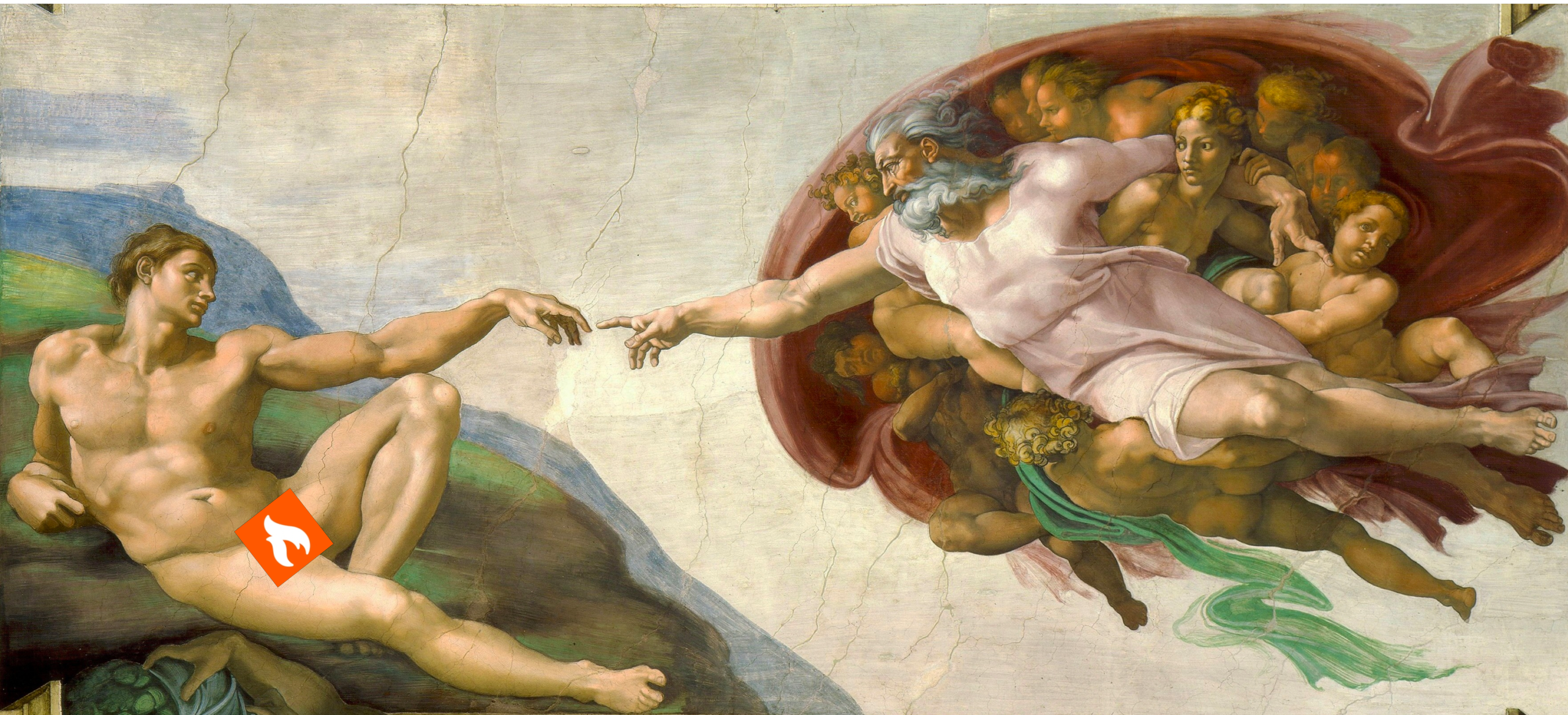


The Renaissance of Qualitative Research

BRANDON LEE
PRODUCT MANAGER

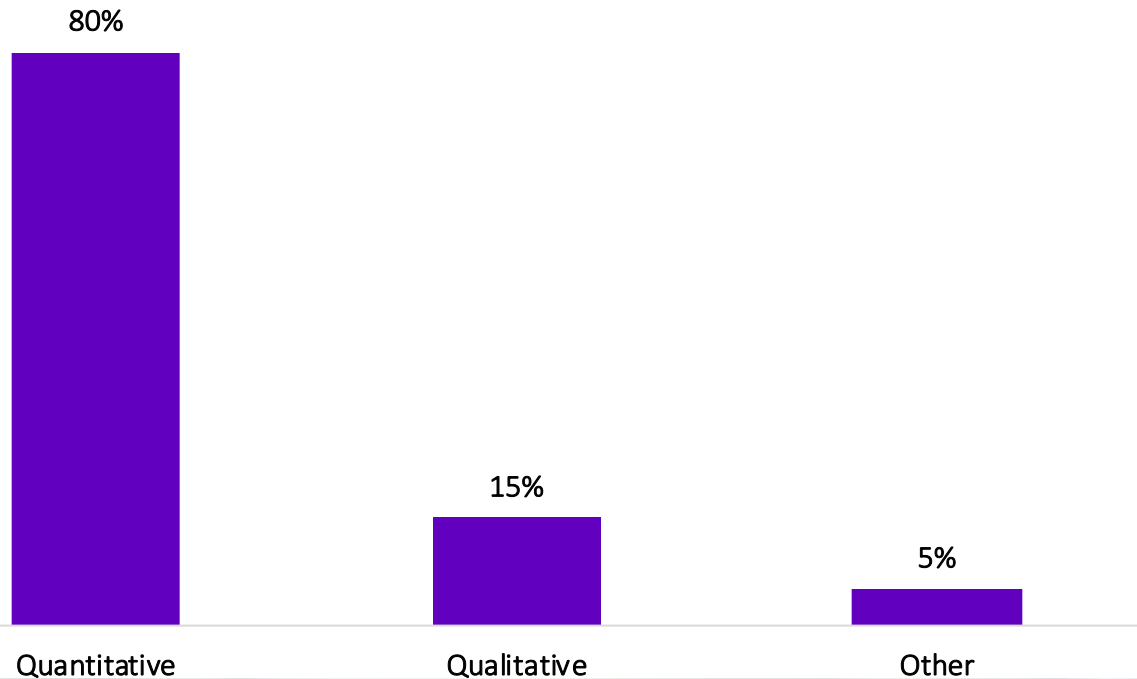


THE FUTURE OF QUAL

What things can qualitative research do that surveys and quantitative research can't?



Share of Research Spend, USA (2018)



Why is Qualitative Research...

More expensive?
Harder to do?

WHAT DOES PREVIOUS GENERATION QUAL LOOK LIKE?

In-person

Laborious

Lots of coding



WHAT HAS CHANGED?

- Smartphones
- Machine Learning



WHAT NEW USE CASES DO THESE ENABLE?

- Analyze large corpus of text
- Process images
- Connect with respondents wherever they are for IDIs and focus groups
- Summarize diary studies

The image displays a collage of screenshots from the FUEL CYCLE platform, illustrating various use cases and features:

- Qualitative Reporting:** A screenshot showing a list of activities with filters for 'Response Date' and 'FILTER BY: All'. A 'Sentiment Score' of 0.775002 is highlighted for a specific response.
- Activity Name:** A section showing a response from a user named 'username, 32, male' with a sentiment score of 0.775002. The response text is: 'i love trying new skincare products, the latest inventions in skincare. i also love perfume samples. i read Elle to find out what the latest new things are in skincare and products. i am'.
- Activity Name:** A section showing a response from a user named 'username, 32, female' with a sentiment score of 0.775002. The response text is: 'Wow !! I would be so very grateful to have the opportunity to try and get one of anything above and the possibility of getting more than that is staggering ! Wonderful, generous. I feel like what can i do for you and i will work hard, do my best, have fun and be'.
- Chat with 9:** A screenshot of a live chat interface showing a grid of video feeds for 9 participants.
- FUELCommunity:** A screenshot of the community dashboard showing a table of 'FC Live' sessions. The table includes columns for User, Interview Title, Start Time, Duration, Mod Assigned, and Status.
- Grocery Video Shopalong:** A screenshot of a mobile app interface showing a video shopalong for a grocery store, with a 'VIEW TIMES' button.

NEW QUAL EXPANDS
OUR ABILITY TO DO
QUALITATIVE
RESEARCH.

It is not a perfect substitute
for previous generation qual

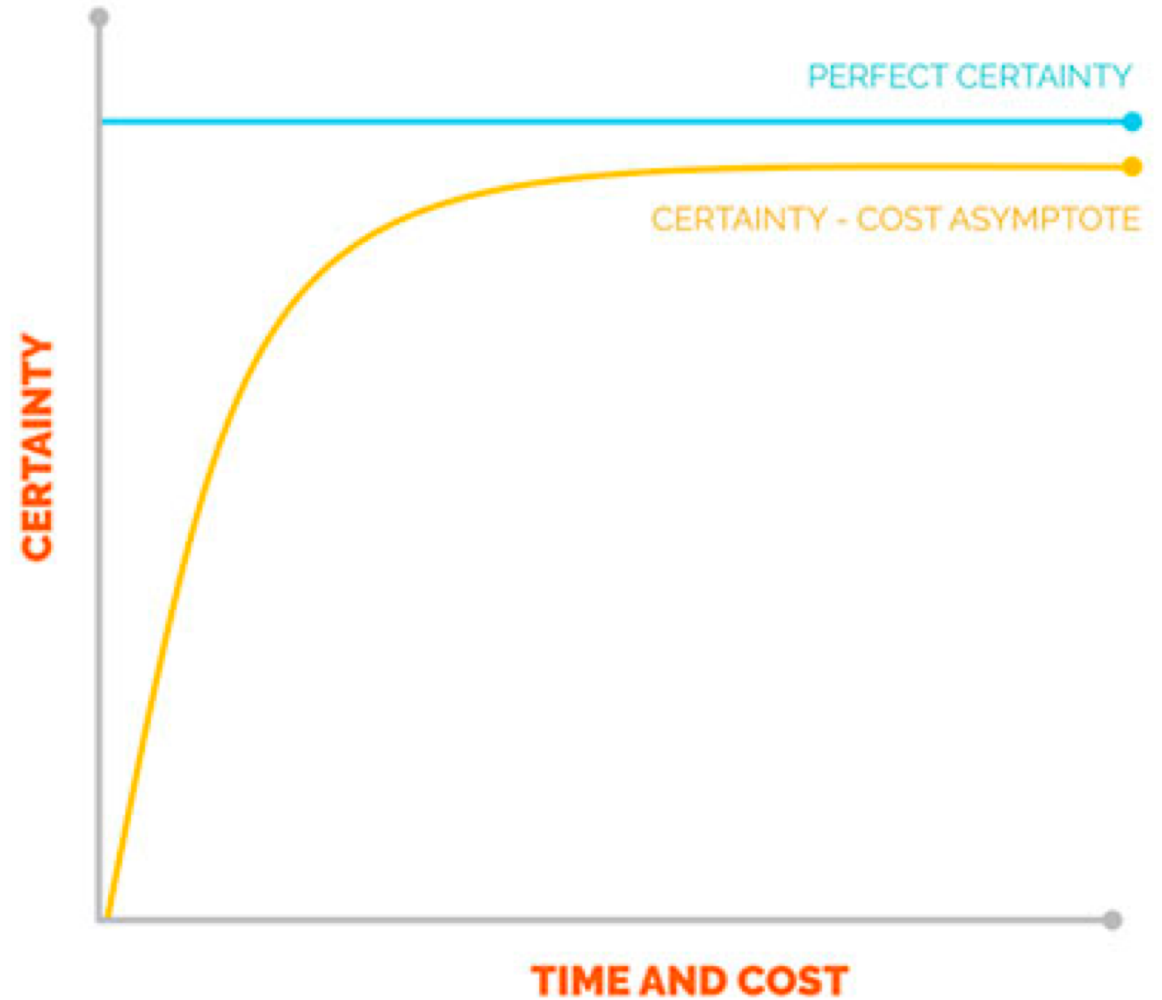
NEW
WORLD

Old
World



As machine-driven online qual becomes more common, researchers (rightly) raise questions about the efficacy of this type of research over more traditional, human-centric approaches.

THE RESEARCH CERTAINTY-COST ASYMPTOTE





QUESTIONS





Thank You!

info@fuelcycle.com