

Proudly organized by

Merlien Institute

NA.MRMW.COM

PLATINUM SPONSOR

FIELD AGENT™

PREMIER SPONSOR

BORDERLESS ACCESS

GOLD SPONSORS

prelytics

bigsofa

Over theshoulder

WATCH ME THINK

SILVER SPONSOR

SIRS
STRATEGIC INTELLIGENCE RESEARCH SERVICES
Powered by RDI

VIDEO SPONSOR

PRODEGE MR

EXHIBITORS

HATCHTANK

remesh

KnowledgeHound®
Unleashing Insights

VectorScient

GlimpzIt

RECEPTION SPONSOR

GRUBHUB™

Over theshoulder

DUDE, WHERE'S MY JETPACK?

What technology will and won't change about qualitative research in your lifetime.

ross@overtheshoulder.com





I’m a huge believer in technology.

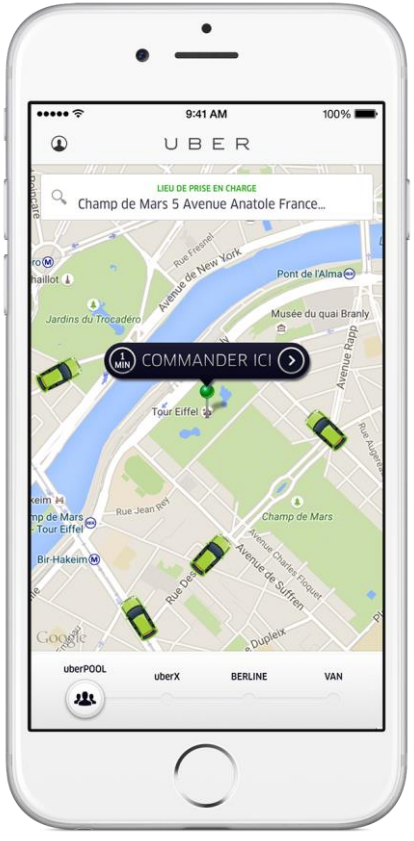
- Drink a cocktail prepared and served by a robot
- Take medicine that’s genetically optimized/personalized for me
- Ride in a self-driving car
- See a manned mission to Mars begin

Over theshoulder


DUDE, WHERE'S MY JETPACK?



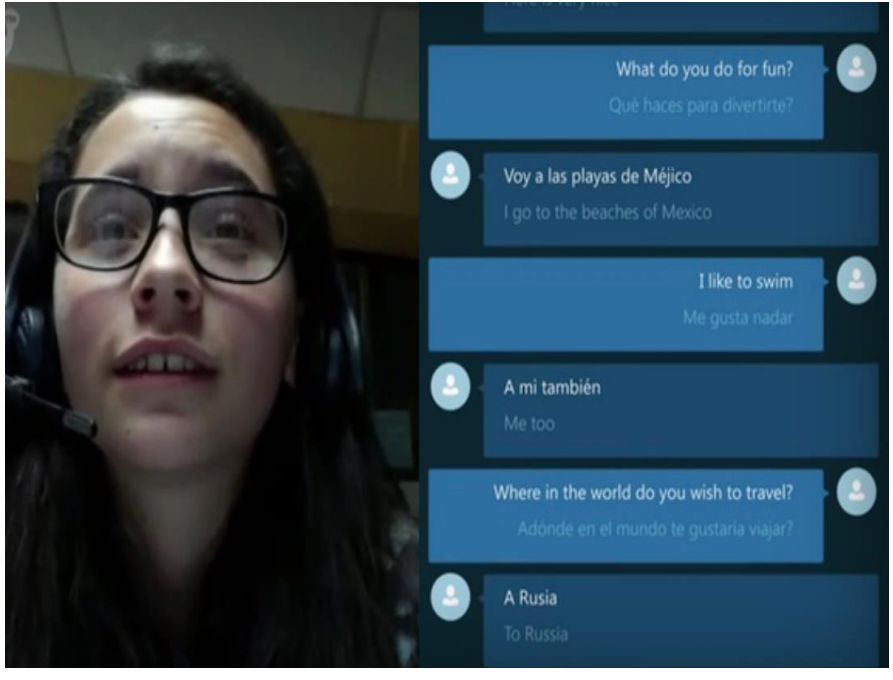
Vs.



Over theshoulder



Vs.



Over theshoulder

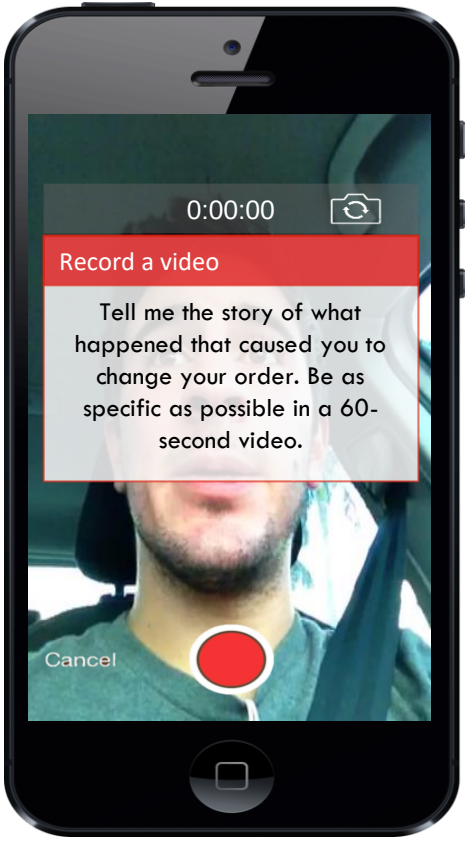
WHY DOES OVER THE SHOULDER CARE?

Dedicated to putting industry-leading smartphone qual research into the toolkit of qualitative researchers everywhere (and making it easy for them to succeed).

- Making the best platform in the business available to them.
- Providing design & guidance to do best-in-industry work.
- Providing project management, recruiting, operations.
- Creating analysis tools and techniques to help practitioners manage huge qualitative data sets.



UUUGE DATASETS



Objective: Help us understand the real decision dynamics of QSR decisions.

- When and how do QSR trips happen? What are the triggers?
- What truly drives where people decide to go?
- How do they decide what to order?
- How are their decisions impacted by on-premises promotions & marketing?

Participants: 800 assorted Fast Food users, representing different segments, brand usage profiles and geographies.

Project Design: 14 days, including:

- Journaling fast food occasions at point of decision, on arrival at destination, immediately after order
- Quant measures PLUS audio, video and photos

Data load:

- 5 minutes of audio & video (minimum) PER visit
- 250 hours of material to be analyzed

Over theshoulder

WHY YOUR QUAL RESEARCH JOB IS SAFE…FOR NOW

Complexity of datasets

Lack of objective “rules”

Lack of processing power

Relatively low priority for investment



“The key applications of Artificial Intelligence are in any area that involves more data than humans can handle on our own, but which involves decisions simple enough that an AI can get somewhere with it.”

- Maria Konovalenko

= “Easy”

Over the shoulder

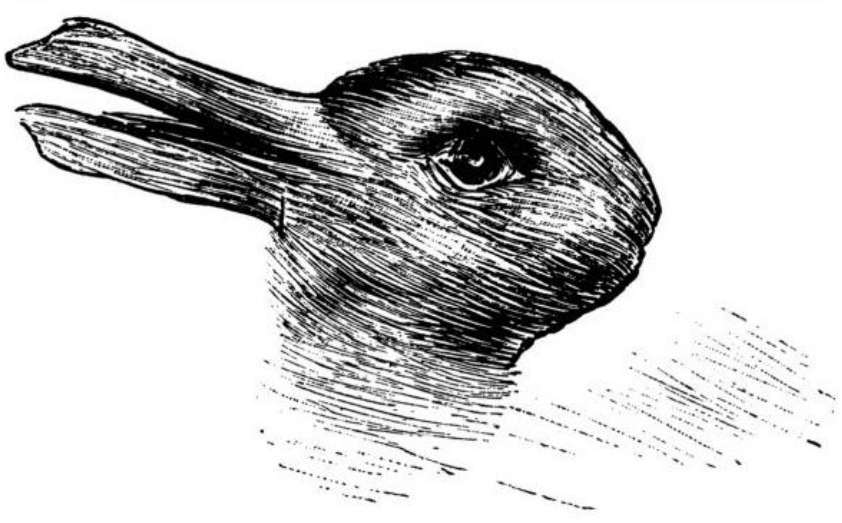
WHY YOUR QUAL RESEARCH JOB IS SAFE…FOR NOW

Complexity of datasets

Lack of objective “rules”

Lack of processing power

Relatively low priority for investment



Over theshoulder

AS ALWAYS, SCI-FI HAS THE ANSWER



AS ALWAYS, SCI-FI HAS THE ANSWER

Great qualitative analysis will be performed in the minds of analysts
for at least another decade or two.

But there are many ways qualitative research can benefit from technology and AI right now.

We should be using them and building them into the repertoire of qualitative tools right now.

"Think of AI and technology as helping qual analysis in the same way that Photoshop aids an art director."

- Betty Adamou

Over theshoulder

HOW TECHNOLOGY AND AI CAN HELP QUALITATIVE RESEARCHERS RIGHT NOW

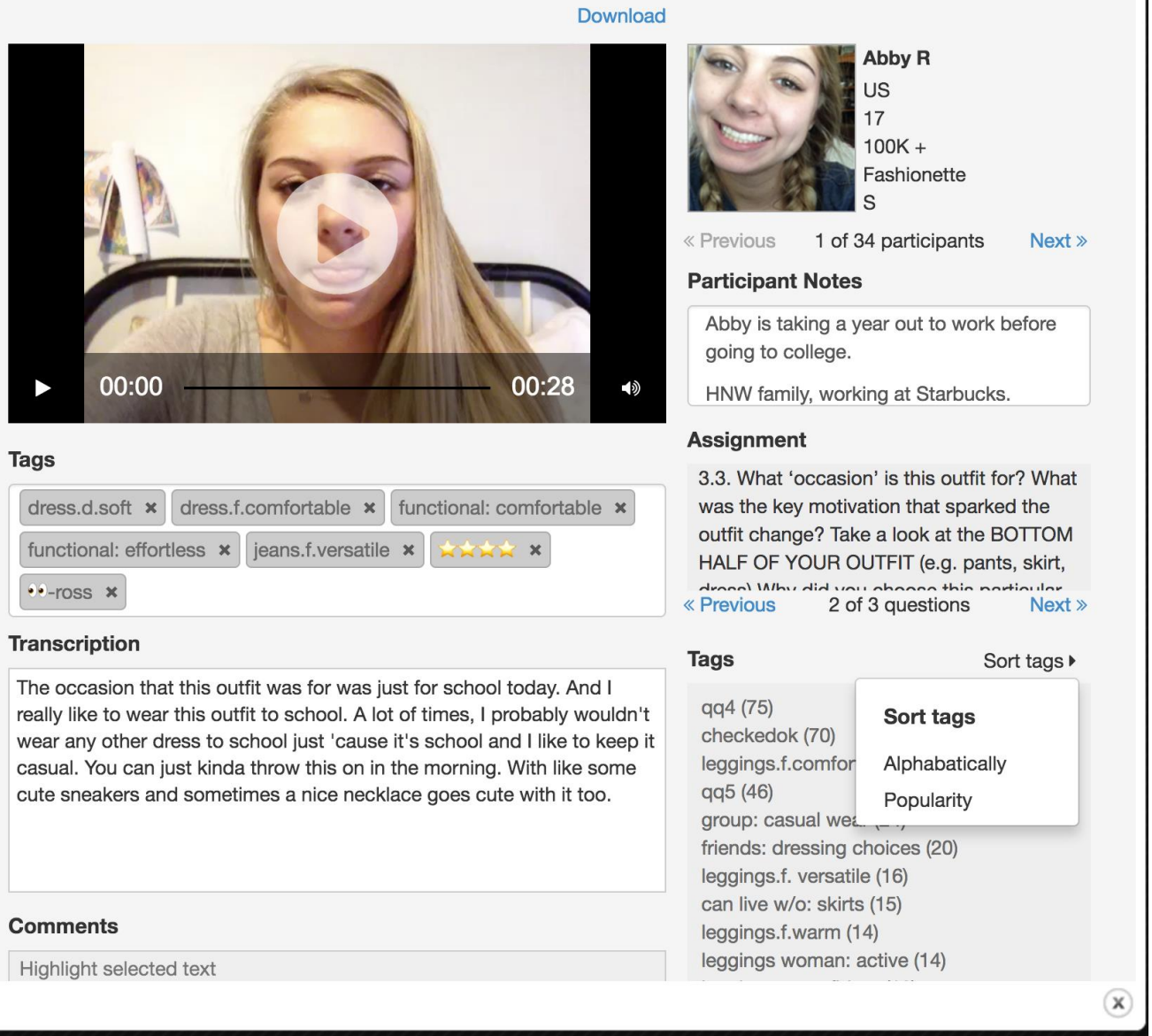
- Make it easy, efficient and intuitive for well-trained analysts to maximize the time they can spend immersed in the most important parts of the data.
- "Pre-digest" data with transcription and translation.
- Create tools that make familiar, proven qualitative analysis techniques easier and more powerful.
- Help to visualize and "point out" things that the human brain might not notice.



Over the shoulder

HOW TECHNOLOGY A
RIGHT NOW

- Make it easy, efficien
  well-trained analysts
  they can spend imme
  important parts of th
- **"Pre-digest" data wit**
  translation.
- Create tools that mak
  qualitative analysis te
  more powerful.
- Help to visualize and
  that the human brain



HOW TE
RIGHT N

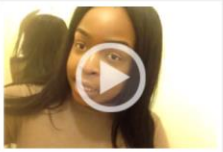
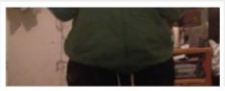
- Make
well-t
they c
impor
- "Pre-c
transl
- **Creat**
qualit
more
- Help t
that th

Over the Shoulder

Ross

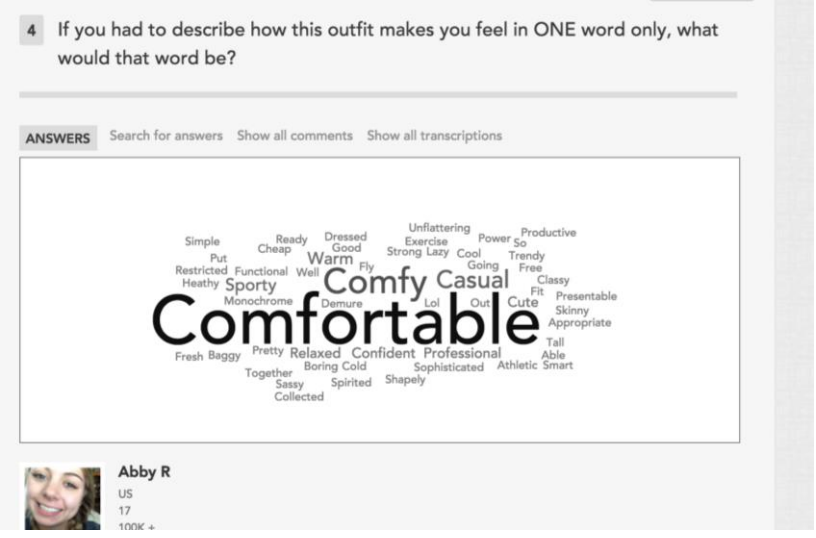
https://ajg.overtheshoulder.com/Default.aspx?q=Sbx1XgYKbAZ/D0hJiaWtozzp5/q3Nj2lZAS6EJOd5R7s352tTyE1UUtqCXc...

Close matrix view | Filter answers | Export Answers | Detailed view

Assignment 3	1	2	3	4	5
	Quick! Snap a picture of your outfit! Make sure it's a FULL body shot and it's well-lit. If you are able, ask a friend to snap the shot for you or use a mirror. Please make sure we can see the BOTTOM HALF OF YOUR OUTFIT (EXCLUDING SOCKS & SHOES). Say Cheese!	Awesome! Now get ready to make a 60 second video that explains in detail:What 'occasion' is this outfit for? What was the key motivation that sparked the outfit change? Take a look at the BOTTOM HALF OF YOUR OUTFIT (e.g. pants, skirt, dress, excluding socks & shoes) Why did you choose this particular item? What does it provide for this occasion specifically that	What 'occasion' is this outfit for? What was the key motivation that sparked the outfit change? Take a look at the BOTTOM HALF OF YOUR OUTFIT (e.g. pants, skirt, dress) Why did you choose this particular item? What does it provide for this occasion specifically that another piece of clothing cannot do or couldn't do as well as it can? Action!	If you had to describe how this outfit makes you feel in ONE word only, what would that word be?	You're done with this occasion! Please remember to journal each of your outfit changes today. This assignment will come back shortly after you hit "OK" and "I'm done" below, ready for you to journal your next outfit change when you are ready.
Asia K. UK 29 £38,000 - £65,000 Aspirer Caucasian	 View answer	I was born ready! View answer	 View answer	Good View answer	OK. View answer
Brianna D. US 21 Over $100,000 Style Seeker Hispanic	 View answer	I was born ready! View answer	 View answer	Comfortable View answer	OK. View answer
Debi O. UK 18 £38,000 - £65,000 Style Seeker African-British	 View answer	I was born ready! View answer	 View answer	Simple View answer	OK. View answer
Debi O. UK 18 £38,000 - £65,000 Style Seeker		I was born ready!		Simple	OK.

HOW TECHNOLOGY AND AI CAN HELP QUALITATIVE RESEARCHERS RIGHT NOW

- Make it easy, efficient and intuitive for well-trained analysts to maximize the time they can spend immersed in the most important parts of the data.
- "Pre-digest" data with transcription and translation.
- Create tools that make familiar, proven qualitative analysis techniques easier and more powerful.
- Help to visualize and "point out" things that the human brain might not notice.





90-second intro to Over the Shoulder video here.
Or, view the video at www.overtheshoulder.com

Over theshoulder



ross@overtheshoulder.com

PLATINUM SPONSOR

FIELD AGENT™

PREMIER SPONSOR

BORDERLESS ACCESS

GOLD SPONSORS

prelytics

bigsofa

Over theshoulder

WATCH ME THINK

SILVER SPONSOR

SIRS
STRATEGIC INTELLIGENCE RESEARCH SERVICES
Powered by RDI

VIDEO SPONSOR

PRODEGE MR

EXHIBITORS

HATCHTANK

remesh

KnowledgeHound®
Unleashing Insights

VectorScient

GlimpzIt

RECEPTION SPONSOR

GRUBHUB™



Proudly organized by

Merlien Institute

NA.MRMW.COM