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PSYCLONE

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How Psychlone Leverages Ascribe Coder's AI-enabled Thematic Clustering in Open-end Analysis

*“15 years ago I was told
that coding is going away
soon...*

Well, ...we're still here.”



Making open end analysis easier



CX Inspector

Text Analytics

Coder

Verbatim Coding

Services

Full-Service Experts

With Theme Extractor and Generative AI

#1 Global Text Analysis Platform Over 6 Billion Responses Analyzed



PSYCLONE

C + R

toluna*



SHOWTIME



dynata™

Savanta:

KANTAR



NHS



Disney

GEICO®

DRIVING BEHAVIOR CHANGE

With Psychological Science



ABOUT **PSYCLONE**

Psychone is a global research organization that harnesses psychological science to understand why people think, feel, and behave the way they do.

Time-honored psychological science-based techniques combined with modern technology allow us to tap into the human psyche and understand the motivational factors driving people's behaviors.



OUR CLIENTS



OUR AGENDA



Getting Emotional



Getting to 'The Why'



Case Study



Leveraging Ascribe AI-Coder

GETTING EMOTIONAL



THINKING



FEELING



BEHAVING

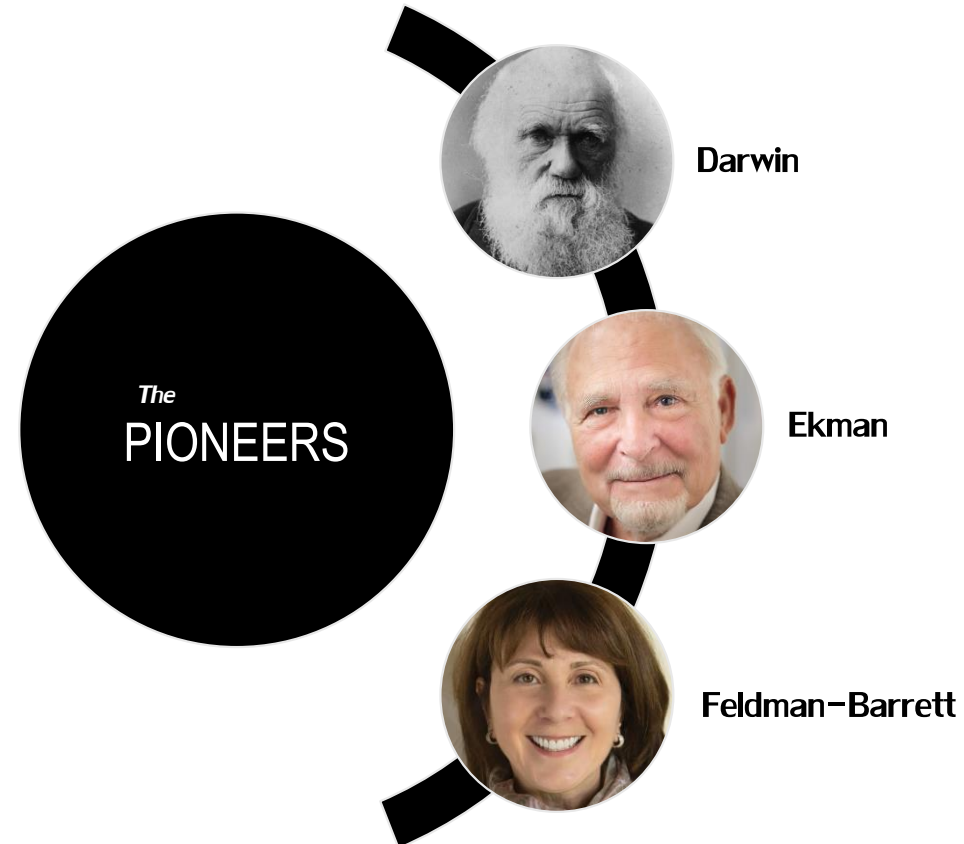


Emotions are data. When you see what other people are feeling, that's information about what their motivations are, what's occupying a lot of their energy and attention. Without that information, you're handicapped as an organization.

ADAM GRANT

EMOTION CLASSIFICATION HISTORY

1831 – Present



Feldman-Barrett's
EMOTIONAL GRANULARITY



IT'S COMPLICATED

No single part of the human brain triggers a particular emotion. Instead, emotions are the result of multiple brain networks working in tandem.





The face
of **ANGER**





You need a word to communicate an emotion efficiently.

LISA FELDMAN–BARRETT



THE COMPLETE PICTURE

If we don't understand the broad range of emotions people are feeling, and why they're feeling those emotions, then it's likely we do not fully understand what is driving their decisions.

GETTING TO 'THE WHY'



A PATH TO UNDERSTANDING 'THE WHY'

To comprehend the vast landscape of external phenomena and the underlying reasons behind people's thoughts, emotions, and behaviors, the **only** path is through large-sample open-ended data.



THE OLDEN DAYS

- Before the advent of text analytics, we solely relied on human coders to analyze and categorize open-ended responses, which often led to inconsistencies.
- Efficient coding took weeks, if it was achievable at all.
- To expedite coding, word limits were imposed (e.g., “In a word, why does...?”). Regrettably, this practice persists even today.





A NEW DAWN

- In the era of text analytics and AI, it no longer makes sense to limit respondents to a specific number of words for easier coding.
- With AI, we aim to do the opposite by setting character minimums to encourage detailed responses that are easily analyzed by AI.
- The difference between data sets with character minimums and those without is striking; the data is significantly richer and more insightful when character minimums are implemented.
- We have reached a point where AI and text analytics can code open-ended responses far more quickly and efficiently than humans. What once took a week or two now takes just a day or two.
- While AI has significantly improved our speed and efficiency, we still cannot rely on it entirely. A substantial human element remains necessary. AI quickly gets us to a certain point, but we still need humans to quality-check and ensure the themes are efficiently presented.



THE INDISPENSABLE ROLE OF ASCRIBE'S AI-CODER IN OUR WORK

- Saves an immeasurable amount of time – at least 100 times faster than human coders. Our capabilities would be impossible if we relied solely on human effort.
- Enables us to explore an unlimited range of emotions rather than just a select few.
- Provides immediate access to verbatims, unlike previous platforms where load times took several seconds, cumulatively slowing our team's workflow as they reviewed them hundreds of times.
- Allows us to uncover people's subconscious thoughts and feelings. Large sample sizes are crucial for identifying these subconscious patterns (as the case study will demonstrate).
- AI-generated clustering of themes aids in understanding nuances more consistently.
- Capable of analyzing unlimited responses, allowing us to understand data at scale and then run correlations on KPI's such as purchase intent, engagement, and visitation.
- With 50% of questions in Psyclone surveys being open-ended, our work would be impossible without Ascribe.
- Outstanding customer support, with prompt email responses and a readiness to jump on a call when needed.

CASE STUDY

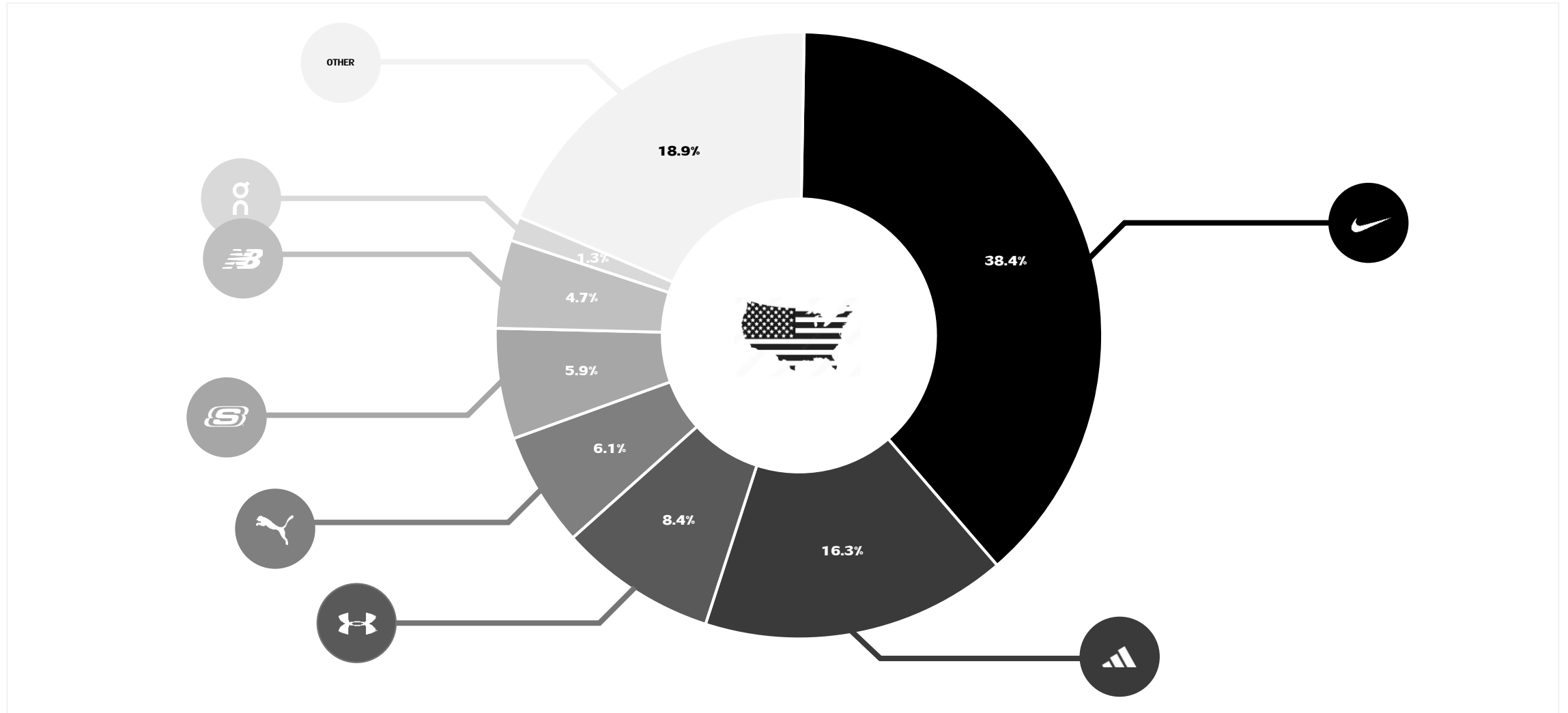
RESEARCH QUESTIONS

- What are the perceptions and emotions consumers associate with different athletic shoe brands?
- What factors influence these perceptions and emotions towards athletic shoe brands?
- What strategies can we employ to motivate a shift in consumer behavior?



MARKET SHARE

Athletic Footwear Brands in the United States



Source: <https://www.statista.com>

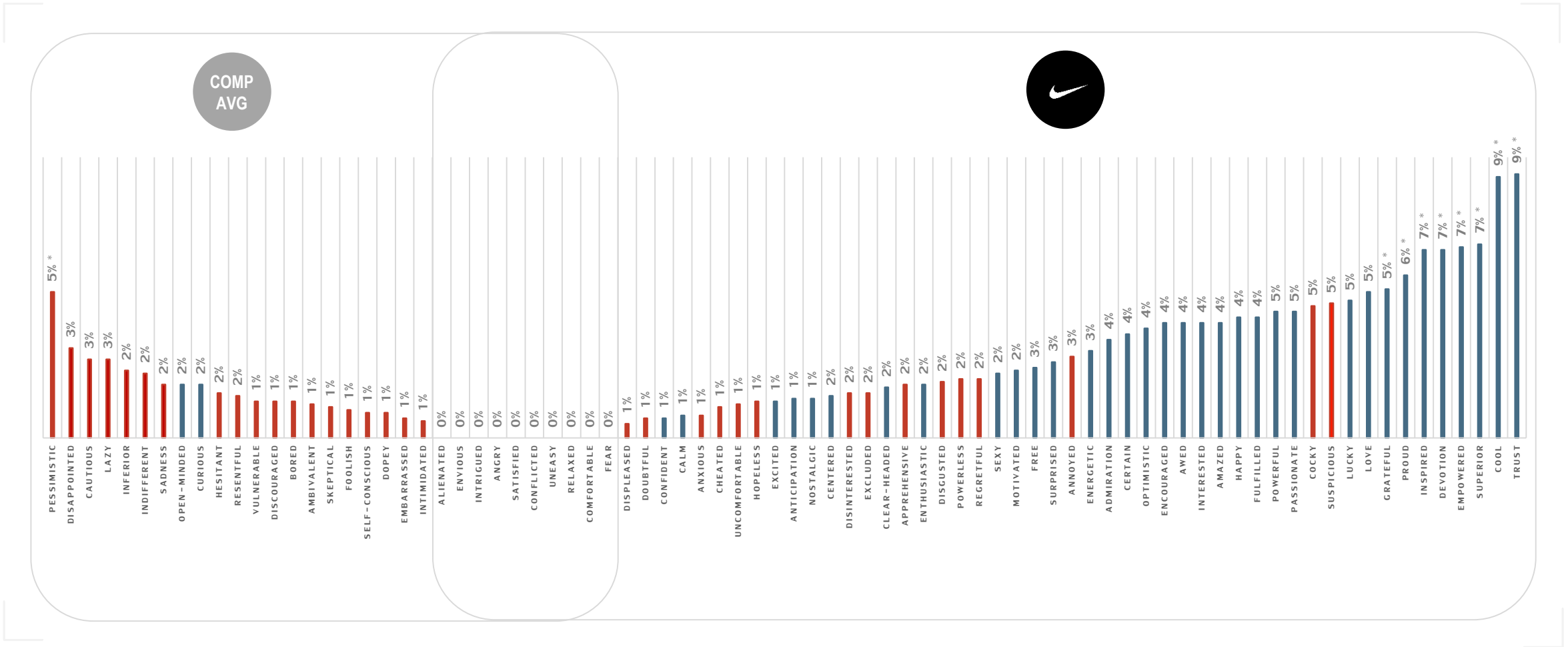


INVESTIGATION *of* 80 EMOTIONS

EMOTIONAL DIFFERENTIAL

When thinking about the following brand, which specific **emotions** are you feeling?

N=250 per brand; Stat Test Level = 95%



Q. Do [Brand] shoes, make you feel...?

■ Positive Emotions

■ Negative Emotions

■ Neutral Emotions

DRIVERS OF PURCHASE

Q. Do [Brand] shoes make you feel...?

Rank	ρ	Emotion	Rank	ρ	Emotion	Rank	ρ	Emotion	Rank	ρ	Emotion
1	+0.50	Grateful	21	+0.32	Encouraged	41	-0.09	Envious	61	-0.24	Alienated
2	+0.47	Excited	22	+0.31	Sexy	42	-0.11	Cocky	62	-0.24	Cheated
3	+0.46	Lucky	23	+0.29	Amazed	43	-0.11	Powerless	63	-0.25	Hesitant
4	+0.46	Cool	24	+0.28	Admiration	44	-0.12	Vulnerable	64	-0.26	Inferior
5	+0.46	Satisfied	25	+0.28	Certain	45	-0.13	Apprehensive	65	-0.27	Uneasy
6	+0.45	Happy	26	+0.27	Centered	46	-0.13	Conflicted	66	-0.27	Dopey
7	+0.44	Powerful	27	+0.25	Clear-headed	47	-0.14	Self-conscious	67	-0.28	Doubtful
8	+0.43	Calm	28	+0.24	Relaxed	48	-0.15	Hopeless	68	-0.28	Foolish
9	+0.43	Motivated	29	+0.22	Devotion	49	-0.16	Excluded	69	-0.28	Discouraged
10	+0.42	Empowered	30	+0.20	Comfortable	50	-0.16	Anxious	70	-0.28	Embarrassed
11	+0.40	Trust	31	+0.20	Free	51	-0.17	Ambivalent	71	-0.29	Sadness
12	+0.39	Love	32	+0.19	Open-minded	52	-0.18	Angry	72	-0.30	Annoyed
13	+0.39	Enthusiastic	33	+0.18	Optimistic	53	-0.18	Intimidated	73	-0.30	Skeptical
14	+0.38	Energetic	34	+0.18	Superior	54	-0.19	Cautious	74	-0.31	Disgusted
15	+0.38	Confident	35	+0.16	Intrigued	55	-0.20	Resentful	75	-0.32	Bored
16	+0.37	Fulfilled	36	+0.14	Anticipation	56	-0.20	Fear	76	-0.33	Disappointed
17	+0.37	Proud	37	+0.14	Surprised	57	-0.21	Lazy	77	-0.33	Displeased
18	+0.36	Inspired	38	+0.13	Awed	58	-0.22	Regretful	78	-0.34	Uncomfortable
19	+0.35	Interested	39	+0.11	Curious	59	-0.23	Pessimistic	79	-0.40	Indifferent
20	+0.34	Passionate	40	+0.07	Nostalgic	60	-0.24	Suspicious	80	-0.45	Disinterested

The value of a correlation coefficient ranges between -1 and +1. The correlation coefficient is +1 in the case of a perfect relationship and -1 in the case of a perfect inverse relationship. The closer the coefficient is to -1 or 1, the stronger the correlation between the variables. We generally consider correlations above ± 0.4 to be strong, correlations between ± 0.4 and ± 0.25 moderate, and those below ± 0.25 weak. On the other hand, we consider correlations above -0.4 to be strong, correlations between -0.4 and -0.25 moderate, and those below -0.25 weak.





Why do **Nike** shoes make you feel **Grateful**?

(Please enter at least 50 characters)

CONTINUE

[Help](#)





124 DRIVERS *of* PURCHASE

DRIVERS OF PURCHASE

Q. Do you think [Brand] shoes...?

Rank	ρ	Driver	Rank	ρ	Driver	Rank	ρ	Driver	Rank	ρ	Driver
1	+0.51	Make me feel athletic	32	+0.32	Make me want to better myself	63	+0.29	Last a long time	94	+0.26	Are well made
2	+0.44	Helps reinforce a positive self-image or self-esteem	33	+0.32	Are innovative	64	+0.29	Are affordable	95	+0.25	Are good for running
3	+0.40	Is a brand that I've been wearing for years	34	+0.32	Provide a sense of freedom	65	+0.29	Are high quality	96	+0.25	Are trendy
4	+0.40	Are a brand that I have bought often	35	+0.32	Are highly recommended	66	+0.29	Has a good company name	97	+0.25	Are readily available in my size
5	+0.39	Makes me look more attractive	36	+0.32	Are unique	67	+0.28	Are on sale often	98	+0.25	Are good for kids
6	+0.39	Provide me with a sense of belonging	37	+0.32	Help me stay healthy	68	+0.28	Are breathable	99	+0.24	Offers a good selection of colors
7	+0.38	Is a brand that I've had good experiences with	38	+0.32	Allow me to express myself	69	+0.28	Are stylish	100	+0.24	Has a well-established history
8	+0.38	Is a brand that I prefer over others	39	+0.32	Provide a sense of control	70	+0.28	Are made of sustainable materials	101	+0.24	Are good for exercising
9	+0.38	Boost a person's status	40	+0.31	Are made by a brand that I know a lot about	71	+0.28	Have good customer reviews	102	+0.23	Offer slip-on or auto-lacing options
10	+0.37	Will get me compliments	41	+0.31	Won't give me problems or issues	72	+0.28	Are comfortable	103	+0.23	Are made in the USA
11	+0.37	Are cool	42	+0.31	Bring back memories	73	+0.28	Made by a company that is loyal to their customers	104	+0.23	Are lightweight
12	+0.37	Work well for me	43	+0.31	Look good or are attractive	74	+0.28	Are worn by successful people	105	+0.23	Are popular
13	+0.36	Fit my personal style	44	+0.31	Is a brand that I've heard good things about	75	+0.27	Is a trustworthy brand	106	+0.23	Are suitable for everyday use
14	+0.36	Are better than other brands	45	+0.31	Are a good value	76	+0.27	Are worn by people who value their appearance	107	+0.22	Are widely available
15	+0.36	Make it easier for me to walk	46	+0.31	Are worn by an athlete that I admire	77	+0.27	Can be worn anywhere	108	+0.22	Offer new styles and designs
16	+0.36	Make me feel like I can do more	47	+0.31	Are attention-grabbing	78	+0.27	Don't make my feet hurt	109	+0.21	Come in many different styles
17	+0.36	Are superior	48	+0.31	Are shoes that I wore as a child	79	+0.27	Can be worn to work	110	+0.21	Look sporty
18	+0.36	Motivate me to exercise regularly	49	+0.31	Are good for people with foot problems	80	+0.27	Have a strong following	111	+0.21	Are simple
19	+0.36	Allow me to perform better	50	+0.30	Provide good foot support	81	+0.27	Have memory foam	112	+0.21	Are worn by people who are athletic
20	+0.35	Help me accomplish my goals	51	+0.30	Are dependable	82	+0.27	Are made by a company with strong moral values	113	+0.20	Are worn by older people
21	+0.35	Match my outfits	52	+0.30	Fit well	83	+0.27	Are good for people with wide feet	114	+0.20	Have good traction or are slip-resistant
22	+0.35	Help me enjoy life	53	+0.30	Are accepted within my social or peer group	84	+0.26	Are durable	115	+0.19	Are easy to find
23	+0.35	Help me stay active	54	+0.30	Remind me of when I was younger	85	+0.26	Have good cushioning	116	+0.18	Are good to play sports in
24	+0.35	Allow me to do more things	55	+0.30	Is a brand that is wanted and desired by others	86	+0.26	Is a good brand	117	+0.17	Have a good logo
25	+0.35	Are fun to wear	56	+0.30	Are priced well	87	+0.26	Suitable for people who are on their feet all-day	118	+0.11	Offers a wide variety
26	+0.35	Allow me to be ready for anything	57	+0.30	Can be worn with anything	88	+0.26	Provide good arch support	119	+0.09	Are good for outdoor activities
27	+0.34	Give me energy	58	+0.30	Offers budget-friendly options	89	+0.26	Are good for walking	120	+0.09	Sizes that are consistent with other shoe brands
28	+0.34	Are suitable for my body	59	+0.30	Are endorsed by athletes	90	+0.26	Are easy to wear	121	+0.09	Have been around for a long time
29	+0.34	Make me want to try new things	60	+0.29	Have nice designs	91	+0.26	Are modern	122	+0.08	Are worn by people who have a lot of money
30	+0.34	Are worth the money	61	+0.29	Are worn by smart or competent people	92	+0.26	Are worn by people who are confident	123	+0.08	Are worn by younger people
31	+0.34	Have good advertisements and commercials	62	+0.29	Are good for people with flat feet	93	+0.26	Have good reputation	124	+0.07	Is a well-known brand

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TOP 10 DRIVERS OF 'GRATEFUL'

Rank	ρ	Driver
1	+ 0.52	Allow me to do more things
2	+ 0.50	Makes me look more attractive
3	+ 0.49	Make me want to better myself
4	+ 0.49	Provide me with a sense of belonging
5	+ 0.47	Help to reinforce a positive self-image or self-esteem
6	+ 0.46	Make me feel athletic
7	+ 0.46	Help me enjoy life
8	+ 0.45	Provide a sense of freedom
9	+ 0.44	Make it easier for me to walk
10	+ 0.42	Make me feel like I can do more



FEELING ATHLETIC

Strategies to bolster consumers' self-perception of their athleticism



PRODUCT DESIGN

The shoe's design can significantly impact how athletic the wearer feels. Using lightweight materials, technology for better performance (like shock absorption, breathability, grip), and a sleek design can make the wearer feel like they're ready for any sport.



INNOVATIVE TECHNOLOGY

Implementing cutting-edge technology into the shoe design can enhance performance and create a feeling of athleticism. This could be advanced cushioning for running shoes or grip technology for climbing shoes.



BRAND POSITIONING

How a brand markets and positions itself can influence how customers perceive the product. Associating the brand with athleticism, fitness, and high performance through advertising can make customers feel more athletic when wearing the product.



ATHLETE ENDORSEMENTS

Endorsing and sponsoring athletes or sports events can strongly associate the brand with athleticism. This could be at a professional level (like NBA players or Olympic athletes) or a local level (like sponsoring local running events or youth sports teams).



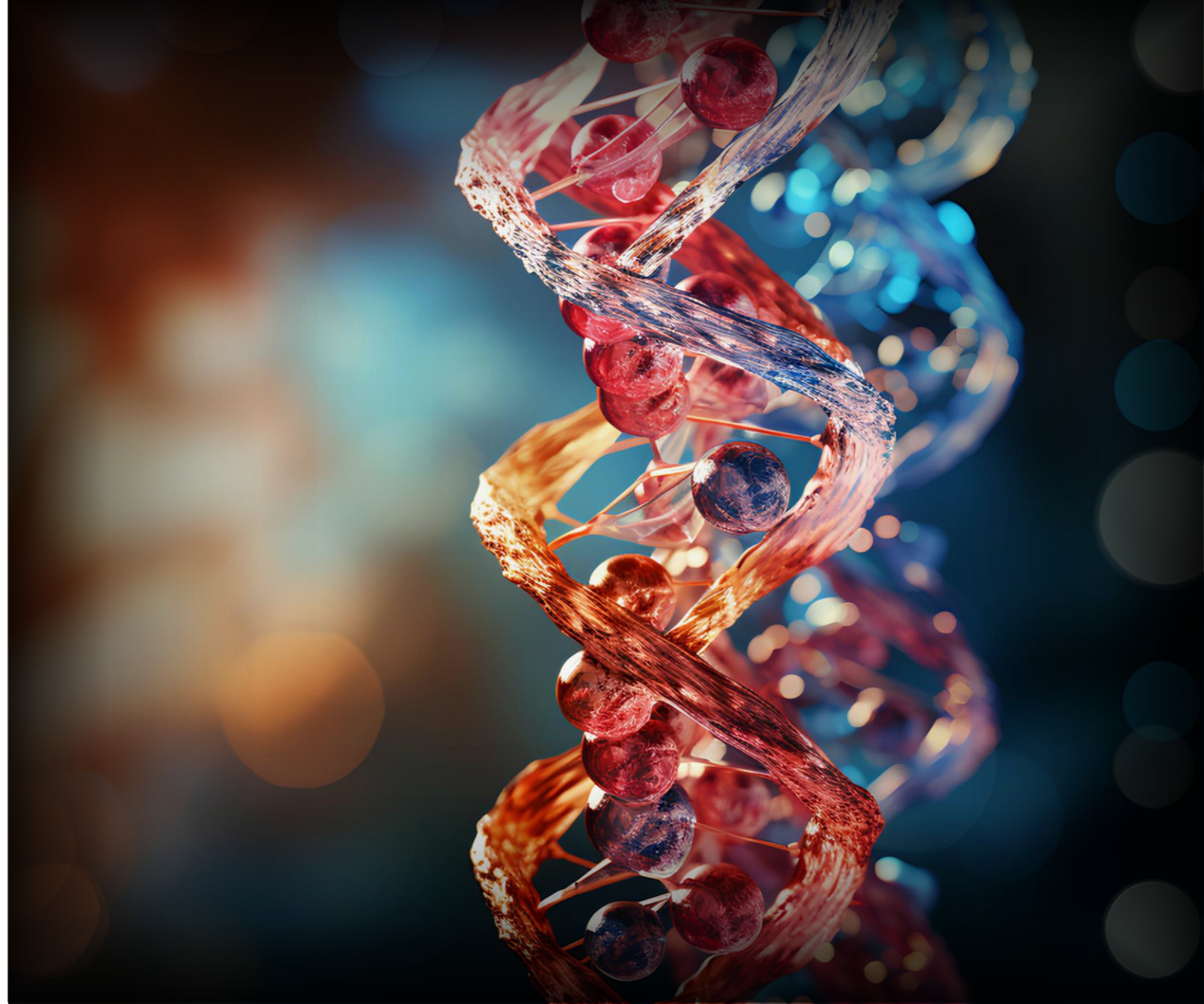
INFLUENCER MARKETING

Partnering with fitness influencers, athletes, or trainers with a significant online presence can create a sense of trust and inspire customers to be more active.

APPLICATIONS

EMOTIONAL DNA...

- Claims/Messages
- Brands
- Products/Concepts
- Experiences
- Categories
- Packages
- Advertisements
- Campaigns
- Journey



LEVERAGING ASCRIBE CODER

	Before AI Coder	After AI Coder
Analysis	Humans Only	AI + Humans
Timing	1-2 Weeks	1-2 Days
Response Length	Limited (Character Maximums)	Unlimited (Character Minimums)
Large-Scale Data Processing (Large Sample Sizes)	Limited	Unlimited
Crosstab Analysis Between Groups	Limited	Unlimited
Emotion Analysis	Limited	Unlimited



RECAP: THE CONTRIBUTION OF AI CODER TO OUR BUSINESS SUCCESS

- AI-enabled thematic clustering allows us to explore discrete emotions in a quantifiable manner.
- Instant verbatims lead to quicker results.
- Uncovers people's subconscious thoughts and feelings.
- Can analyze unlimited responses, enabling us to understand patterns at scale and correlate them with KPI's such as purchase intent and engagement.
- Approximately 50% of the questions in our research are now open-ended, a feat made possible by text analytics and Ascribe.
- Versatile software that includes crosstabs and visualizations, allowing for group comparisons.
- Easy to use
- Exceptional customer service and support (knowledgeable, helpful, and prompt)
- Competitive in price



THE TIMELESSNESS OF THE SCIENTIFIC METHOD

While ChatGPT and similar technologies are valuable tools, they have limitations. To gain a comprehensive and scientific understanding of thoughts and feelings about new ideas, products, and experiences, we need human insights and responses. Trial and error, alongside the scientific method—including observation, data collection, analysis, and replication—remain indispensable for discerning what is real and true.



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