

A series of squares in blue, light blue, and grey are arranged in a descending staircase pattern from the top right towards the center of the slide.

MAi|Research



Pathfinder Analytics
Find your why

November 2021

**Qualitative Data is a Quantitative Goldmine:
Streaming Services Explored, Connecting Text with Quant**

Introduction

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*Innovative Custom
Research*



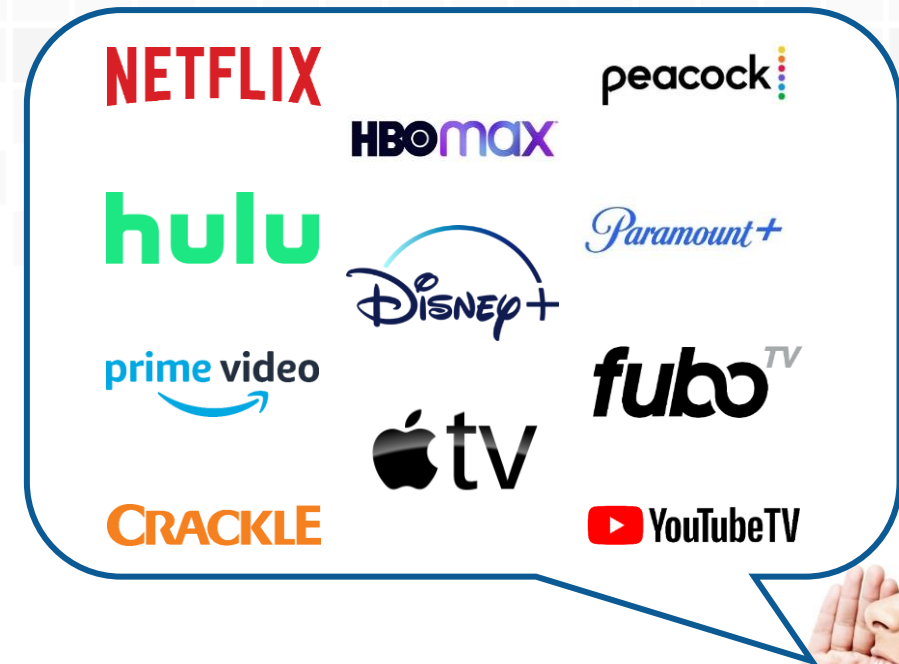
Pathfinder Analytics
Find your why

*Cutting-Edge Advanced
Analytics*

- 1. Overview of Streaming Services marketplace research**
- 2. Details on AI/HE approach we utilize and why it matters**
- 3. Results from Streaming Services research**
- 4. Using our approach to gain quantitative insights from text**

Streaming Services: Turn qualitative data into quantitative insights

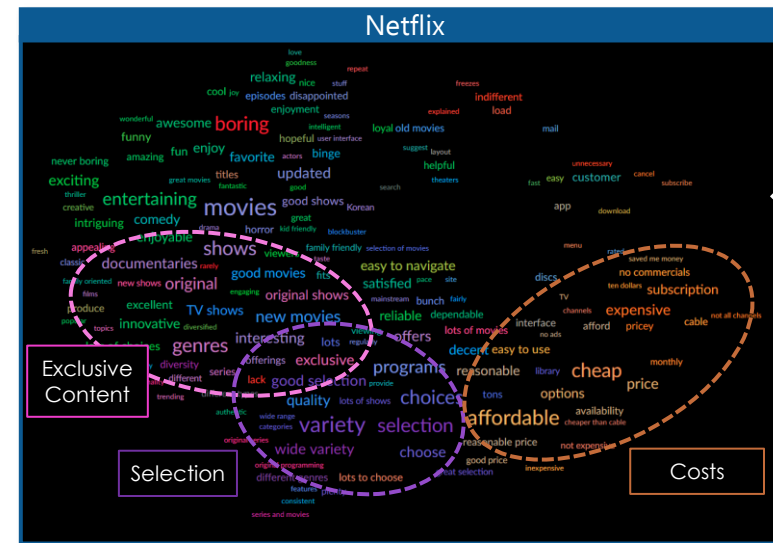
- Objective: Understand what customers say about streaming services and how they rate the services on various dimensions
 - **Likelihood to Recommend**
 - **Uniqueness**
 - **Strength of Feelings**
 - **Open-Ended Questions**
 - **Attribute Statements**
 - **Types of Content Done Well**
- High quality questions lead to high quality answers:
 - Best practices developed over years of research and dozens of studies
 - Words/phrases on why gave rating
 - For each word/phrase, **how** and **why** word/phrase makes you feel this way
- The depth of these questions provides more **analytical value** and **respondent engagement** than a typical “why did you give this rating?”
 - Efficiency per respondent per minute of survey



Open Ends Fill the Closed End Gaps

Concept Clouds: They may look like word clouds, but are actually useful

- **Text Science** Concept Clouds go beyond number of mentions
 - **Overall Importance** (size)
 - **Strength of Associations** (position)
 - **Broad Themes** (color)
- Natural Language Understanding allows for an unbiased approach to theme identification
- Language requires context for proper understanding
- Human Experience is needed to convert findings to recommendations



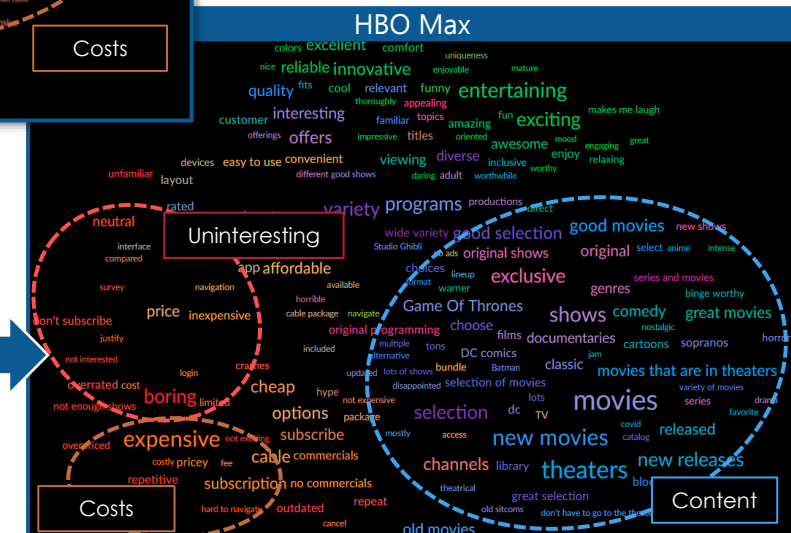
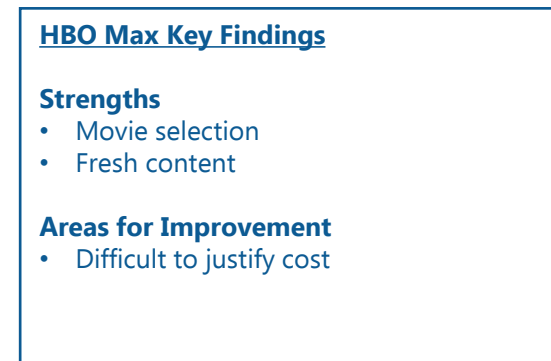
Netflix Key Findings

Strengths

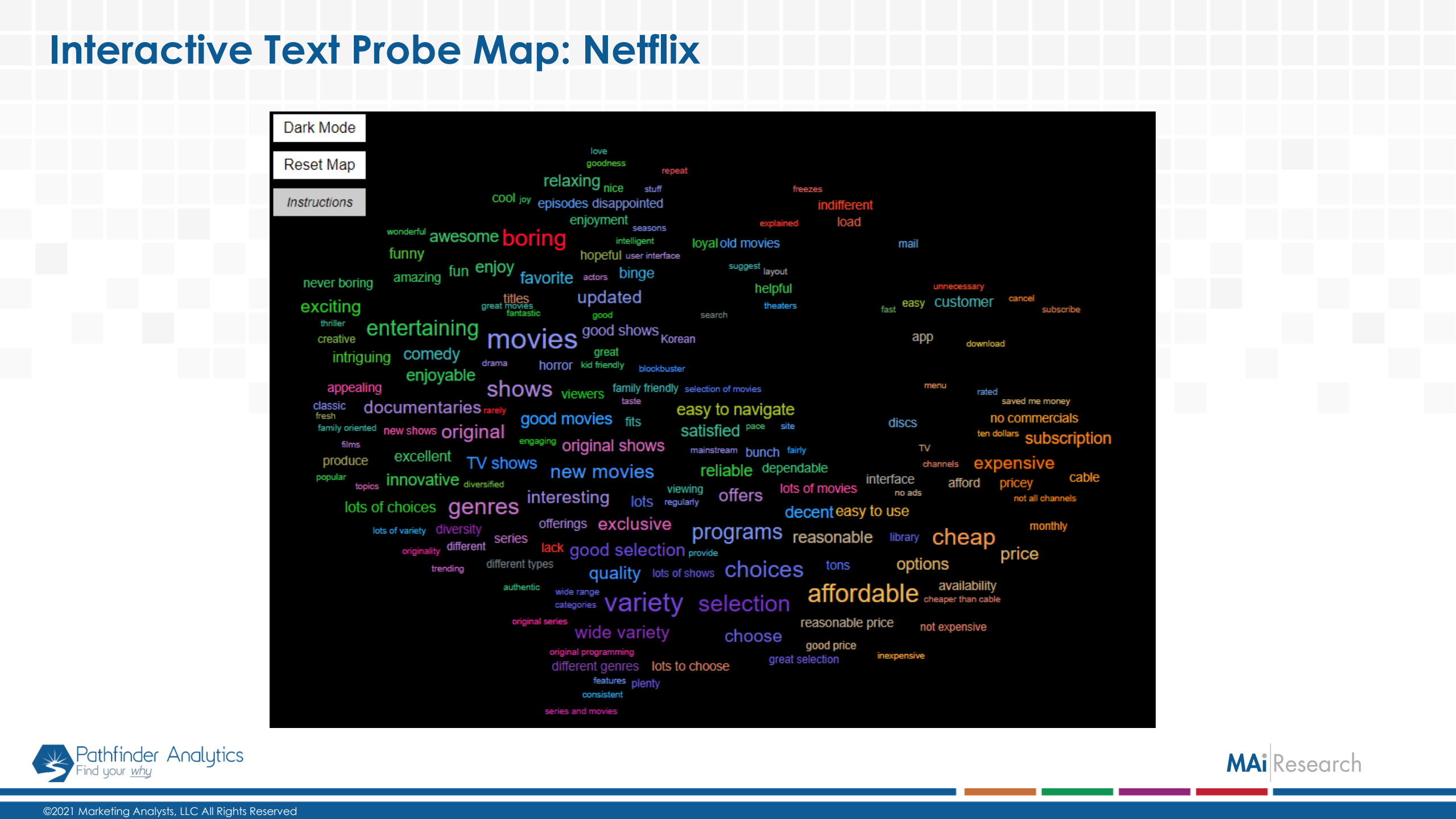
- Large selection of content
- Broad appeal

Areas for Improvement

- Quantity over quality
- Too much time spent looking for something to watch

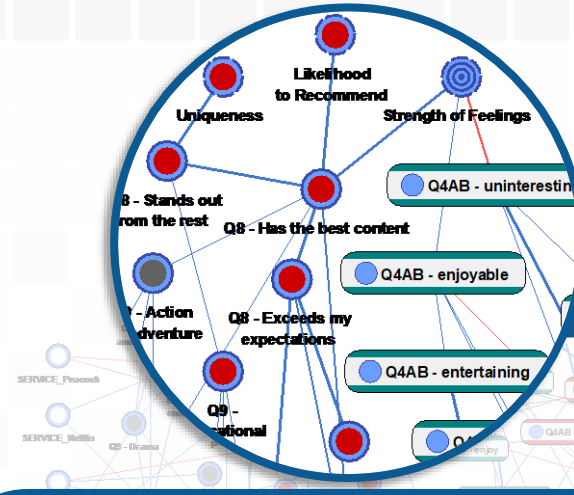


Words are Defined by Context, Not by the Dictionary

[illegible]

Driver Pathways: Understanding impact by using all your data

- Our approach to Text Science allows the respondents' own words to be utilized in driver models
- Comprehensive drivers taking into account the entire person and leveraging their ideas and connecting it back to their closed ended ratings
- Pathways to the Services themselves:



NETFLIX

- Original Content and Documentaries



- Mystery/Suspense and “theater”



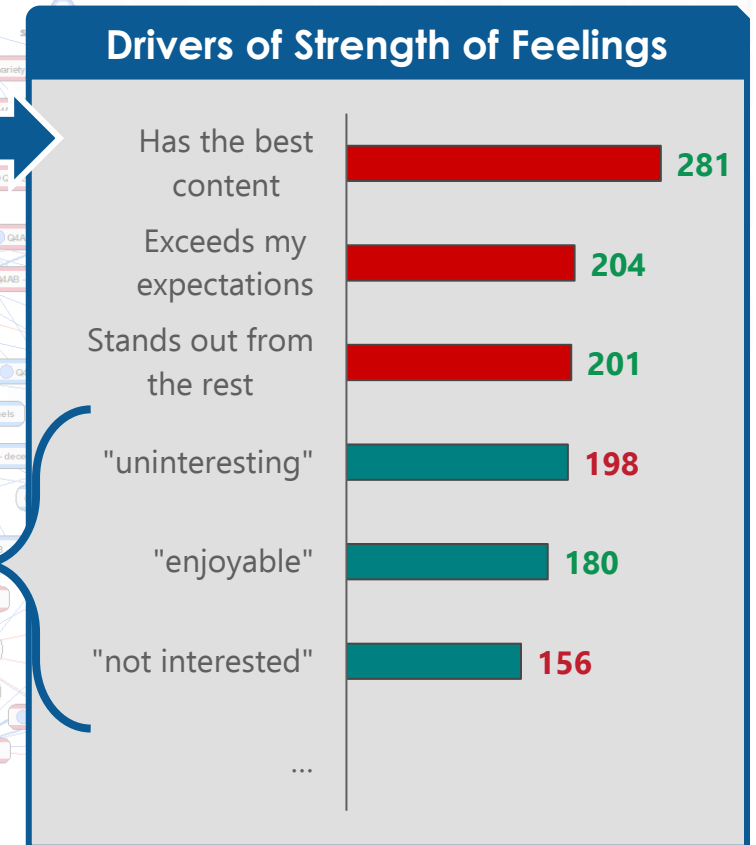
- Children's Programming and "classic"
- **NOT** Drama, Cooking, Reality Shows



- Reality Shows



- Politics and Cooking Content
- **NOT** "classic"



bland. not much that interests me. **uninteresting.**

unoriginal. the stuff I do like I can watch elsewhere.

exciting to watch the shows. **entertaining**. wide selection of shows. **enjoyable**. my **family will enjoy** watching.

not interesting. the advertisements are boring. too basic. it doesn't offer any special programming.
nothing I want to see. I've **never seen anything advertised** that I want to see.

Connecting Language with Ratings for Deeper Insights

Insight to Action: Unstructured text can be a quantitative goldmine

What we've covered:

- Streaming services have room for improvement, **each with unique challenges** and paths for success
- **How you ask questions** makes a difference
- **Qualitative data** can support **quantitative storytelling** (analytics and visualization)
- **Artificial Intelligence** helps data to have its own voice; **Human Experience** derives the business insights

More Applications:

- **System 1 and System 2 drivers** can be found if asked in the right context
- Develop better **quantitative questions**
- Applied across **many types of initiatives**: exploratory research, ad-hoc studies, and even trackers
- Use unstructured text from **almost any source**
- **Current qualitative data** could be hiding insights

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