



SEEING THROUGH NEW EYES

UNDERSTANDING REAL LIFE THROUGH THE COMBINED LENS OF
BEHAVIORAL SCIENCE AND ETHNOGRAPHY

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Introductions



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Today We'll Cover



Ethnography



**Behavioral
Science**



**Combined Lens
Case Studies**

Ethnography

ETHNOGRAPHY CENTER OF EXCELLENCE

True Ethnography Requires Expertise



Ipsos' ECE is an award-winning team of ethnographers, anthropologists, market researchers and filmmakers dedicated to the understanding of consumer behavior.



Multiple award-winner, including 2017 AQR Prosper Riley-Smith Qualitative Excellence Award, 2014 MRS Healthcare Research and Grand Prix Awards



UNDERSTANDING CONSUMERS, ONE
HUMAN EXPERIENCE AT A TIME

Ipsos Ethnography Center of Excellence



Real People in Real Life

We examine the tensions between what people say and what they actually do, as well as the emotions, relationships, cultural norms, and environments that shape their beliefs and behaviors.



Projected self. To understand people's projections.



Everyday life. To look at their behaviors and feelings.



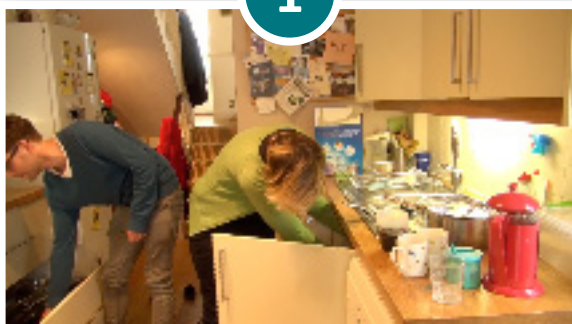
Cultural norms. To understand "learnt behaviors" that they forget to tell you, or don't realize that they do.

TOTAL PEOPLE UNDERSTANDING

ECE Methodology

We identify previously unseen opportunities for our clients by looking at people's worlds in a new way.

1



EMBED IN REAL LIFE

Specially trained ethnographers immerse in a typical day with real people.

- 5-7+ hours in situ
- One-on-one
- Participant-led, not discussion guide-led

2



ANALYZE FILM FOOTAGE

Ipsos ECE experts review film, forming preliminary understandings, noticing key moments, and identifying hypotheses and themes.

- Rich, complete data
- Collaborative analysis via multiple lenses – including BSci!

3



SHARE INSIGHTS

Our team produces production-quality film(s) to demonstrate key behavior insights discovered.

- Films and reports for dissemination
- Final presentation or an activation workshop



UNDERSTANDING
CONSUMERS, ONE HUMAN
EXPERIENCE AT A TIME

Ethnography Learning Objectives



RICHER INSIGHTS, GREATER IMPACT

- Ideal for large-scale strategic studies.
- Establish fundamental, contextual understanding of a population or situation.
- Learn how a product or service is used.
- Uncover unarticulated or unmet needs.
- Bring human understanding to quantitative data, including emotional impact, relationships, and context.
- Identify key questions to successfully drive subsequent research.



RICHER INSIGHTS, GREATER BUSINESS IMPACT

The Value of Ethnography

Ipsos ECE ethnographies yield actionable insights that drive success in a variety of business functions.



PENETRATION

Increase penetration of products, understand how to launch in new market.



COMMUNICATION

Inspire brand communication that connects emotionally; understand how to commercialize products.



NEW PRODUCT DEVELOPMENT

Identify new product or service opportunities.



UPGRADES

Determine improvement areas for existing products.



CONSUMER CLOSENESS

Build empathy for consumers among team, agency partners.



FUNDAMENTAL UNDERSTANDING

Develop foundation for brand or initiative strategy.

Behavioral Science

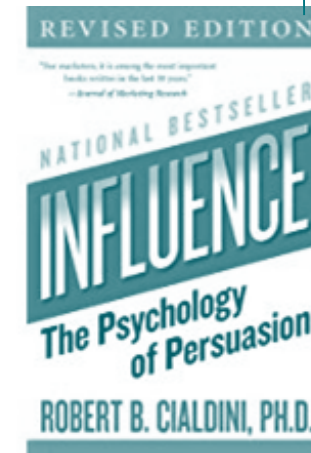
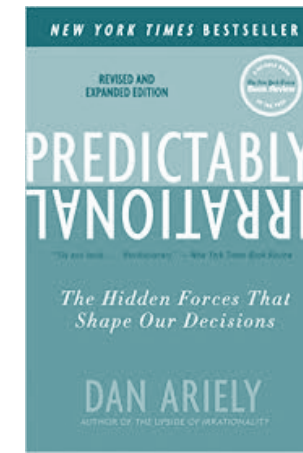
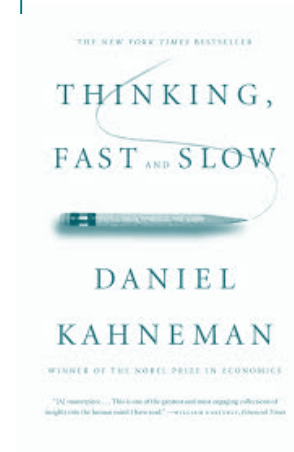
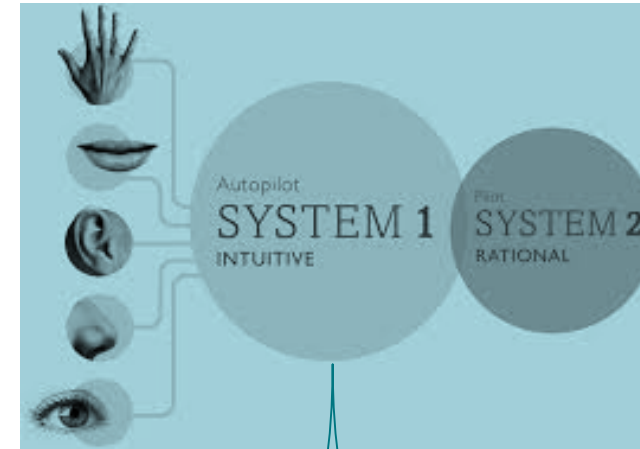


Behavioral Science Tools Help Bridge The Say-Do Gap

Behavioral Science is the application of psychological insights into human behavior to define “effects” around economic decision-making

Behavioral Science...

- ...allows us to better understand the conscious and nonconscious drivers of choice
- ...provides frameworks for understanding when choices are made consciously (or not)
- ...gives us a tool chest for influencing both System 1 and System 2 behavior



B-Sci's Explanation: Two “Operating Systems” in The Brain

SYSTEM 1

Intuitive
Nonconscious
Emotional
Present-focused



SYSTEM 2

Deliberate
Conscious
Rational
Future-focused

This underlies the Say-Do gap we often see

System 1 “Decides” Differently Than System 2

WAITING ROOM

HALLWAY SNACK

PRESENTATION ROOM



Group A
Memorize
2-Digit Number



Group B
Memorize
7-Digit Number

Chocolate Cake



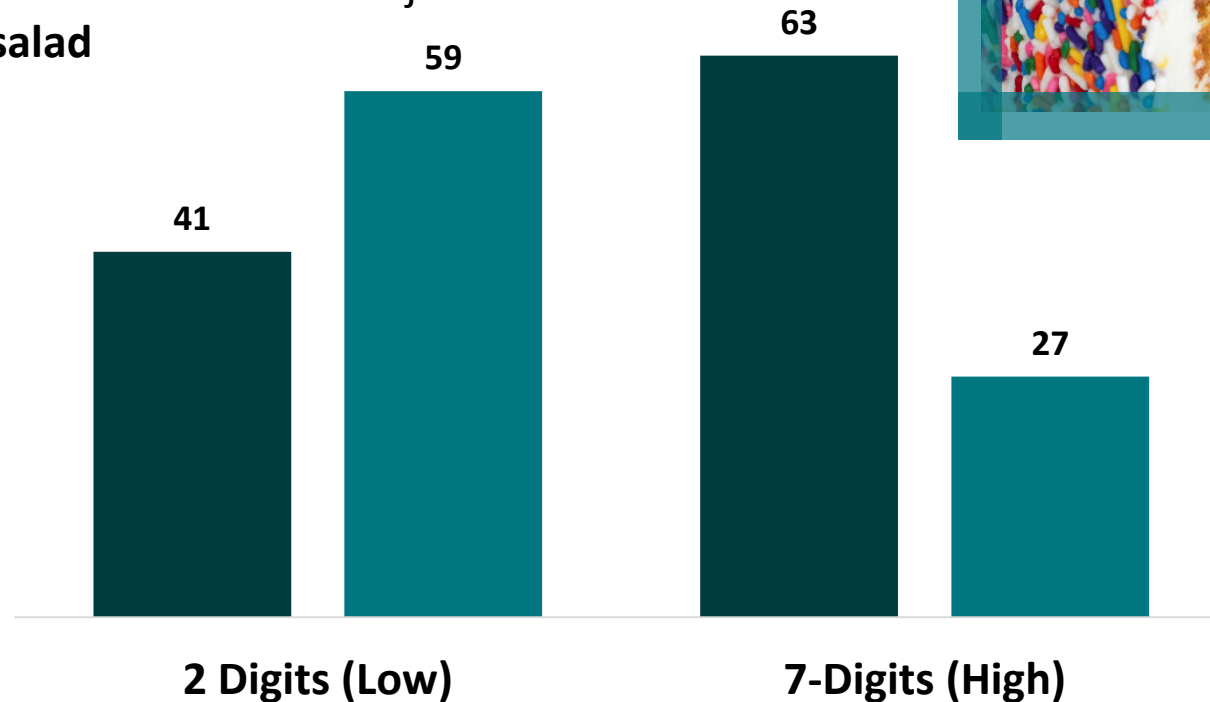
Fruit Salad



Everyone
reports back the
number they
memorized

System 1 “decides” differently than System 2

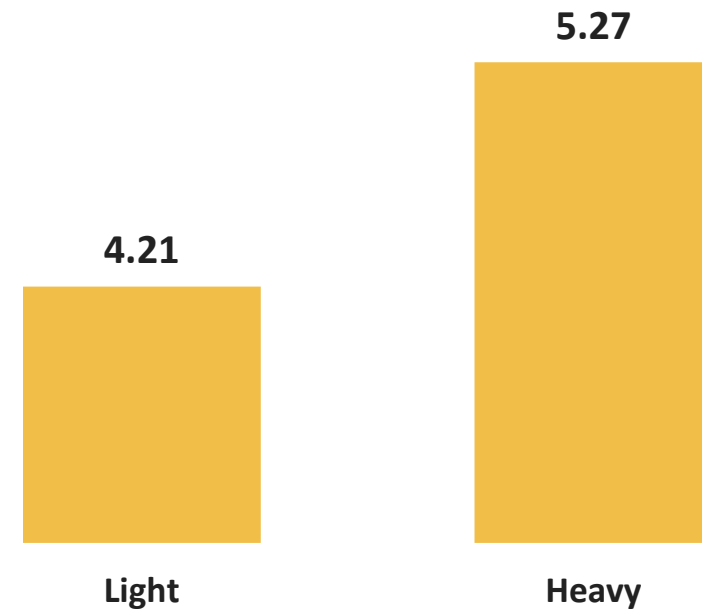
When they were distracted by the number,
System 1 dominated: more subjects chose **cake**
than fruit salad



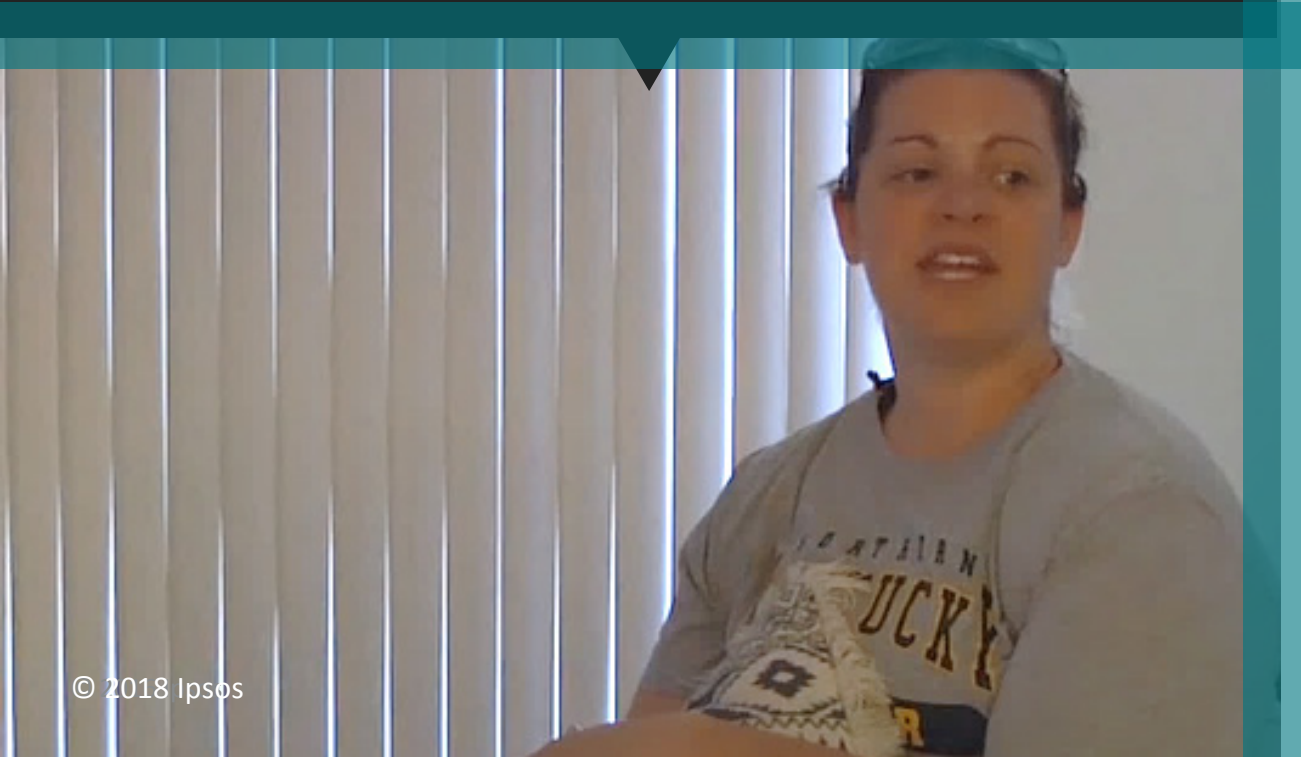
System 1 is Persuaded Differently



How Important Were The Issues Discussed On The Questionnaire?



What She Said



”

He has an old iPad that he likes to play games on ... I try to limit it or at least make sure he goes outside to play for a while. He does have the PBS Kids app and stuff, the Nick, Jr. app ... He can watch some shows on there, but usually when he's on his iPad he's playing games.



What He Did



01:13





Biases

CONFIRMATION BIAS

Searching for, interpreting and remembering information that confirms our own beliefs



Biases

PRESENT BIAS

The present bias refers to the tendency of people to give stronger weight to payoffs that are closer to the present time when considering trade-offs between two future moments



Heuristics

HABIT

Behavioral patterns that become automatic and unconscious over time.



Ethnographer briefing sheet

Middle Class in America



The Combined Lens

Behavioral Science Provides Frameworks for Understanding Behavior

HABITS



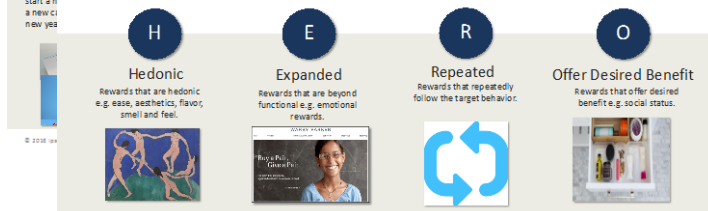
25 Finding Moments of Engagement

In system 1 existing habits or inertial behaviors will almost always win!

To fix

Learning is Quicker and Stronger with Rewards

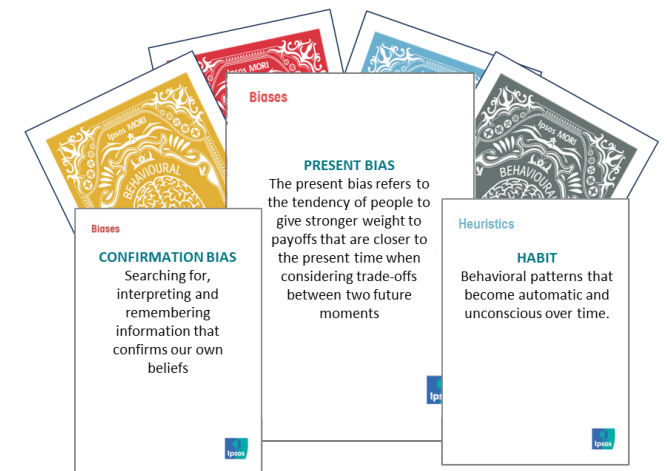
Rewards Are Critical For Initial Habitual Learning And Maintenance
Be The HERO!



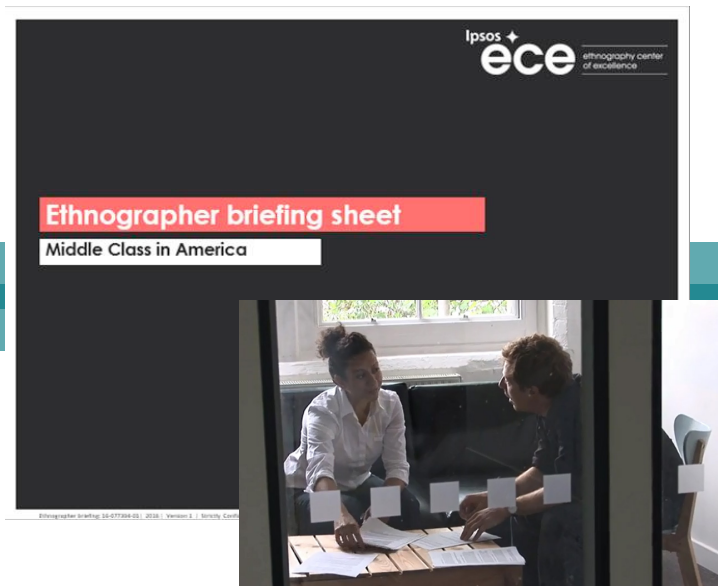
MOTIVATIONS



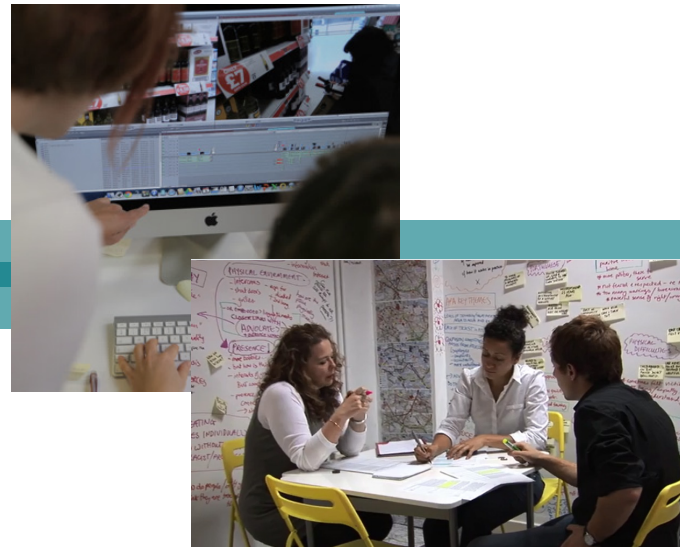
SOCIAL LEARNING THEORY



Behavioral science analysis is integrated throughout ethnography



DESIGN



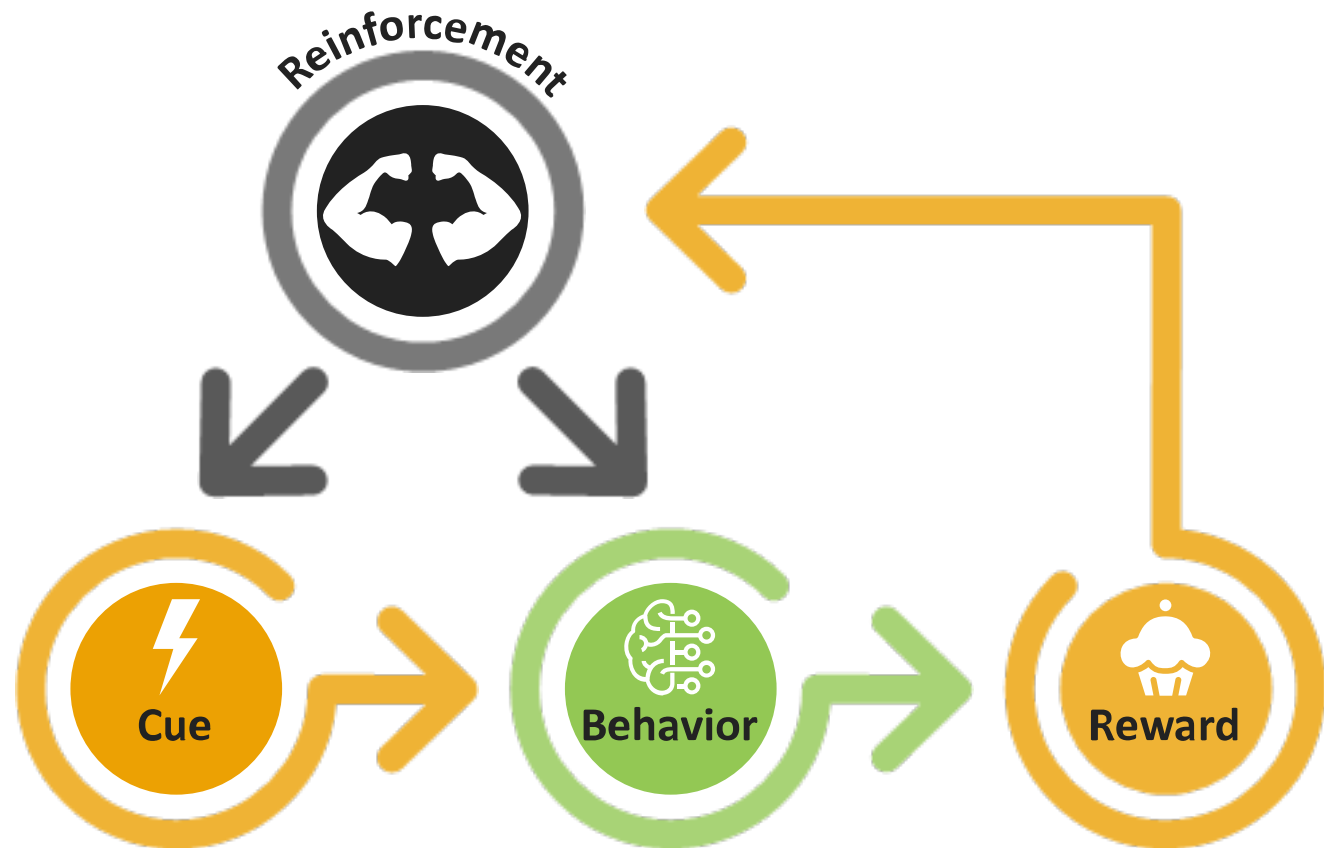
ANALYSIS



ACTIVATION

Habits

- Working with a pet food manufacturer to help them gain a deeper understanding the role that feeding played in both the pets' and pet owners' lives
- To investigate the factors that contributed to (and hindered) more routine feeding, we used the habits framework to understand the triggers of behavior, what made the behavior hard or easy, and the different rewards that people received from feeding



- The moment of feeding was long thought to be the best part of the pet food experience, for both pet and owner



- In fact, we found that while there were rewards for the pet, there were actually a number of negative system 1 rewards at play
- We were able to make a number of recommendations to help overcome these negative barriers

Maslow's Hierarchy of Needs

A financial service client wanted to change consumers behaviors, but first needed to know what needs the consumer was trying to fulfill at a fundamental level

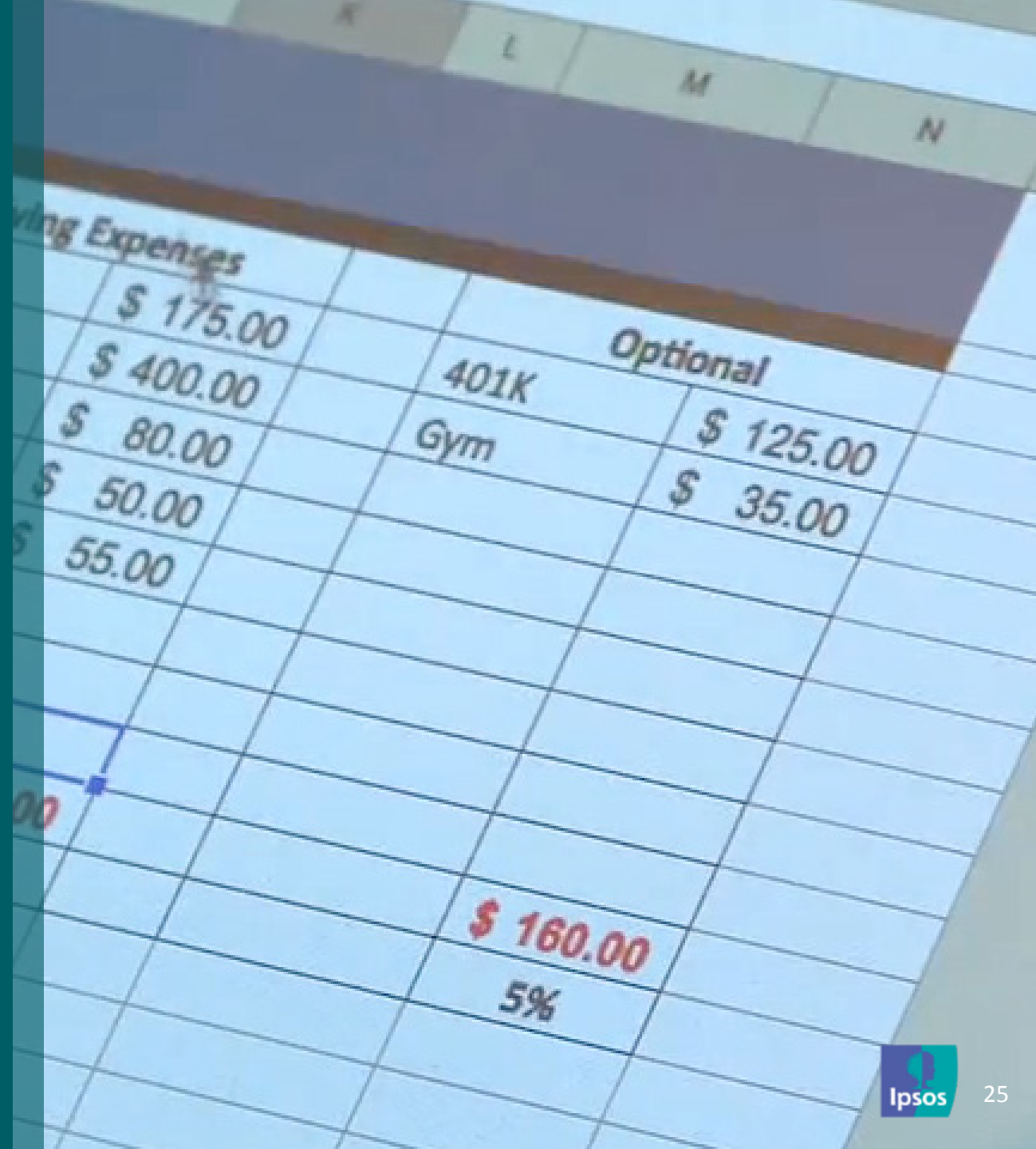
One of the oldest, but also most established models of motivation comes from Abraham Maslow, who created the hierarchy of needs.

It holds that we cannot be motivated to achieve higher order goals until our most basic needs are taken care of.



Motivations and Financial Behaviors

- Through ethnography, we were able to both listen to and view a rich set of financial behaviors
- We found several critical consumer actions:
 - The way they handled money
 - The bank interactions
 - Their financial recordkeeping
- This allowed us to augment existing segments and recommend bank interventions

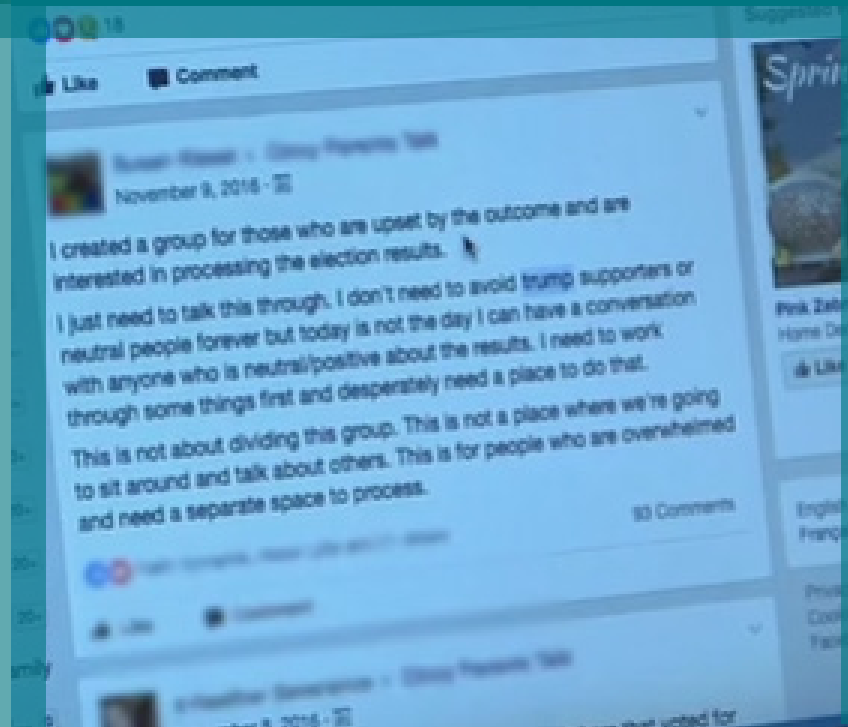




Social Identity Theory

- Our social identities are a fundamental part of ourselves. When we experience scarcity of resources (time, money, health) – we subconsciously try to protect ourselves.

- What accounts for the polarization that we're currently witnessing in America?



- This ladders into behaviors that protect the groups that we belong to, including our political parties, leading to biased information processing and decision-making, plus in-group favoritism and out-group derogation



Thank You for your Time!

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