

# Life after focus groups

Data is everywhere. It has become a commodity rather than a powerful competitive advantage. The true value comes when we refine data and understand the individuals behind it. The question is: can traditional focus groups still perform that task?

## The traditional focus group is dead.

Focus groups where people sit in an artificial environment, stick their hands up when asked a question, and are asked to remember things from three months ago, while clients watch them from behind a mirror –are overused and formulaic.

## Long live the tools and approaches ahead of us!

There is proliferation of new tools and new techniques that capture insights in a way that better integrates system 1 thinking, considers consumers in-context, and delivers results faster and more cost effectively. Moreover, new approaches are allowing us to humanize the data and, in essence, become better researchers.

# New approaches and techniques!



**Virtual- Artificial- and Mixed Reality**  
Agile, flexible, cheap, immersive and engaging



**Voice Analytics**  
Emotional subcurrent of verbal expression



**Neuro - qual**  
Emotional, individual, immediate



**Video analysis**  
Authentic, immersive, brings data to live, contextual



**Passive measurement**  
Actual (i/o claimed) behaviour, minimal respondent engagement, measuring over long time periods, measuring location data



**Artificial Intelligence**  
Copes with the analysis of big data in its varying shapes, sizes and forms

*“This is a very exciting time! As these new approaches help us to totally understand people and create more impact!”*

**Veronique Verellen**



## Technology is the means, not the goal!

We all know a business or marketing leader who suddenly wants to switch to some obscure neuro technique and lives aside the sound foundations of research. So, beware of the shiny object syndrome.



## More information?

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