



**PULSAR** 

# Qualitative Insights on a Quantitative Scale

Francesco D'Orazio | Pulsar  
@abc3d

**This is what I've been doing for the past couple years**

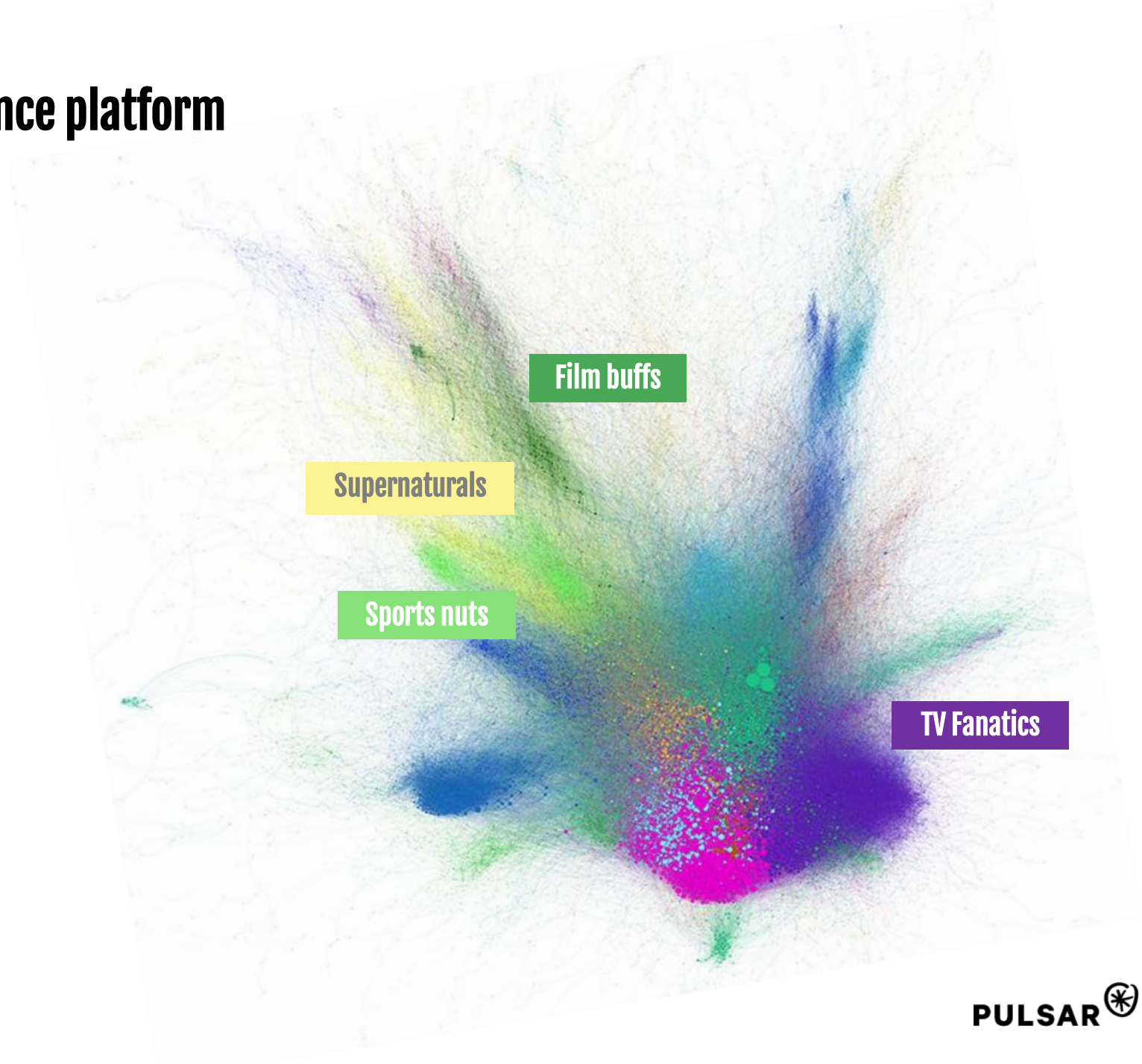


# Pulsar is an audience intelligence platform

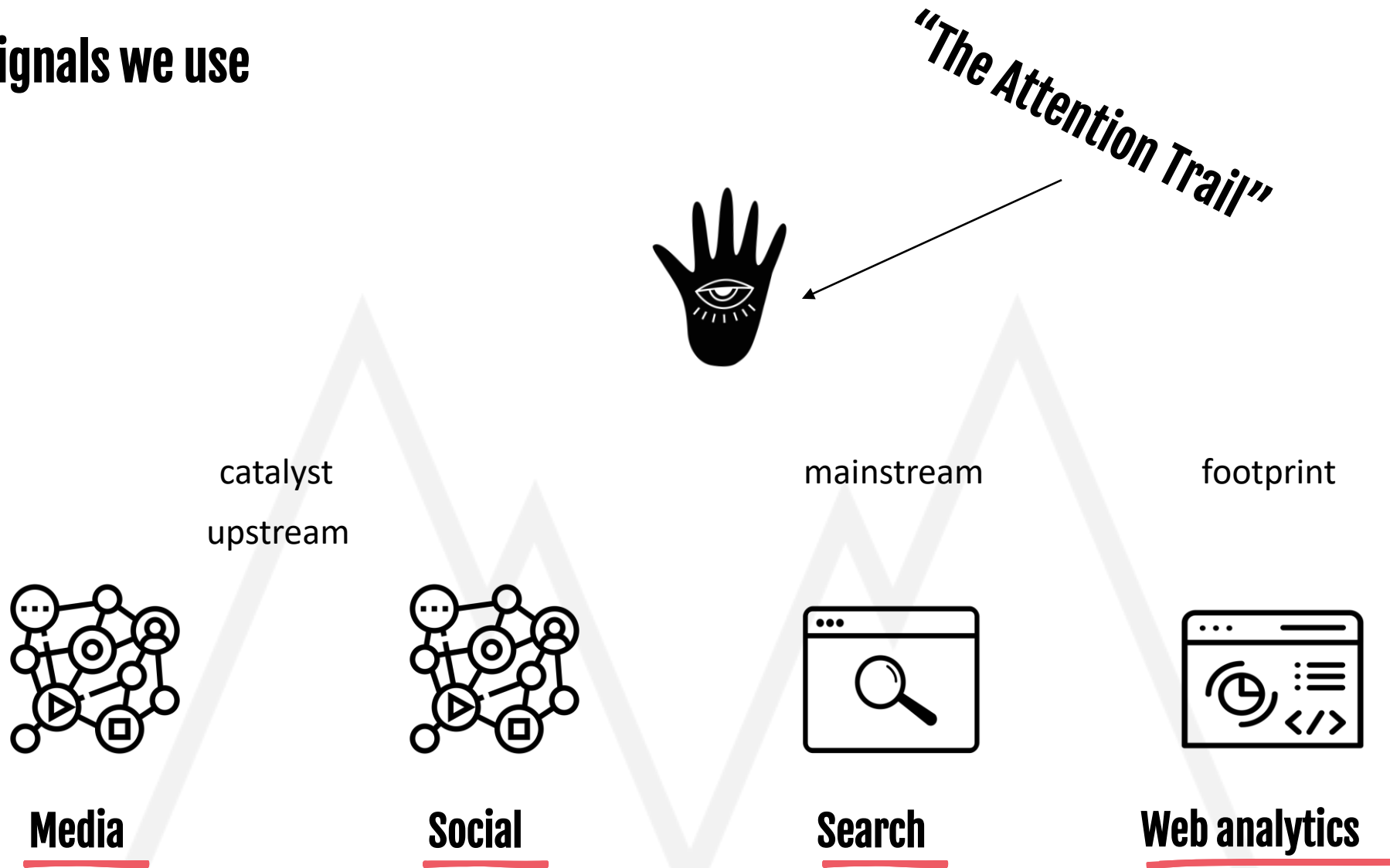
We combine **conversational** and **behavioral** data, with vertical AI and smart minds.

We help organizations understand their audiences and create messages that matter to them.

We are part of Access Intelligence Plc and we're based in **London, Los Angeles, Singapore and Sydney.**



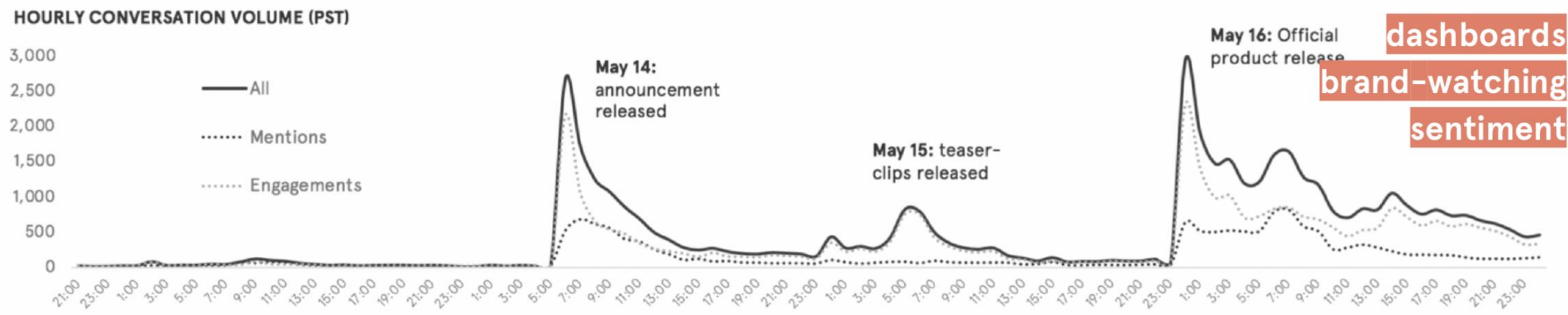
# The signals we use





**Brand-watching lags.  
Perceptions and Behaviours anticipate.**

# WHAT YOU (PROBABLY) THINK OF WHEN YOU HEAR "SOCIAL LISTENING" 📌



## TOTAL CONVERSATION VOLUME

Overall: **45,448**

Posts: **14,548**

Engagements: **30,900**

## UNIQUE USERS



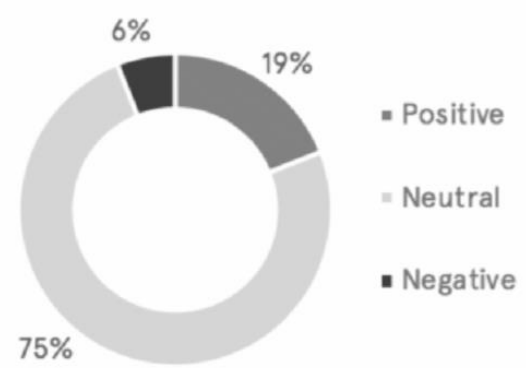
**32.3k**

## AMPLIFICATION SCORE (mean user visibility)

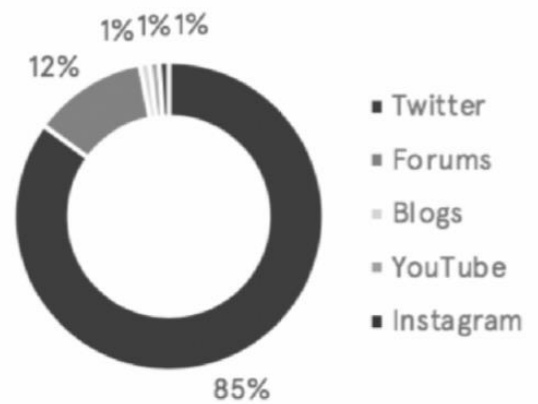
**36.7**

Pulsar benchmark:  
21.6

## CONVERSATION SENTIMENT



## SOCIAL CHANNEL SHARE OF VOLUME (SOV)



# WHAT WE ACTUALLY DO

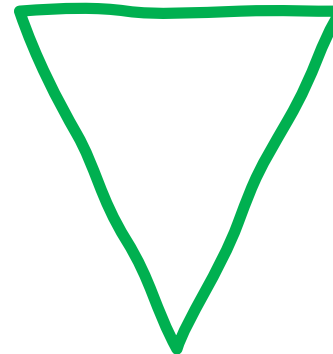
## CONVERSATION ANALYSIS

- Including signals about emotion, behavior, intent, the consumer journey



## AUDIENCE ANALYSIS

- Segmentation by demographics & affinities
- Studying diffusion & viral spread



## PRIMARY RESEARCH Surveys, Segmentation Studies etc.

**The abundance of data is the  
result of the instrumentalisation  
of the natural, industrial and  
social worlds**







A photograph of a fast-flowing stream in a dense forest. The water is turbulent and white with foam as it flows over dark, mossy rocks. The surrounding trees are lush green, and the overall atmosphere is misty and serene. The text "stream of data" is overlaid in the center of the image.

**stream**  
**of data**

An aerial photograph of a massive ocean wave, likely a tsunami or a large storm surge, with a large, bright white foam crest. The water is a deep, dark blue, and the wave's structure is clearly visible from above. The text "ocean of data" is overlaid in the center of the image.

**ocean  
of data**

A scenic landscape featuring a wide, fast-moving river with white water rapids in the foreground. A large, ancient stone arch bridge spans the river in the middle ground. In the background, a town with a prominent church tower is visible, nestled at the base of mountains under a dramatic, cloudy sky. The overall mood is atmospheric and historical.

# river of data

STEFANO MORBELLI



a data  
leak



data  
firehose

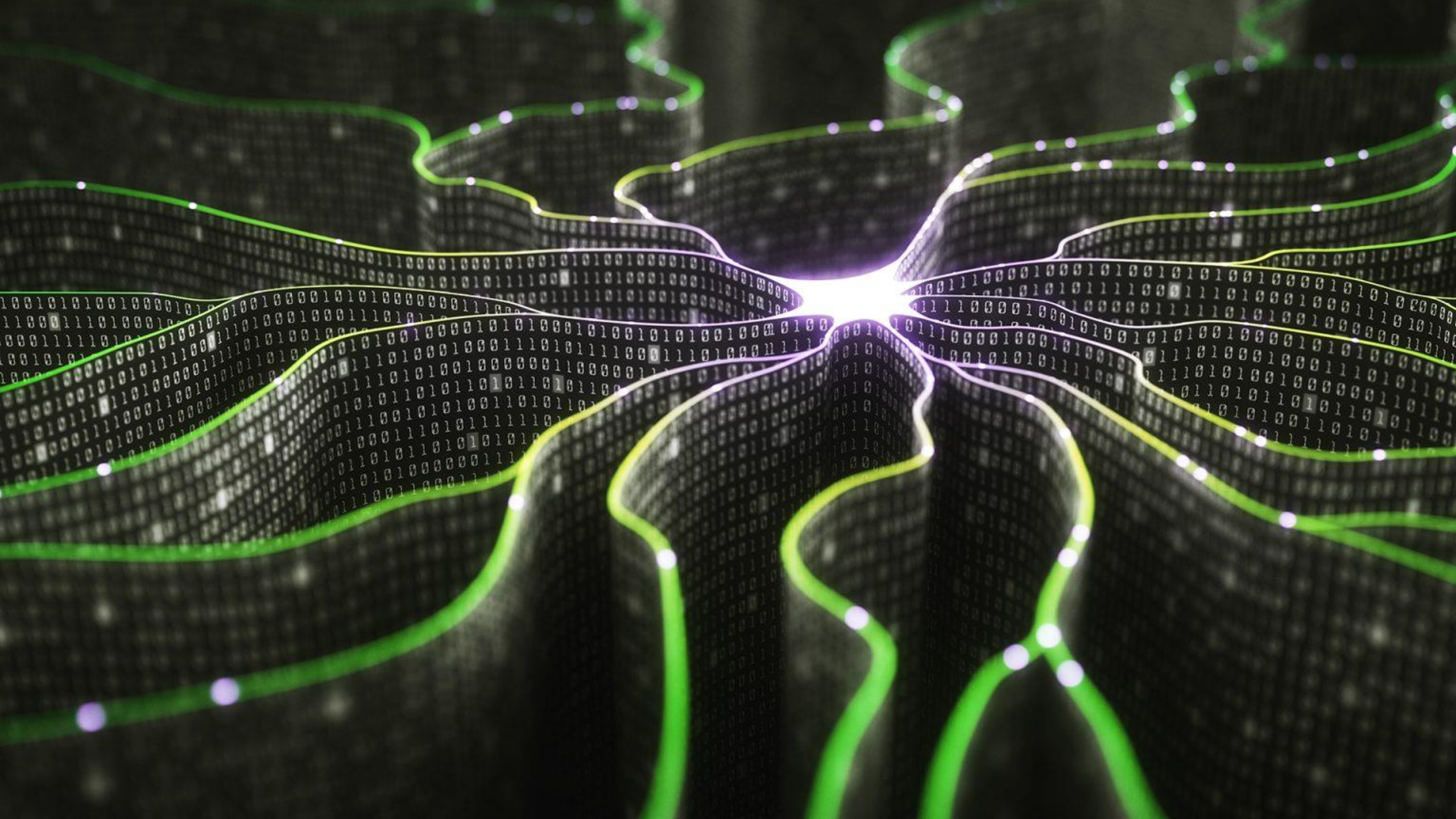


**data**  
**flood**

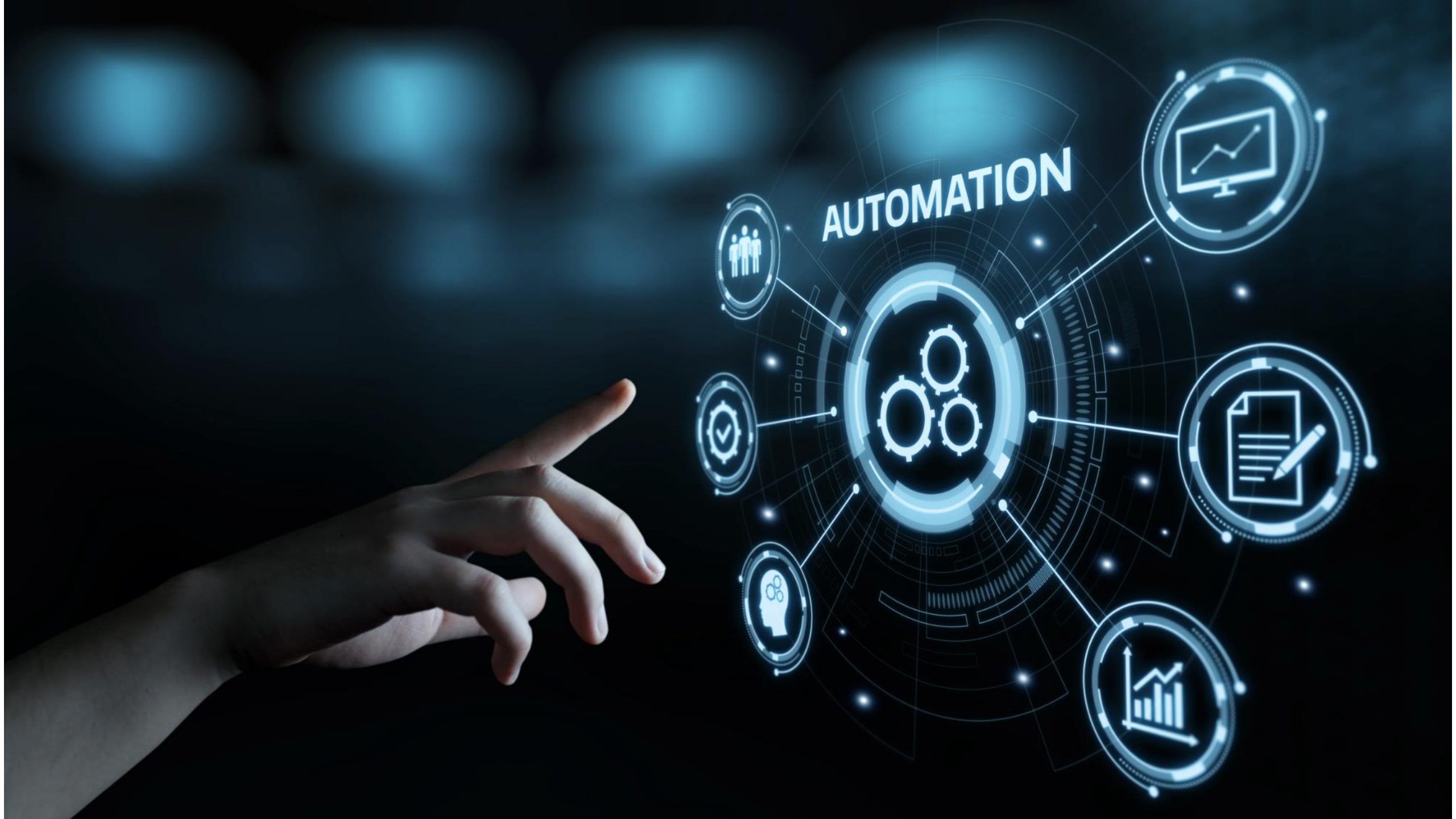




data  
tsunami







**AUTOMATION**



data “is”

**fluid**

data “is”

huge

data “is”  
powerful

data “is”  
unpredictable



data “is”

**uncontrollable**

data “is”  
efficient

data “is”  
intelligent

data “is”  
predictive

TRENDIZISST





# 99.5%

Percentage of newly created digital data  
that's never analysed




**Dan Ariely**

6 January 2013 · 



Big data is like teenage sex: everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it...

[Like](#) · [Comment](#) · [Share](#)

 Tom Stocky and 1,893 others like this.

 889 shares



# 0.5%

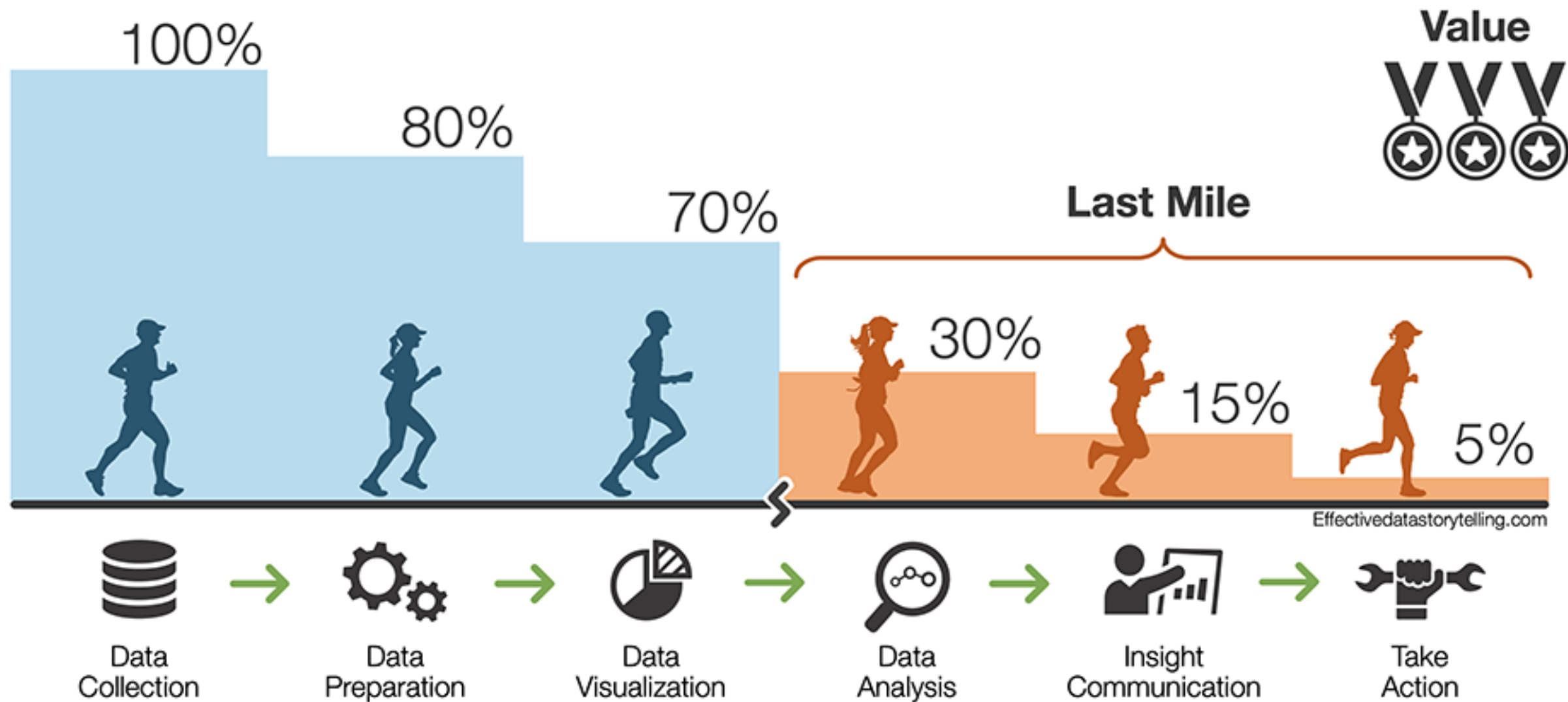
Percentage of newly created digital data  
that's actually being used





**That's a lot lower than  
the % of teenagers having sex  
(16% btw)**

# Data Analytics Marathon



**5%** of **0.5%**

1. **crafting** insights from data is not a widespread skill.
2. understanding the **implications** of an insight sits outside of the remit and skills of those who are able to craft those insights; the link between insight and strategy is broken.
3. a disconnect between insight and easy translation to **execution** limits opportunities to act responsively, and move at the speed of the audience.



**Unstructured data makes  
up more than 80% of all  
enterprise data**

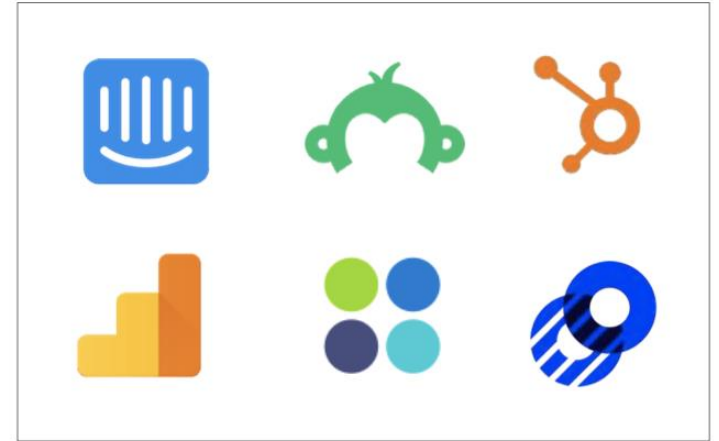
# 'AMBIENT' FEEDBACK

*unmoderated*

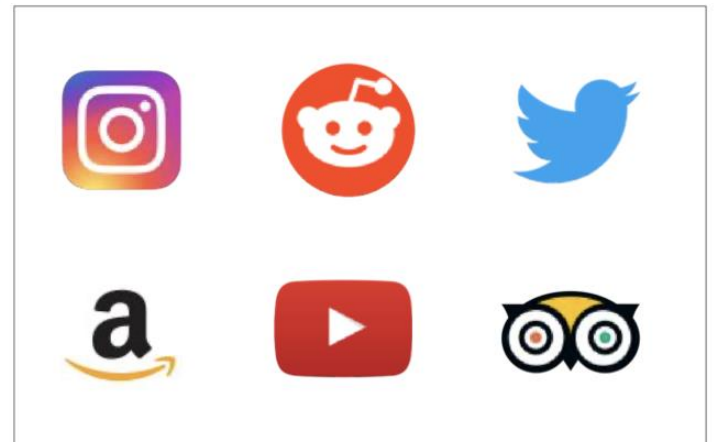
*always-on  
("real-time")*

*measurable*

✓ Valued



!! Undervalued



that is abundant across social channels, readily available, and which delivers benefits over other insight methods.



I wish [@amazon](#) had a "rent to buy" feature for movies, so if you like a film you just rented you can buy it minus the amount you paid to rent it.

11:33 AM - 30 Jun 2018

why does spotify keep recommending me to the mood booster playlist? leave me alone and let me be sad!

LIKES  
10



# SO. MUCH. LATENT. FEEDBACK.

I wish @amazon had a "rent to buy" feature for movies, so if you like a film you just rented you can buy it minus the amount you paid to rent it.

11:33 AM - 30 Jun 2018

• New feature idea & naming suggestion

• Explanation of need-state/use case

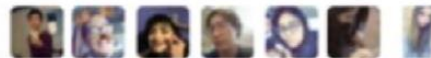
• Desired outcome/user flow

• Pain point

• Surprising insight with implications for content/curation

why does spotify keep recommending me to the mood booster playlist? leave me alone and let me be sad!

LIKES  
10







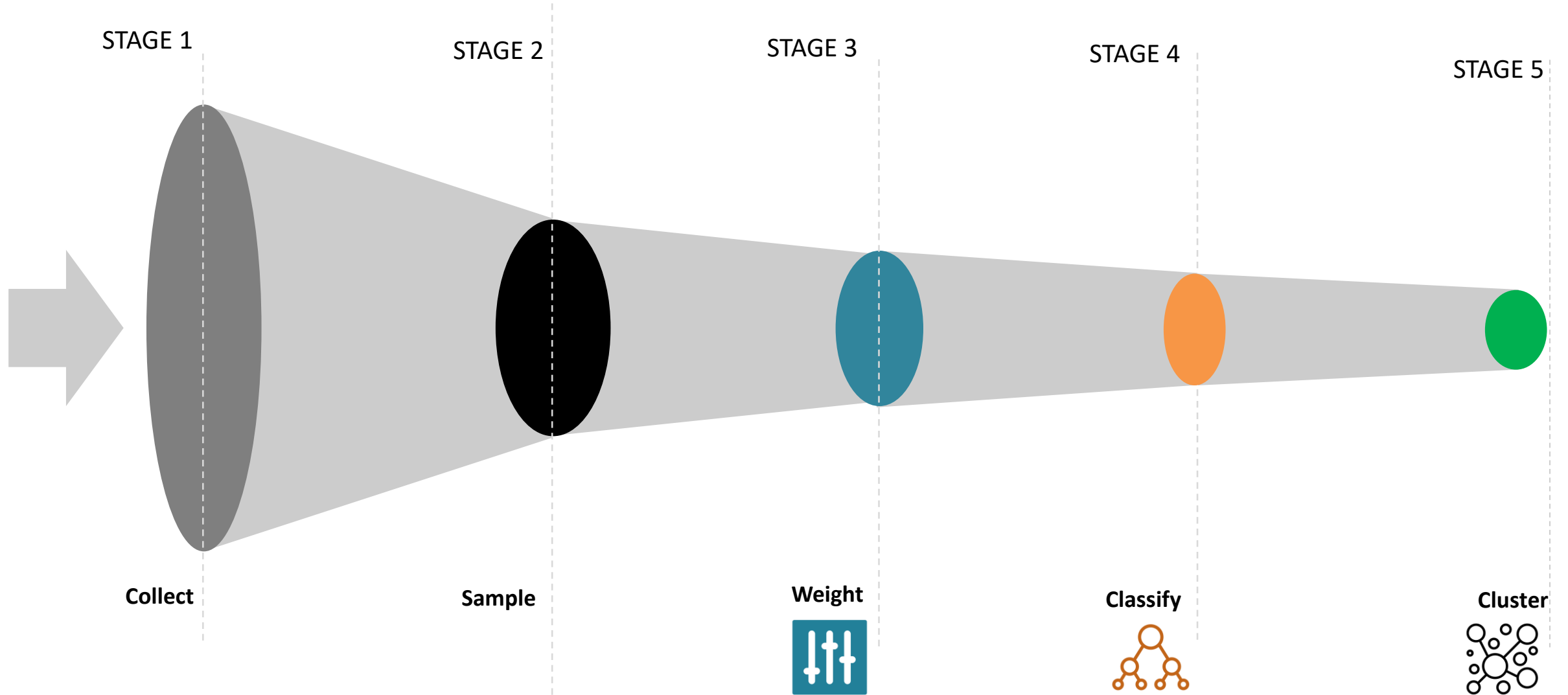
Rather than simply referring to something with a beginning, middle and end, a **narrative** can describe a collective **story** or **belief** shared by a **group of people**.





**Collect  
Sample  
Weight  
Classify  
Cluster**

# The Meaning Funnel



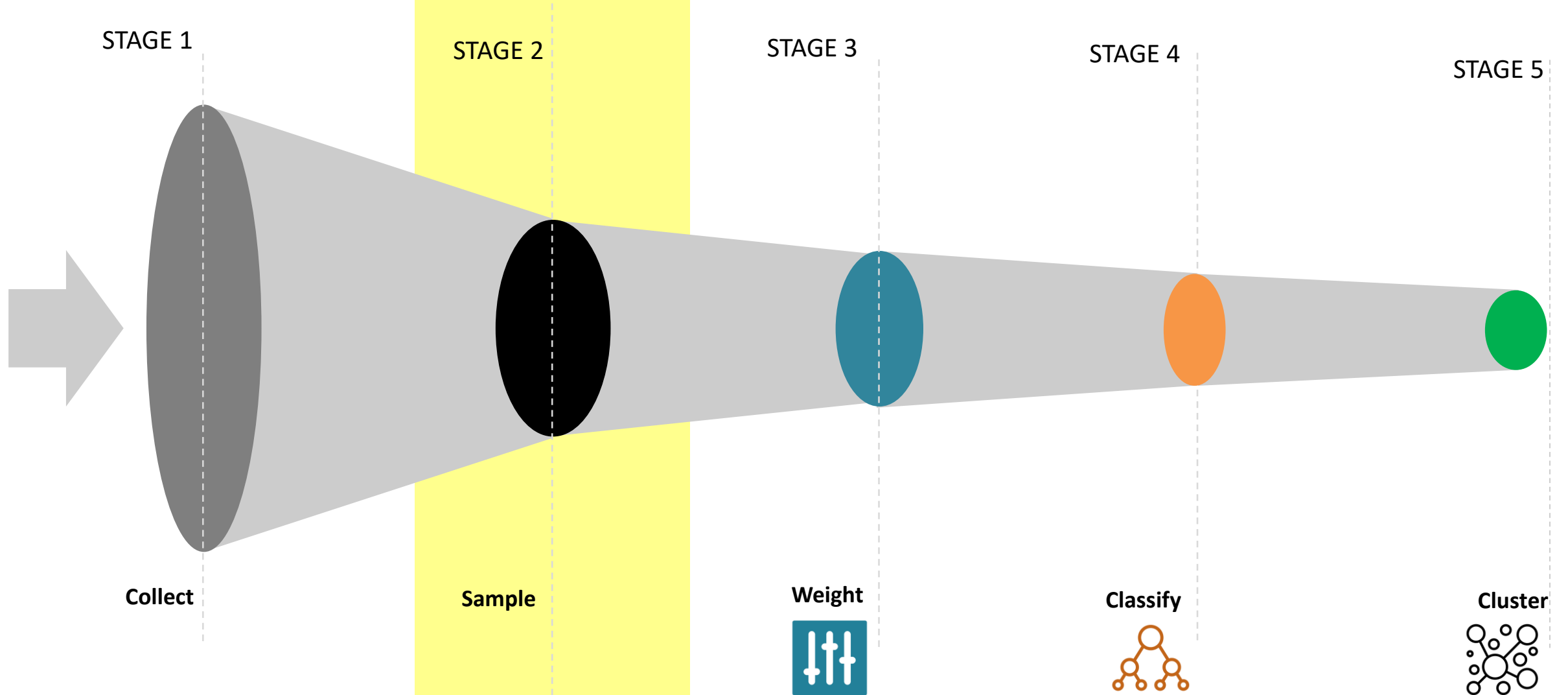


**Sampling**



**Create the universe**

# The Meaning Funnel





# 11 Audience Personas

11 'Live Segments'

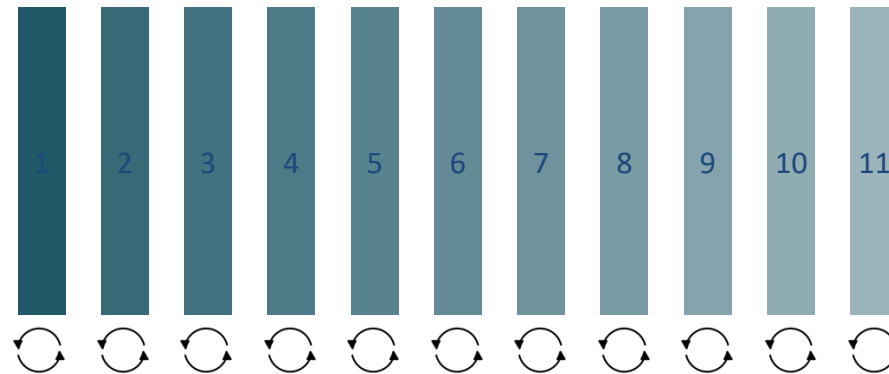
5000 users per Segment

Critics	Sci-Fi	Juvenile	Young Adult	Relationship	Comedy	Crime	Reality	Girl	Voyeur	Advocates
9.0%	11.0%	10.0%	8.0%	8.0%	14.0%	8.0%	8.0%	4.0%	8.0%	5.0%
19%	18%	4.0%	10%	14%	14%	19%	12%	23%	14%	10%
17%	18%	14%	10%	10%	14%	17%	12%	14%	14%	10%
Upstate, slightly multi-racial, slightly older, down to earth, slightly educated and dark-themed series	Diverse, very multi-racial, down to earth, themes and alternate worlds	Young, multi-racial, down to earth, themes and alternate worlds	Young, diverse, female, and very slightly ethnic, down to earth, themes and alternate worlds	Upstate, female-skewing, down to earth, themes and alternate worlds	Upstate, slightly multi-racial, down to earth, themes and alternate worlds	Older, gender-balanced, down to earth, themes and alternate worlds	Female-skewing, down to earth, themes and alternate worlds	Heavily male-skewing, down to earth, themes and alternate worlds	Diverse, female-skewing, down to earth, themes and alternate worlds	Predominantly African-American, down to earth, themes and alternate worlds
30-44	18-34	13-29	13-29	18-34	18-34	18-34	18-34	18-34	18-34	18-34
West	Northwest / West	West	West	Midwest	Northwest / Midwest	Midwest	No skew	Northwest / Midwest	Midwest / South	South
Urban	Urban	Urban	Suburban / Urban	Suburban	Suburban	Rural	Slightly Rural	Rural	Rural	Urban
Netflix / HBO	Netflix / CW	Netflix / Adult Swim	Netflix / Hulu	NBC / ABC	Netflix / CBS	CBS	HCTV / Netflix	History / Discovery	Netflix / Hulu	Netflix / Hulu
Game of Thrones	The Flash	Rick and Morty	Riverdale	This is Us	The Big Bang Theory	NCIS	America's Got Talent	American Pickers	The First 48	Empire
Marvelous Mrs. Maisel	Game of Thrones	Family Guy	The Office	Grey's Anatomy	Modern Family	Criminal Minds	Survivor	The Curse of Oak Island	20/20	Basketball Wives
Stranger Things	Arrow	The Simpsons	This is Us	Chicago Fire	Young Sheldon	Blue Bloods	Fine Line	Gold Rush	Criminal Minds	Wrecked
Better Call Saul	Marvel's Daredevil	South Park	The Good Place	The Office	The Big Bang Theory	The Masked Singer	Pawn Stars	Deadliest Catch	Dateline	Black-ish
The Handmaid's Tale	The Walking Dead	The Office	Grey's Anatomy	New Amsterdam	Hom	The Voice	Last Man Standing	Deadly Women	The Real Housewives of Atlanta	The Real Housewives of Atlanta
The Office	Stranger Things	Archer	Stranger Things	The Good Doctor	Better Call Saul	Law & Order: SVU	Property Brothers	Live PD	Law & Order: SVU	Law & Order: SVU
Black Mirror	Dr. Who	Game of Thrones	Parks and Recreation	Handoff	It's Always Sunny in Philadelphia	The Blacklist	The Bachelor	SportCenter	Criminal Confessions	Teen Mom 3
The Crown	The Orville	The Orville	Law & Order: SVU	9-1-1	Last Man Standing	God Friended Me	Hill's Kitchen	Live PD	On the Case with Paula Zahn	Keeping Up with the Kardashians
Big Little Lies	Star Trek: Discovery	Brooklyn Nine-Nine	The Chilling Adventures of Sabrina	The Voice	Ray Donovan	FBI	Big Brother	Wings	America's Got Talent	Younger
Veep	Riverdale	Robert Chicken	Clown Girls	Chicago Med	The Goldbergs	Lethal Weapon	House Hunters	Swamp People	On the Case with Paula Zahn	Long Island Medium
It's the live between what is right and wrong	It is an escapist fantasy	Good to have in the background	Has multiple characters/storylines that I enjoy	Reminds me of what's important	Makes me laugh	Lets me solve mysteries	Shows competition at the highest level	Based on real life people or events	Keeps me informed	Features glamorous lifestyles
Shows the dark recesses of characters' minds	Has a high level of action and suspense	Reflects my political/social point of view	Makes me feel better about my life	Gives me hope	Helps me relax	Highlights the importance of morals and values	Based on real life people or events	Shows me things I have never seen before	Lets me solve mysteries	Allows me to feel connected to my culture
The Dan Patrick Show	VICE	Herring Drive	Staytuned on Snapchat	The Today Show	VICE	CBS This Morning	Fox & Friends	CBS This Morning	Dateline - many others	Good Morning America
SPORTSCENTER	SPORTSCENTER	SPORTSCENTER	SPORTSCENTER	SPORTSCENTER	SPORTSCENTER	SPORTSCENTER	SPORTSCENTER	SPORTSCENTER	SPORTSCENTER	SPORTSCENTER

Start from NBC's existing segmentation

Match large samples of active social media users who are a good proxy for NBC's segment personas – by matching demographics, psychographics, and media behaviors

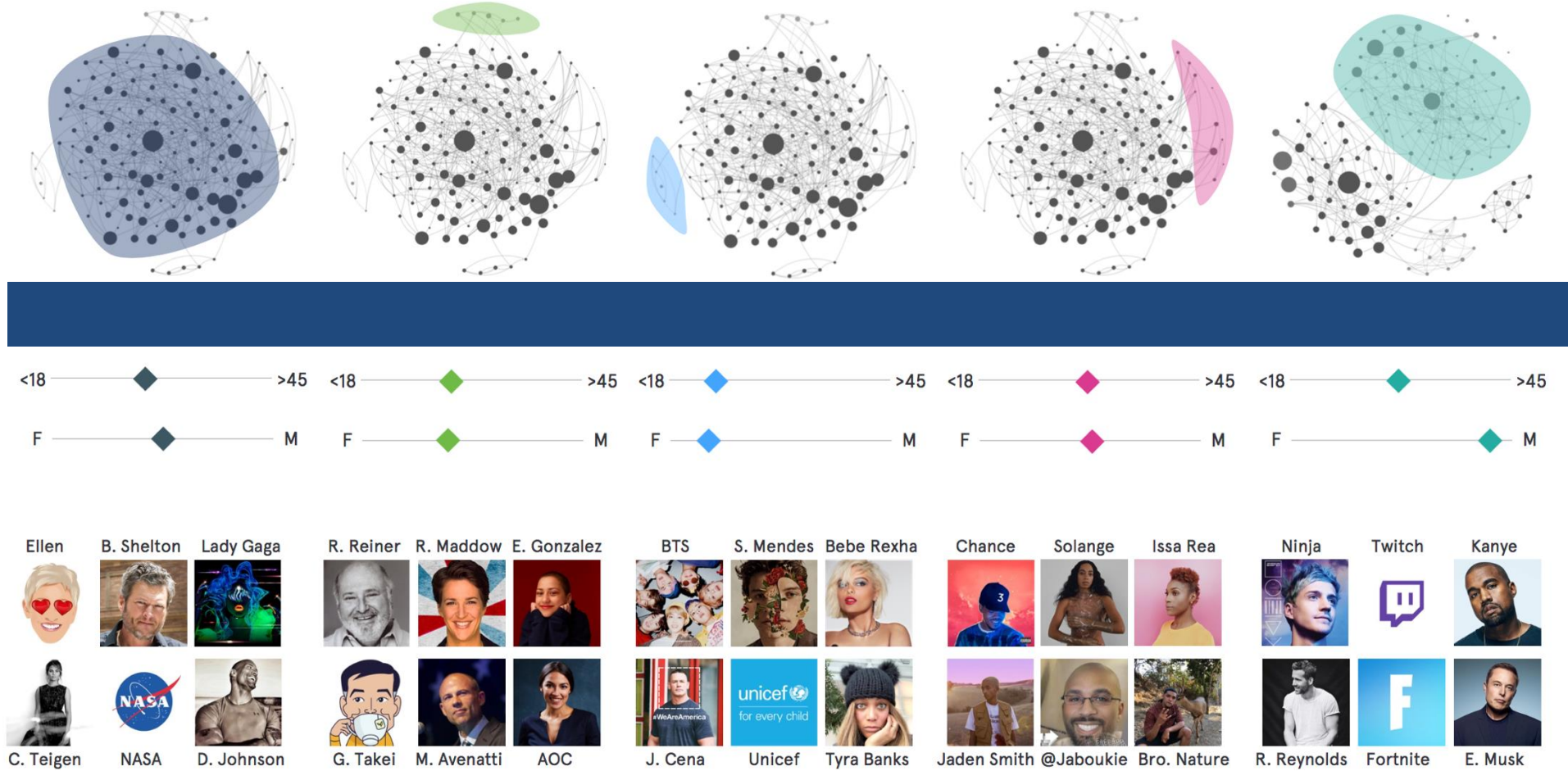
Establish 'look alike' social media segments – tracked as real-time panels in Pulsar – collecting all conversation & content shared by the audience





## We qualify users into each segment panel based on:

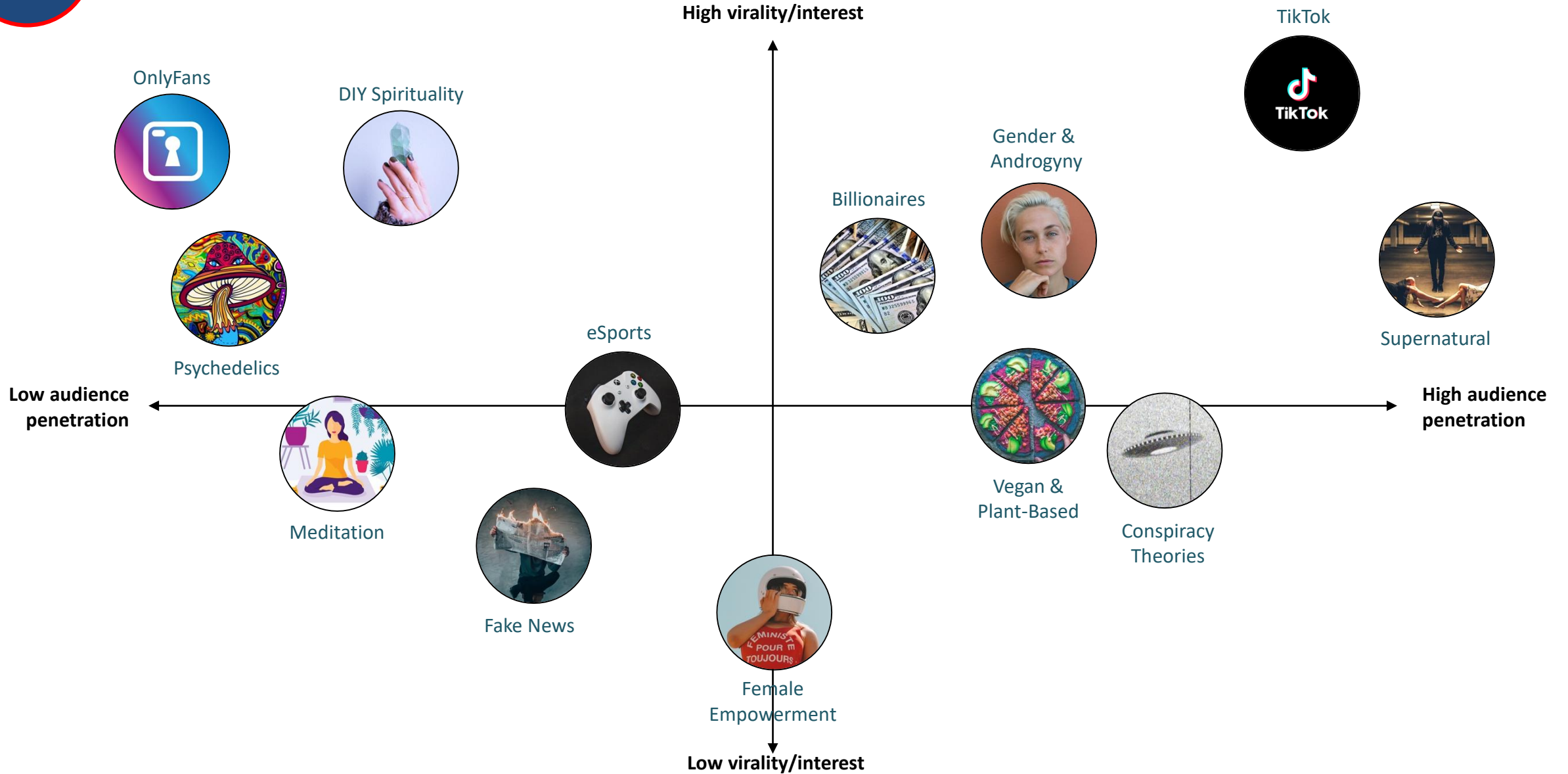
- Demographics
- Psychographics
- Shows & Networks
- Who they're following (e.g. talent, influencers)
- Activity levels







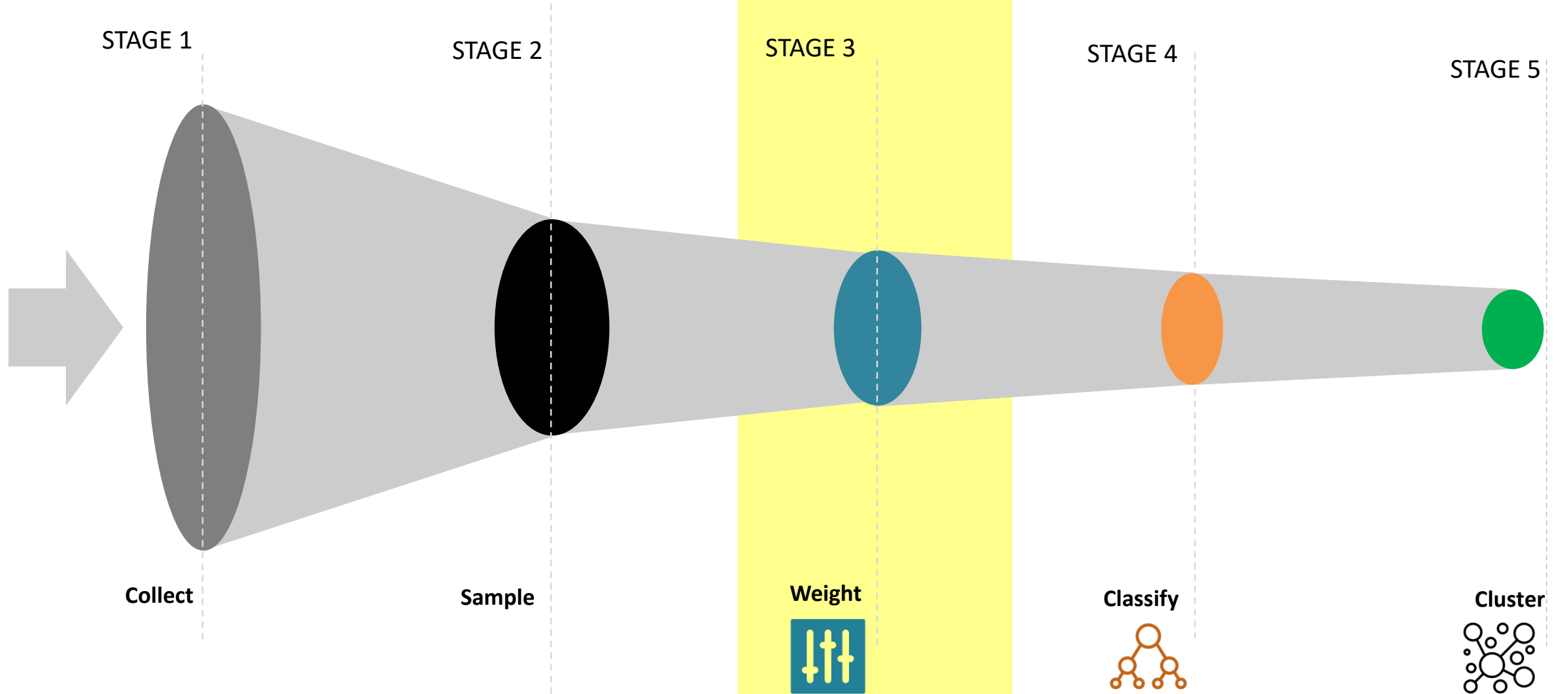
# Gen Pop VS NBC Segments | Direction of Travel





**Weighting**

# The Meaning Funnel





**Engagement**



**Emotion**



**Visibility**

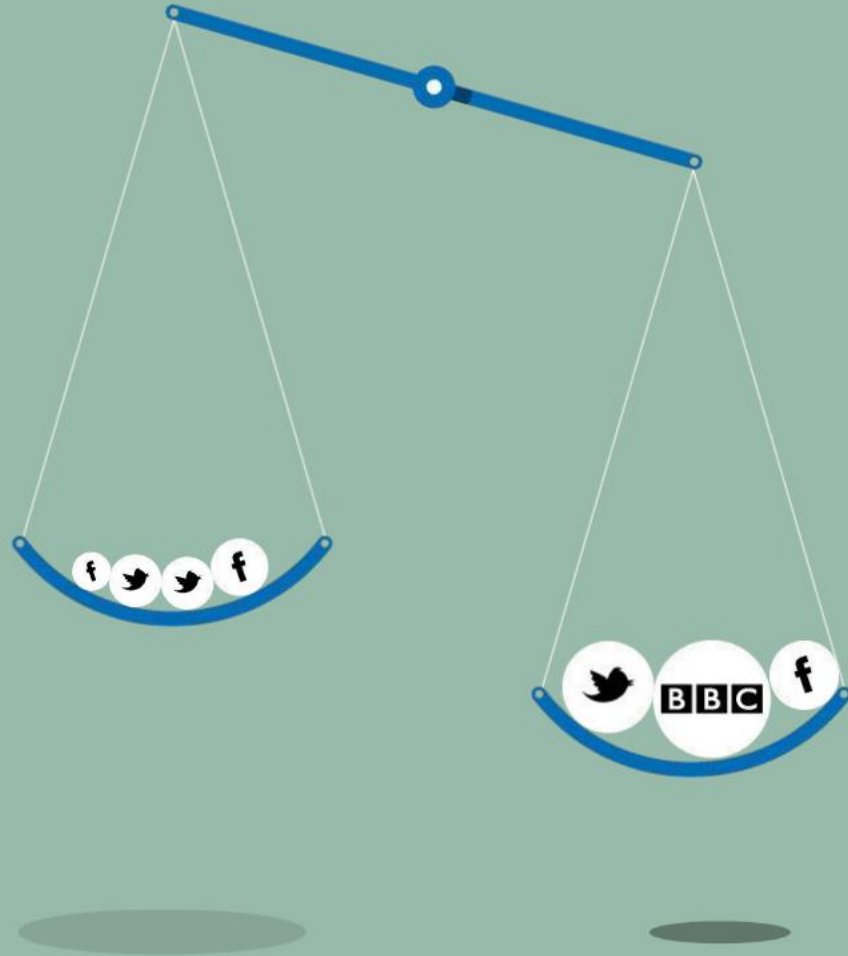


**Intensity**





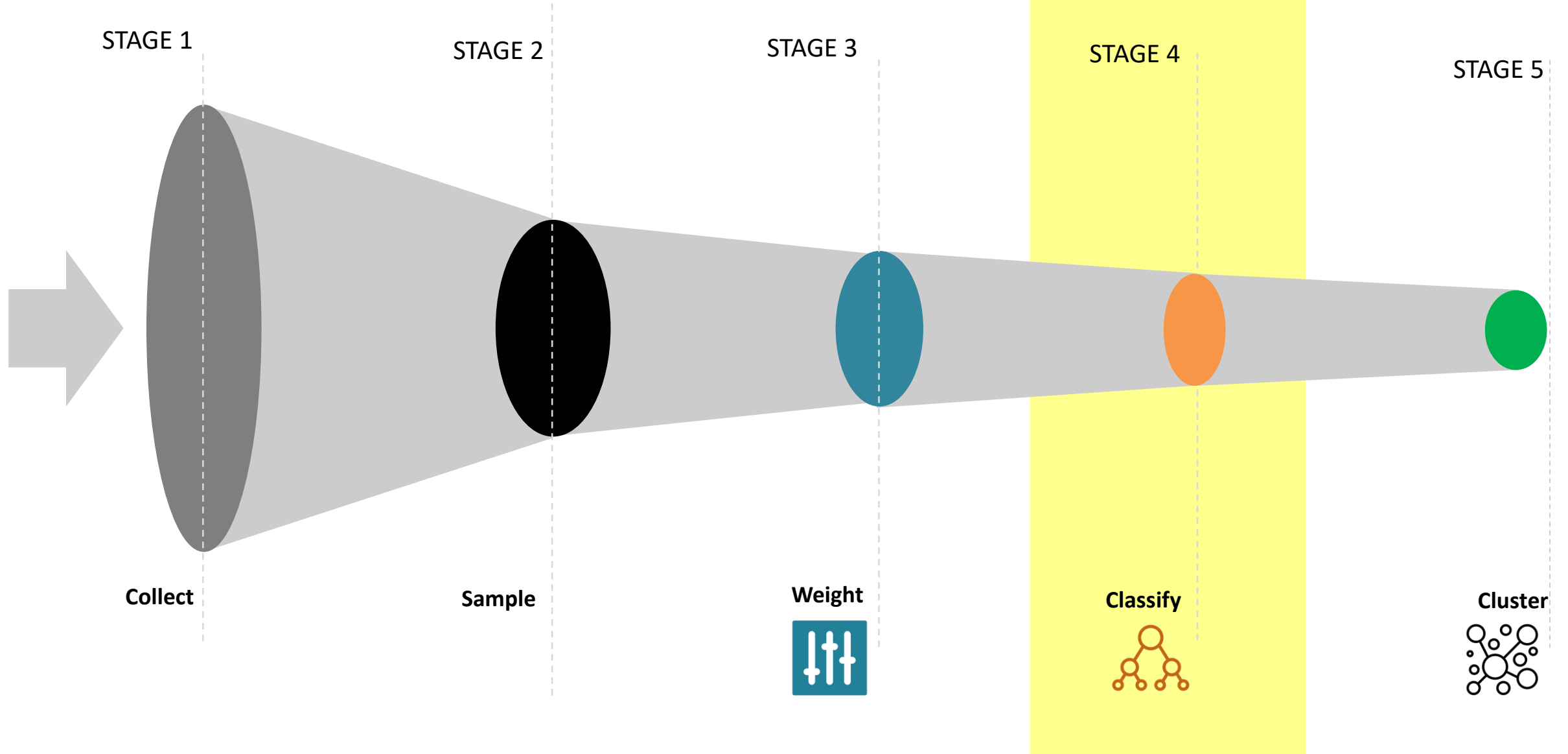
Visibility





**Classifying**

# The Meaning Funnel







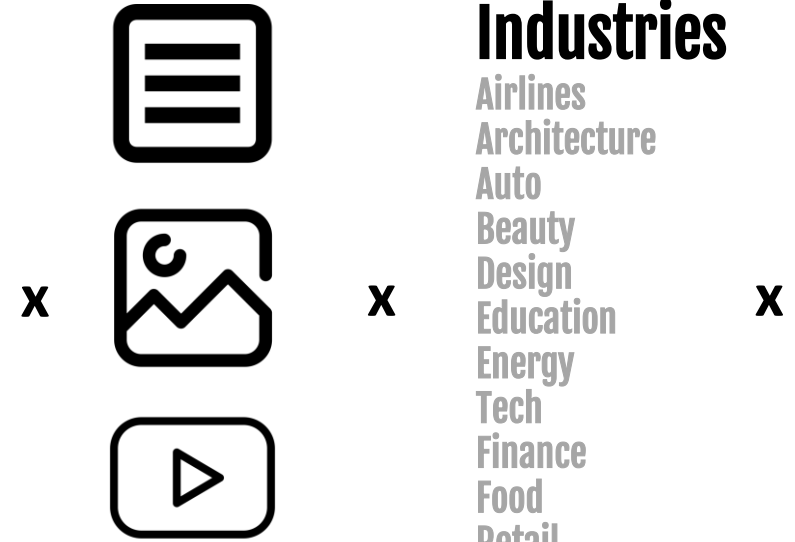




## AI Modules

Below is a suite of advanced algorithms you can choose to apply to your search. You can select up to 2.

 Emotion TEXT	 General VISUAL	 Image Text Extraction TEXT
 Food VISUAL	 Travel VISUAL	 Apparel VISUAL
 Logo VISUAL	 Colour VISUAL	 Celebrity VISUAL
 Face Analysis VISUAL	 Landscape VISUAL	



## Industries

- Airlines
- Architecture
- Auto
- Beauty
- Design
- Education
- Energy
- Tech
- Finance
- Food
- Retail
- Hospitality

## Use cases

- Personalization
- Innovation
- Reputation
- ESG
- CSR
- Personality
- Trust
- CX
- Customer Care
- Customer Journey
- Engagement
- Custom



# Vertical

Vertical AI is machine learning designed to classify unstructured data according to frameworks that are specific to a use case, an industry or a research objective.

**General Classifier (txt or visual)**  
**Concept Tagging**  
**Insight Framework (new or existing)**  
**Vertical Classifier**



10d ago

animal

mammal

car

# THE VISUAL DNA FRAMEWORK

**Algorithmic Prediction**  
**Inferred Customer Behavior**  
**Implied Brand Value**  
**Clustered Behaviors–Values**

- > **Exploring**
- > **Identifying**
- > **Explaining**
- > **Mapping**



jeep	sunset	people	forest	nature	detailing	wheel
tree	photo	motor	automotive	old	animal	rally
dog	motorsport	building	model	race	racing	sport
rim	dealer	mammal	bike	vegetation	detail	
lens	offroad	machine	food			
design	4wd					
beach						

tool

Jack in the Landy #irishterrier #landrover



28d ago

landy jack

animal mammal

Ready to return to Milan 🚗🚗🚗

#####

Our awesome parents tagged:

- @aki\_gsd
- @uran\_the\_gsd
- @apis\_thegsd
- @argo.gsd



27d ago

awesome parents gsd

animal mammal dog

You haven't got to tell them twice...

#labradors#labs#goldenlab#lily#blacklab#bracken##landrover#drive#lovethacar#walkies  
#dogwalking#eveningstoll#weekendwalkies#outdoors#suffolk 🐾🐾🐾



28d ago

blacklab bracken landrover twice labradors labs eveningstoll weekendwalkies...  
drive lovethacar walkies F436F43EF43EF436

animal mammal dog

family



☹️ #overlanddog  
regram @mrnuggettron  
Luke protecting the truck #luke #landrover #rangerover #goosegear #goosegearequippe  
d



13d ago

regram luke truck

animal mammal dog

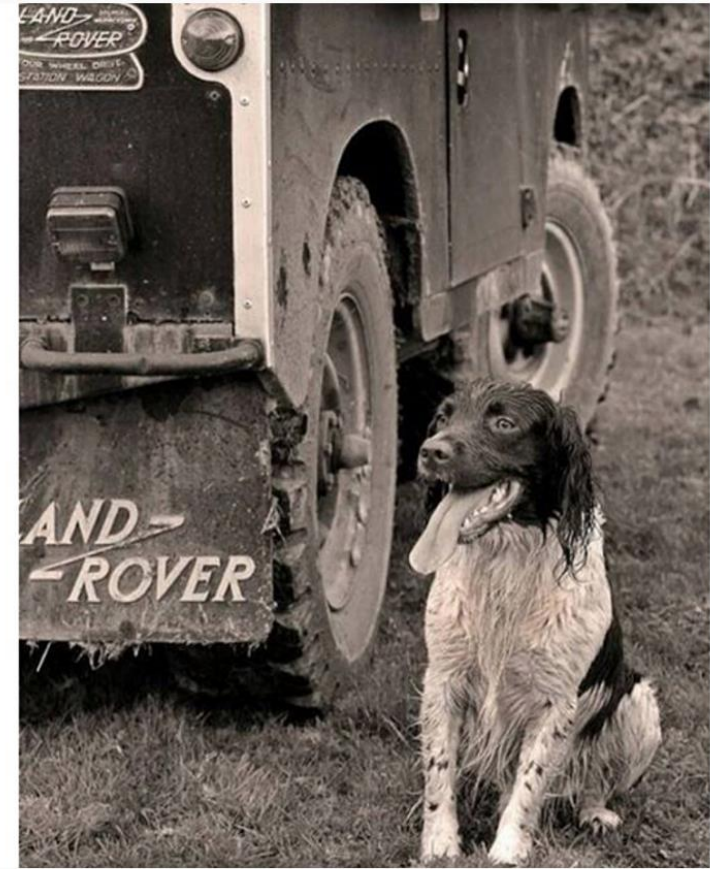
☹️ Ready for a drive mum! #gsdofinstagram #gsdstagram #dogstagram #gsd #germans  
hepherdsofinstagram #germanshepherd #defender #landroverdefender #landrover #defe  
nder90 #명스타그램 #개스타그램 #반려견 #셰퍼드 #디펜더 #랜드로버 #차스타그램 #카스타그램 #  
애완견 #사랑 #가족 #차 #드라이브 #호주 #멜버른



21d ago

animal mammal car

☹️ #landrover #landroverdefender #country #england #dog #oldtimer



12d ago

animal mammal

loyalty



**Dog (prediction) >> Family weekender (behavior) >> Regeneration (value)**

# The Evolving Dimensions of Sustainability



Society

Ecology

Product

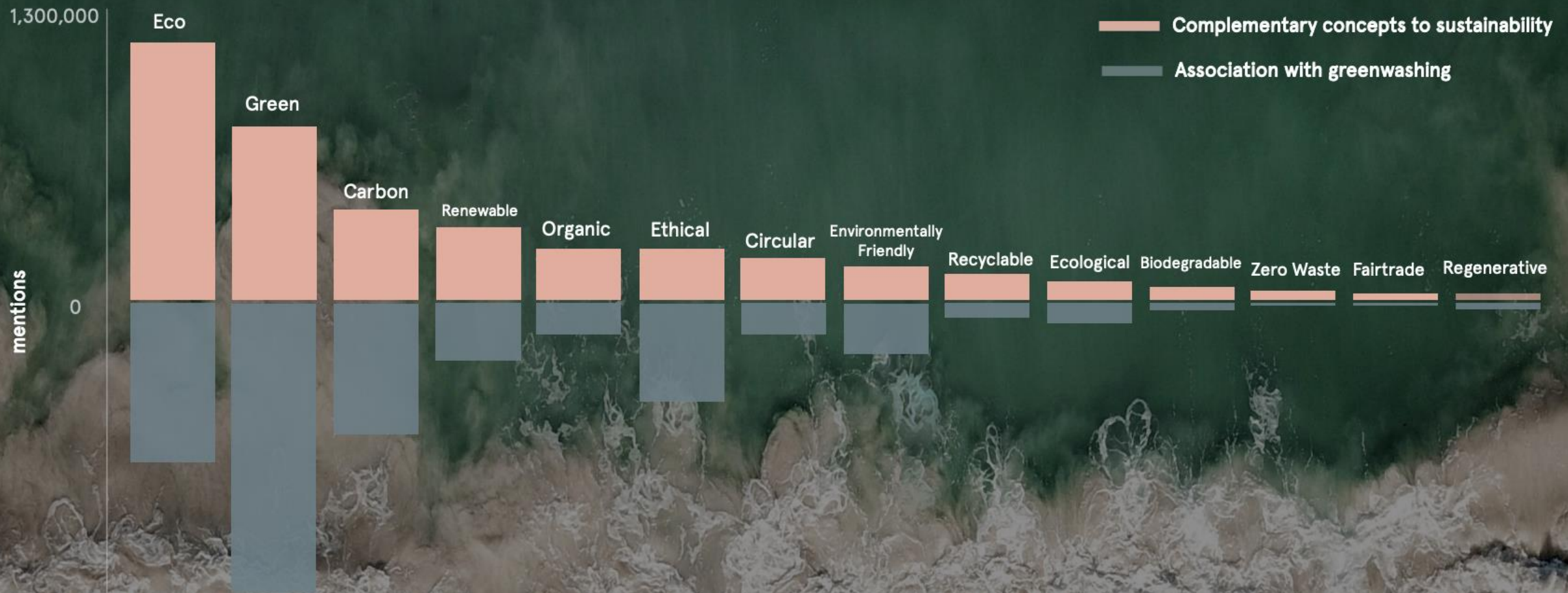
Business

To better understand the shifts in the sustainability conversation, we divided conversational data from 2008 onwards into four distinct categories: Society (including social justice and basic human needs), Ecology (including mentions of the environment and biosphere), Product (including classifications such as 'organic' and 'fairtrade') and Business (which encapsulates brand initiatives and perceptions).

# The Concepts Associated with Sustainability & Greenwashing

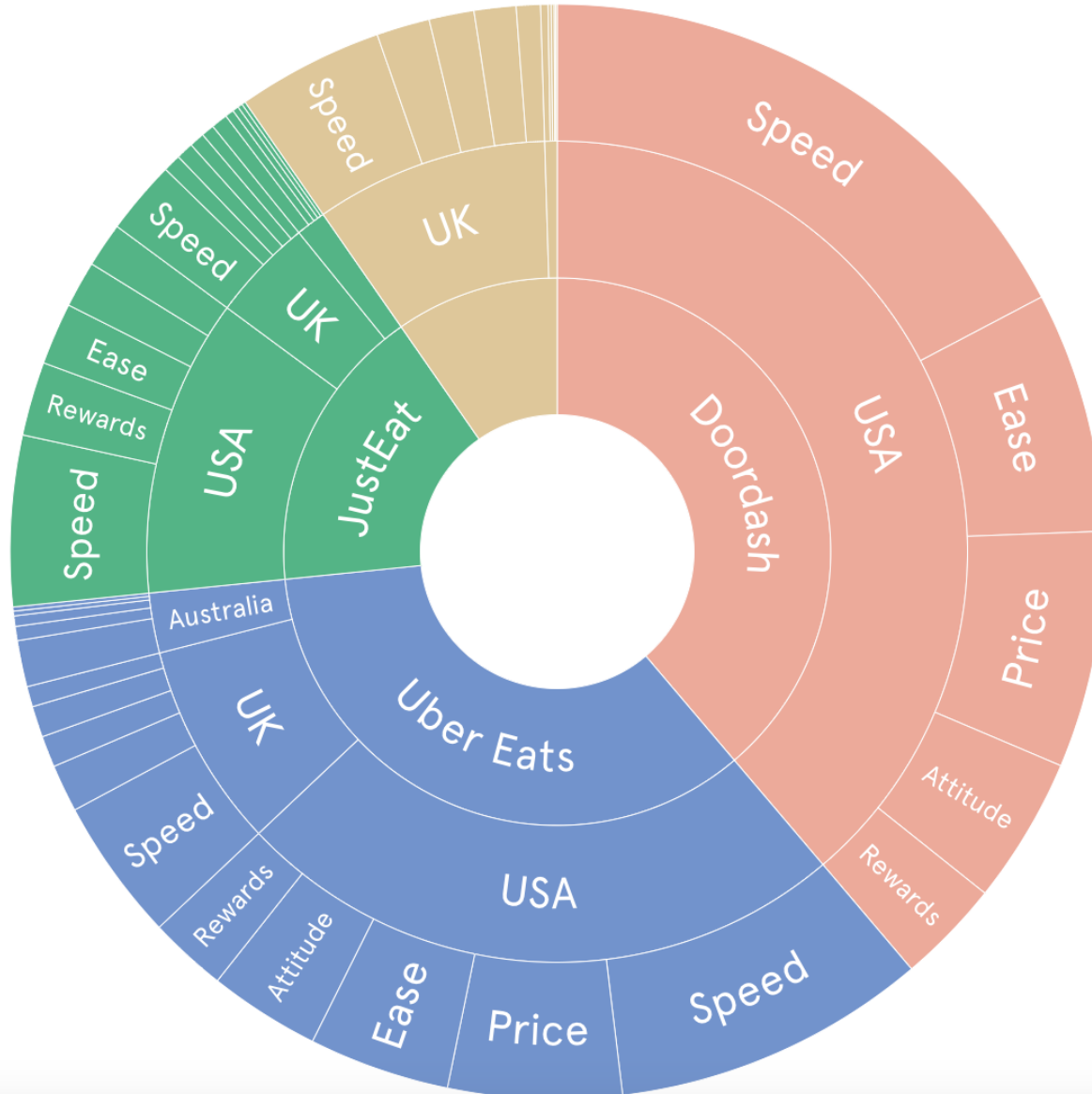
Any effort to define sustainability must take in the many different concepts associated with the idea. While the concepts to top the visualization below are perhaps unsurprising, the growth of ideas such as the circular economy suggests the potential for incoming shifts in our language and policy.

The circular economy is also notable for largely avoiding the tag of 'greenwashing'. In the case of more established concepts and phrases, such as 'green' and even 'carbon', we see a degree of cynicism and anger emanate from individuals.



# Qualities associated with Food Delivery Brands

Pass your cursor over the visualisation to see a more detailed breakdown



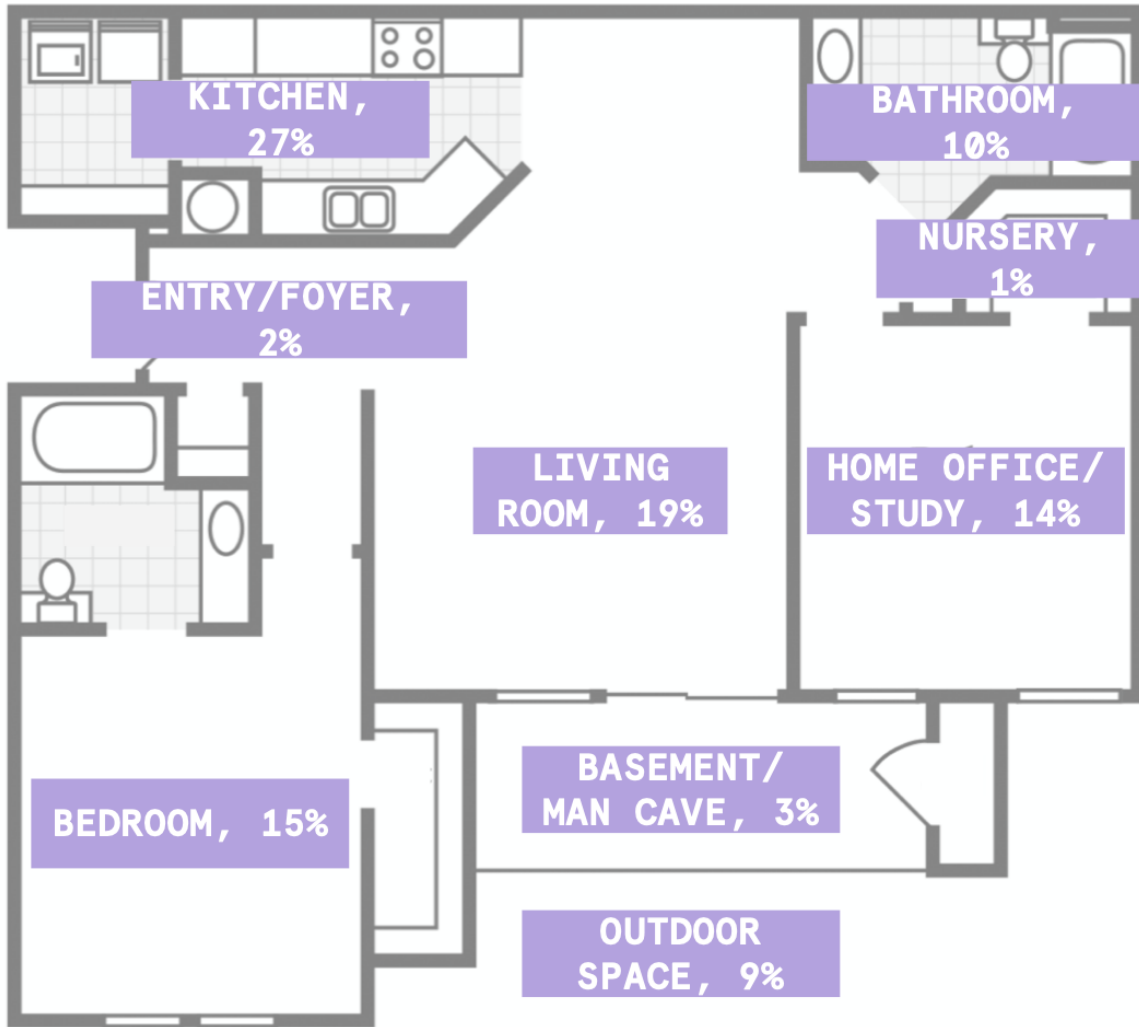
**Speed**

**Ease**

**Price**

# Mapping the spaces in which people most frequently talk about using Sonos

SHARE OF POST VOLUME FOR SONOS + SPACES CONVERSATIONS



+ VOLUME



- VOLUME



"Prepping veg with Craig David\* in the kitchen...\*sonos"



"Love the sound that I get from my sonos bar, it fills the whole living room..."



"Whoops, the @sonos family are growing. Just got a Play 1 for the bedroom 😊"



"#sonos - best new thing 4 me. Gr8 sound, everywhere, incl. home office, finally. TY!"



"New Sonos system installed in the bathroom #sonos #littleluxury"



"Sat in the garden, catching those midlate afternoon warm rays of Autumnal sun.. #dogdays #sonos"



"[@user] I just got my Sonos speakers in my Man Cave and they R FANTASTIC!"



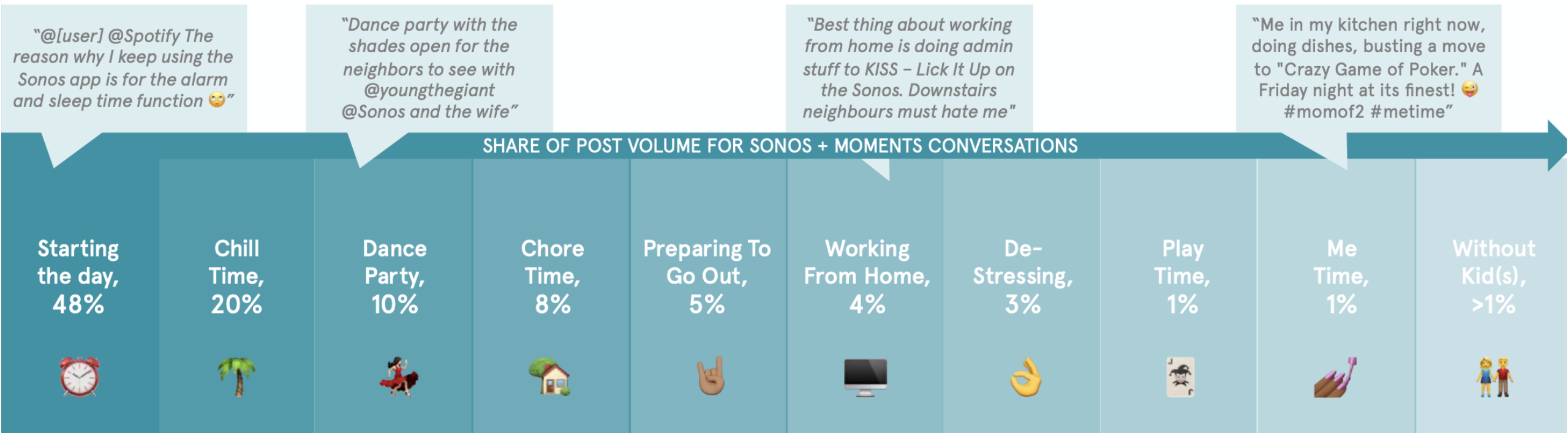
"Is there a setting for Sonos that automatically plays entry music for me when I get home?"



"Blasting out the nursery rhymes in the playroom 😊 #sonos"

# Measuring buzz around Sonos moments, moods, and motivations

SONOS



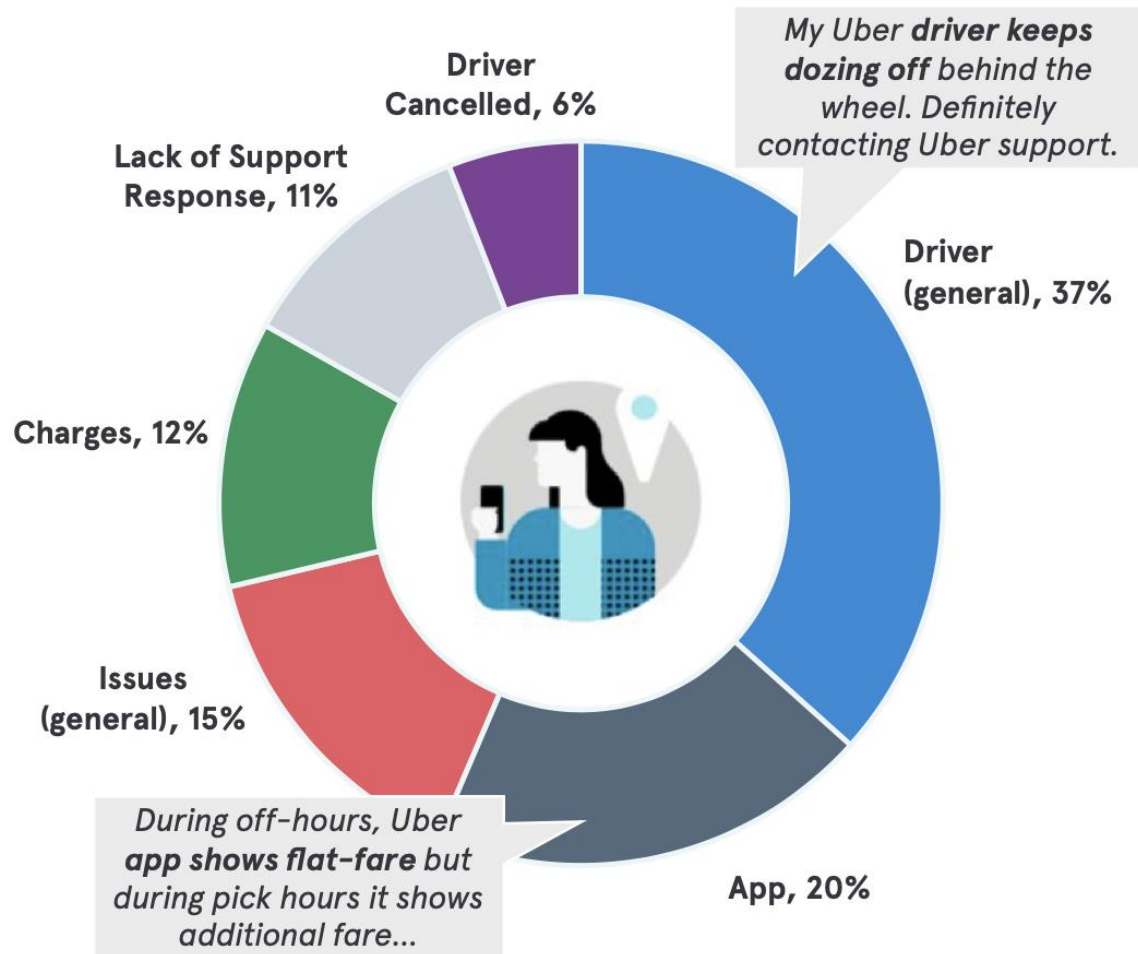
SONOS +

Starting the day	Chill Time	Dance Party	Chore Time	Preparing To Go Out	Working From Home	De-Stressing	Play Time	Me Time	Without Kid(s)
Start the day Wake up Alarm	#chill Chilling Relaxing Lazy Sunday Hanging out	Dance party #danceparty Dancing	Cleaning #cleaning Chores #chores	Pre-game #pregame Going out Drinking	Working... #WFH Home office	Unwinding Decompress After work Calm down	Play time Bath time Family time	Me time #metime Personal time Time alone	Kids sleeping Kids asleep

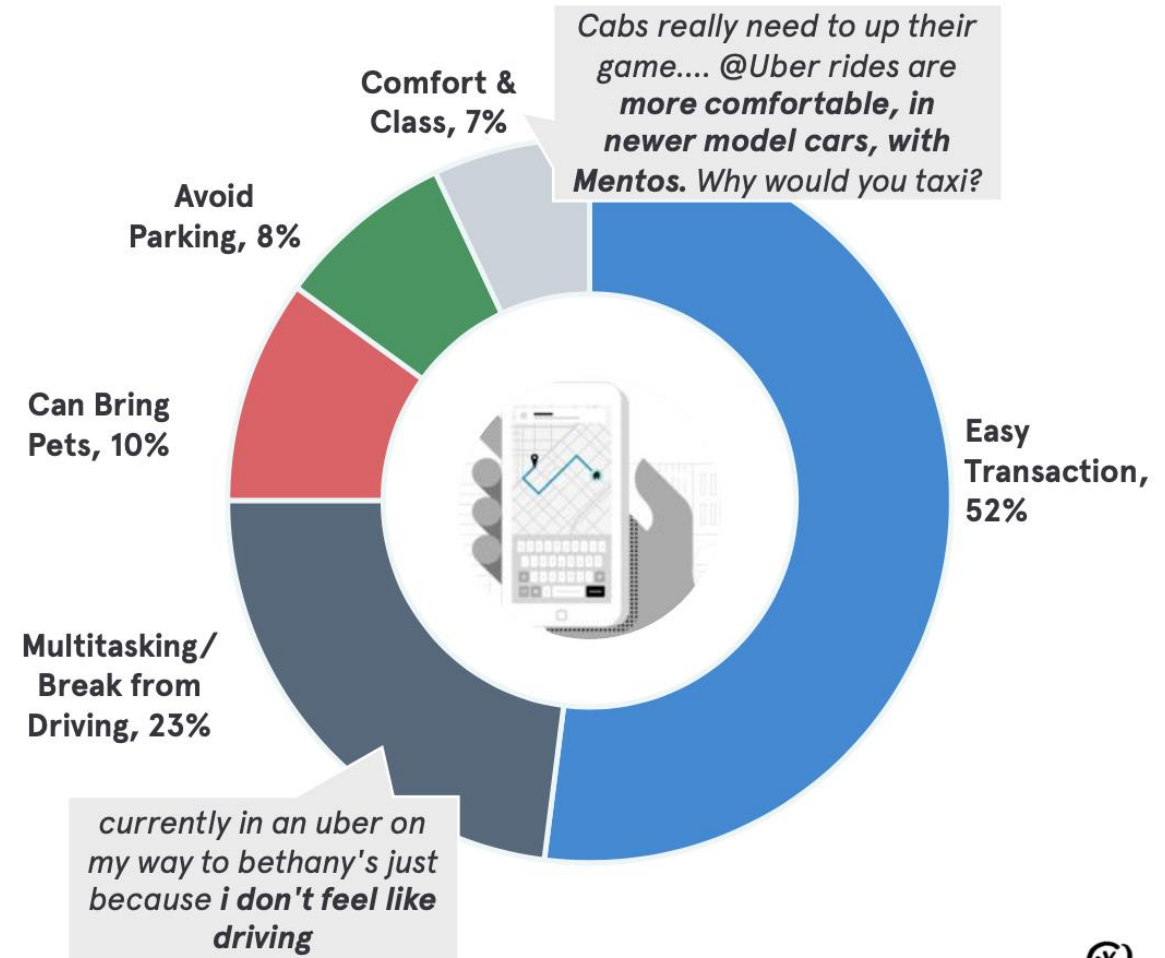
# Frictionless payment is the top motivator, though perks like traveling with pets and avoiding parking are real incentives to choose Uber



REASONS FOR SUPPORT CONTACT BY SHARE OF CONVERSATION VOLUME



MOTIVATORS TO USE UBER BY SHARE OF CONVERSATION VOLUME

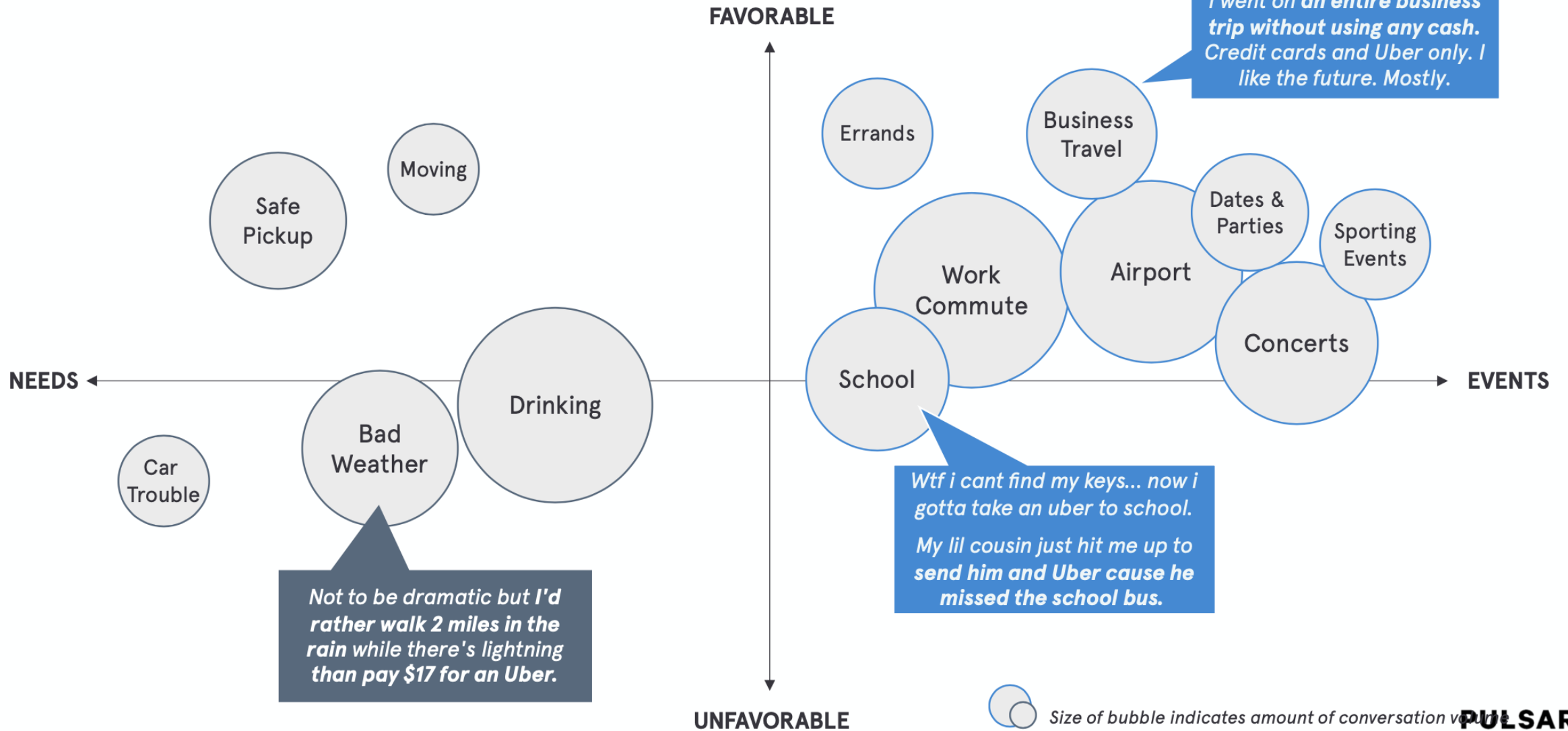




# Exploring perception of Uber across scenarios



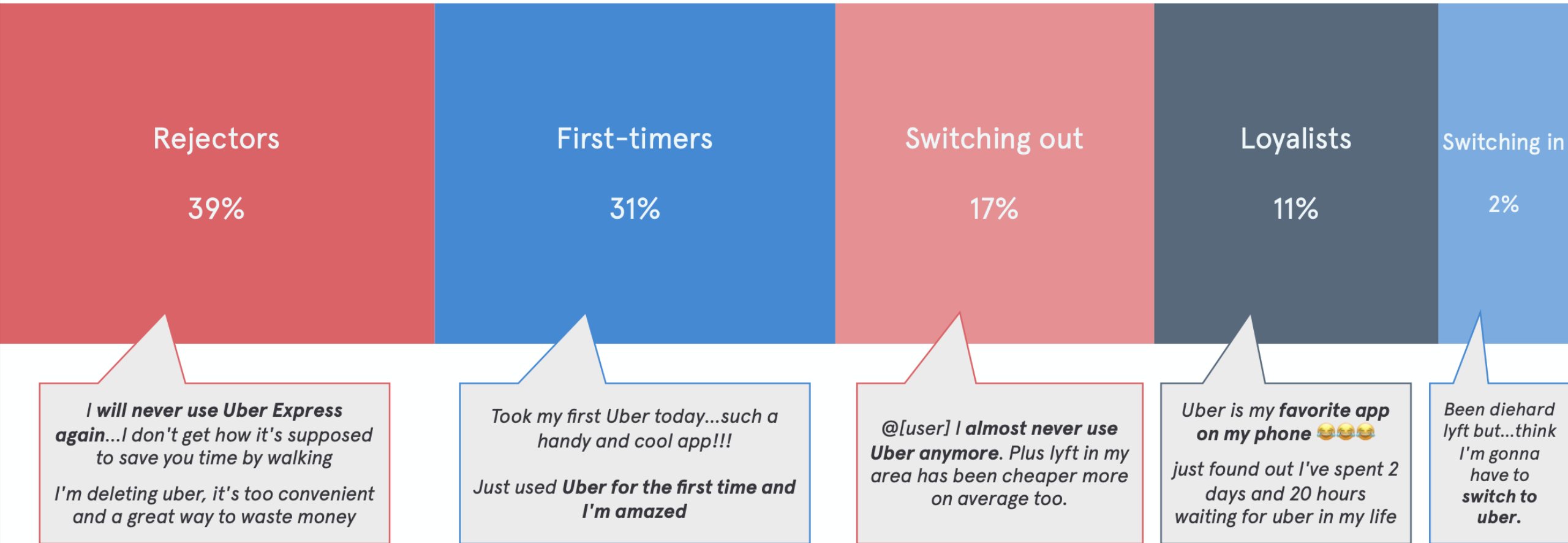
TOP UBER 'MOMENTS': NEEDS VS. EVENTS BY SENTIMENT



# We can use signals in conversation to establish segments along the funnel

Rejectors tend to be most vocal, First-timers react to novelty

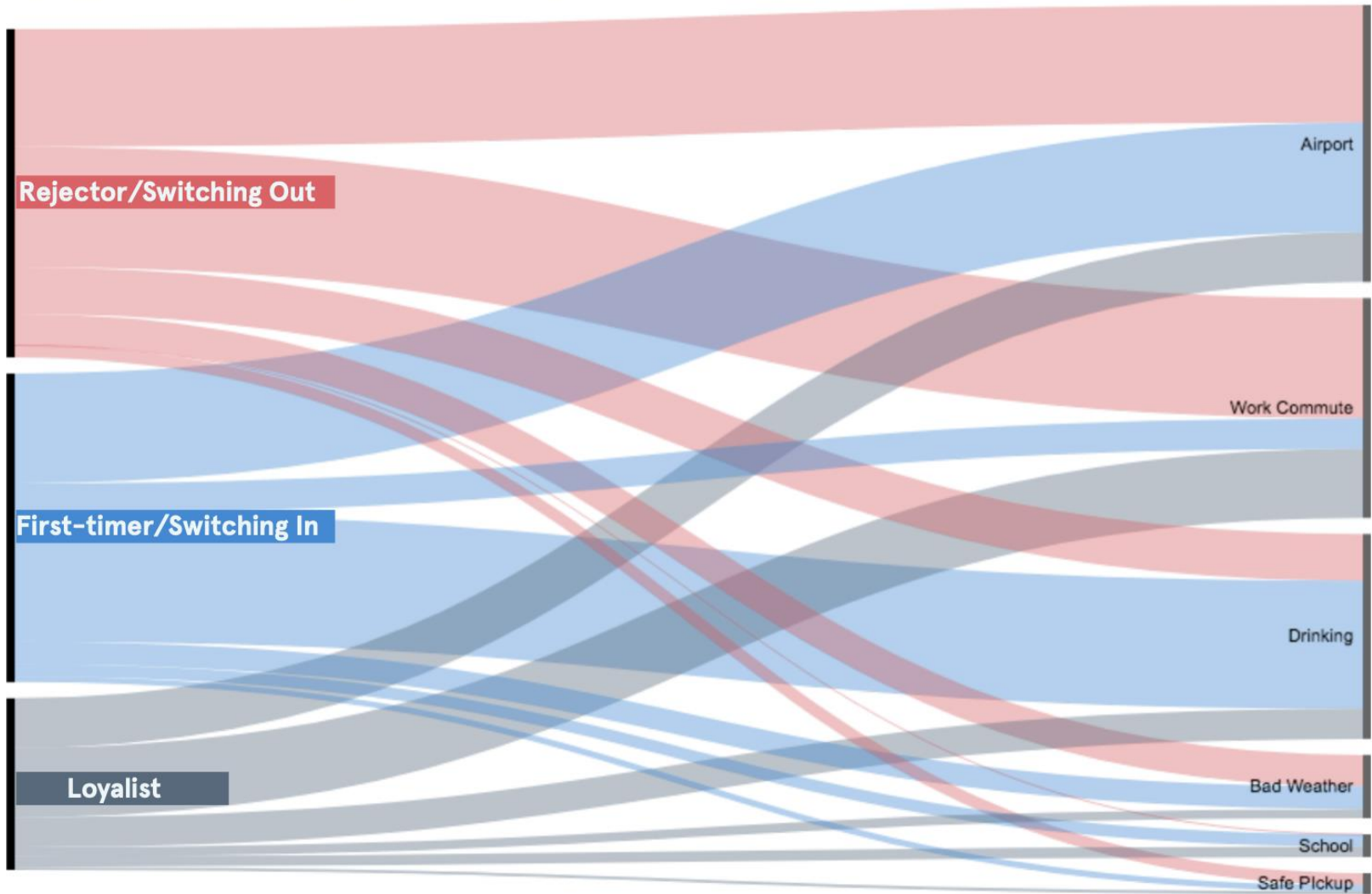
SOCIAL AUDIENCE 'FUNNEL' SEGMENTS BY SHARE OF CONVERSATION VOLUME



# Social segmentation allows us to attribute perceptions or behaviors to certain types of



TOP UBER 'MOMENTS' – SHARE OF CONVERSATION BY SEGMENT



42% So I ended up walking back to the main entrance of the airport and paying an extortionate price for a taxi. **Won't be using @uber again. How is it possible that they can cancel after 10 minutes.**

55% woowow idk if i should get an **uber to work** or jus walk my ass over there

23% Some how this weekend **while drunk** and in Houston, i meant to **download the Uber app...**

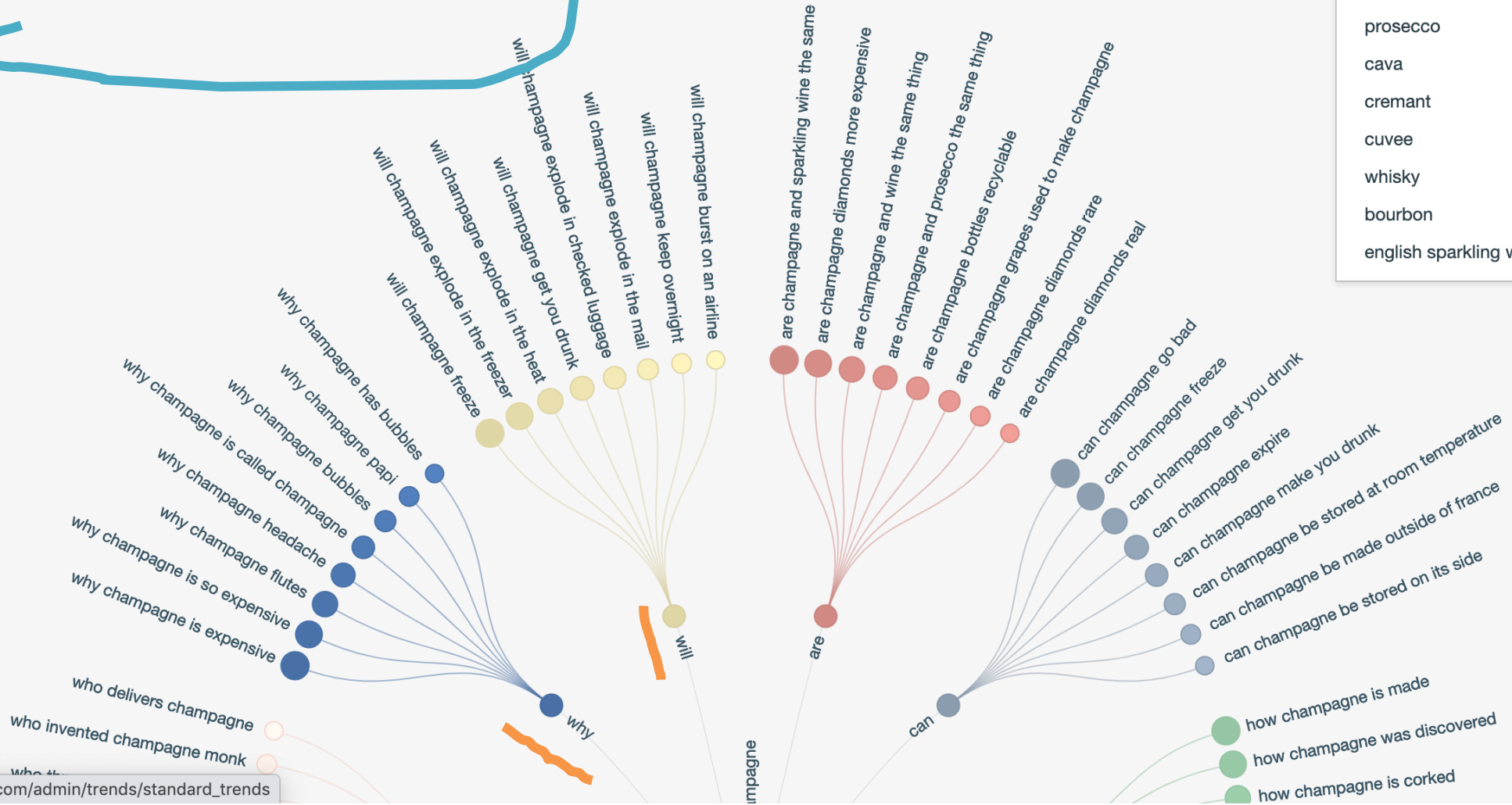


- Questions
- Connections
- Comparisons
- Related

Champagne ▾



- gin
- prosecco
- cava
- cremant
- cuvee
- whisky
- bourbon
- english sparkling wine





### Governance

*Talk of corruption and broader US foreign policy harm Shell's reputation*

**Barnaby Pace** @pace\_nik · Jul 21  
1/ This morning in Milan prosecutors are making concluding arguments in the unprecedented corporate corruption trial of Shell and Eni. The oil giants are accused of paying over \$1bn into a bribery scheme benefiting former President Jonathan for the OPL 245 oil license.

### Technology

*Generally middling on all dimensions, Technology at BP including net zero promises takes the lead*

**Leo Hickman** @LeoHickman · Aug 9  
Striking interview with BP's CEO Bernard Looney on frontpage of the Sunday Times:  
  
\*Oil is increasingly becoming socially challenged, there's no question about that...we would have struggled to hire [people] had we not laid out the ambition [to become a net-zero carbon company]

### Technology

*Strong reputation on all dimensions, with Carbon Capture Tech (#CCS) pushing the Tech dimension above the others*

**Stephen Bull** @sbul\_stephen · Aug 10  
Innovation in #offshorewind comes through continuous deployment. At @DoggerBankWind we will use the biggest jack-up vessel in the world, the Voltaire. It's major infrastructure projects like this that help drive the energy transition @EquinorASA

### Workplace

*The suspension of employees pension payments to help with Covid disruption is seriously effecting Exxon's reputation*

**WBZ Channel 2** · August 6 at 2:56 AM  
ExxonMobil Baton Rouge is suspending company match contributions to U.S. employee savings plans beginning in October

### Products & Services

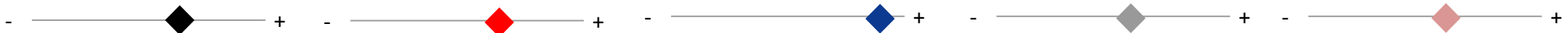
*Response to Covid & partnering with local govt. Dept. of Transport is causing a positive reaction.*

**Industrial XR Forum** @industrial\_XR · Aug 4  
A test of high-tech helmets at French oil major @Total's petrochemical plant in La Porte has led the company to deploy them as a COVID-19 safety measure at its facilities around the world. @HoustonChron  
[bit.ly/39MJt6](https://bit.ly/39MJt6)

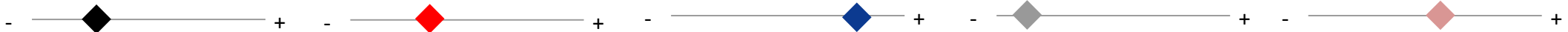
### Products & Services



### Technology



### Workplace



### Governance



### Citizenship



### Leadership

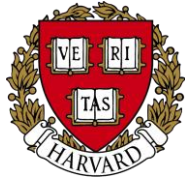


### Performance





# Social Brand Personality | Top tier Universities Pre-Post COVID-19



**HARVARD**



**PRINCETON**



**COLUMBIA**

*Archetypes*

**THE HEROIC SAGE**

*People connect Harvard with expertise and competency – often excited by admissions and new studies results*

**THE RULER**

*Princeton is seen as a stable, safe and competent university with expertise*

**THE MAGICIAN**

*Columbia is celebrated for their diversity in applicants and alumni achievements*

Across the three universities, we can see some, but mostly minimal shifts in their social brand personality from 2019 to 2020

The largest shifts are in the dimension Excitement; students and faculty try to circumnavigate the implications of COVID-19

All three universities grew in perceived Sincerity in 2020, perhaps as a consequence of COVID-19. Discussions around safety and income diversity amongst applicants were drivers within this dimension

*Dimensions*

**SINCERITY**

*Family-friendly, Wholesome*



**EXCITEMENT**

*Carefree, Spirited, Youthful*



**COMPETENCE**

*Leadership, Success, Influential*



**SOPHISTICATION**

*Elegant, Prestigious, Luxury*



**RUGGEDNESS**

*Outdoorsy, Athletic, Tough*



**CURATED**

*Polished, Purposeful, Deliberate*

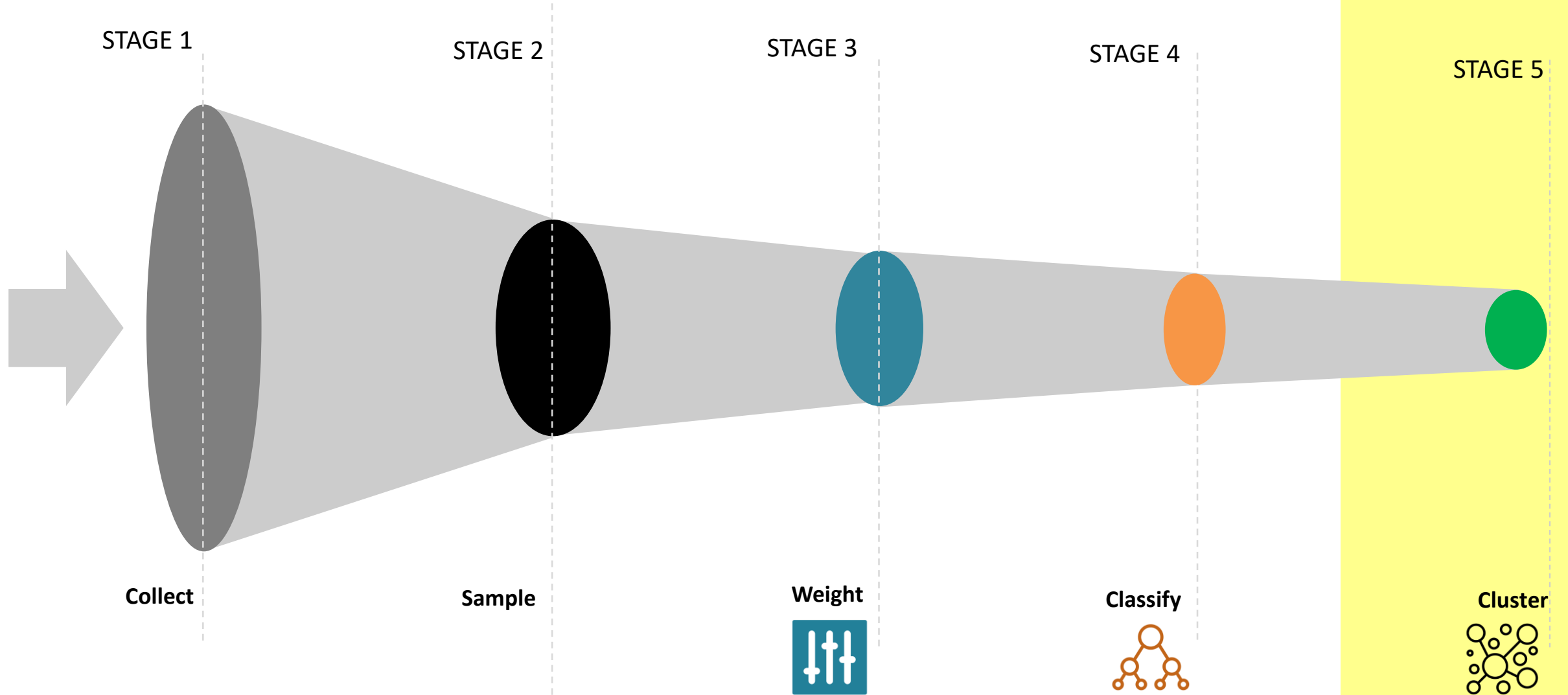


◆ 2019    ◆ 2020



# Clustering

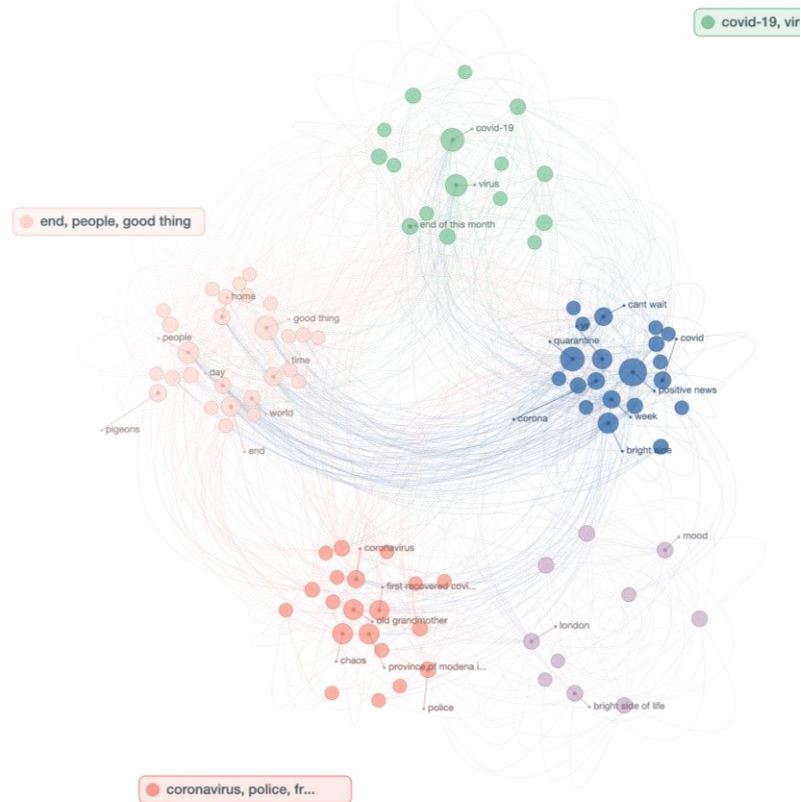
# The Meaning Funnel



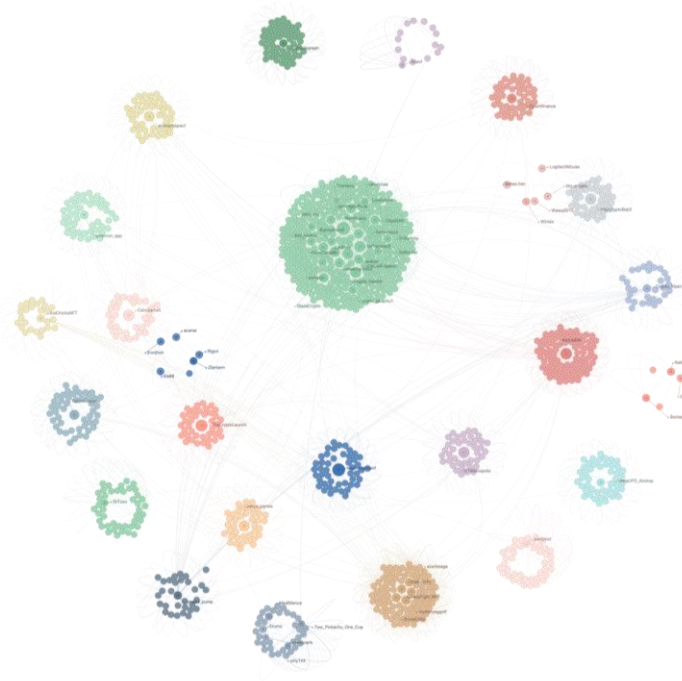


# Clustering methods

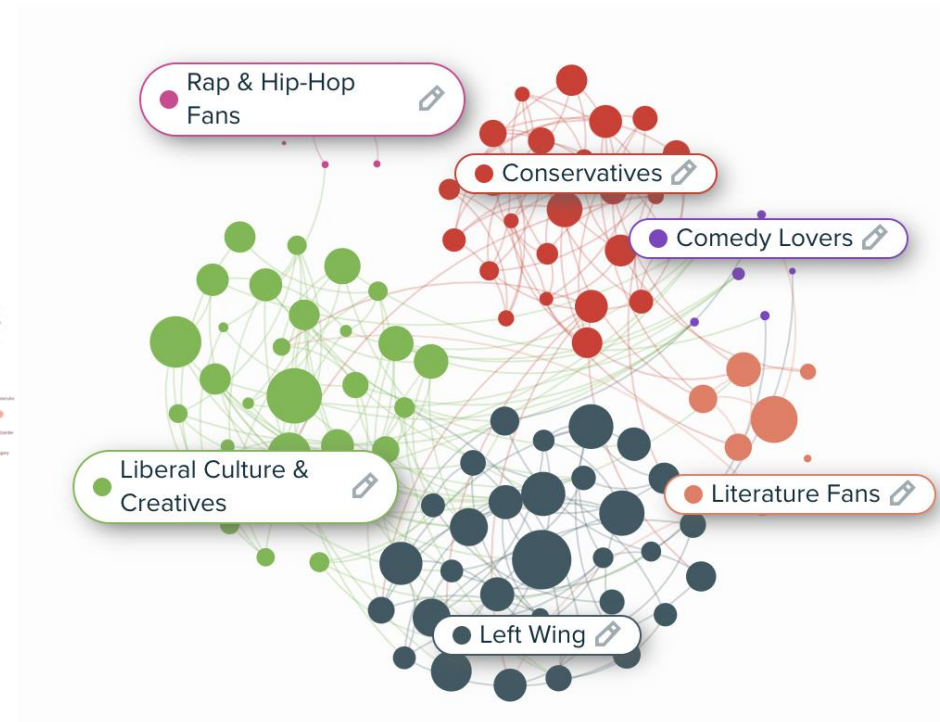
## Discourse



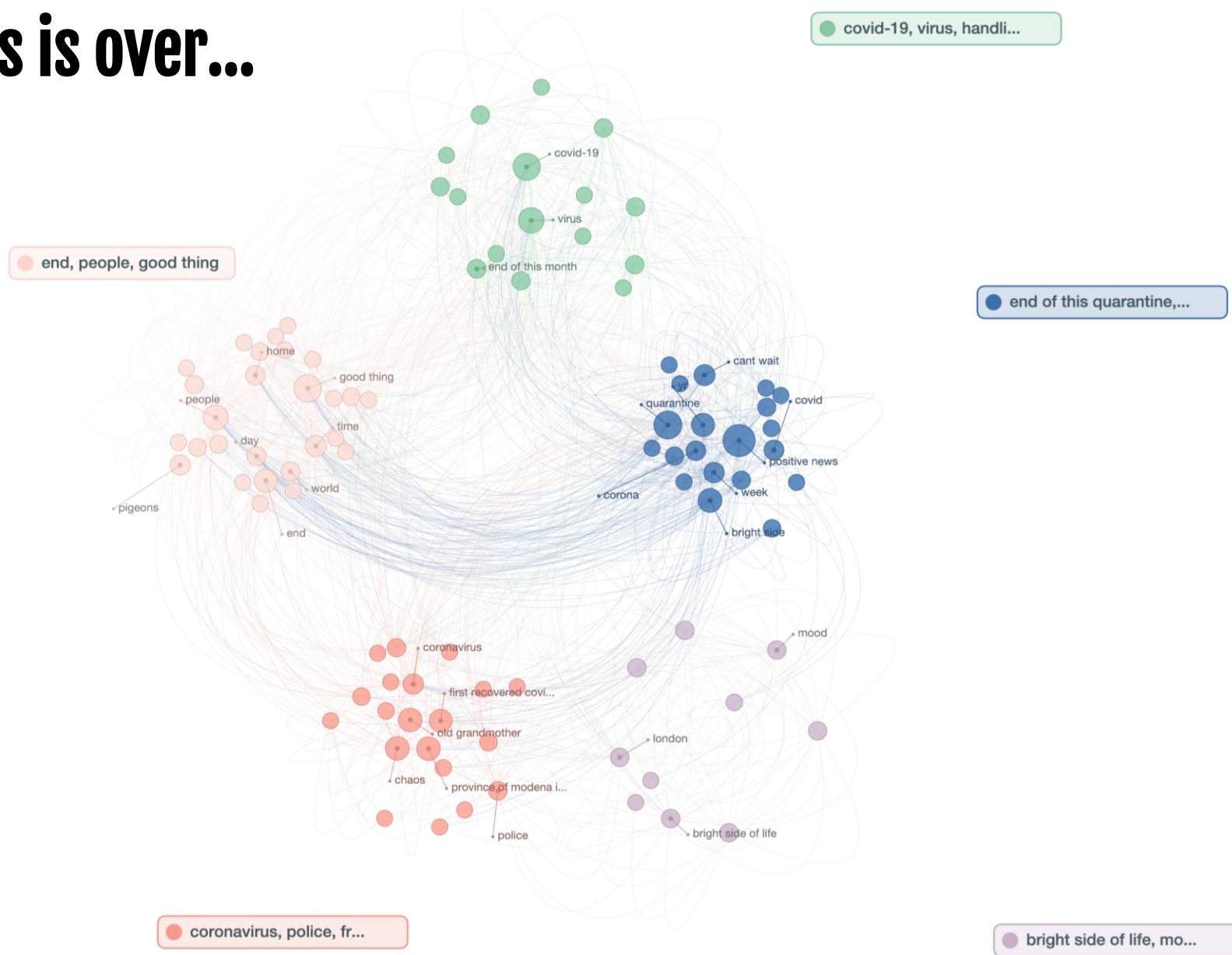
## Engagement



## Communities



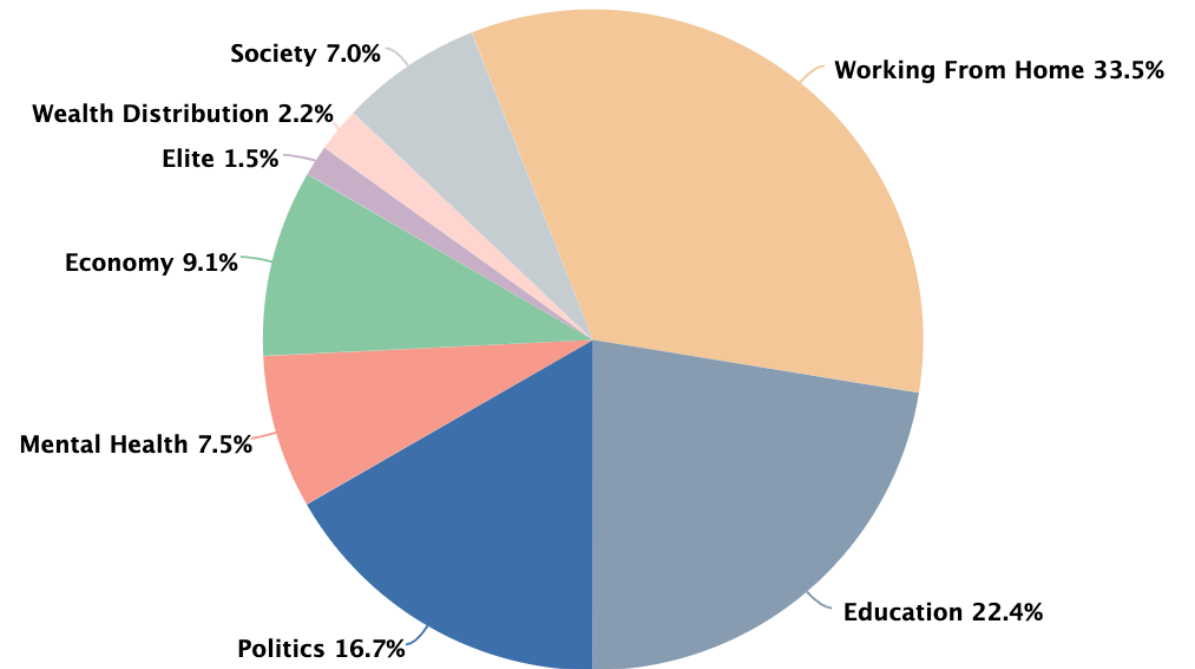
# When this is over...



# ⊗ When this is over... / Expectations of Change

The one good thing to come out of COVID-19, managers who once insisted you get to work daily, are now willing to let you work from home! There is no loss of efficiency, time, work gets done as usual.  
This pandemic will change the dynamics of the workplace.

7:02 AM · Mar 12, 2020 · [Twitter for Android](#)



# 🌀 When this is over... / Intent to buy

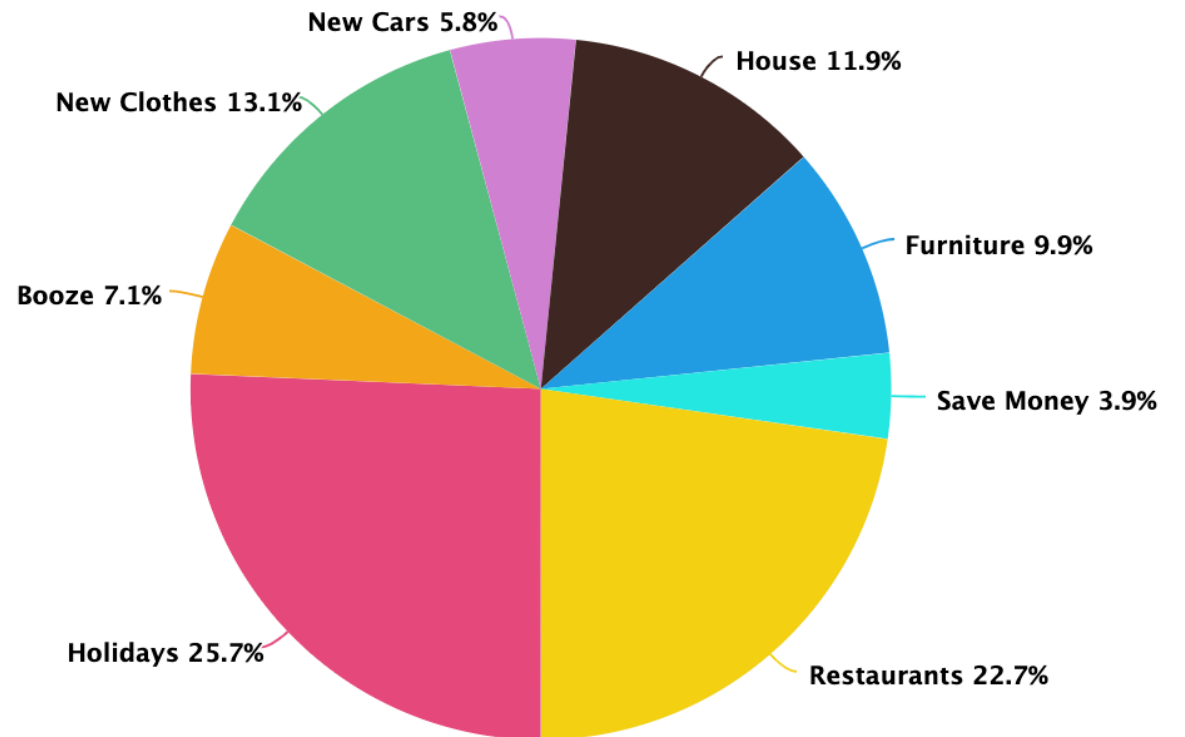
I'm going to need the longest and most luxurious holiday of my life when this is all over

11:00 AM · Apr 7, 2020 · [Twitter for iPhone](#)

78 Retweets 230 Likes

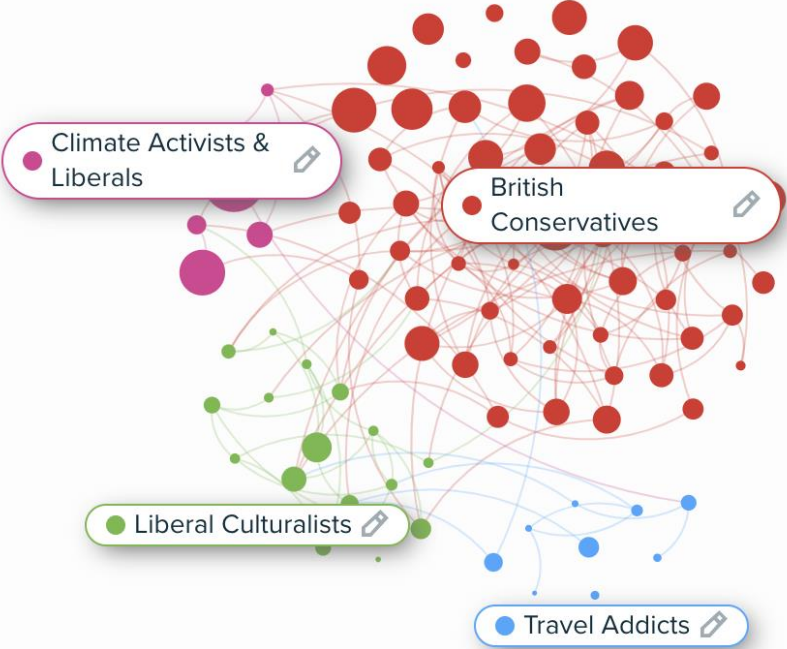
When this is all over, take your holiday INSIDE South Africa, be a tourist in your city, buy from small SOUTH AFRICAN businesses. Go to local theatre, local comedy, small restaurants. Support local like never before.

We will ALL need it. 🇿🇦🇿🇦🇿🇿🇦❤️

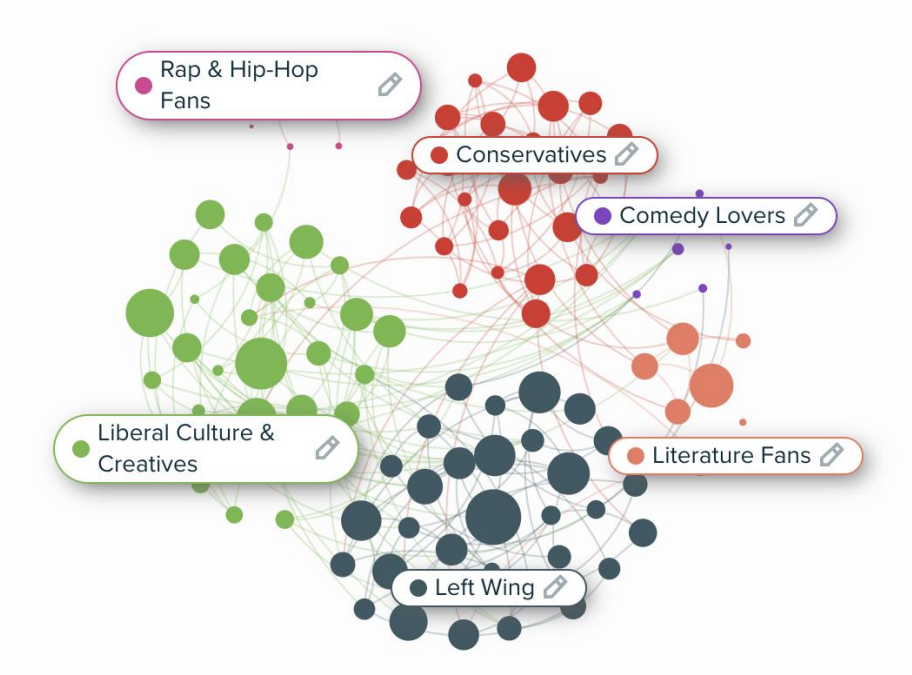


# When this is over...

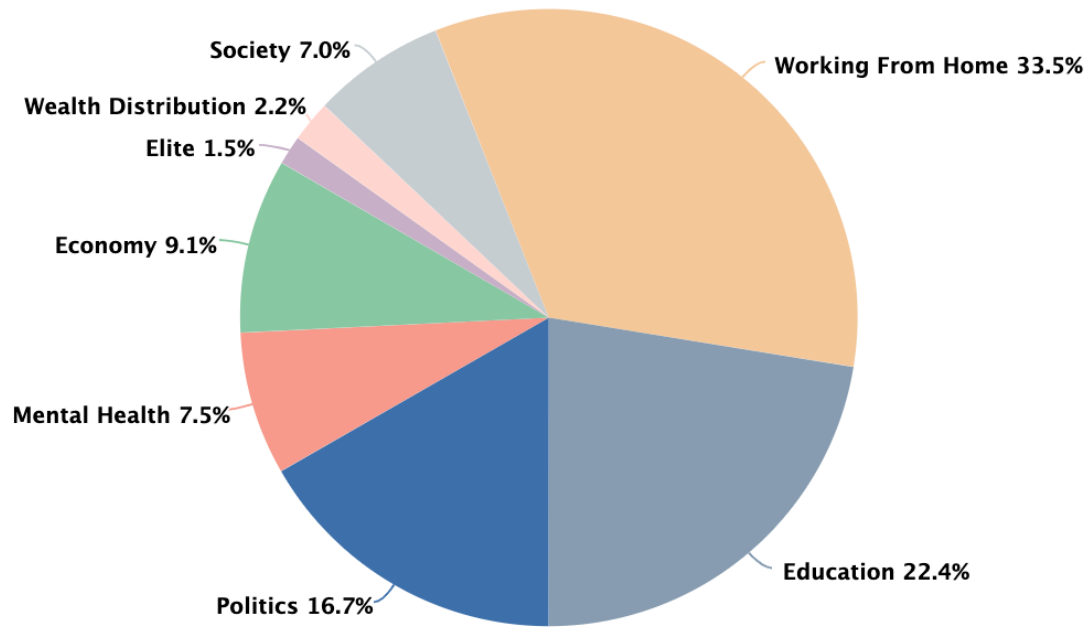
UK



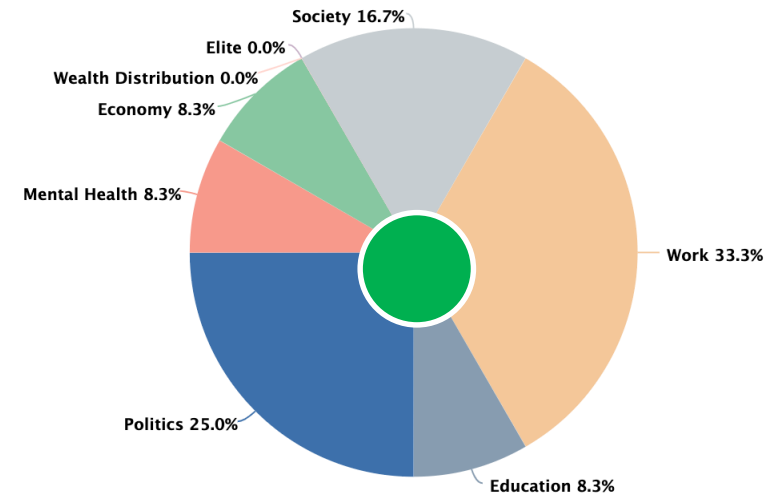
US



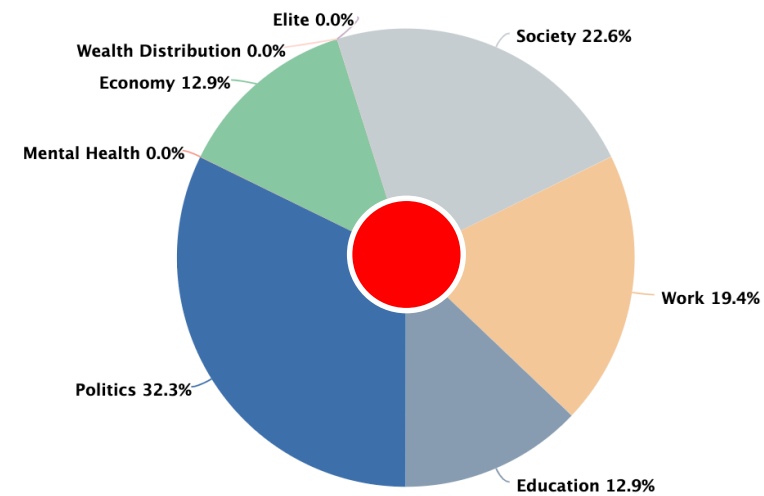
# Expectations of Change x Segment



## liberals

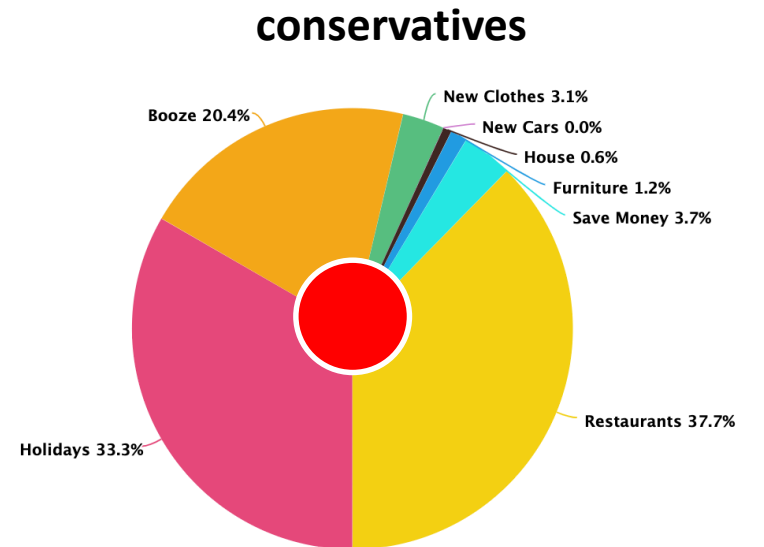
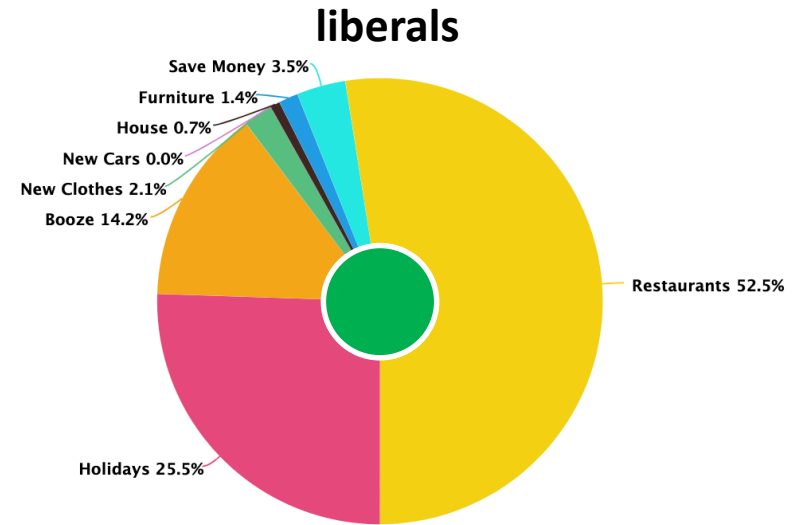
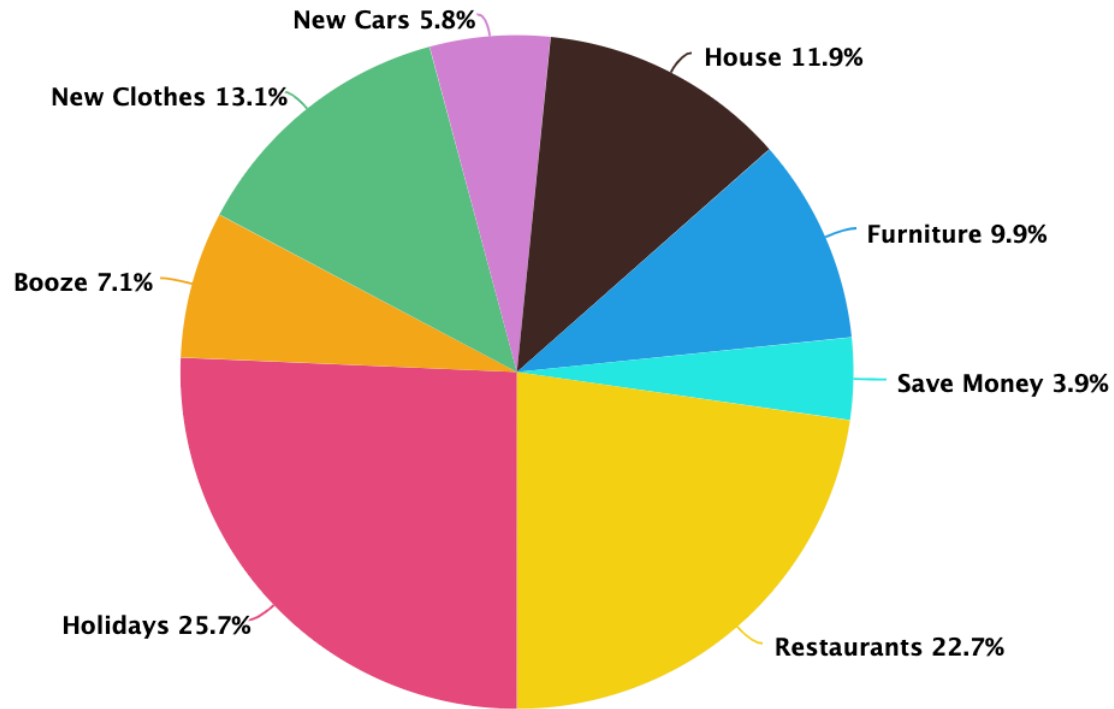


## conservatives





# Intent to buy x Segment

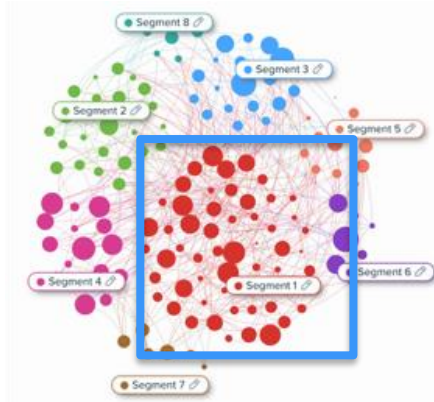
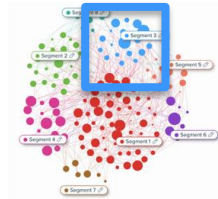




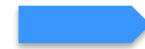
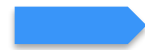
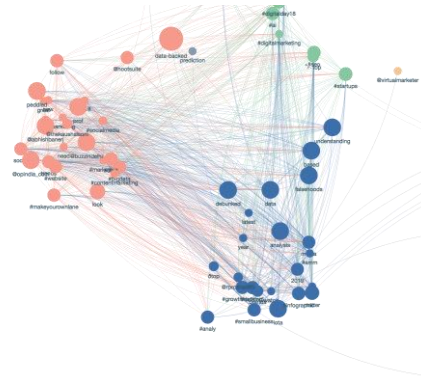
## Define the audience



## Segment the audience



## Cluster the conversation



## Personalize the message

Spend  
Phasing  
Weighting

Targeting  
Audiences  
Influencers

Creative  
Attitudes  
Language  
Topics  
Behaviours  
Occasions  
Mindsets







**Is this Qual? Is it Quant? Does it matter?**



## Quantitative research

Focuses on testing theories and hypotheses

Analyzed through math and [statistical analysis](#)

Mainly expressed in numbers, graphs and tables

Requires many respondents

Closed (multiple choice) questions

## Qualitative Research

Focuses on exploring ideas and formulating a theory or hypothesis

Analyzed by summarizing, categorizing and interpreting

Mainly expressed in words

Requires few respondents

Open-ended questions



## Quantitative data collection methods

- **Surveys:** List of closed or multiple choice questions that is distributed to a **sample** (online, in person, or over the phone).
- **Experiments:** Situation in which **variables** are controlled and manipulated to establish cause-and-effect relationships.
- **Observations:** Observing subjects in a natural environment where variables can't be controlled.

## Qualitative data collection methods

- **Interviews:** Asking open-ended questions verbally to respondents.
- **Focus groups:** Discussion among a group of people about a topic to gather opinions that can be used for further research.
- **Ethnography:** Participating in a community or organization for an extended period of time to closely observe culture and behavior.
- **Literature review:** Survey of published works by other authors.

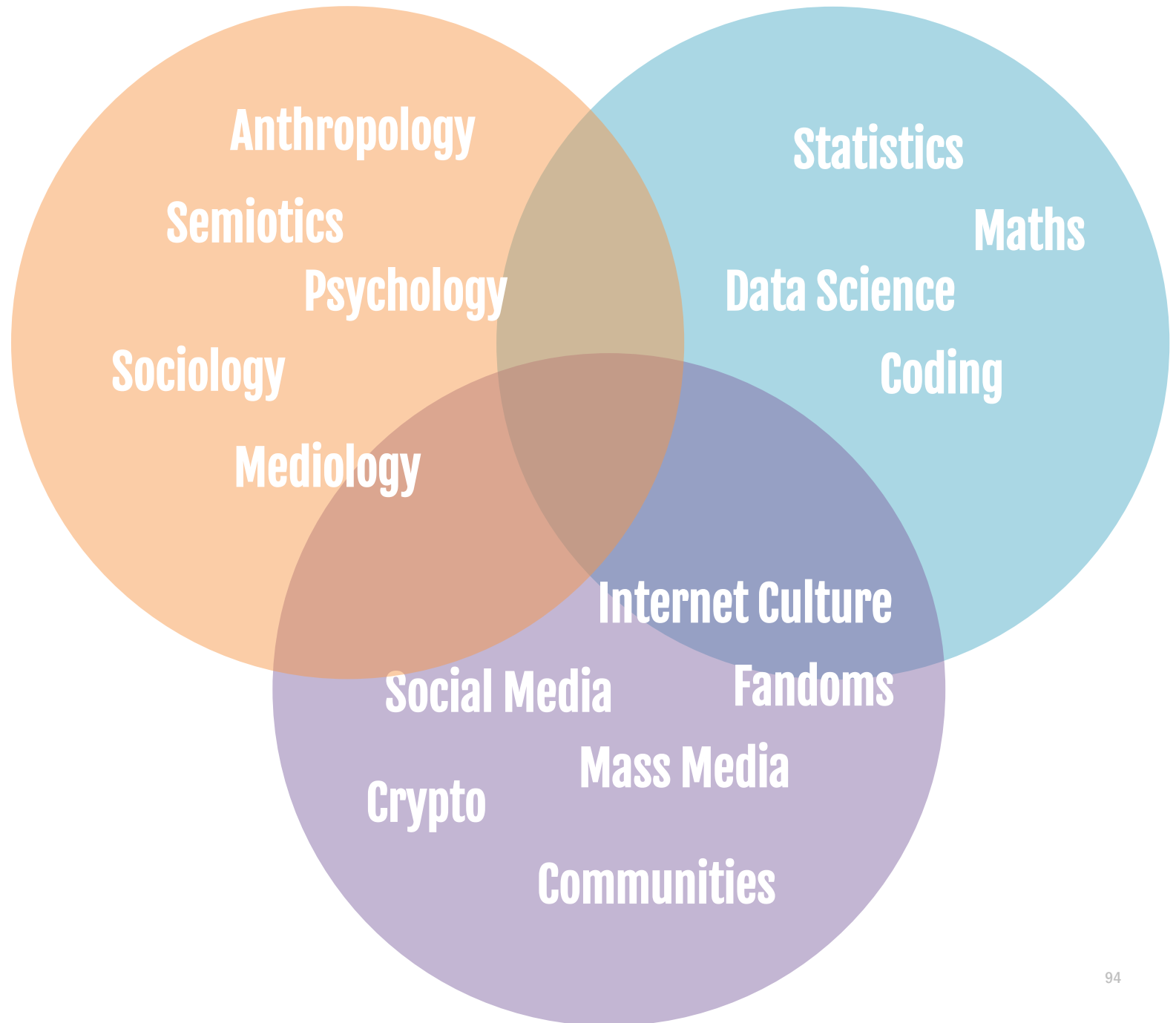
**Based on Completely open-ended feedback**  
**A discussion like a focus group but uncontrolled**  
**Expressed in numbers, graph, tables as well as words**  
**Analysed through maths and statistics but also by summarizing, categorizing and interpreting**  
**Used to formulate hypothesis but also to test them**  
**The signal is rich but not deep hence it requires many “respondents”.**  
**Can be rich like qual but also representative like quant**  
**Experiments can be run – many variables are controllable**



**Research has now fully entered the age of qualitative  
data on a quantitative scale**



**The researcher of  
the future  
understands  
qual, quant and  
the media**





“The thing I have noticed is when the anecdotes and the data disagree, the anecdotes are usually right. There’s something wrong with the way you are measuring it”

-Jeff Bezos



**PULSAR**   
Pulsarplatform.com

# Qualitative Insights on a Quantitative Scale

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