



**Q&A**  
**SKIMspiration Europe 2018**  
**Driving Digital Success**

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## **(Wo)man vs Machine: If, how, and when to automate market research**

*Can the automated analysis tool help tease out country or target group differences?*

It is in fact very quick to identify target group differences using these tools as filters can be applied to segment the automated outputs. By reviewing these we are able to quickly compare and contrast different target groups. When it comes to identifying country differences, similar to traditional qualitative research, we always recommend the analysis involves a local researcher to ensure the outputs produced by the automated tools are interpreted through a cultural lens and that country nuances are identified.

## **SKIM's Innovation Lab – SKIM's Social Media solution**

*This looks like a generic feed in terms of both content and lay-out. What can we expect in the future of SKIM's Social Media solution?*

At first we aim to build a platform agnostic environment to help it create value for more clients quickly. Later we plan on building skins for the most popular platforms like Facebook, Instagram and Twitter.

*Why did you focus on a mobile first environment?*

Because more than 90% of the social media consumption is on mobile. By being mobile first we replicate the actual interaction more accurately for the vast majority of people.

*Do you register eye track movement with the front facing camera of the mobile phone?*

This is an option in the future, but for now we have chosen not to include it. Proper eye-tracking requires camera calibrations, which puts the consumer in a different state of mind that conflicts with the natural behavior we intend to replicate.

*Can you track somehow if people are watching and the sound is off?*

Good suggestion! We know it's possible via a native app but not with a web browser application. It's something we're currently looking into.

*Rather than typing the answers, can you dictate your answers as well?*

Technically this is already possible, but since it does not reflect how people currently interact with social media content (written text in comment boxes or chat windows), for now we are not actively encouraging this form of response. Again, our primary goal is to keep it the interactions with the content as realistic as possible. However, I imagine in the future this functionality will become popular on social media as people migrate to voice-first interactions, and it would be a great way to get them to share more!

*If the entire feed mention "sponsored link" on every post (legally needed?) wouldn't that lose momentum attached to the respondents' feedback?*

That would be a problem indeed if that would be the case. However, the vast majority of content in the feed will not be sponsored content. The feed pulls relevant public pages and hashtags to give the feed as much of a natural feel as possible.

*Because people get bored quite quickly, mostly on mobile, how do you make sure you don't get generic answers? Or they don't stop the chat half way?*

We are not really concerned about this as SKIM's Social Media solution is a much more engaging research solution than traditional surveys, so we actually expect the dropout rate to go down and the quality up. We saw the same trend for our UNSPOKEN solution that uses intuitive swiping and tapping techniques to replace traditional research methods.

*This is amazing! When is this available? And what is the minimum sample size needed to make conclusions on a video of let's say of 30 secs?*

Always great to hear such enthusiasm :) We aim to pilot in Q3 of this year and do a public launch in Q4. If you're interested in piloting or getting involved early in the process just let us know, as we're always in favor of having client input as early on in the development process as possible. Regarding the sample size we're aiming at 100 respondents per digital asset, but this number might change based on our piloting work. We want to keep the number manageable to guarantee a short (24h) turnaround.

## **SKIM's Innovation Lab – Self-reported videos in healthcare research**

*Do you think patients will be open to show such private situations? It sounds like a sensitive topic*

It always surprises me how open patients are when it comes to these interviews. There often very willing to share their story, and it can be a means of catharsis for them. At the same time, I do expect that with these videos, patients might feel even more called to be open - even though we put a lot of effort into making people feel at ease during an interview, them being able to talk freely in the comfort of their own home without knowing who's listening, might make patients even more inclined to open up.

*How is this methodology different from online boards?*

Online boards are a very interesting methodology as well, yet this methodology still requires a patient to sit at a screen and type. The lovely thing about self-reported videos, is that it allows people to just talk and *be*. At the same time, an online bulletin board does not have the amazing possibility for patients to do a show and tell, which I think is one of the greatest benefits of the self-reported videos.

## **SKIM's Innovation Lab – Alexa as a digital research assistant**

*A lot of people say they are visual thinkers. Will they prefer voice over a visual interface?*

Voice is arguably the most natural form of communication with the intuitiveness and convenience of interacting with technology simply by speaking helping to drive the explosion of voice-controlled devices. That said, already we've seen the launch of Alexa Show pointing to a future where voice technology will be integrated with visual interfaces, allowing for a seamless experience where consumers benefit from the best-of-both.

*How can voice technology overcome the barriers people report in terms of these devices intruding by always listening in?*

Privacy is of course a hot topic at the moment with many of our clients waiting to see how consumers respond to new legislation protecting their personal data. We expect that in reality there will continue to be two camps; those who priorities their privacy and opt out of applications, and those willing to trade their personal data for a more convenient and personalized technology experience. Either way, more transparent communication and active opt-

in or opt-out systems will be non-negotiable. We understand Google and Amazon are already looking into hybrid solutions whereby voice users can exert greater control as to when their device is listening.

*Is a voice-first research approach going to be of more use in qual than quant or the reverse?*

We plan to test both! At the moment the software is more tailored to a quantitative approach as this allows the voice assistant to adapt her questions based on the persons' answers. Moreover, the results can be analyzed in real-time by SKIM, with the ability to ask further follow-up questions to large samples of consumers. This iterative execution and level of interaction between user-and-device is not yet possible with a qual-only approach. That said, ultimately we see the value of this technology lying in its ability to target large, quantitative samples whilst gaining rich qualitative feedback (analyzed in collaboration with AI and automation tools).

### **Optimizing eContent for faster, easier online shopping**

*Do you see differences in how the younger vs older generation scroll when searching/buying online?*

Within the scope of our project we have not observed differences between the age groups. However, [research conducted by Instagram, Twitter and Facebook](#) all found that scrolling speed varies by age, with younger people moving more quickly through their feeds. This could mean that younger generations scroll faster when shopping online too, although we feel that behavior in a social media environment cannot be fully translated into the e-commerce environment.