

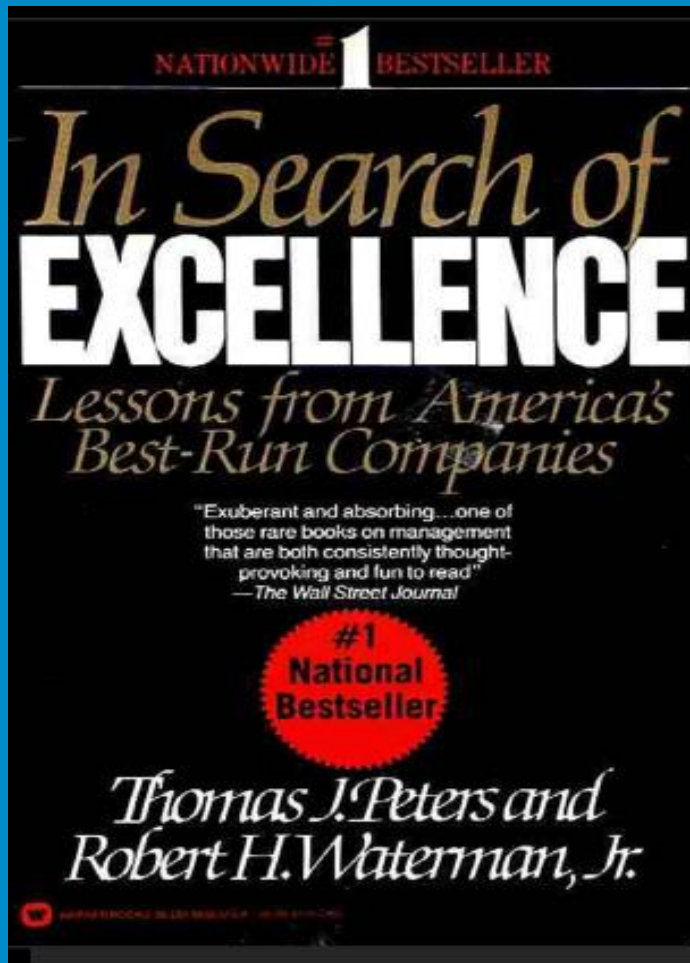


The Shock of the New - the Future of Research?

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Most predictions are wrong



“When a century has passed all thought of our so-called speaking pictures will have been abandoned. It will never be possible to synchronize the sound with the picture.”

Oscar-winning director
D.W. Griffith, 1924

KEY PREDICTIONS

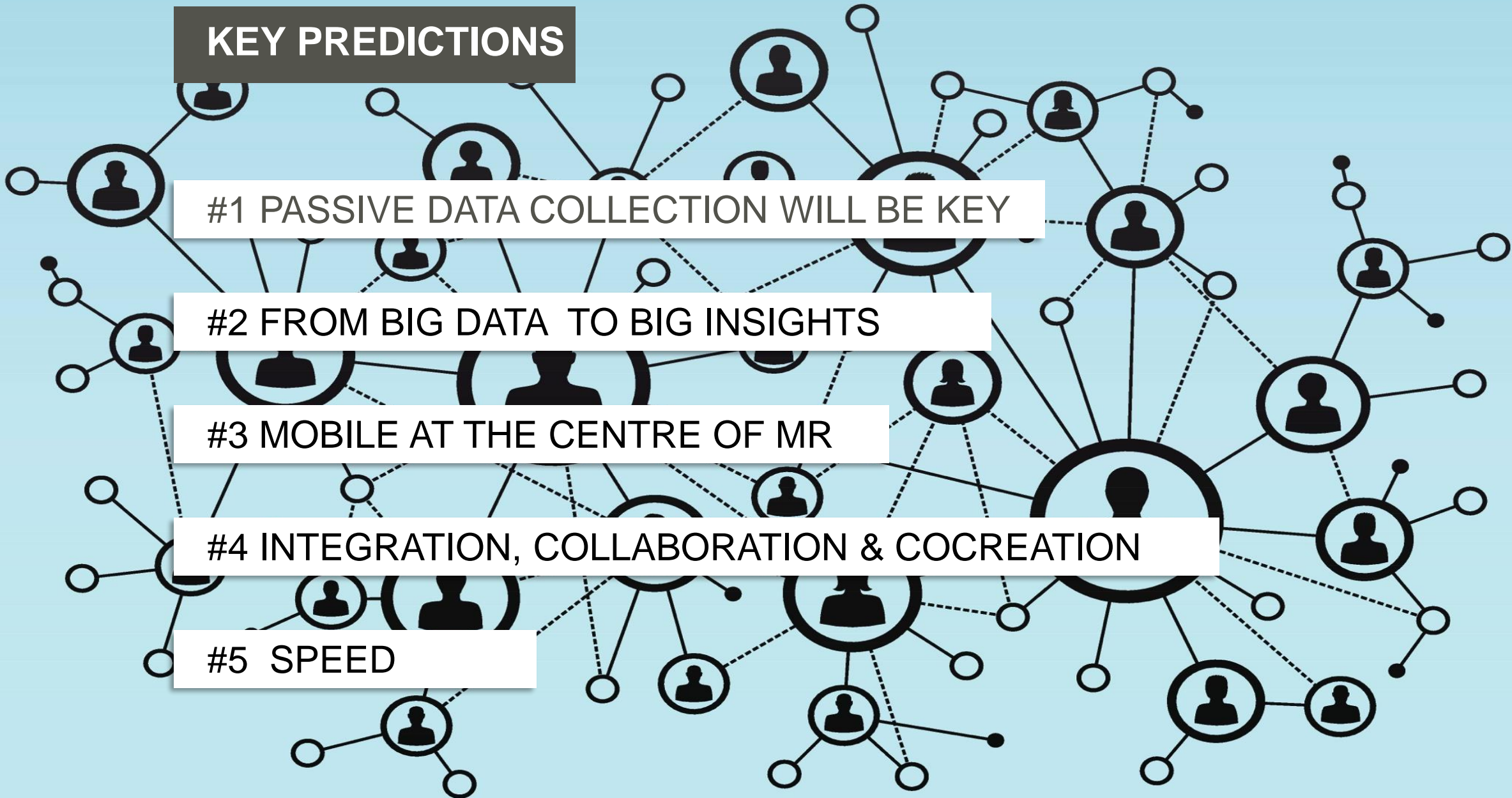
#1 PASSIVE DATA COLLECTION WILL BE KEY

#2 FROM BIG DATA TO BIG INSIGHTS

#3 MOBILE AT THE CENTRE OF MR

#4 INTEGRATION, COLLABORATION & COCREATION

#5 SPEED





Racing to the future

FRAMEWORKS (THEORY, METHOD, ETC)

**TOOLS (DATA ACCESS, COLLECTION,
ANALYSIS)**

FROM INSIGHT TO IMPACT



Fragmentation







Search

Web

Images

Maps

Videos

News

More

Singapore

Change location

The web

Pages from Singapore

More search tools

pregnancy test

pregnancy test

pregnancy test **kit**

pregnancy test **kit singapore**

pregnancy test **accuracy**

Ads related to pregnancy test ⓘ

[Obstetrics & Pregnancy - Dr Christopher Ng - Certified Gyne](#)

www.gynaemd.com.sg/Call_6733-8810

Caring For Local & Expat Patients.

[Prepregnancy Screening | HealthFertility.com.sg](#)

www.healthfertility.com.sg/T:6235-5066

Pregnancy Care & Screening By Lady Obstetrician Dr Kelly Loi.

[Pregnancy test - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Pregnancy_test

A **pregnancy test** attempts to determine if substances that indicate pregnancy are found in urine and blood.

History Modern tests Accuracy Viability

WHAT'S ON OUR MIND

that

[Home pregnancy tests](#)

www.babycenter.com.sg › ... › Actively trying for a baby

A home **pregnancy test** measures the presence of human chorionic gonadotrophin (hCG) in your urine. This hormone is produced by the placenta during pregnancy.

WHAT WE'RE INTERESTED IN

OUR INTENTIONS

[Am I pregnant? How early can I test?](#)

www.justmommies.com › Pregnancy › Am I Pregnant?

With advances in technology it is now possible to detect **pregnancy** from the convenience of your own home before you have even missed your period.

Beauty Treatments I Love



Shan Yap

Follow

90 followers, 7 pins



Perricone MD Intensive Pore Minimizer -
For matte and even skin

1 repin

perriconemd.com



Laura Mercier SPF 15 Lipbalm - Nice
glossy shine with SPF and hydration.

1 like 2 repins

lauramercier.com



Estee Lauder Advanced Night Repair

1 like 28 repins

esteelauder.com



Jyunka Multi-Action Miracle Fluid : Can't

WHAT WE LIKE. AND DON'T



Origins Clear Charcoal Mask

4 likes 14 repins

origins.com



Clarisonic MIA : One of my best
investments

5 likes 56 repins

clarisonic.com

See a problem with these advertisements? [Let us know](#)

What Other Items Do Customers Buy After Viewing This Item?

-  **The Power of Habit: Why We Do What We Do in Life and Business** by Charles Duhigg Hardcover
★★★★☆ (437)
\$17.13
-  **Quiet: The Power of Introverts in a World That Can't Stop Talking** by Susan Cain Hardcover
★★★★☆ (403)
\$15.60
-  **Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions** by Dan Ariely Paperback
★★★★☆ (468)
\$8.98
-  **Blink: The Power of Thinking Without Thinking** by Malcolm Gladwell Paperback
★★★★☆ (1,353)
\$10.98

WHAT WE BROWSE. AND BUY

> [Explore similar items](#)

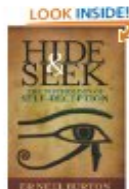
Looking for "thinking fast and slow" Products?


Other customers suggested these items:

 **High-Tech, High-Touch Customer Service: Inspire Timeless Loyalty in the Demanding New World of Socia...** by Micah Solomon
★★★★☆ (50)
Buy new: ~~\$29.00~~ **\$14.19**
61 used & new from \$9.99
Suggested by 2 customers

 **Short & Sweet Summary: Daniel Kahneman's Thinking, Fast and Slow** by Short and Sweet Summary
Download: **\$4.99**
190 used & new from \$4.98
Suggested by 1 customer

 **EXPLOSION IN PARIS** by Linda Masemore Pirrung
★★★★☆ (53)
Download: **\$4.62**
191 used & new from \$4.62
Suggested by 2 customers

 **Hide and Seek: The Psychology of Self-Deception** by Neel Burton
★★★★☆ (7)
Buy new: **\$22.00**
8 used & new from \$19.00
Suggested by 1 customer

 **Brain Rules: Extreme: 75 Ways To Exercise Your Brain** by Mark Hamilton
★★★★☆ (2)
Suggested by 1 customer

> [Explore 8 other items related to "thinking fast and slow"](#)

Tags Customers Associate with This Product [\(What's this?\)](#)

Click on a tag to find related items, discussions, and people.

Search Products Tagged with





新浪微博

>> 常见问题

- 微博客户服务介绍
- 如何修改我的登录密码

您的位置：帮助中心首页

什么是微博：

1. 可以理解为“一句”
2. 随时随地和朋友分享
3. 可以通过电脑或手机

WHAT WE SAY ONLINE

您可以：

1. 看看正在秀的明星
2. 瞧瞧现在正在发生的
3. 记下此时此刻的自己



WHO WE KNOW

WHO WE INTERACT WITH

WHO INFLUENCES US

WHAT WE SHARE



WHERE WE ARE



WHERE WE ARE GOING

WHAT WE ARE DOING

HOW WE INTERACT WITH OBJECTS

AND HOW THESE OBJECTS ARE DOING WITHOUT US

A close-up photograph of a thin, transparent sensor tag with a grid of micro-chips. The tag is placed on a surface of fresh green vegetables, including artichokes and corn. The tag's surface is printed with the brand name and logo.


THINFILM
RF Sensor Tag



SHOPPER TRACKER



LIVE CAM



SMART OBSERVATION



SHOPPER TRACKER HEAT MAP



WHAT WE HEAR



What can I help you with?



WHAT WE SAY



WHAT WE SEE

WHAT WE THINK

WHAT WE BROWSE

WHAT WE BUY

WHAT WE HEAR

WHAT WE INTEND

WHAT WE SAY

WHAT WE CONSUME

WHAT WE SMELL



WHAT WE LIKE

WHERE WE ARE

HOW OUR 'THINGS' ARE



HOW ENGAGED WE ARE

WHAT WE FEEL



WHO WE KNOW

WHAT WE SHARE

WHO INFLUENCES US

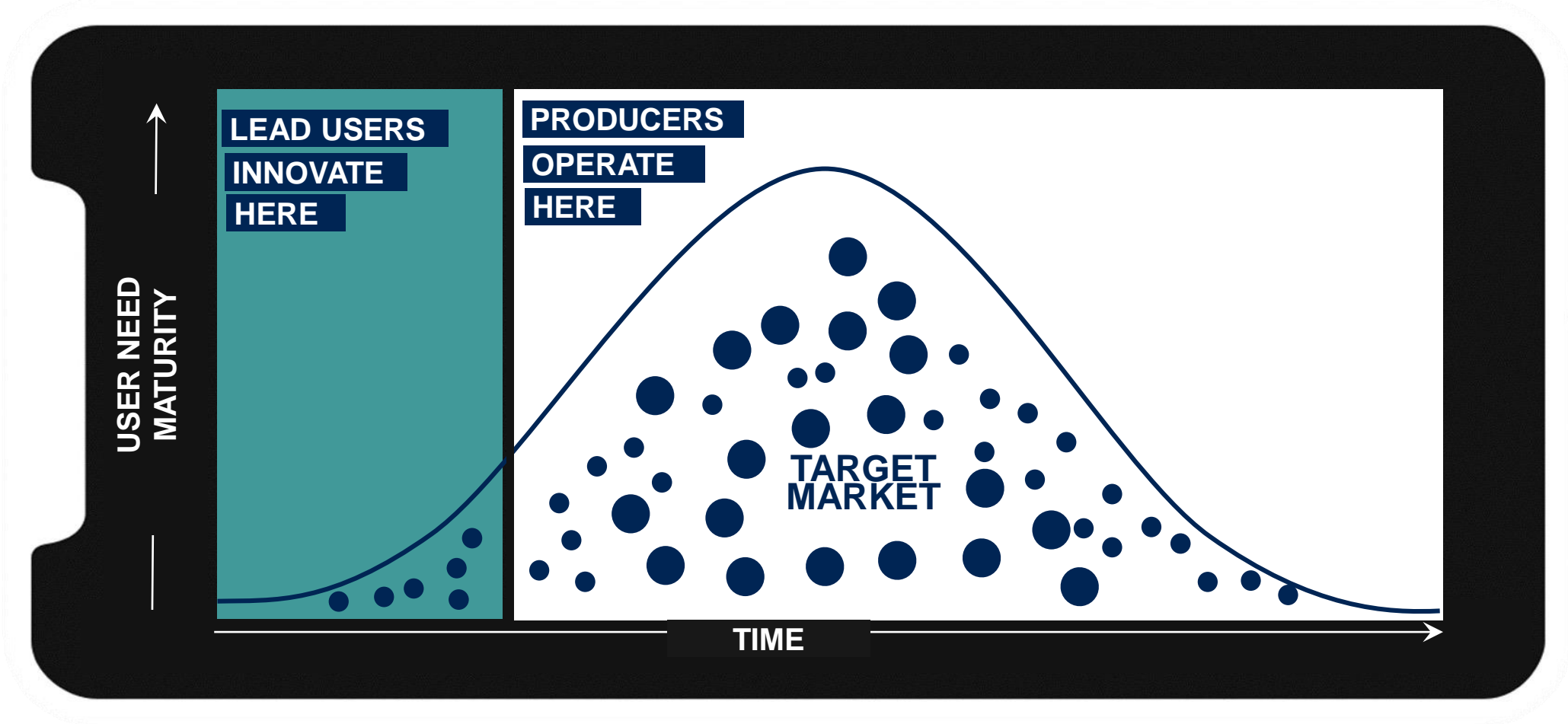
LESS

ASKING
DATA COLLECTION
OUT OF CONTEXT
PROCESS
SLOW
ONE OFF
ONE SHOT
LINEAR
MONOLOGUE
AVERAGE
ISOLATION
CONSUMER OUTSIDE
SILO
INACCESSIBLE
SLOW DOWN
TRANSPIRATION

MORE

OBSERVATION
DATA CONNECT + SELECT
IN CONTEXT
AUTOMATION
FAST / REAL TIME
ONGOING
RAPID ITERATION
FLUID & DYNAMIC
DIALOGUE
INDIVIDUAL
CO-CREATION
CONSUMER INSIDE
INTEGRATED
ACCESSIBLE & INTUITIVE
ACCELERATOR
INSPIRATION

Looking ahead of market trends & needs



Alternative innovation strategies

Valuable
consumer
problem to
solve

Convenient
user experience



The problem?

Expensive



Slow



No guarantees



Find the insight



Partnering with MIT

SOLOVE at MIT

The pilot

Ipsos MORI



Ipsos MORI



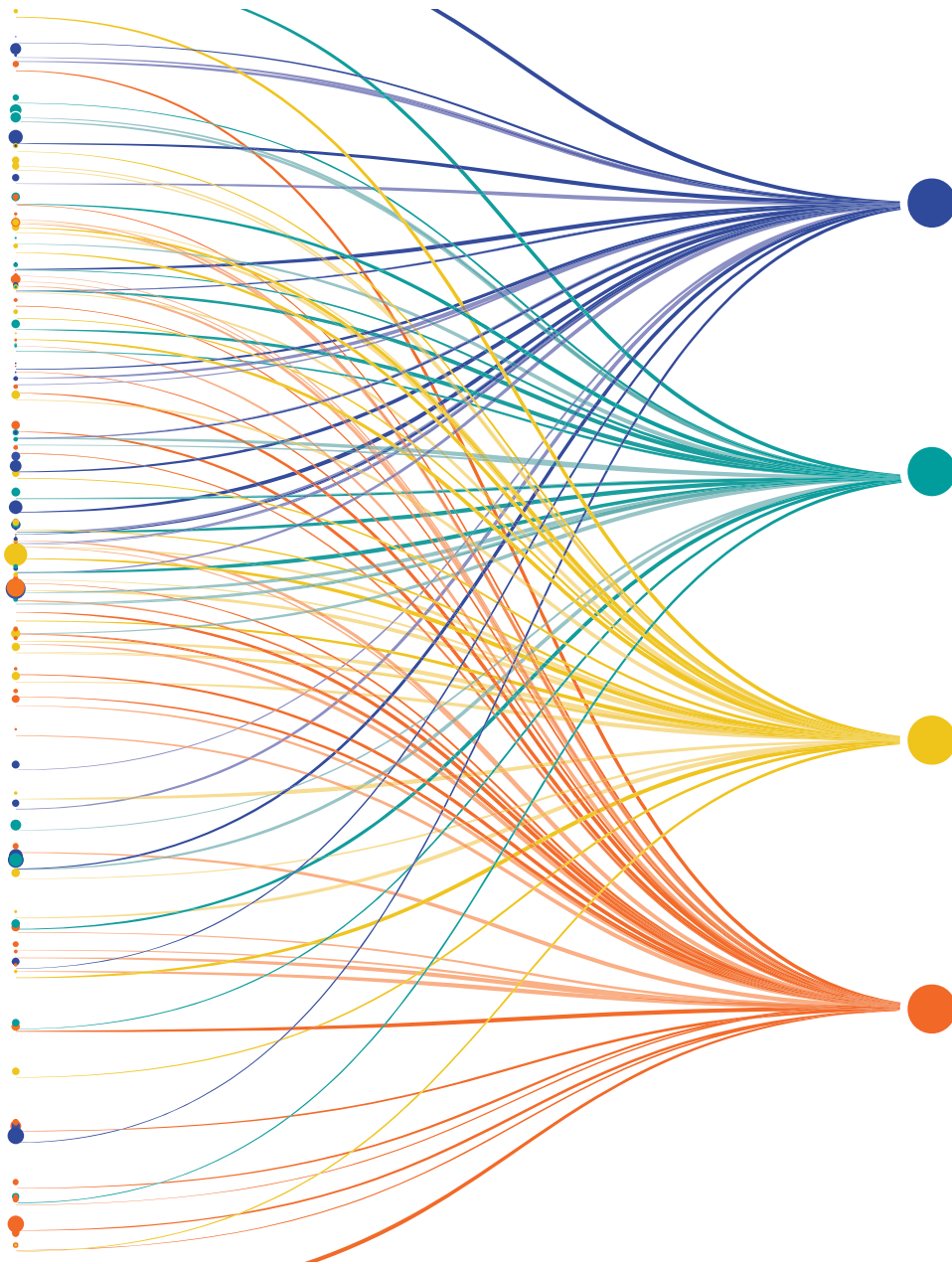
Multi-step process



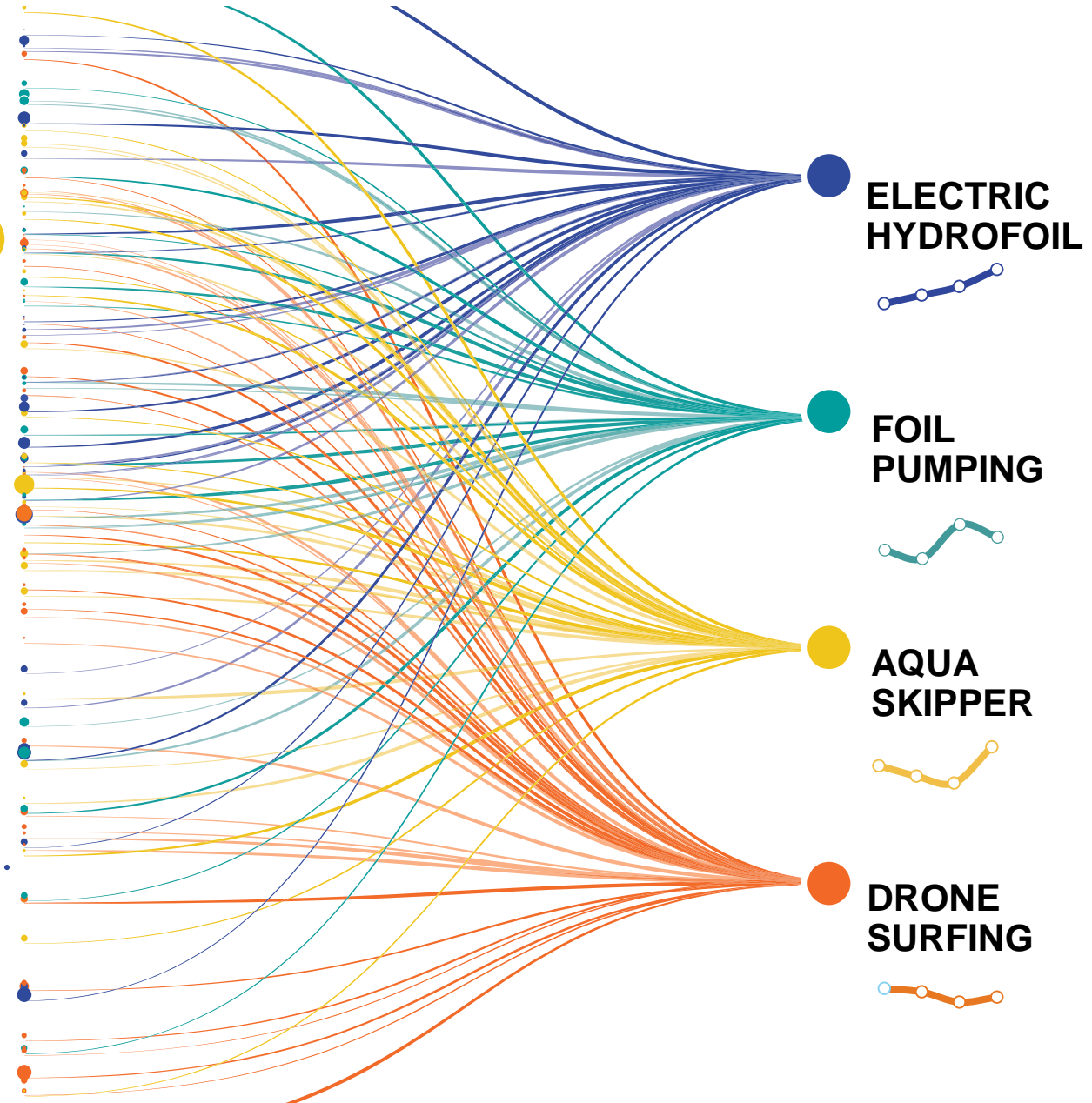


Multi-step process

Multi-step process



Multi-step process



Some improvements some radical changes



KITE SEAT FOR
DISABLED PEOPLE



DRONE
KITESURFING

Benefits of this approach



**SCIENTIFIC,
EVIDENCE-BASED**



FASTER & CHEAPER



**NEED-SOLUTION
PAIRS**



**HIGHLY SCALABLE
ALGORITHMS**

A black and white photograph of a young boy with short hair, shown in profile from the chest up. He has his mouth wide open as if shouting or singing. In front of him is a professional studio microphone mounted on a boom arm, with a pop filter. The background is a plain, light-colored wall.

Voice assistants:
leveraging the power of voice

Passive:

accessing in-the-moment for
deeper and more valid insights

NFC
SENSOR

TAP ME
WHEN YOU TAKE
YOUR MEDICINE



GEO LOCATION



GEO LOCATION

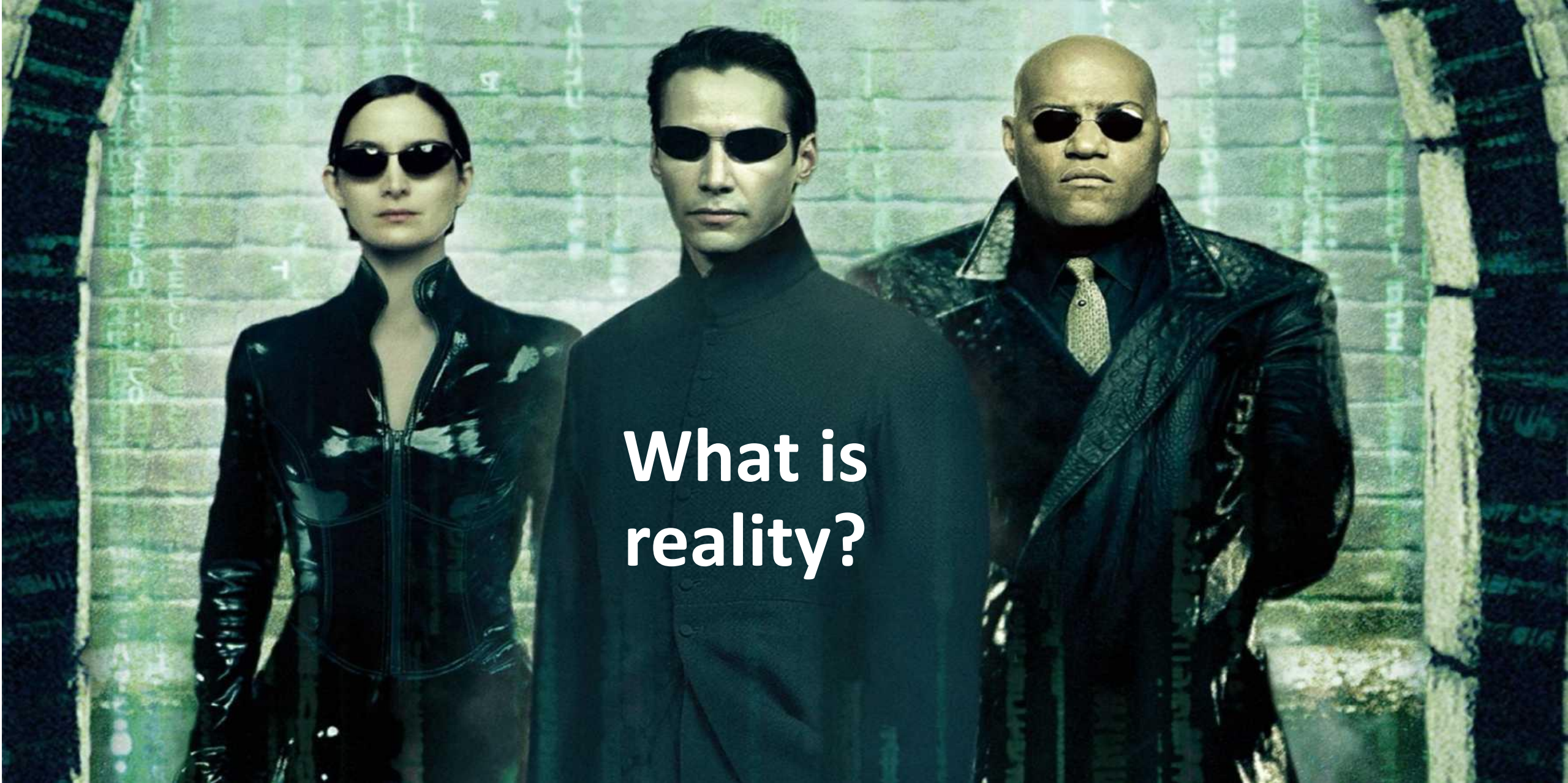
BRINGING THE HERE AND NOW



A black and white photograph of a person wearing a VR headset and a white protective suit. The person is holding a paint palette and a brush, suggesting they are in a workshop or studio. The background is slightly blurred, showing what appears to be a large archway or doorway.

MIXED REALITY:

**BRINGING REALITY
TO CONCEPTS,
ENVIRONMENTS
AND SITUATIONS**

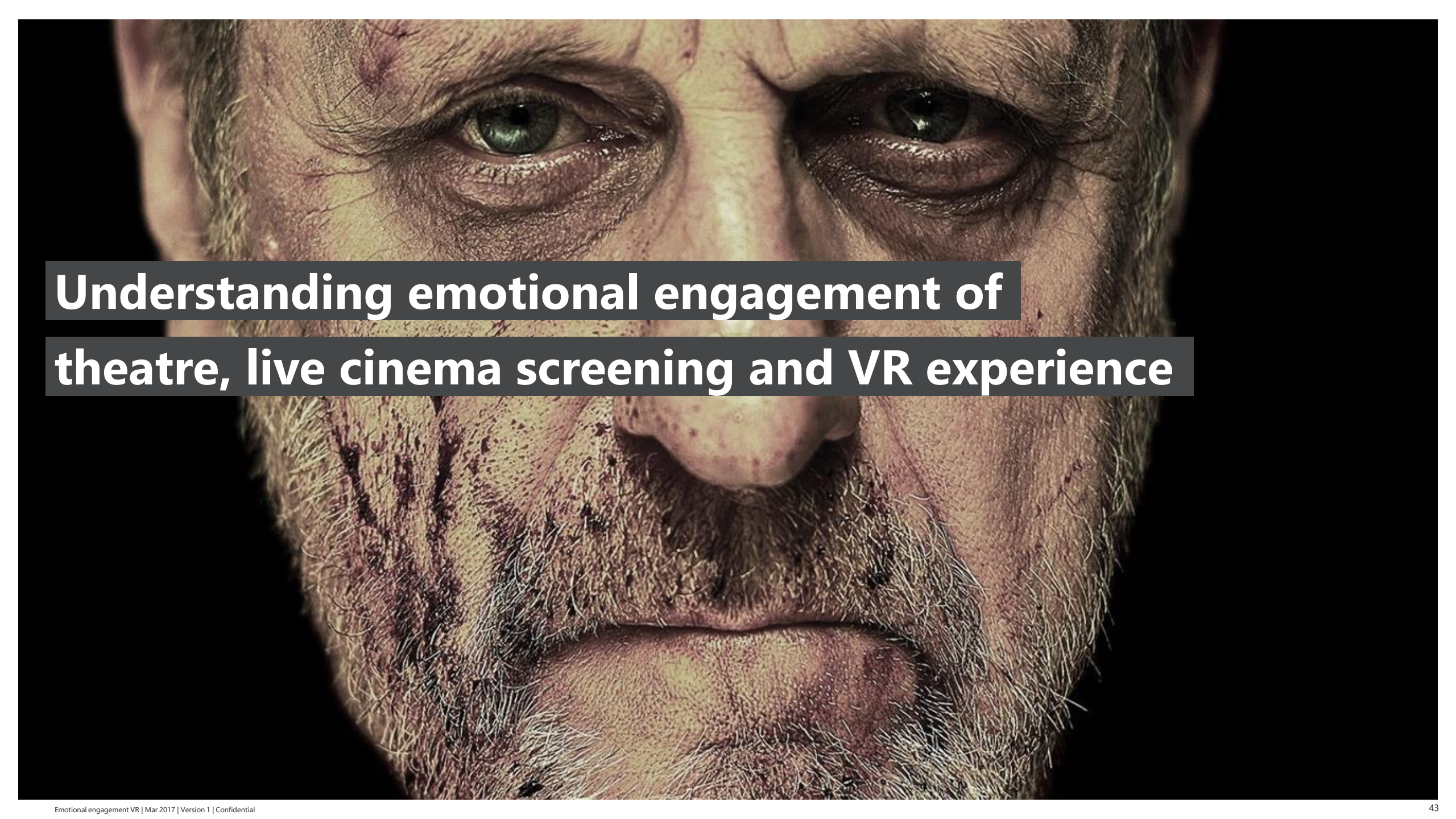


What is
reality?

Context is key

We need to focus on bringing reality to life. From concepts, environments and situations



A close-up, high-resolution photograph of a man's face, focusing on his eyes and beard. The man has a serious, intense expression. His eyes are a light green color and are looking slightly to the right. He has a full, greyish-brown beard and mustache. The lighting is dramatic, with strong highlights on his forehead and nose, and deep shadows in the creases of his eyes and under his beard. The background is dark and out of focus.

**Understanding emotional engagement of
theatre, live cinema screening and VR experience**

The Question

Is the emotional engagement of watching a play live at the theatre the same or different watching it streamed live to cinema, or in fact via VR



Emotional engagement - measurement



In the moment

Participants wore a **heart rate monitor** fitted on their wrist throughout their experience. The device also provides a time stamp.

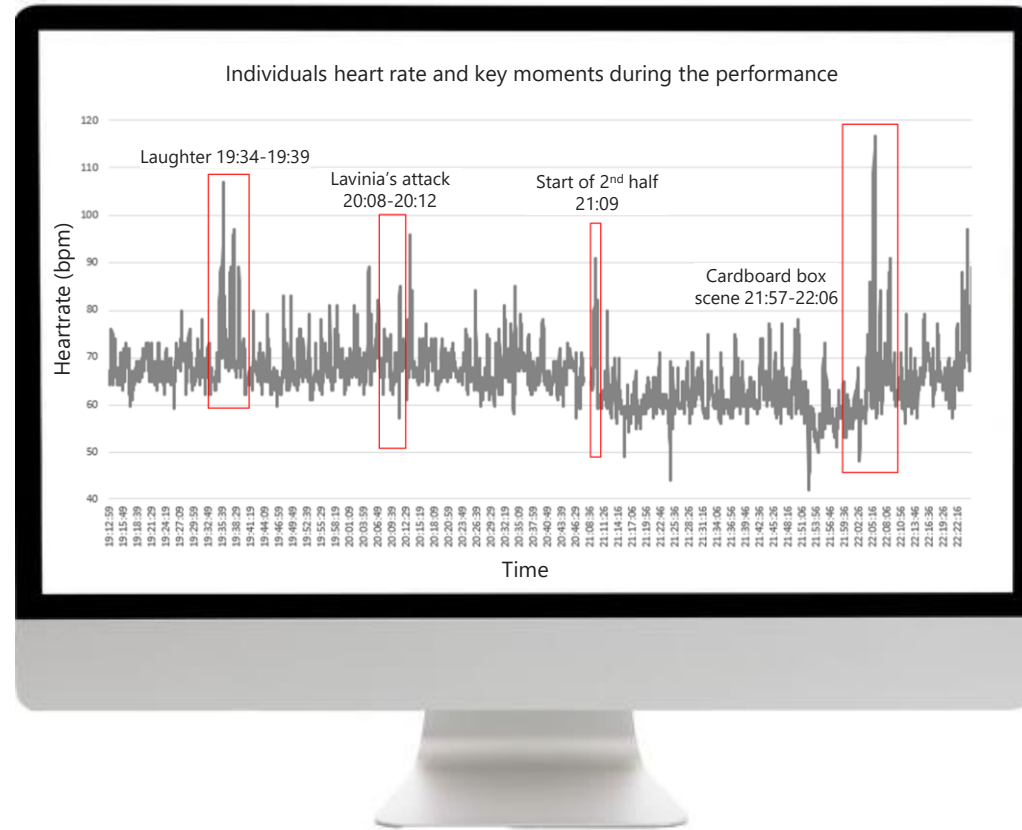


Immediately post performance

Immediately following the performance participants completed a short **recall interview** which included: **video questions** (analysed using text and voice analytics - to understand strength reaction and engagement), **sentence completion** questions, **anchored closed questions** and then some **specific questions for the cinema and VR** test cells to understand if at any point if they felt like they were actually at the theatre and then for what proportion of the performance they felt this.

Heart rate response at key moments

Both the 'fight or flight' response to threatening or sudden events and the physiological effort associated with laughter can be seen to raise heart rate across the performance





**Titus Andronicus raised heart rates to a level
equivalent to a cardio workout of**

5 minutes



VR creates a sense of
presence



Ipsos MORI

A photograph showing a person's legs from the knees down. They are wearing white socks and blue Adidas sneakers. The person is in the process of kicking off their right shoe, with the foot lifted and the shoe being pushed away. The background is a light-colored floor and a dark rug.

A VR participant kicked off his shoes and then went to look down at his feet, and jumped when he didn't see his legs/feet

Illustrating that he had forgotten where he was



Many of the VR participants laughed and clapped during the experience



Ipsos MORI

VR and AR Shopper Experience

Participants engage with a live consumer environment so we can understand in-the-moment decision making



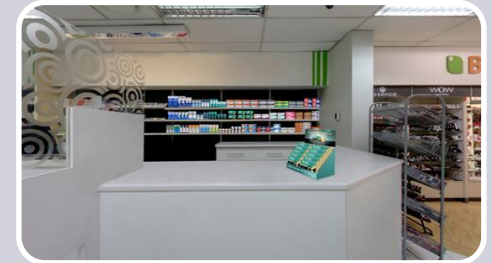
Participants enter a VR supermarket



They're asked to look to complete a shopping journey e.g. buying for a night in with their friends

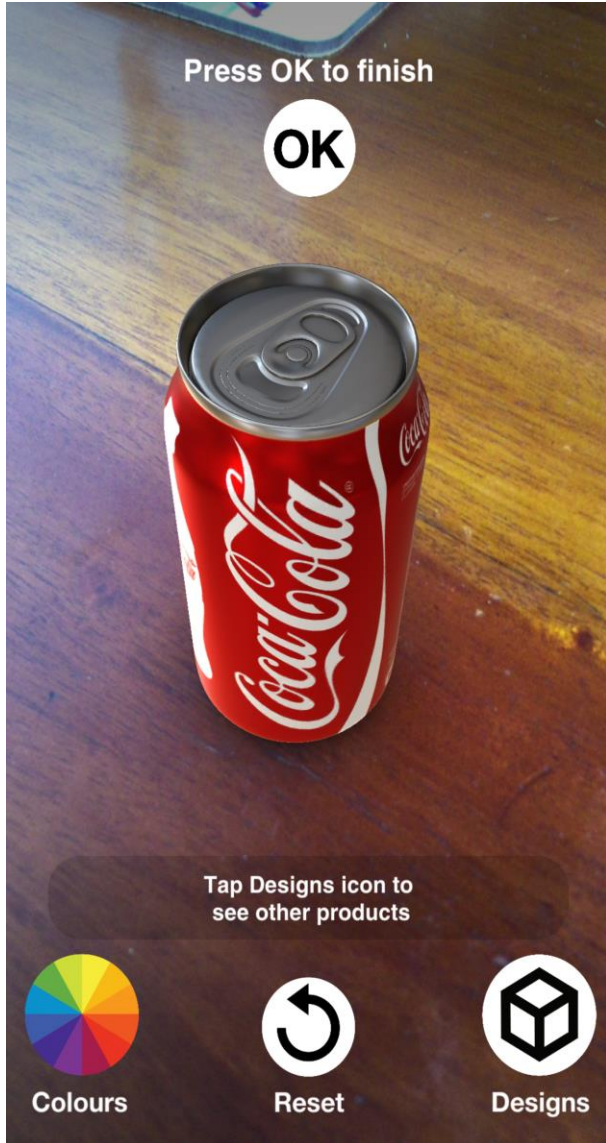


They then go to checkout to pay for their products & complete end of journey survey



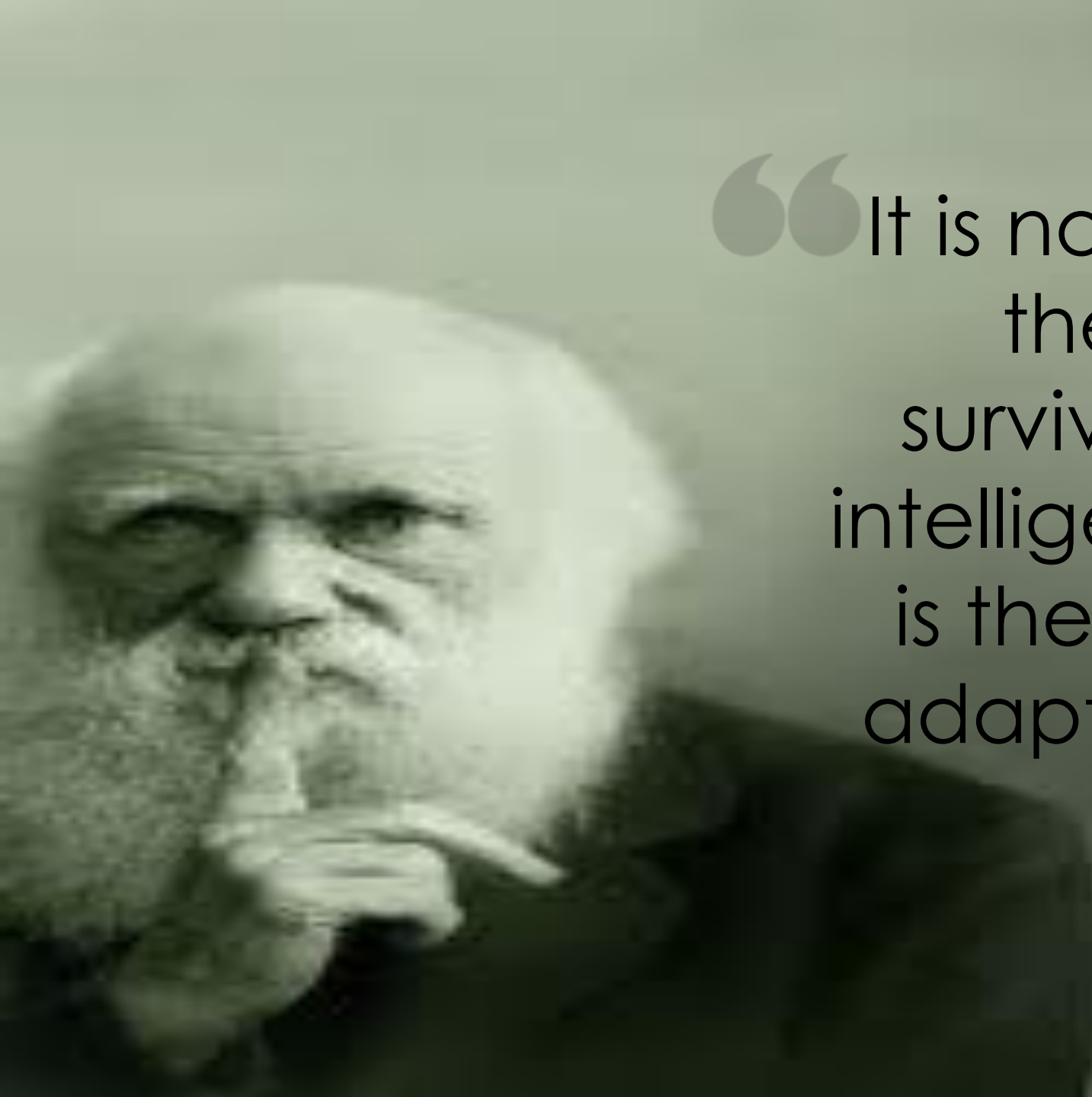
Participants' behavior helped the client understand how they make choices in the moment

AR Package & product concept testing





Persistence



“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change”

Charles Darwin



The challenge for all leaders—
TRY SOMETHING NEW



Thank you

ben.page@ipsos.com



[benatipsosmori](https://twitter.com/benatipsosmori)