

## Harris Interactive® QualLife Solutions: Integrating Social Intelligence into Qualitative Research

*Persuade by Reason; Motivate through Emotion*



It is widely acknowledged that emotions drive most, if not all, of human behavior and that successful brands connect with people at a deep emotional level. Neurology, psychology, and both cognitive and linguistic sciences all agree that 95% of human awareness is *unconscious* and much of what comes into the brain through our senses is *visually* interpreted. The power of emotions is such that people are generally unable to reveal their hidden or embedded emotions via the conventional research approaches. Qualitative projective techniques go some way in exploring deeper meanings, but generally fall short of connecting with the deeper, more underlying emotional states. There are a lot of things that people can't say and don't reveal through research questioning.

*LifeVision + ValuesConnect* is a research approach that allows you to uncover the enduring values of the target market while delivering insights into the emotional world of people's stories about brands, products and concepts. *LifeVision* is a qualitative visualization protocol based on Ericksonian psychology. This approach facilitates 'right brain' emotional connections while *ValuesConnect* is based on means end theory. This theory provides a framework to identify underlying values triggered by the tangible attributes of a given product or service conducted via one-on-one interviews.

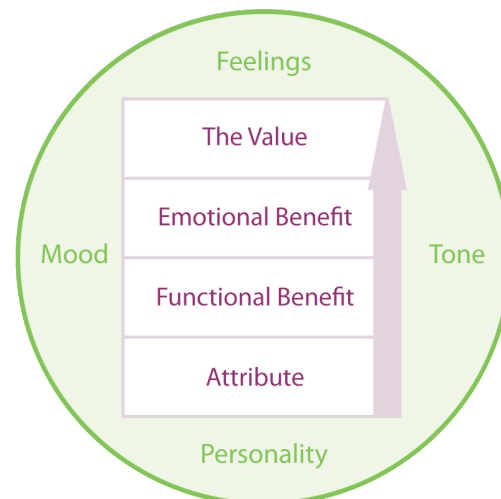
Unlike more conventional qualitative research approaches, *LifeVision* can be used with 'real' people across all demographic targets versus other approaches based on 'expert' or 'creative' respondents. *LifeVision* can be used in individual and focus- group settings. In focus groups, respondents' visualization stories are shared and discussed. Respondents are encouraged to look for common links and patterns between their stories and those of the other members of the group. The protocol encourages creativity

and development, rather than analysis and judgment. Visualizations can be done via a branded idea or by blind concept.

### How Does this Benefit You?

People's visualization stories are a rich source of emotional and sensorial information for brand and product development. These stories guide organizations as they optimize brands, concepts, products, and communications and align them with desired positioning based on people's most deep-seated emotional connections.

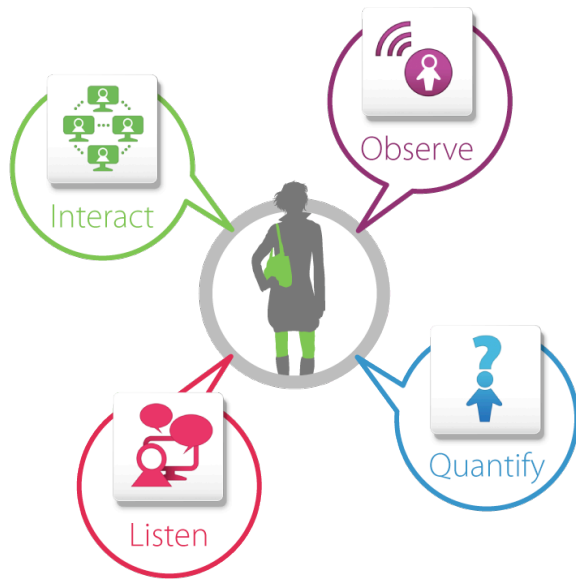
*LifeVision + ValuesConnect* delivers an integrated understanding of people's values, the language connected to these values as well as their emotional stories:



LifeVision integrated with ValuesConnect

## 2.0 Enabled QualLife Solutions

Harris Interactive delivers social intelligence in qualitative research using the Harris Interactive Research Lifestreaming® panel.



We deliver a *representative* panel of social media that includes the 95% of Facebook conversations that are not available publicly. This means we can:

- Quantify themes found in qualitative through “Listening”
- Target the consumer better before recruitment starts – because by profiling those that talk about your brand *beforehand*, we can recruit the right target and inform the qualitative guide – and do so more quickly and less expensively than more traditional methods
- Source consumers – identify target segments such as engaged consumers, creative respondents, etc. for further qualitative interactions via bulletin boards and insight communities -- or even for off-line, face-to-face interactions.
- Ultimately, give you better research that is integrated with real consumer networks and deliver better – and faster – insights.

## We Have the Expertise to Deliver

Alex Moskvin, SVP, Global Solutions, Harris Interactive, is a recognized authority in emotional/sensory brand-consumer development working on many projects for Fortune 500 companies for 25 years. He developed *LifeVision*, a ‘right brain’ creative visualization protocol, based on Neuro-Linguistic Programming (NLP) and Ericksonian Psychology, to reveal consumers’ emotional connections for brand, product, and communication development. Before joining Harris Interactive, he held a number of senior academic and business positions in Australia, U.K., Netherlands and the U.S.



Alex leads a group of highly trained qualitative researchers who work in health care, financial services, technology, telecommunications, auto and transportation, media, advertising and public relations, and consumer packaged goods. They are highly experienced in various methodologies including:

- Means-end laddering techniques
- Ethnographic solutions
- Persona research
- Creative development, NPD
- On-line platforms; webcam, bulletin boards, communities, etc.