



# FUTURE OF FEEDBACK: RETHINKING HOW WE ASK QUESTIONS

ANDREW GRENVILLE  
maru/matchbox



**THE INSIGHTS  
REVOLUTION**

**QUESTIONING  
EVERYTHING**

ANDREW GRENVILLE

maru/matchbox®



A woman with blonde hair, wearing a dark sweater over a light-colored polka-dot blouse and a vintage headset, is operating a large, complex telephone switchboard. She is holding a telephone receiver in her right hand and adjusting a switch on the board with her left hand. The background shows rows of switchboard panels and a blurred office environment.

**HOW WE INTERACT  
KEEPS EVOLVING**



A vintage black rotary telephone sits on a small, dark wooden table in a vast, desolate desert landscape. The ground is covered in dark, pebbly sand. The background shows a hazy horizon under a soft, twilight sky. The text "RESEARCH HAS BARELY KEPT UP" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**RESEARCH  
HAS BARELY  
KEPT UP**



The image features a vertical split background. The left side is filled with a dense, vibrant green ivy with small, five-lobed leaves. The right side is a dark grey, textured stone wall with irregular, cracked stones. The text is centered across the middle, overlapping both textures.

**A MATTER OF  
LIFE AND DEATH**



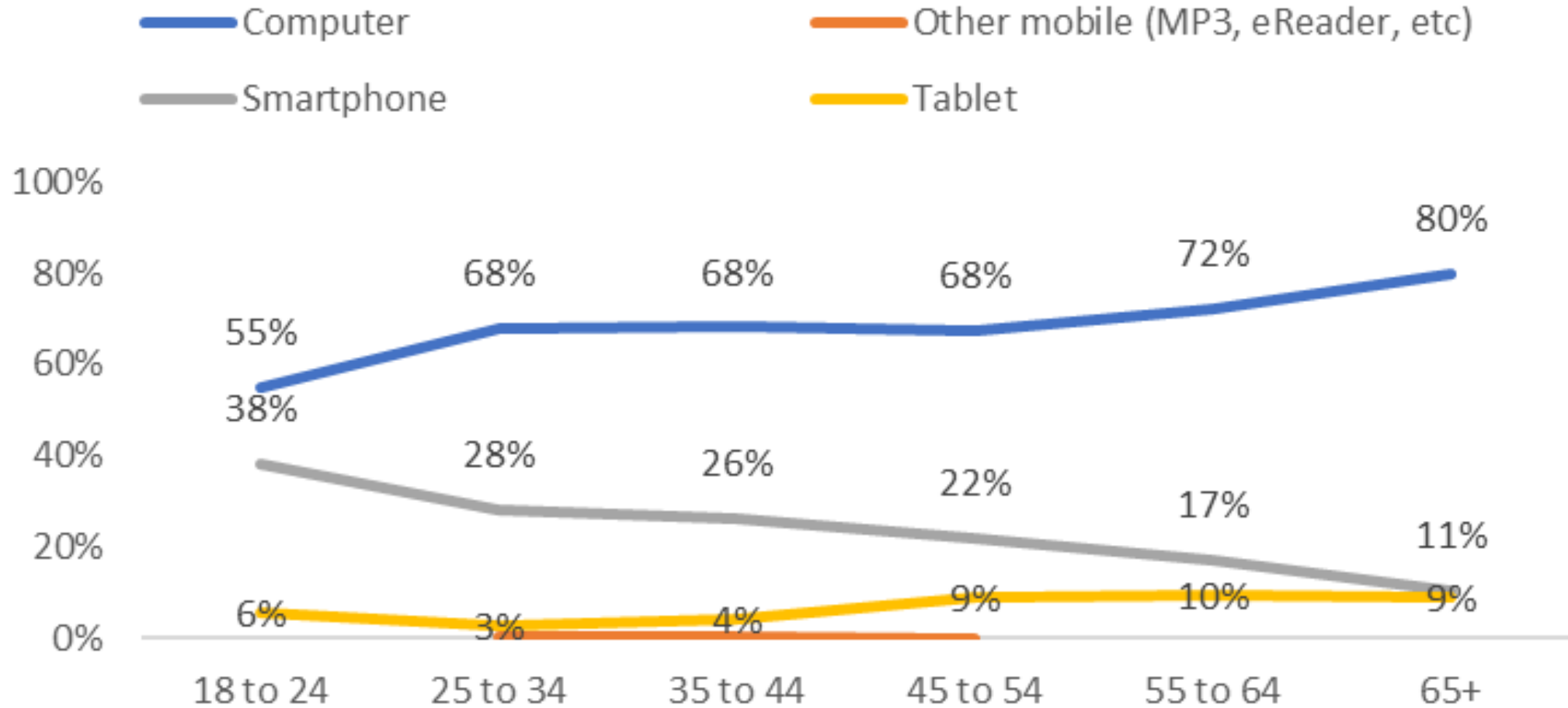




A top-down view of a silver laptop on a round wooden table. Several hands are reaching towards the laptop, suggesting a collaborative or multi-generational interaction. The background is a light-colored wooden floor. The text "A GENERATIONAL STORY" is overlaid in white, bold, sans-serif font across the center of the image.

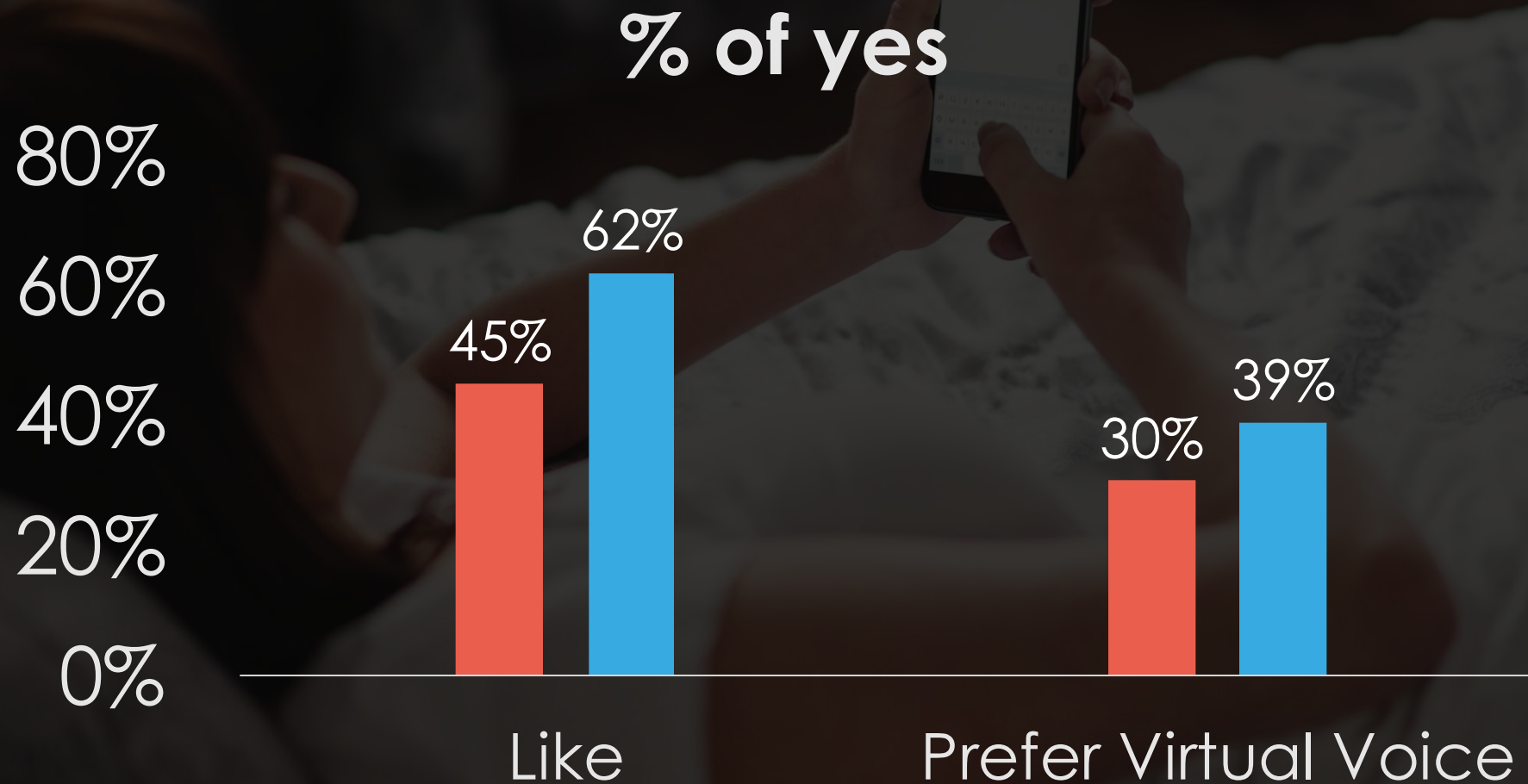
# A GENERATIONAL STORY

## Survey completion by device type U.S. general population

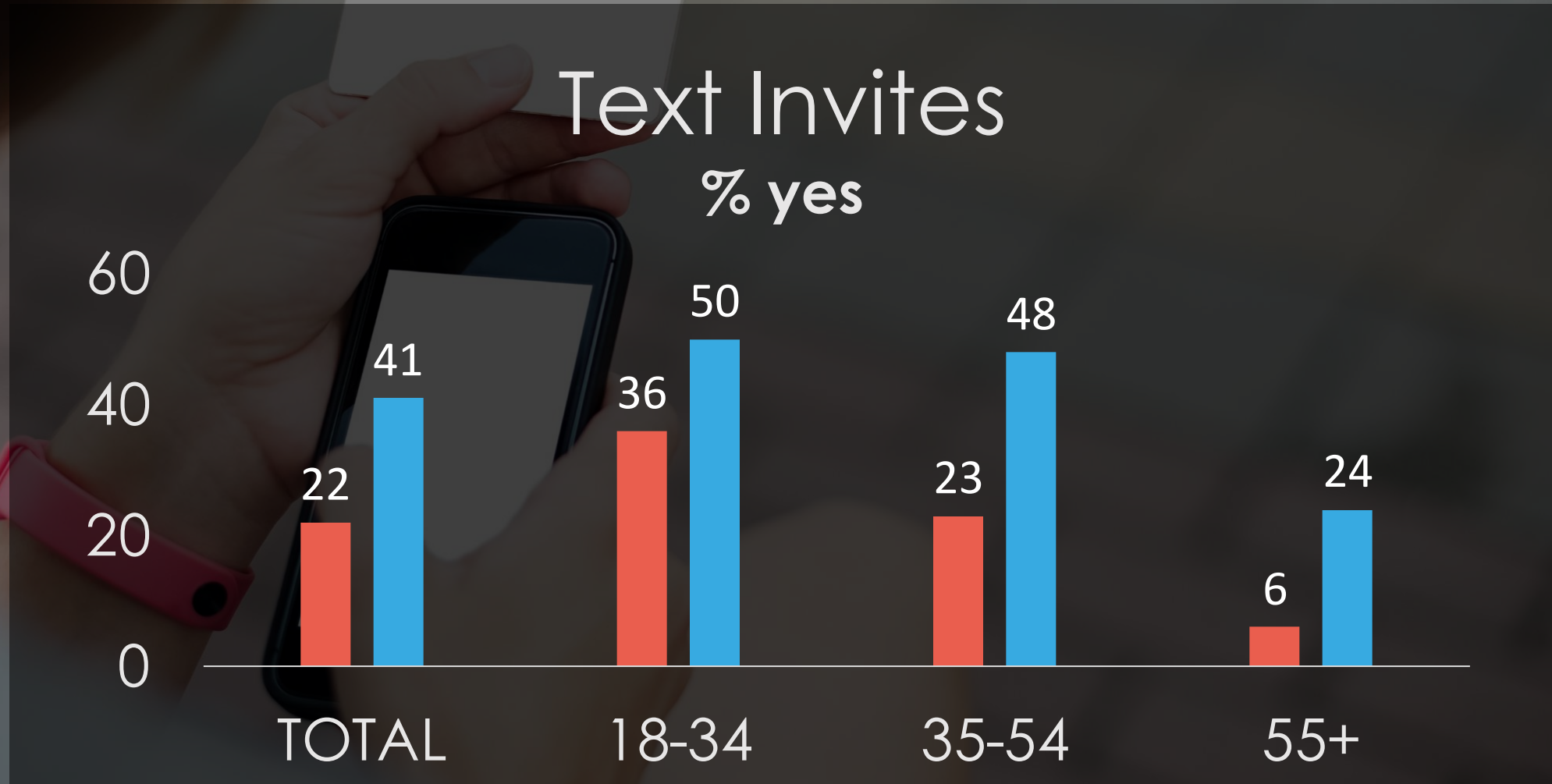




# AI POWERED QUALITATIVE



“Would you be willing to receive text message invitations to surveys on your mobile phone?”





**22%**

WILLING TO DO VIDEO

# OPEN END VIDEO

ABLE TO DO VIDEO

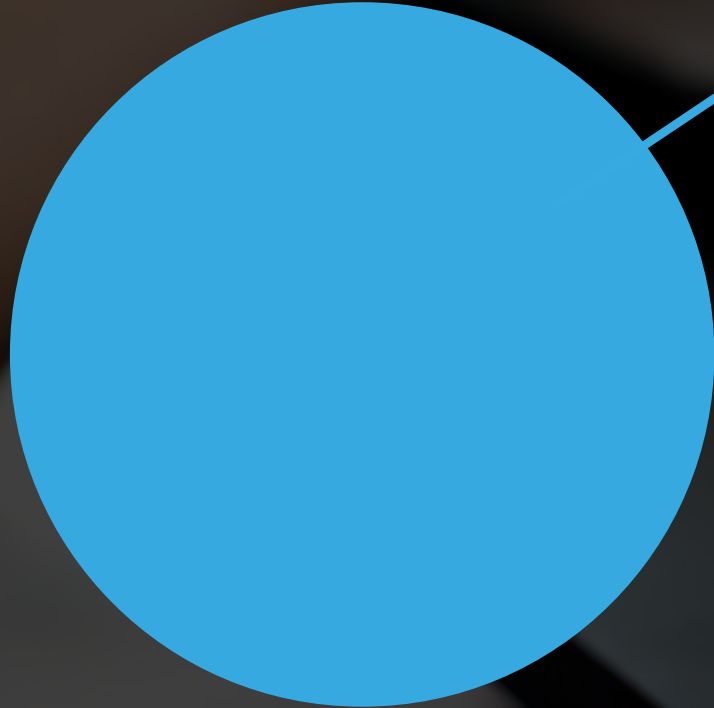
**64%**

A photograph showing several people in business attire looking at their smartphones. The image is overlaid with a semi-transparent dark blue filter. The text 'APP-CENTERED COMMUNITY' is centered in white, bold, uppercase letters.

# APP-CENTERED COMMUNITY

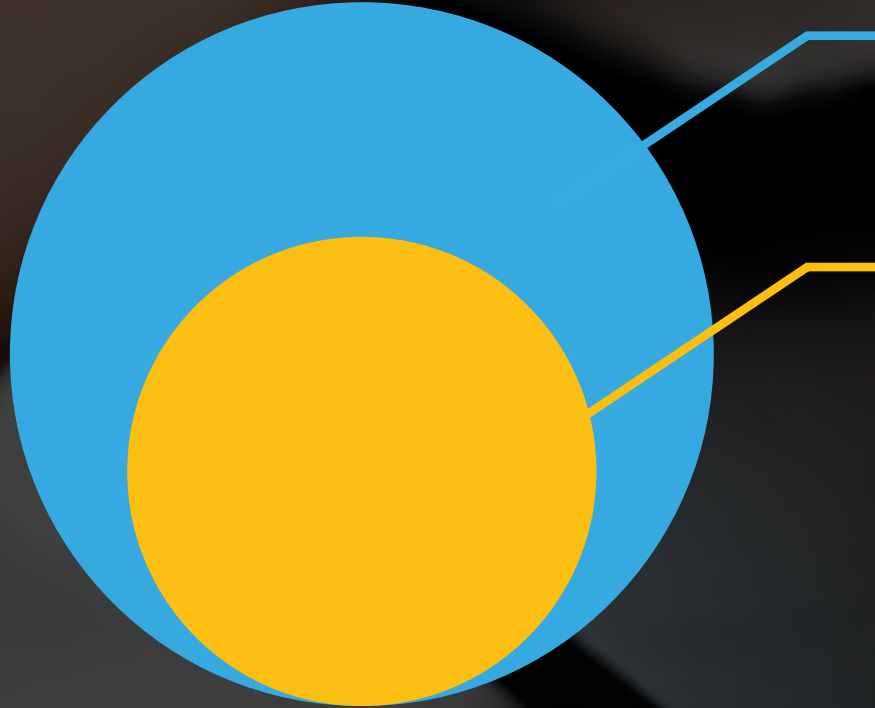


# OF THE 350 WHO HAVE INVESTMENTS



**21%** join community

# OF THE 350 WHO HAVE INVESTMENTS

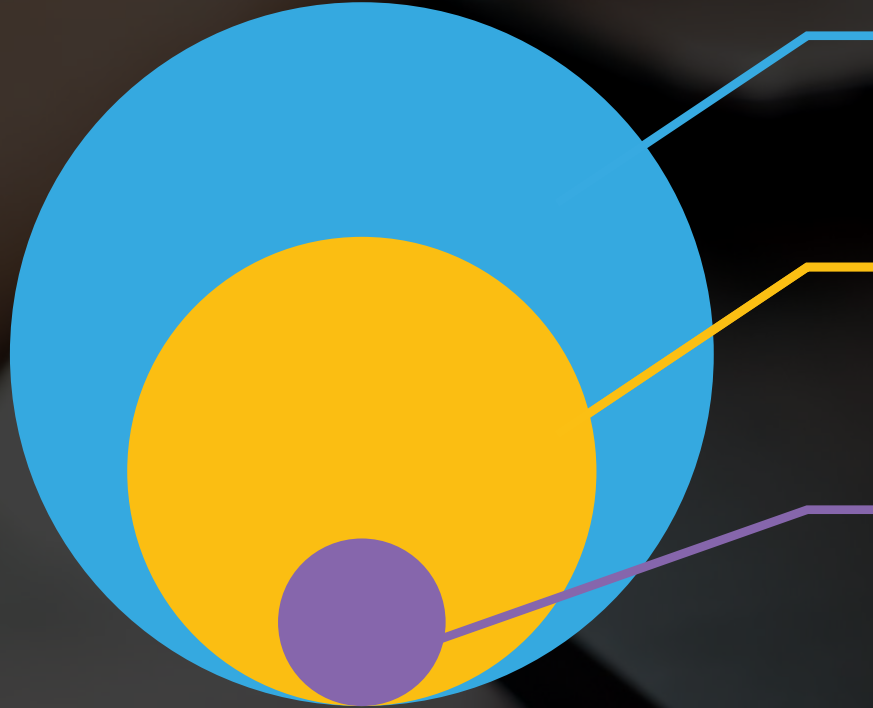


**21%** join community

**14%** join if app required



# OF THE 350 WHO HAVE INVESTMENTS

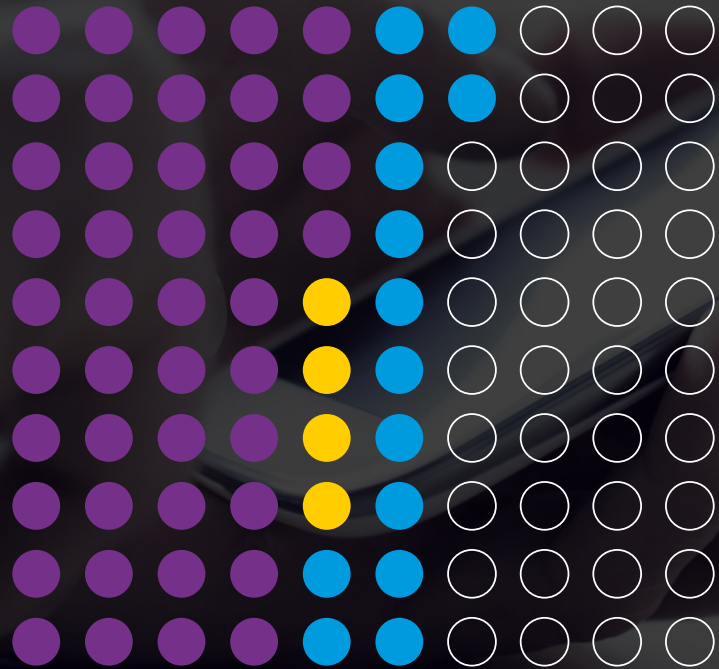


**21%** join community

**14%** join if app required

**5%** join and use app

# VIRTUAL ASSISTANT



**62%** have virtual assistant

**48%** have used it

**44%** would try surveys on it



**CHANGE IS COMING**








**THE FUTURE WILL  
BE FRAGMENTED**



A crowd of people at a concert with their hands raised in the air, overlaid with a semi-transparent dark grey rectangle containing white text.

**THE FUTURE IS  
DEVICE AGNOSTIC  
DESIGN**



A diverse group of people, including men and women of various ethnicities, are seated in an audience. In the foreground, a woman with dark curly hair is smiling and raising her right hand. To her left, a man in a plaid shirt is looking towards the camera. Other audience members in the background are looking in various directions, some smiling. The overall atmosphere is positive and engaged.

**SIMPLE QUESTIONS  
WILL RULE**





# WHEN ALEXA ASKS THE QUESTIONS

# WHAT WOULD ALEXA SAY?

2. How closely do you associate each animal with being cuddly?

	Wolf	Polar Bear	Hedgehog	Rabbit	Robin
Extremely closely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Very closely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fairly closely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not very closely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Please rank order these animals in terms of how much they terrify you. The most terrifying would be ranked #1, and the least would be ranked #7

⋮	<input type="text"/>	Polar Bear
⋮	<input type="text"/>	Rabbit
⋮	<input type="text"/>	Hedgehog
⋮	<input type="text"/>	Badger
⋮	<input type="text"/>	Wolf
⋮	<input type="text"/>	Goldfish
⋮	<input type="text"/>	Piranha

4. How do you feel about wolves?

Very negative



Neutral



Very positive





A close-up photograph of a hand holding a silver pen, writing on a document. The document features a fine scale, likely a ruler or a technical drawing. The background is a soft, out-of-focus light brown color. The text is overlaid in the center of the image.

**WHY DO WE  
USE FINE SCALES?**

# SCALES: DEVELOPED FOR TODAY?

- *“First, one needed people with some talent for attitudes—literate, comprehending, articulate, and self-conscious to some extent about their intellectual, political, and moral positions; people, in sum, who were trained in having attitudes.”*
- *“Second, one needed people with the time and tolerance, and students could be—gently—imposed upon.”*
- - Jean Converse, Survey Research in the United States: Roots and Emergence 1890-1960



# PEOPLE SLOW DOWN AND MAKE MISTAKES WITH SCALES

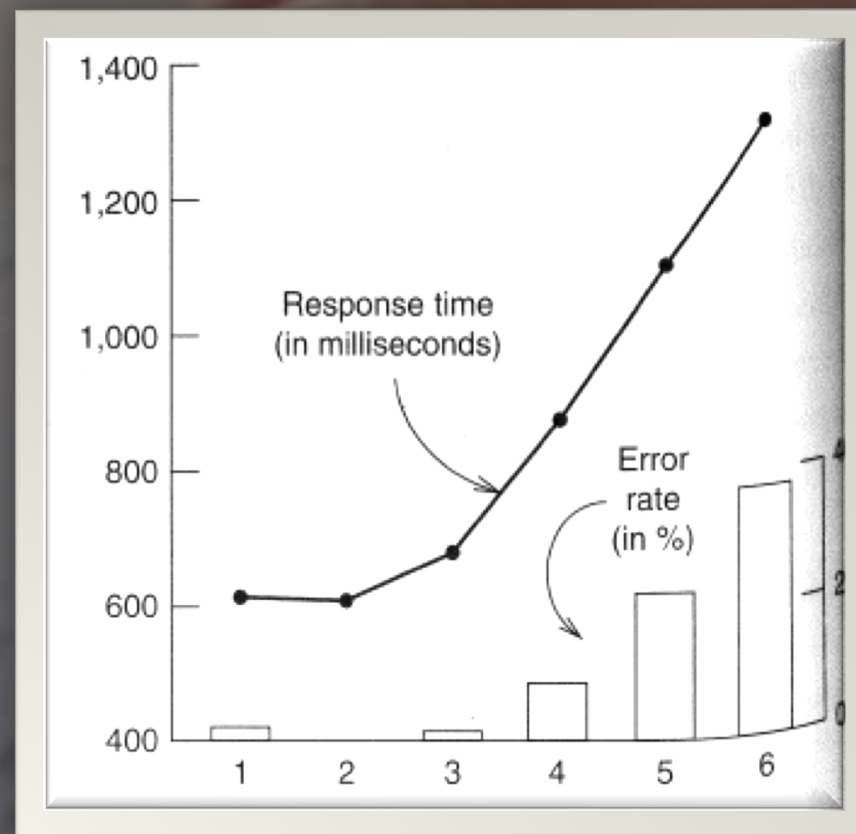
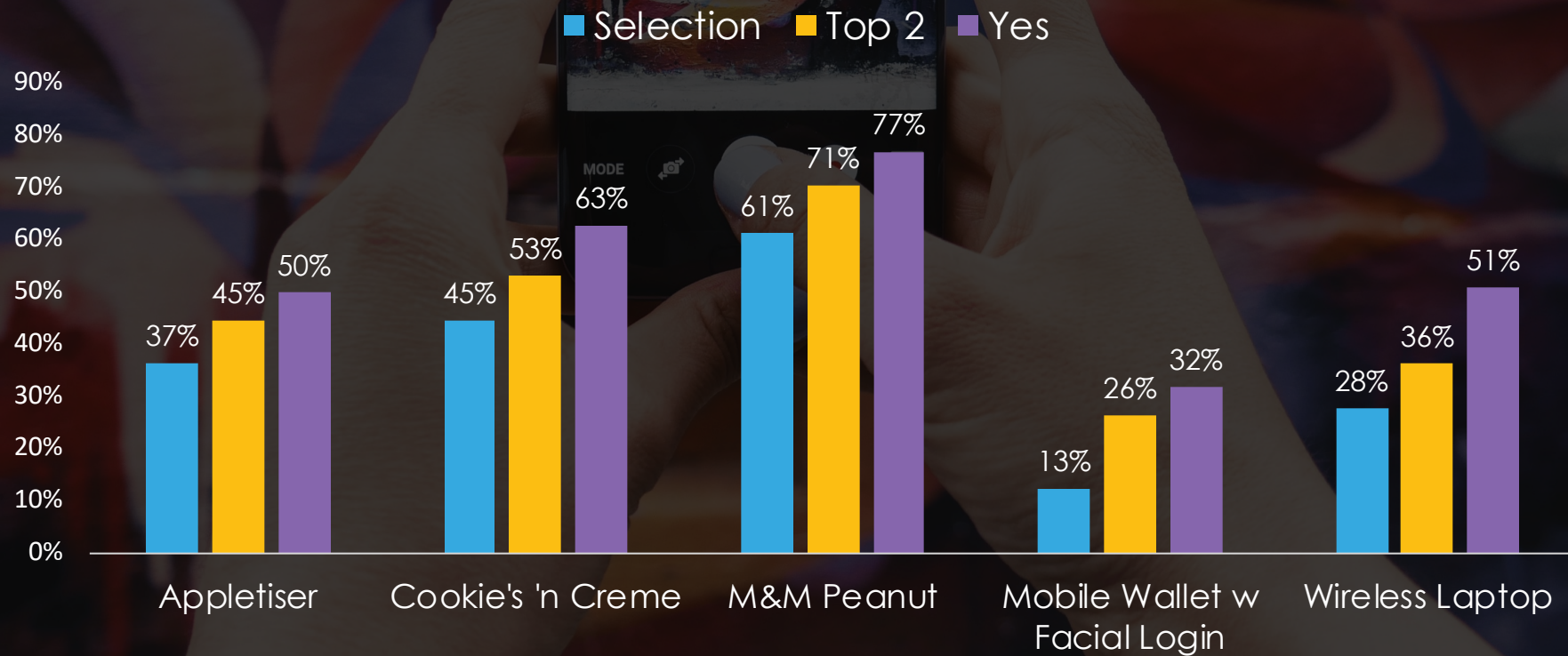


Chart from *The Number Sense—  
how the minds creates  
mathematics*  
Stanislas Dehaene

# BINARY PRODUCES THE SAME INSIGHT

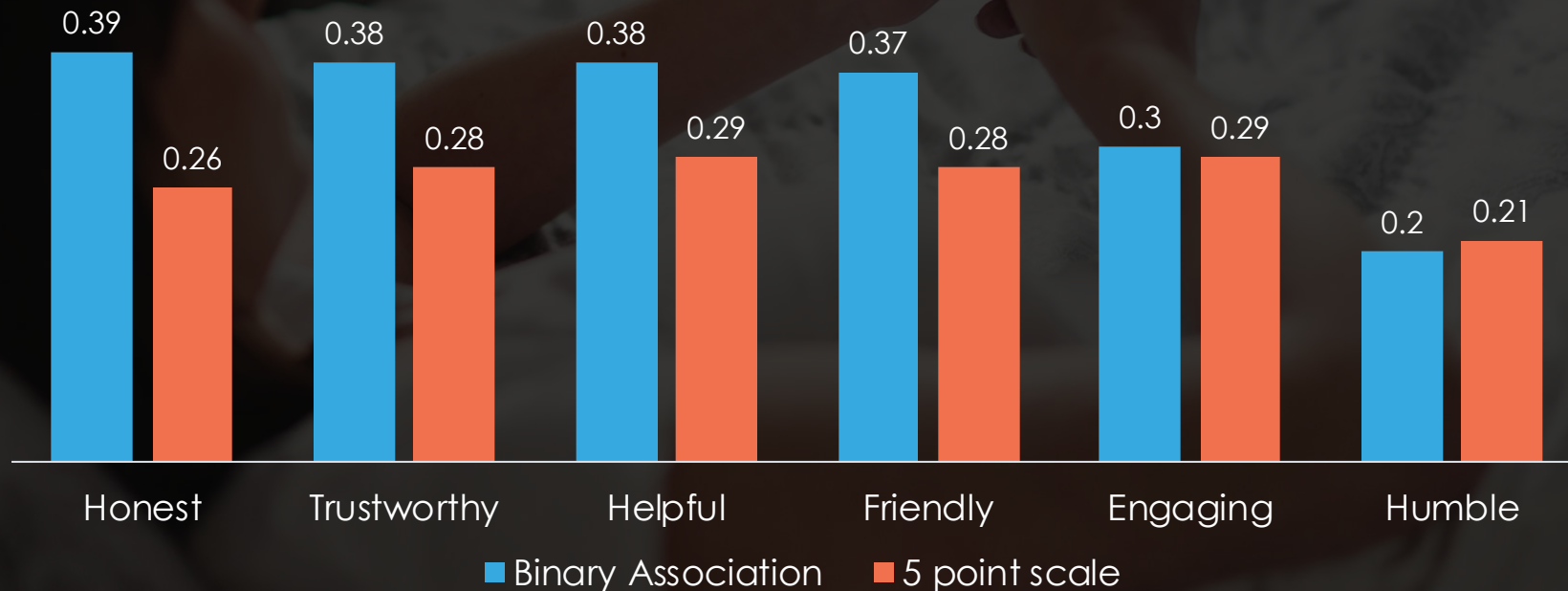
I'd buy it/purchase intent





# BINARY CAN BE MORE SENSITIVE

## Correlation with Spend



# WHAT IF WE DRAG OUR FEET?





# A TIME OF TRANSFORMATION

- *“Anything that takes us out of our comfort zones for a while can act as a reminder that the past we are used to may not be our best future.”*

- Charles Handy, author and professor





A shirtless rock climber is shown in silhouette, clinging to a dark, craggy rock face. The climber is positioned on the right side of the frame, with their body angled towards the left. A rope is visible, extending from the climber's harness across the rock face. The background consists of a vast, rugged mountain range under a clear, light sky. The overall scene conveys a sense of adventure and physical challenge.

**WE MUST MOVE  
FORWARD**





**THE INSIGHTS  
REVOLUTION**

**QUESTIONING  
EVERYTHING**

ANDREW GRENVILLE

maru/matchbox®