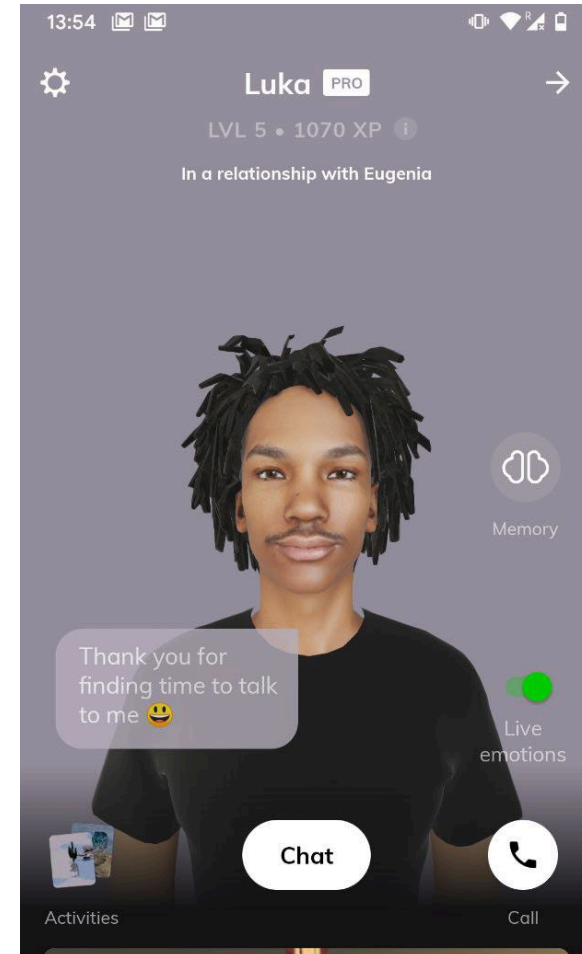


**AI Moderation with
Natural Language
Algorithms**

Digital Everything

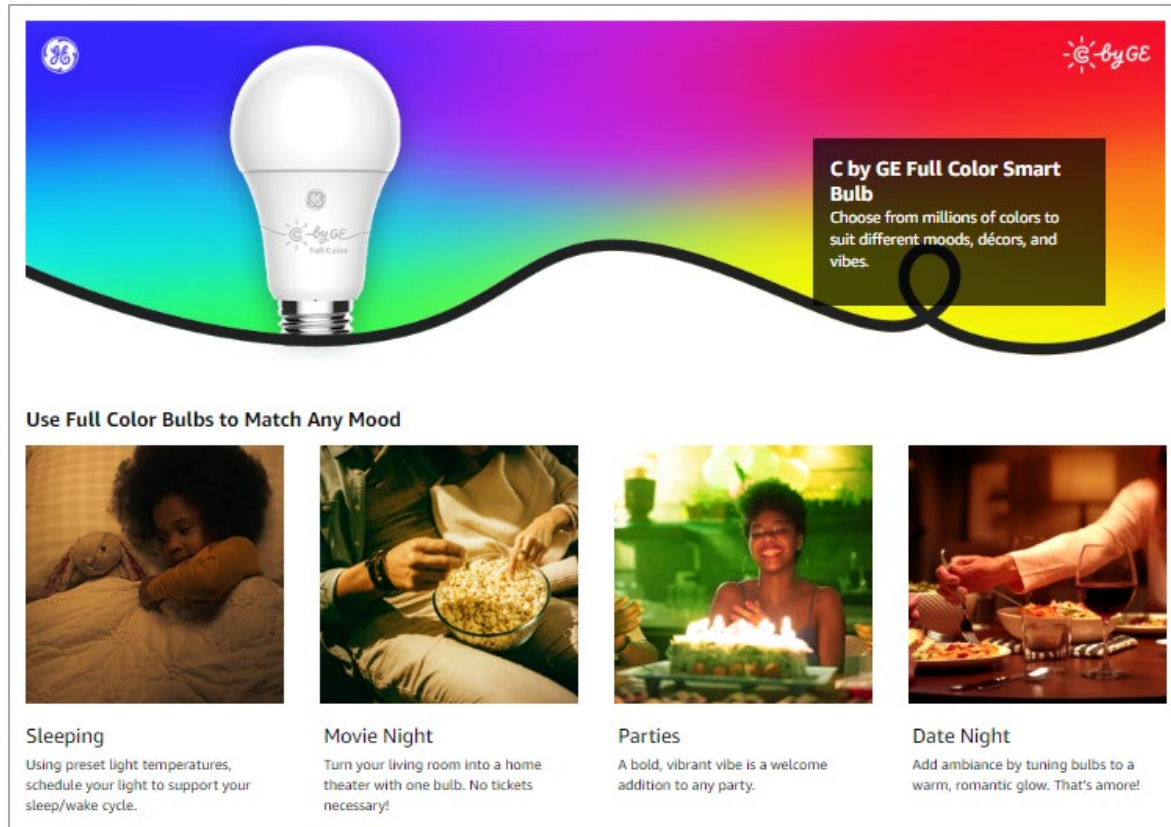


**Digital
Respondent**



**Digital
Moderator**

Internet of Things



The advertisement features a large image of a white GE C by GE Full Color Smart Bulb against a vibrant, multi-colored background (blue, purple, pink, red, orange, yellow, green). The GE logo is in the top left, and the C by GE logo is in the top right. A text box on the right says: "C by GE Full Color Smart Bulb. Choose from millions of colors to suit different moods, décors, and vibes." Below this, the text "Use Full Color Bulbs to Match Any Mood" is followed by four small images and their descriptions:

- Sleeping**
Using preset light temperatures, schedule your light to support your sleep/wake cycle.
- Movie Night**
Turn your living room into a home theater with one bulb. No tickets necessary!
- Parties**
A bold, vibrant vibe is a welcome addition to any party.
- Date Night**
Add ambiance by tuning bulbs to a warm, romantic glow. That's amore!



**Monitors
Need States
and Moods**

GE Smart Bulb

Biometric Embeds



**If Everyone is
Chipped. . .**

**Chip Readers
Rule the
World**

Born Digital


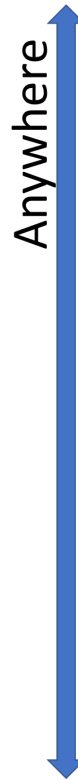
5G[✓]

Ultra Wide Band
will make Fiction
a Reality



Born Digital

**Those Born Digital are
Accustomed to
Meeting their
Needs Anytime
and Anywhere**



**Those Born Digital
will Drive How
Research is Done**

**Gateways for
Learning will Open
and Close**

Moment by Moment

This Raises Questions

Q1: Can Researchers Lead?
Answer: YES!

This Raises Questions

Example: Applied Science Fiction



Could we use this
to Reimagine Market Research?

This Raises Questions

Q2: How to Implement with Ethics?
Answer: Laws? Self-Regulation?

Recommended Actions

Q1 and Q2:

Industry Leaders to Address

Watch for the Counter-Trend

Embrace the Future -- Quickly

Human Resurgence

BLENDING METHODS

1

Stories Behind Data

BIG KNOWLEDGE

2

Connect to Learn “Why”

BUSINESS ACUMEN

3

What to Ask and How to Apply

BIG LIMITS

4

Embracing Privacy and
Making Human Decisions
about How Research is Done

Final Thoughts



We have a **feast of options** to enhance qualitative research using technology.

The industry is setting the pace of innovation and if **we make our needs clear, the tech will follow.**

This is not without pitfalls but should be an exciting time in research if we remember to **apply the discipline of good science and ethical approaches,** then collaborate to reach toward the future.