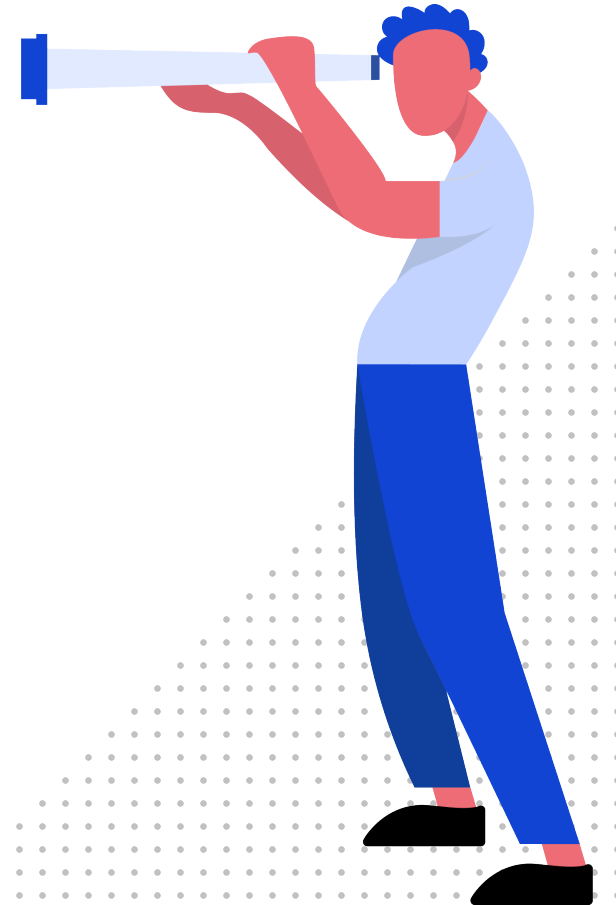


Understand motivation and intent with AI-quantified qual data

Anders Bengtsson, Ph.D.

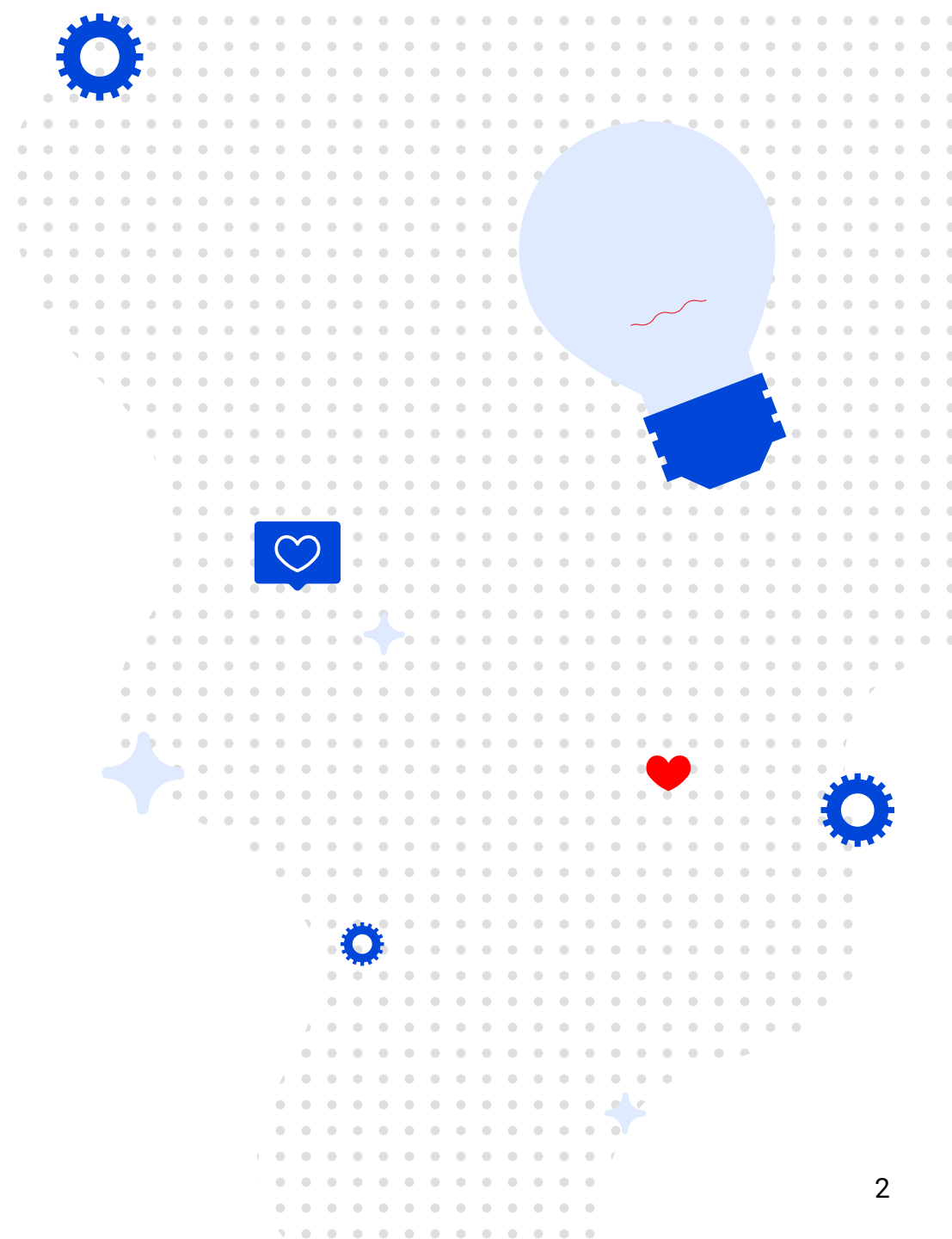
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The Ask:

Should we launch this new product?

How successful will it be?



How likely are you to purchase this product?

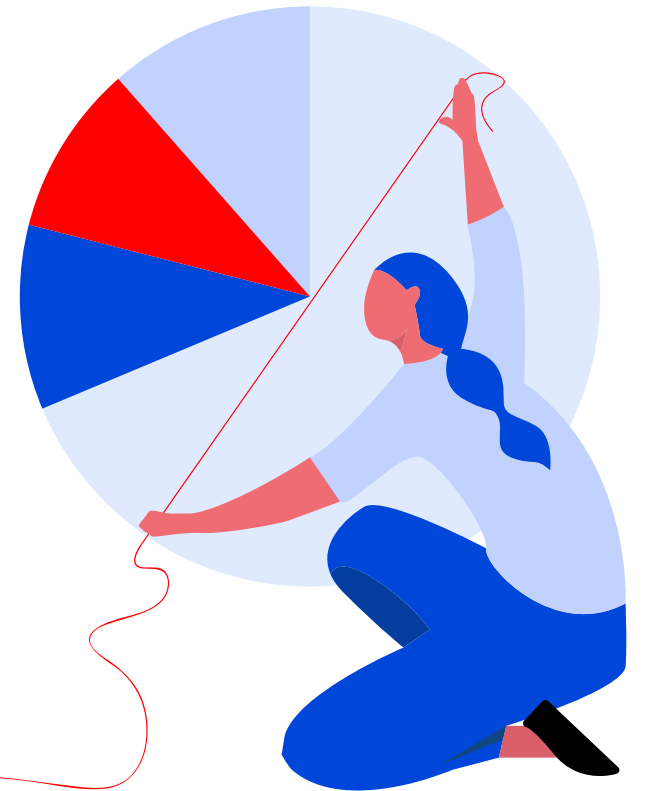
1

2

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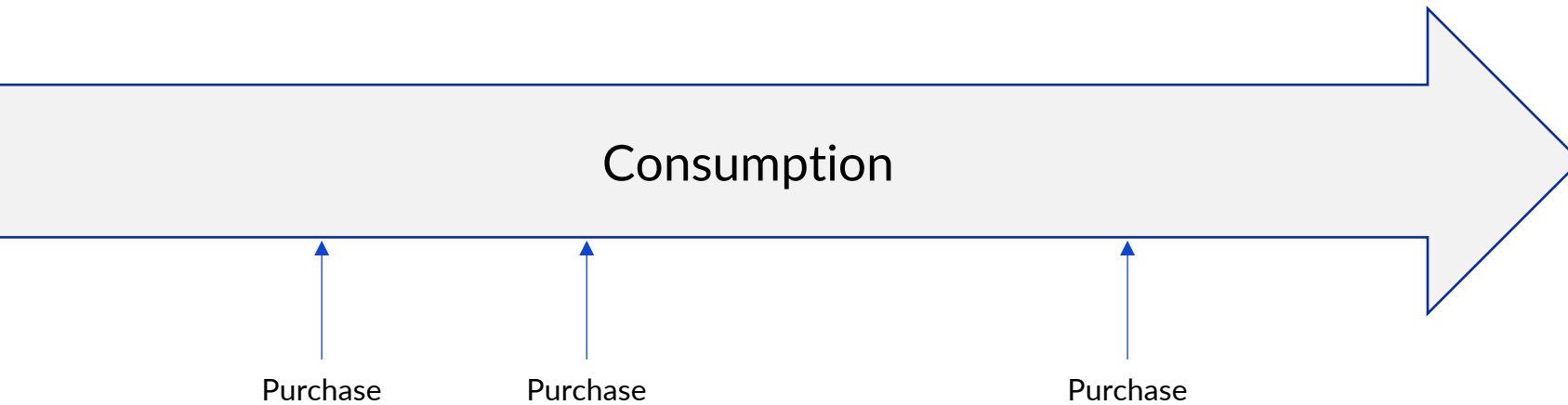
4

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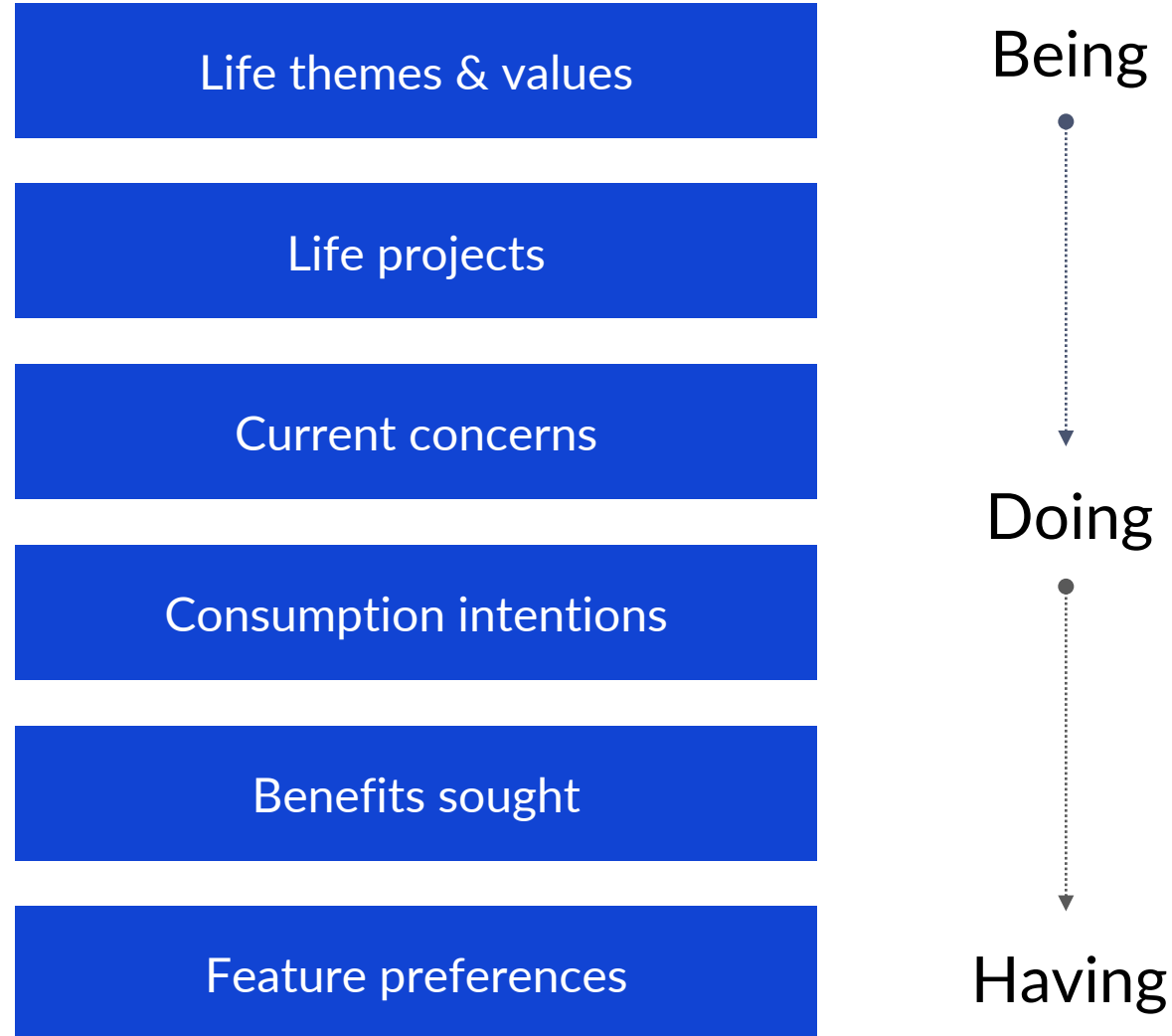


Why is purchase intent with Likert-scale questions failing us?

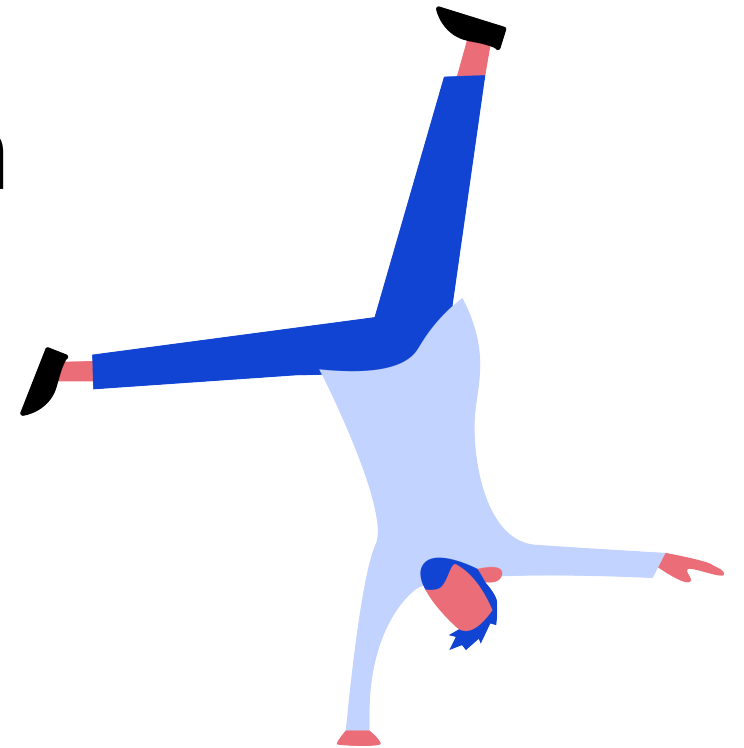
- People can't predict their future behavior
- They tend to overestimate or underestimate the likelihood to purchase
- Purchase intent does not reveal the underlying motivation for *consumption*



Let's start with consumption and identity theory: the why behind the what



Identities are constituted through
the symbolic world of consumption



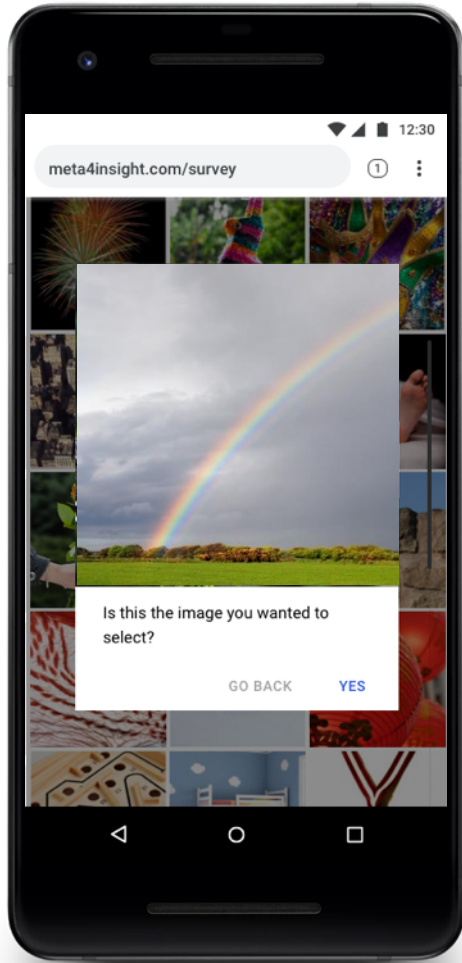
We need to explore the meaning of consumption

- Empower consumers to freely express themselves as in a traditional in-person interview
- Use research techniques that yields unstructured qualitative data text, speech, and images
- Leverage projective techniques to capture the symbolic and emotional dimensions of consumption meaning
- Incorporate these techniques into a conventional survey and get a combination of System 1 and System 2 measurements



Metaphor Elicitation: a System 1 approach to open-ended questions

Survey UI



Step 1: Frame with a projective question

Take a moment to think about BRAND and the type of person who might use it. What is that person like? What are the values and personality traits that define someone who uses BRAND?

Step 2: Choose an image

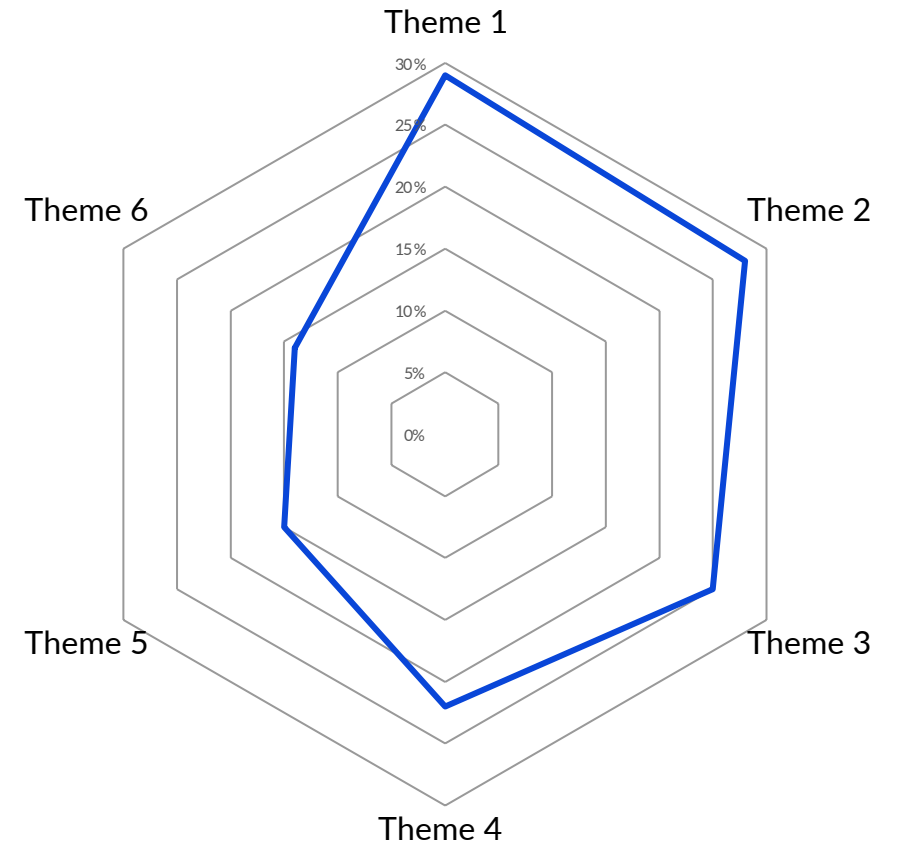
Let the respondent browse a validated library of visual metaphors

Step 3: Express freely with text

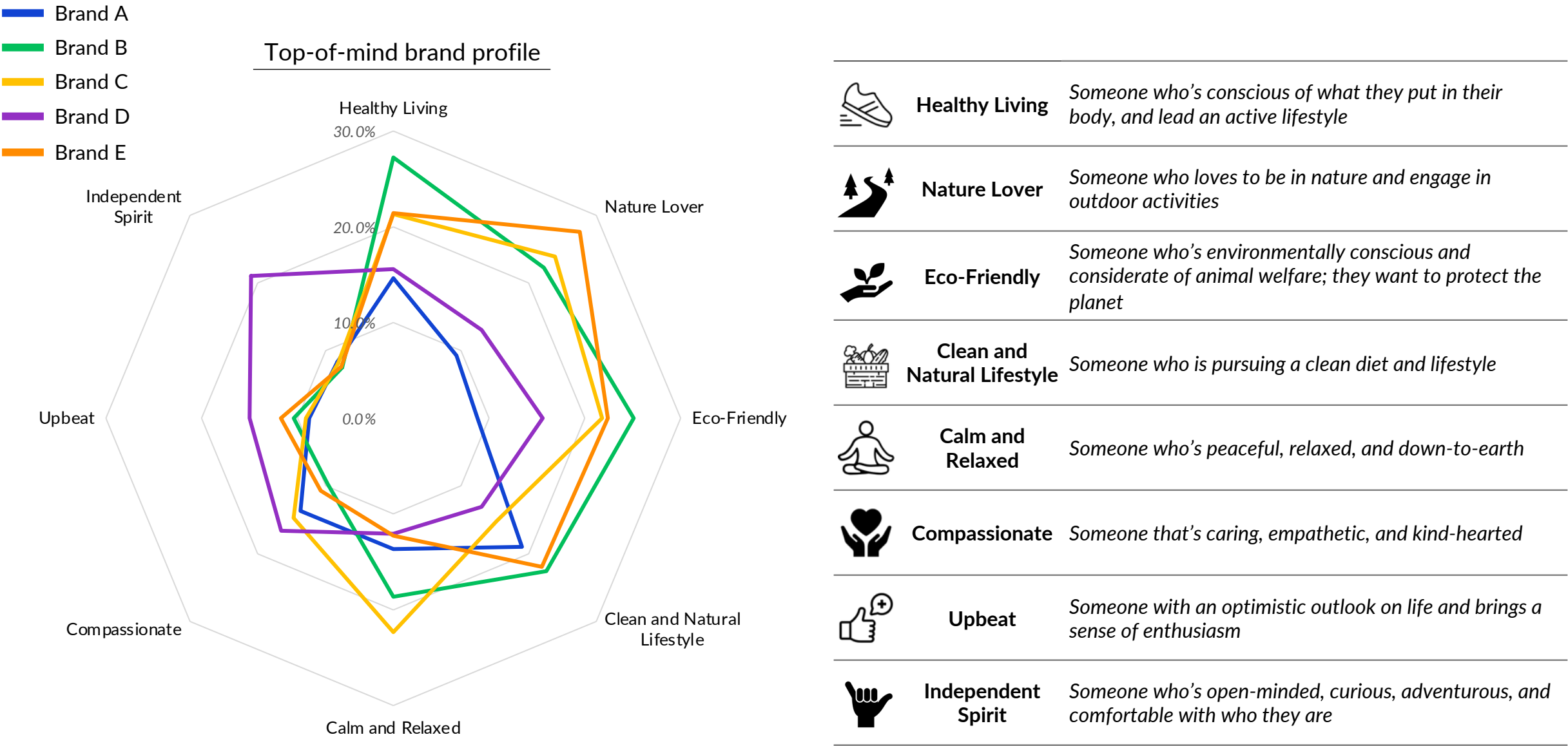
The respondent uses the image to project their deeper thoughts and feelings and writes text or uses the phone's speech to text feature

Analysis + Output

Verbatim from Step 3 thematically coded with AI powered text analytics to quantify salient themes



Example of salient themes identified with AI powered text analytics



Use images to identify meaning through semiotic analysis

Images of games, fireworks, balloons, and activities reflect the joy, amusement, and fun

Semiotic Review

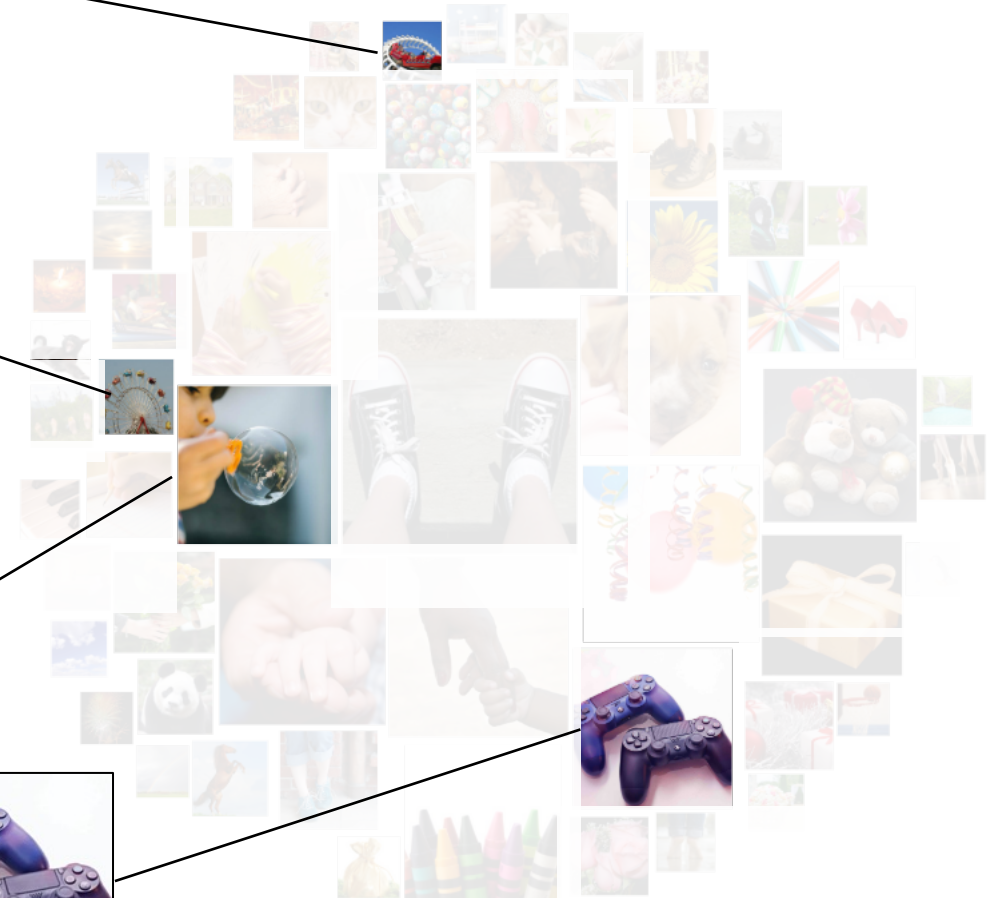
Signifier: Play and Amusement

Example: Roller coaster, video games, bubbles, and carnival rides

Interpretation: Reflecting feelings of fun and a lack of stress through activities

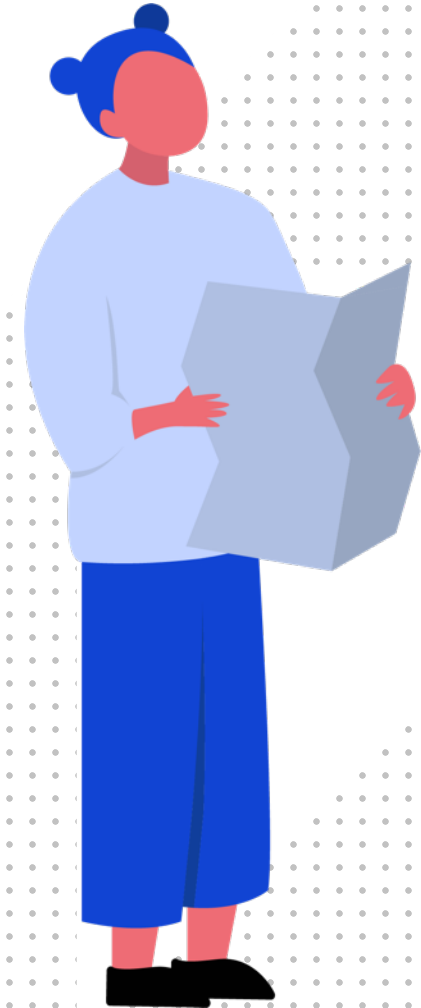
Execution - Allow for those joyful, carefree memories to visually connect consumers to a particular brand

Visual Universe



Key Takeaways

- Don't think of research project as either qualitative or quantitative - they should be both at the same time
- Ideally, you have a sample size large enough that allows you to use technology to analyze and quantify messy qualitative data
- Use theory of consumption to frame appropriate questions that reveal the *why* behind consumer decision making
- Leverage projective techniques to reveal the meaning of consumption



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