



Research Lifestreaming®

Harris Interactive's Innovation Platform
Real People. Changing Landscape. True Insight.

Traditionally, market research has primarily been comprised of asking questions and evaluating data. This has and will continue to provide important insight for today's companies. However, this method only identifies pieces of a person, failing to truly define the individual – or generate a complete picture of who they really are.

Harris Interactive Research Lifestreaming® goes beyond understanding data in the traditional sense to knowing the true essence of a person.

As the next evolution in market research, Research Lifestreaming links disparate streams of data together. With this, Harris Interactive has created an approach to connect what people have on their minds, and the conversations they may be having, with the actions that they take – resulting in a deeper, more actionable understanding of each individual in the 'now.'

Understanding Who is Saying What

Whereas most market research companies simply ask and infer based on responses, SocialConnectSM offers a complete landscape of an individual's "word of network" (WONSM). WON, the digitalized "word of mouth", captures what people are saying about your brand and category in real consumer language. With hundreds of profiling

attributes that bring to life individuals beyond basic demographic information, we truly know the people who have invited us to listen and participate in their communities.

By leveraging Harris Interactive's analytical strength, Research Lifestreaming enables a company to further understand individuals by categorizing them into segments, based on social media conversations, habits, and attributes. Using this technology, an organization can more accurately identify and target critical segments, such as consumers that influence others versus those that simply follow.

Listening to the Complete Conversation

Traditional social media measurements provide blind monitoring into what is being posted on blogs or websites, regardless of whether or not the author is your target audience. It collects the spam-bots and the paid bloggers, but misses millions of unfiltered conversations that take place on membership websites like FacebookSM. Research Lifestreaming affords the opportunity to listen in on these conversations that are occurring behind the 'social media curtain' to reveal precisely what real consumers are talking about.

Two-Way Interaction

Engaging participants to add depth and dimension to their responses is often cited as a desired enhancement to market research results. Our ability to interact with a respondent, or a group of respondents, enables us to transform information into actionable insight.



Listen
ResearchLifestreaming

Listen and monitor online membership networks such as FacebookSM and TwitterSM to obtain behavioral, attitudinal, and contextual information. With SocialConnect, we deliver targeted listening by key subgroups with deep media profiling along with other essential demographics.



Observe
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Observe how your different outreach activities affect your audience's attitudes and outcomes. WebLife SiteConnectSM and WebLife AdConnectSM uniquely combine measured online behavior and control surveying to determine the effectiveness of our digital campaign.



Interact
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Establish two-way interaction with individuals in a secure, Harris-only environment that mirrors conversations and activities that take place in social networking spaces, using bulletin boards and short-term communication. The ability to interact has been enhanced by our ability to reach on-the-go consumers with our Harris Mobile smartphone capabilities.



Quantify
ResearchLifestreaming

Gain a baseline understanding of who the individual is based on multi-faceted surveying and profiling techniques. Apply our proprietary algorithms to continuously calculate socio-graphic attributes at the individual level. With Facebook Fan Connect and Facebook Social ROI offerings, you can understand who you are really reaching with your Facebook fan page and quantify the value of a "like" on impacting purchase intent.

AHEAD OF WHAT'S NEXT.

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Anyone. Anywhere. Any screen.

harris mobile



Smartphone technology is bringing immediacy and convenience to a world full of people on the go. Our "anyone, anywhere, any screen" smartphone mobile surveys reach people through their iPhone, Android, and Blackberry devices and will turn that immediacy into contextual relevance for your research.

Contact Us

For more information on Research Lifestreaming or our other custom research services, please contact us at **877.919.4765** or **info@harrisinteractive.com**.