

EMBRACE THE ELECTRODE!

Enriching qualitative
insights with biometrics

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What
are biometrics?



Biometrics allow us to measure and understand physiological responses to stimuli, experiences, websites and concepts.



“True” biometric measurements capture physiological responses to stimuli originating from the peripheral nervous system.

fEMG



ECG



GSR



EEG



Because these tools measure involuntary responses, the data can be more accurate and objective than discussion alone.

The larger biometrics umbrella also includes measures like facial coding and eye tracking.

FEMG



ECG



GSR



EEG



Eye tracking



Facial coding



Today's presentation will focus on two measures: galvanic skin response and eye tracking.

GSR



Eye tracking



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GSR



Eye tracking



Benefits

- Affordable
- Established and familiar
- High likelihood of usable data
- Can be used remotely
- Data easy to interpret
- Measures pair well
- Easy to understand



Why
pair biometrics
and qualitative?



If good moderators can get respondents to open up, why do we need biometrics?





**But if biometrics
can reveal how
respondents really
feel, why do we
need moderators?**

**Because without a qualitative element,
biometrics can only tell part of the story.**





**Qualitative
researchers are
uniquely positioned
to make the best use
of biometrics data.**



Case Studies

CASE STUDY

Project:

Creative development study
to support a new topical
pain relief cream



CASE STUDY

Project:

Creative development study to support a new topical pain relief cream

Methodology:

Eye tracking + group discussion

How biometrics helped:

Enabled the research team to definitively identify the best-performing concept



CASE STUDY

Project:
Packaging study for an
oral care product



CASE STUDY

Project:

Packaging study for an oral care product

Methodology:

Eye tracking + group discussion

How biometrics helped:

Led to a reevaluation of the client's retail strategy



CASE STUDY



Project:
Concept & package design
test for a new disposable
tableware product

CASE STUDY



Project:

Concept & package design test for a new disposable tableware product

Methodology:

Eye tracking + GSR + one-on-one discussion

How biometrics helped:

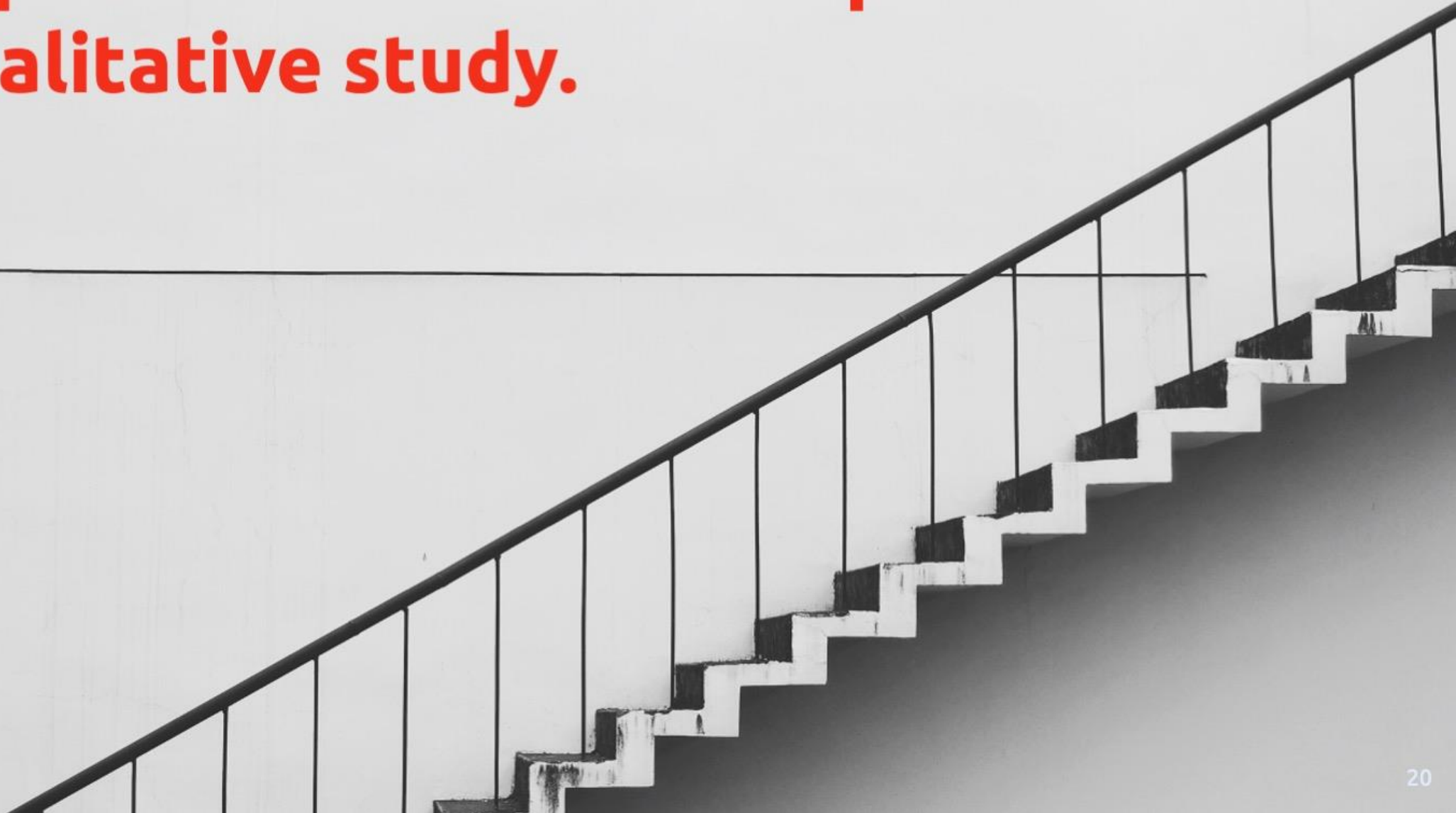
Confirmed that both product concept and package design were strong



How?

Best practices for
using biometrics in
qualitative studies

**Incorporating biometric tools
has implications for each step
in a qualitative study.**



Incorporating biometric tools has implications for each step in a qualitative study.

- ⊙ Select appropriate **objectives**
- ⊙ Get **retailer buy-in** (for in-store studies)
- ⊙ Build in **comparisons**
- ⊙ Choose the right **stimuli**
- ⊙ Give participants identical **direction**
- ⊙ **Capture** biometrics data first
- ⊙ **Accept a learning curve**



There are also screening implications when utilizing biometrics.

Ask the right questions

- ▶ Start with closed-ended questions
- ▶ Thoroughly probe what they remember
- ▶ Look for opportunities to compare

Ask the right questions

- ▶ Start with closed-ended questions
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Do not...

- ✗ Ask "Why didn't you...?"
- ✗ Narrate to the replay

Plan ahead

...because there's no going back.





NOW WHAT?

Analyzing and
reporting biometric
findings

Prepare for analysis



Prepare for analysis



Set action standards

Compile pre- and post-exposure data

Review respondent-level data

Compare:

- What people remember vs. what they saw
- What they noticed vs. what engaged them



1

**Be prepared
for tiny data
differences***

*or no differences at all



Client product
(n = 16)
Time to First Notice:
12.4s
Total Time Spent: 0.6s

Competitor 1
(n = 16)
Time to First Notice: 13.6s
Total Time Spent: 1.04s

Competitor 2
(n = 16)
Time to First Notice: 15.2s
Total Time Spent: 0.8s

Data differences can be fractional, so action standards are important.



2

**Look for
disagreement
among data
sources**



**Biometric data
may contradict
what participants
say or even
remember.**

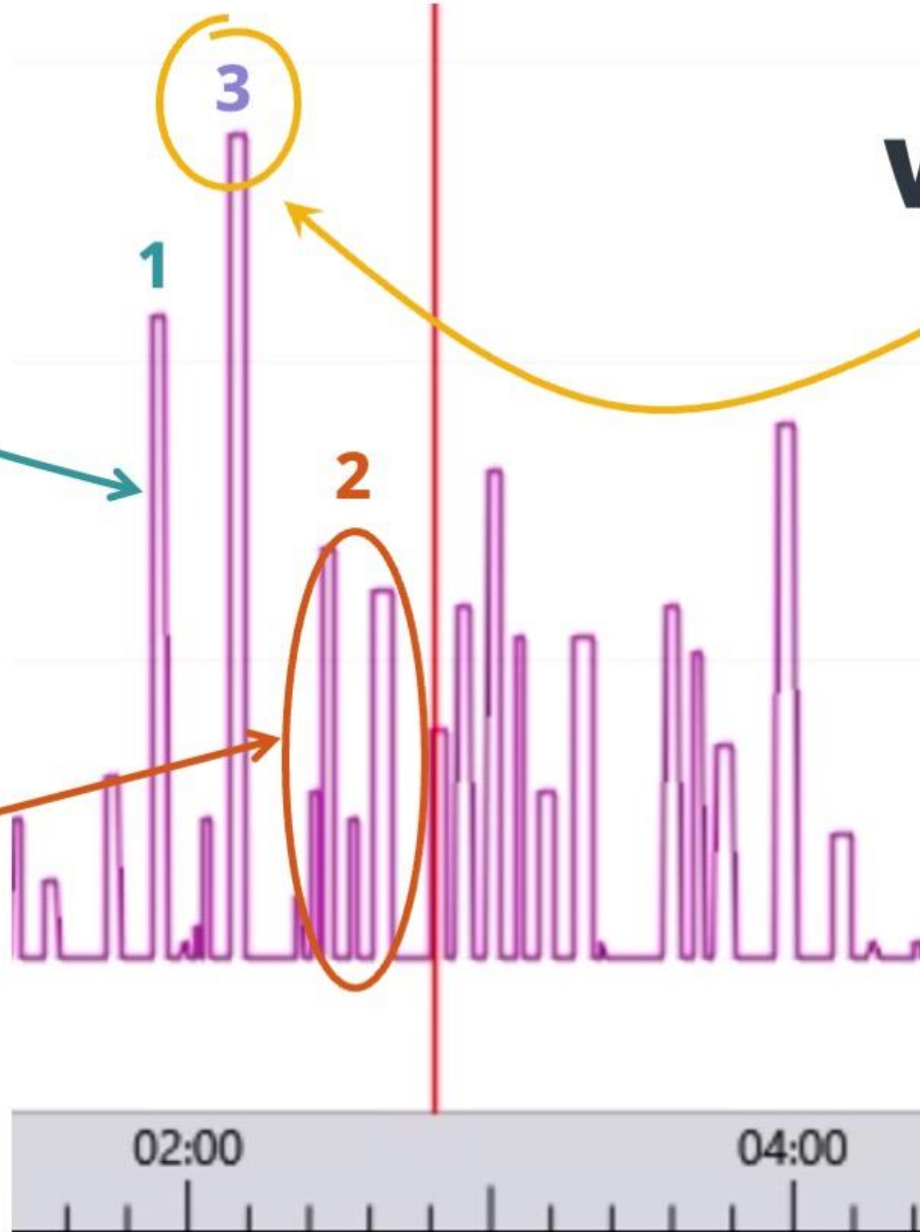


3

**Be willing to
ignore data if
it doesn't help
tell your story**

Participant spots a familiar product (1)

Participant sees and examines the client's product (2)



Not all data will be useful.

During the highest spike (3), the participant isn't looking at anything in particular



Embrace the Electrode!

to gain deeper insights into the what and why of consumer behavior.



**Any
burning
questions?**



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