

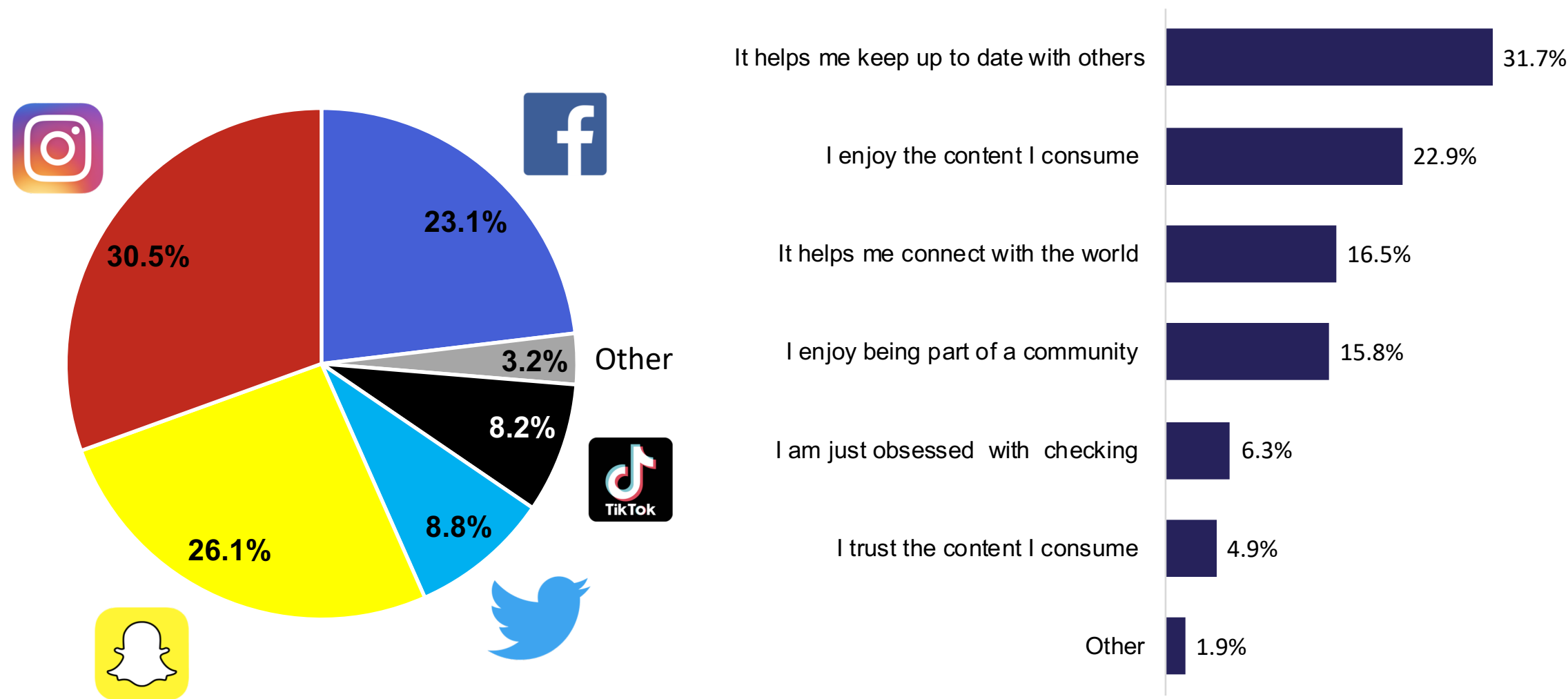
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Positive Psychology Segmentation & Generation Z

Naira Musallam, PhD

Tim Lawton

HOW DOES 27% OF THE US POPULATION CONNECT?



Note: US Census Demographic Representation

SELIGMAN'S POSITIVE PSYCHOLOGY FRAMEWORK



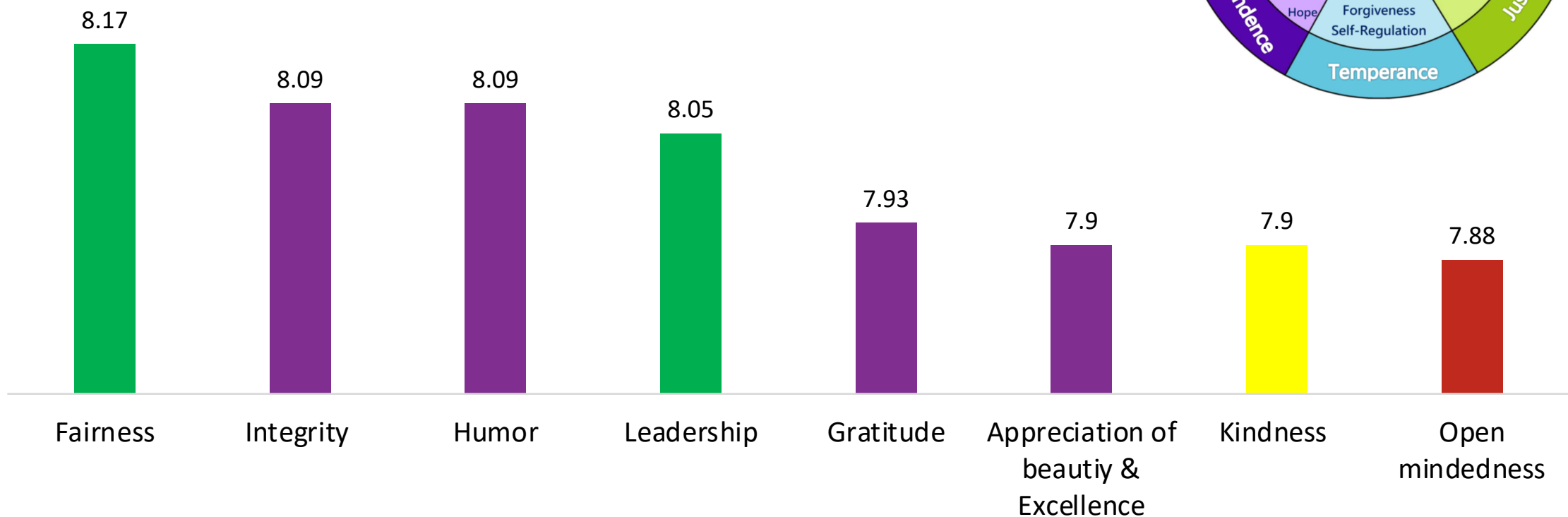
Twenty Four Values

Twenty Four 10-Point Scales

"I am more likely to purchase from a brand that encourages X value."

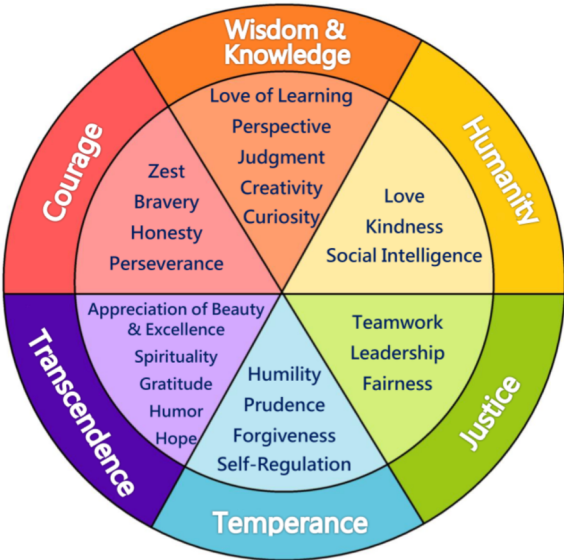
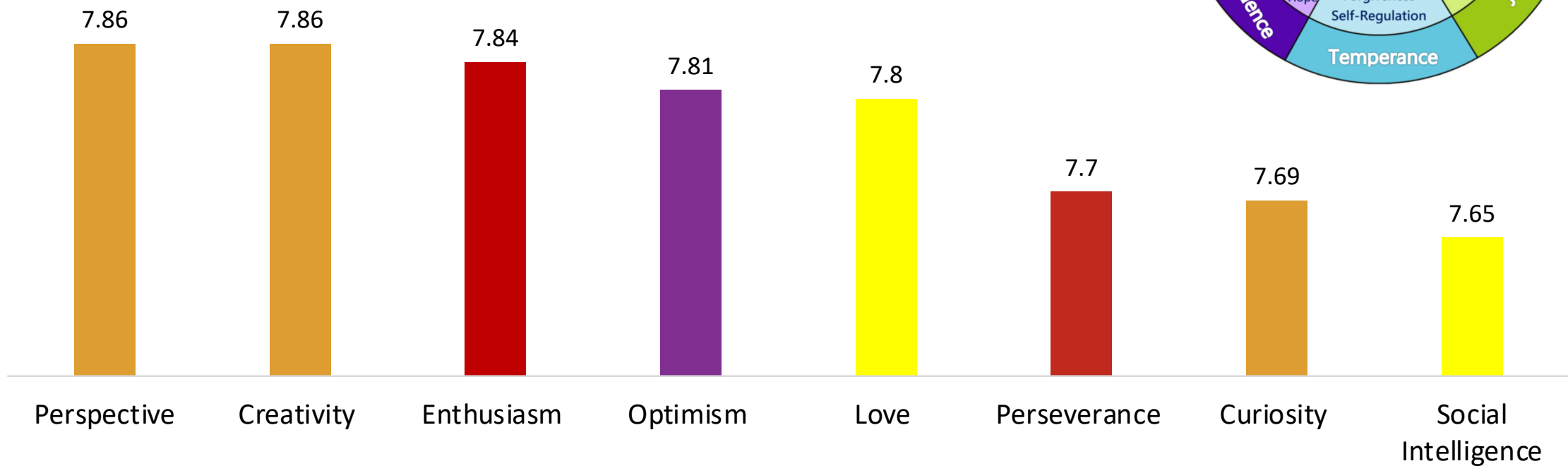
HIGHEST RATED BRAND VALUES

Justice & Transcendence are the supreme values



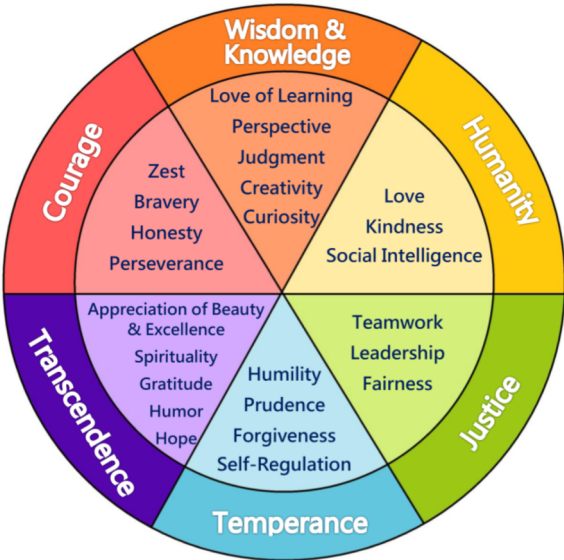
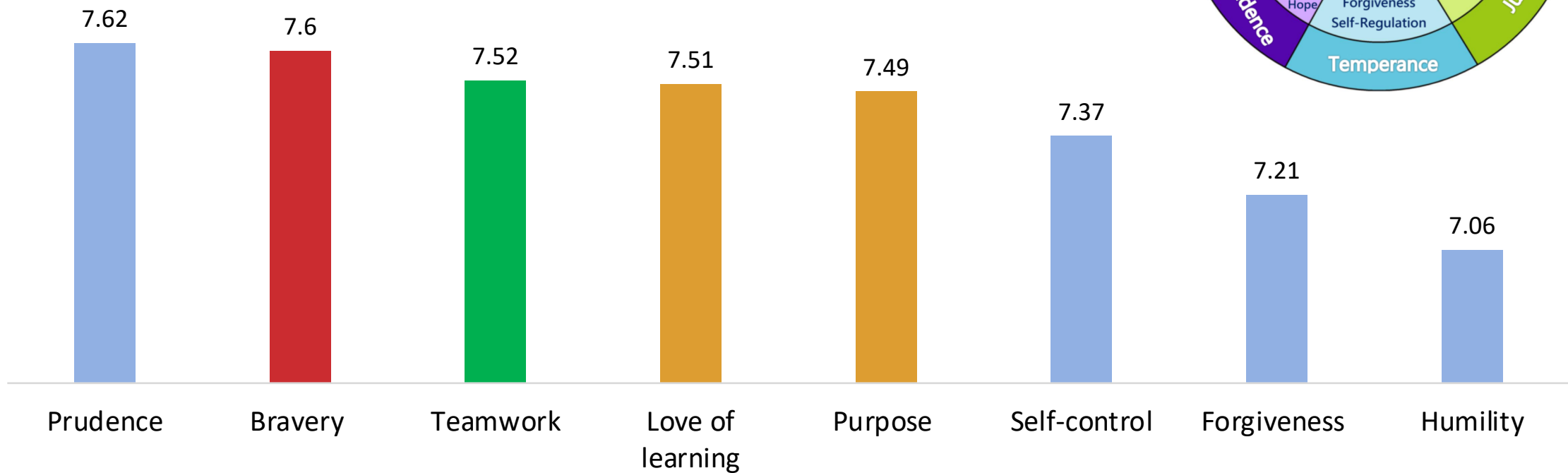
MEDIUM RATED BRAND VALUES

Wisdom & Knowledge take second place

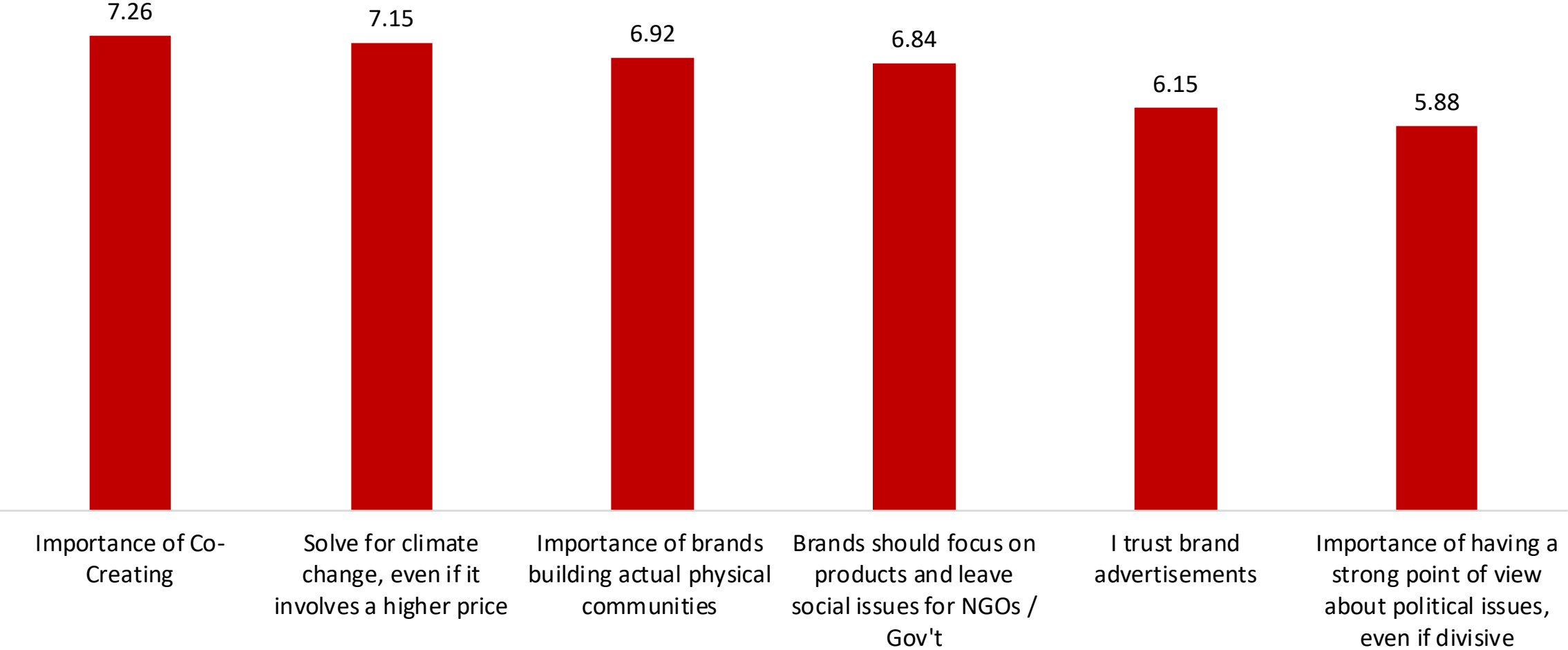


LOWEST RATED BRAND VALUES

Little room for Temperance

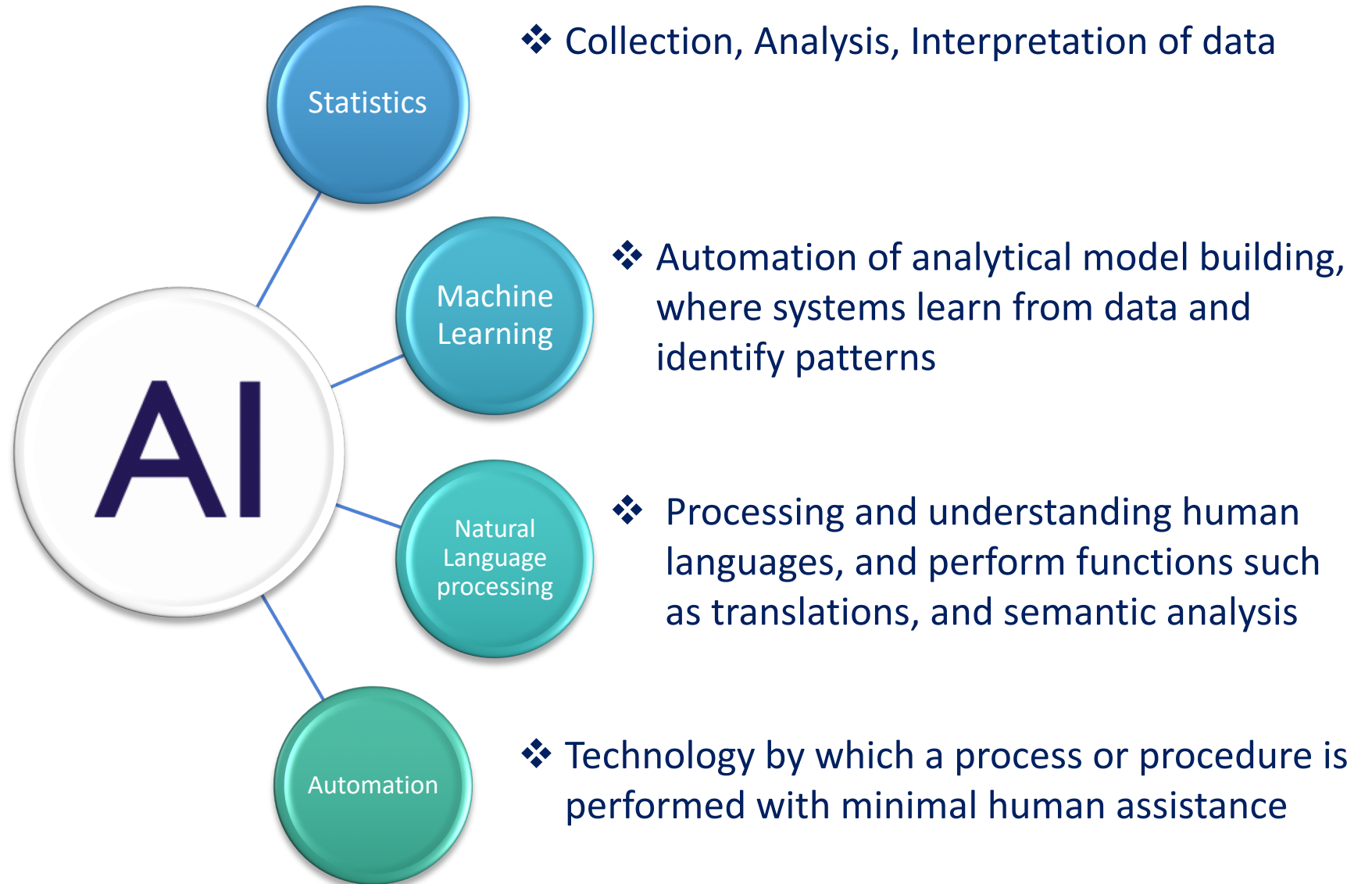


GENERATIONAL VIEWS ABOUT BRANDS



ANALYSIS DEEP DIVE

Computer systems that are able to perform tasks that would require human intelligence.





*Depth
of
Insights*

=



Time

+



*Manual
technical
tasks*

+



*Multiple
fragmented
tools*

+



*Insights
Team*

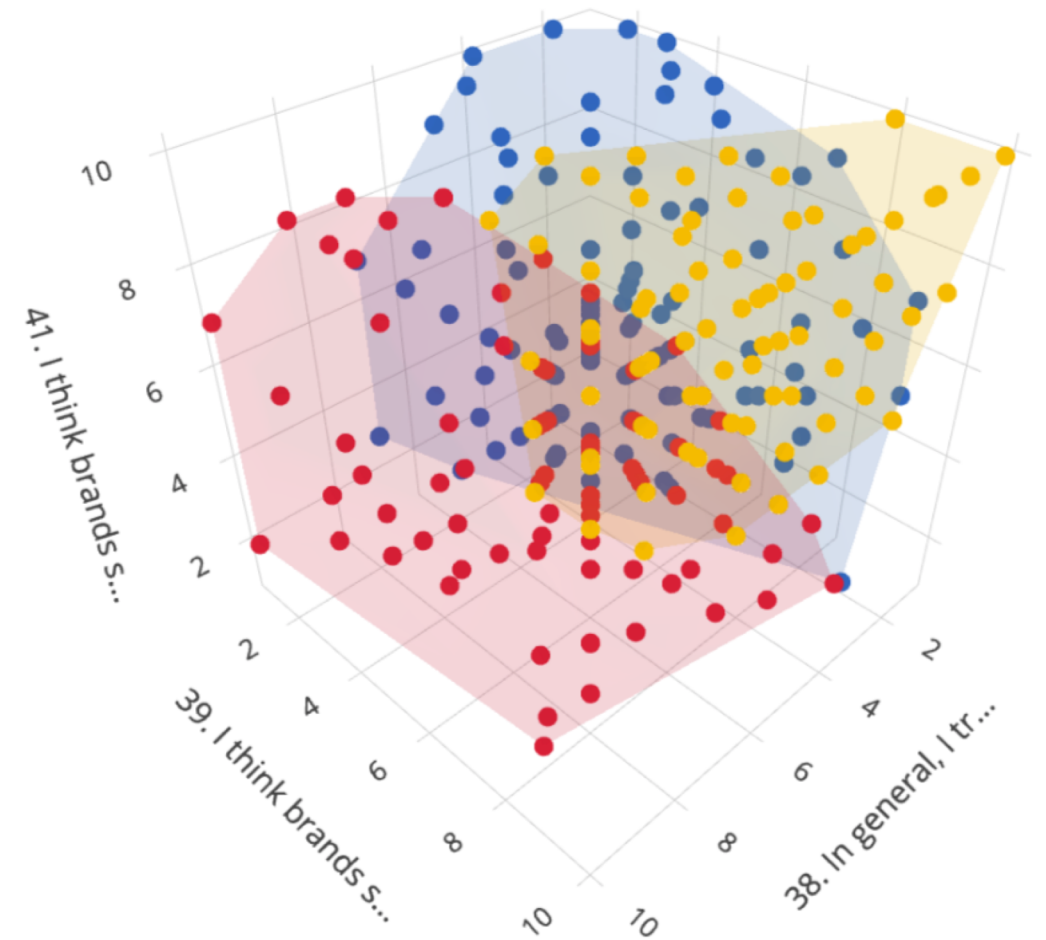
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SEGMENTATION & PERSONA CREATION

I trust brand advertisement

Brands should help solve climate change

Brands should co-create with us



ONE GENERATION, THREE PERSONAS, THREE STRATEGIES

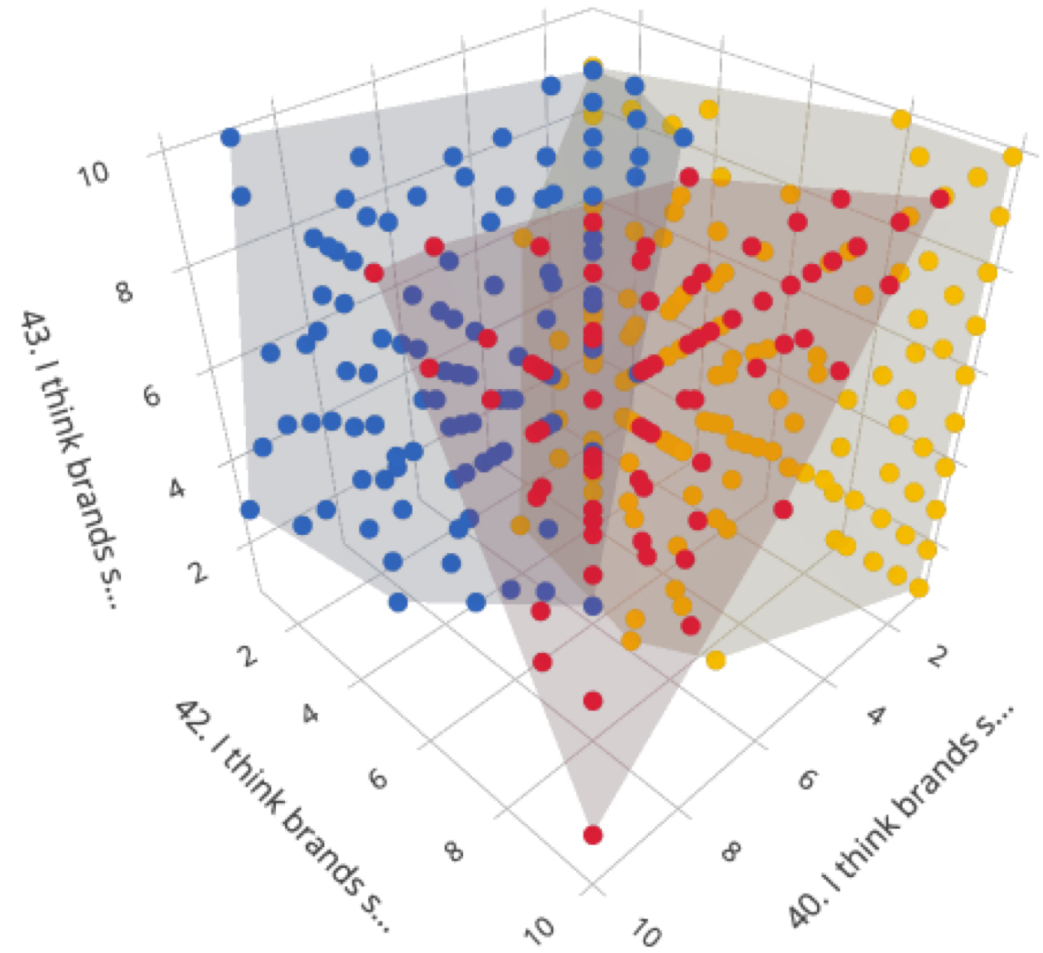


SEGMENTATION & PERSONA CREATION *CONT'D*

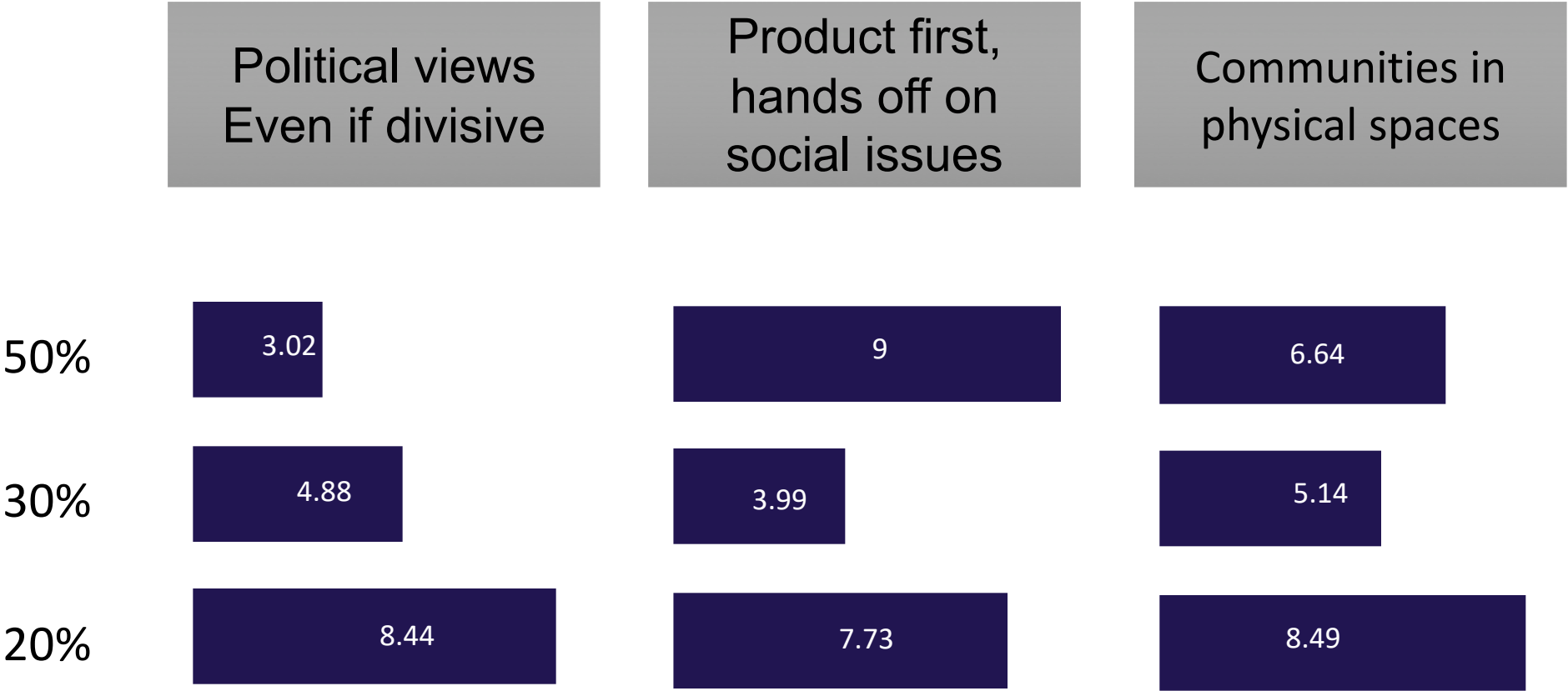
Brands should have political views

Brands should be hands off social issues

Brands should build community spaces



THREE MORE PERSONAS, THREE MORE STRATEGIES





Natural Language Processing (NLP)

**Reducing Text Analysis From Days To
Minutes**

NATURAL LANGUAGE PROCESSING (NLP)

What is it...

- *Natural language processing (NLP)* is widely acknowledged as a sub field of artificial intelligence
- The focus is on enabling computers to process and understand human languages

What does it take....

- NLP relies on multiple disciplines to include computer science, computational power, statistics, and linguistics, social scientists, and discipline specific experts to understand human communications

DIFFERENT GENERATION...SAME PARADIGM

Consumers are consumers no matter the generation.

Demands for quality, competitive pricing, and good customer service seem to transcend generations.

Bad experience	
horrible quality	
it is a very bad and untrustworthy brand	
because, the service is bad, and the servicer is so rude	
Virtual dollar store with more scams	
Always bad quality	
All their products are amazing, I've never been dissatisfied	
their app is very secure and i am able to buy and sell clothes safely. they also have very reasonable pric	
They are always reliable, the staff is super friendly, and they have very clean, organized stores	
Walmart has the best off-brand items at good quality.	
They have great products with great results.	
Good products for good money	

THE SO WHAT...

- No such a thing as “Gen Z”
- The more things change, the more they stay the same
- Explore more *value* and *behavioral* segmentations
- Simple methodologies lead to simple answers
- Ask more open ended questions
- Leverage technology to augment your work