



Everybody Lies

How to find the truth in your concept testing and innovation



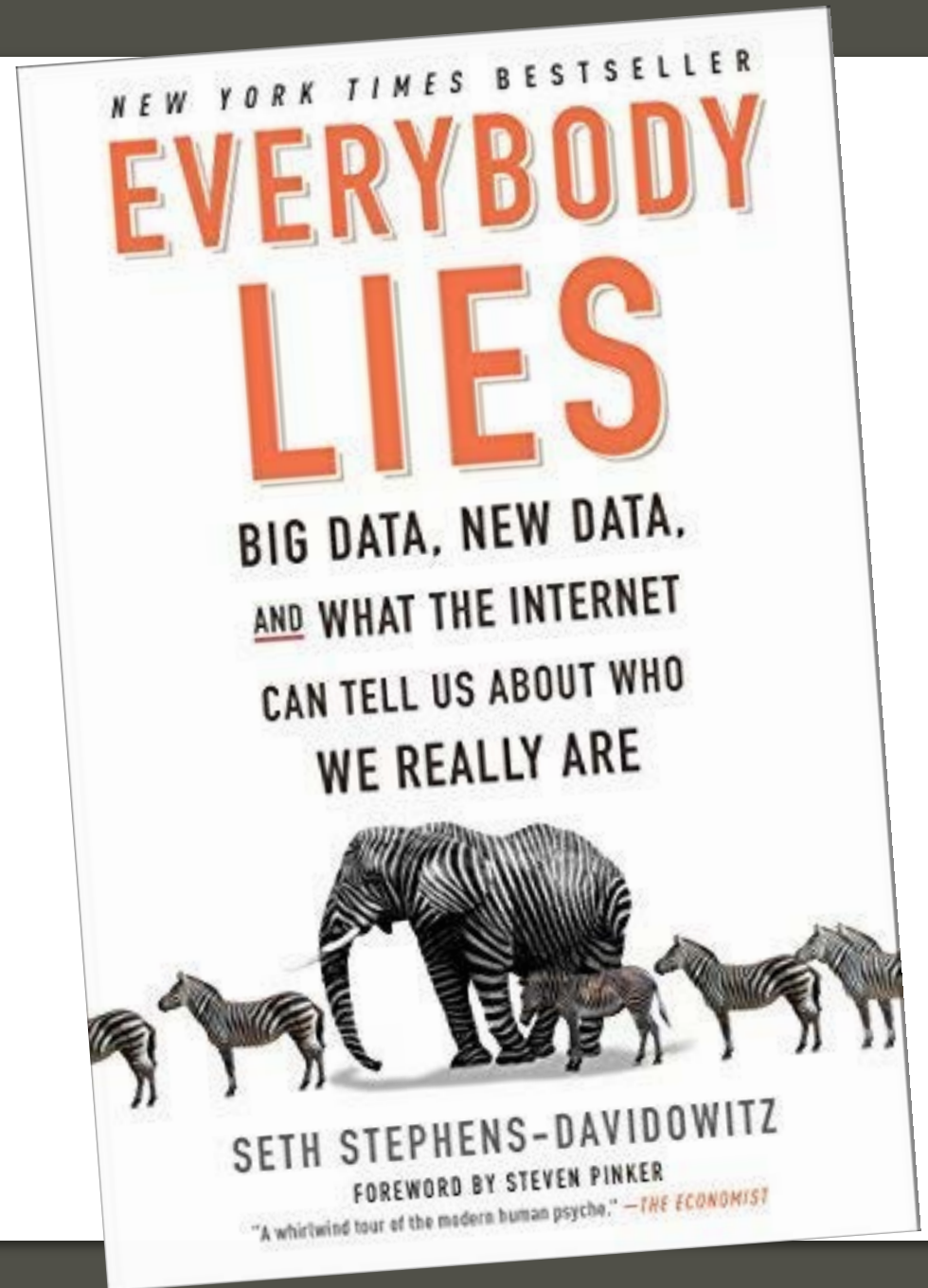


Things that make
you go hmmm....



Seth Stephens-Davidowitz

- Harvard-trained economist
- former Google data scientist
- *New York Times* writer
- sethsd.com





Social Desirability Bias

the tendency to answer in ways that make a person look good in the eyes of others

regardless of the accuracy of their answers

Some of the stories are
not PC enough for this
discussion





Remember - lies aren't
always intentional.

“The brain
is...constantly putting
the most noble spin on
our choices and
behaviours while
keeping our conscious
minds in the dark.”

*Robin Hanson, evolutionary biologist, from “The
Elephant in the Brain: Hidden Motives in Everyday Life”*



Self-reported versus
actuals:
Examples of inflated self-
perception



Is this what your customers are telling you?



Is this what they're
REALLY doing?



One key to better
insight

Crowd wisdom and
social prediction



The wisdom of grandma
- Seth's story

Who knows



you best?



The crowd can help with your innovation plan - ideating, evaluating and improving even your best ideas, to get you close to market-ready for your target audience - fast



Crowd participants have lots of ideas for you - just ask them!

The best way to have a good idea is to have a lot of ideas. - Linus Pauling

An idea that can change the course of the company can come from anywhere. - Jack Dorsey

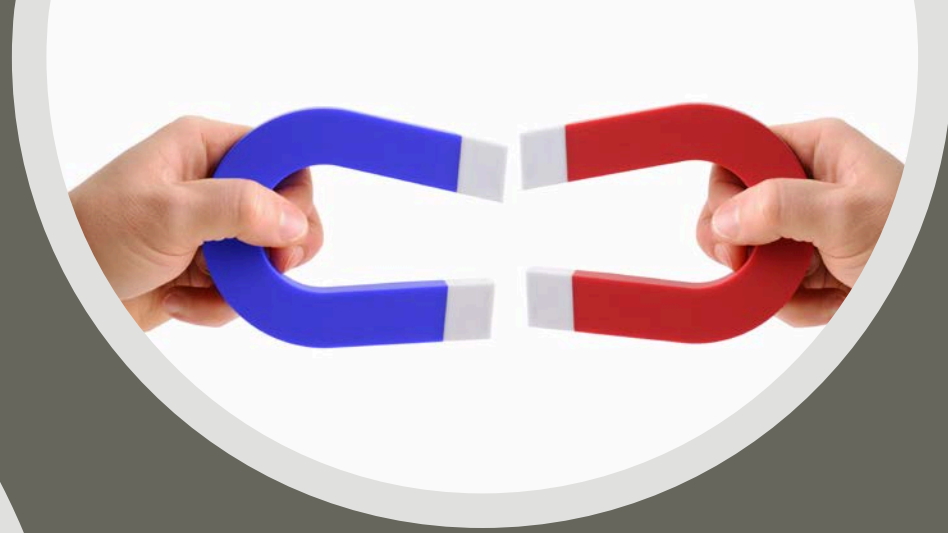


Their collective opinions
can help you quickly
assess lots of ideas - to
see which filter to the
top and fall to the
bottom

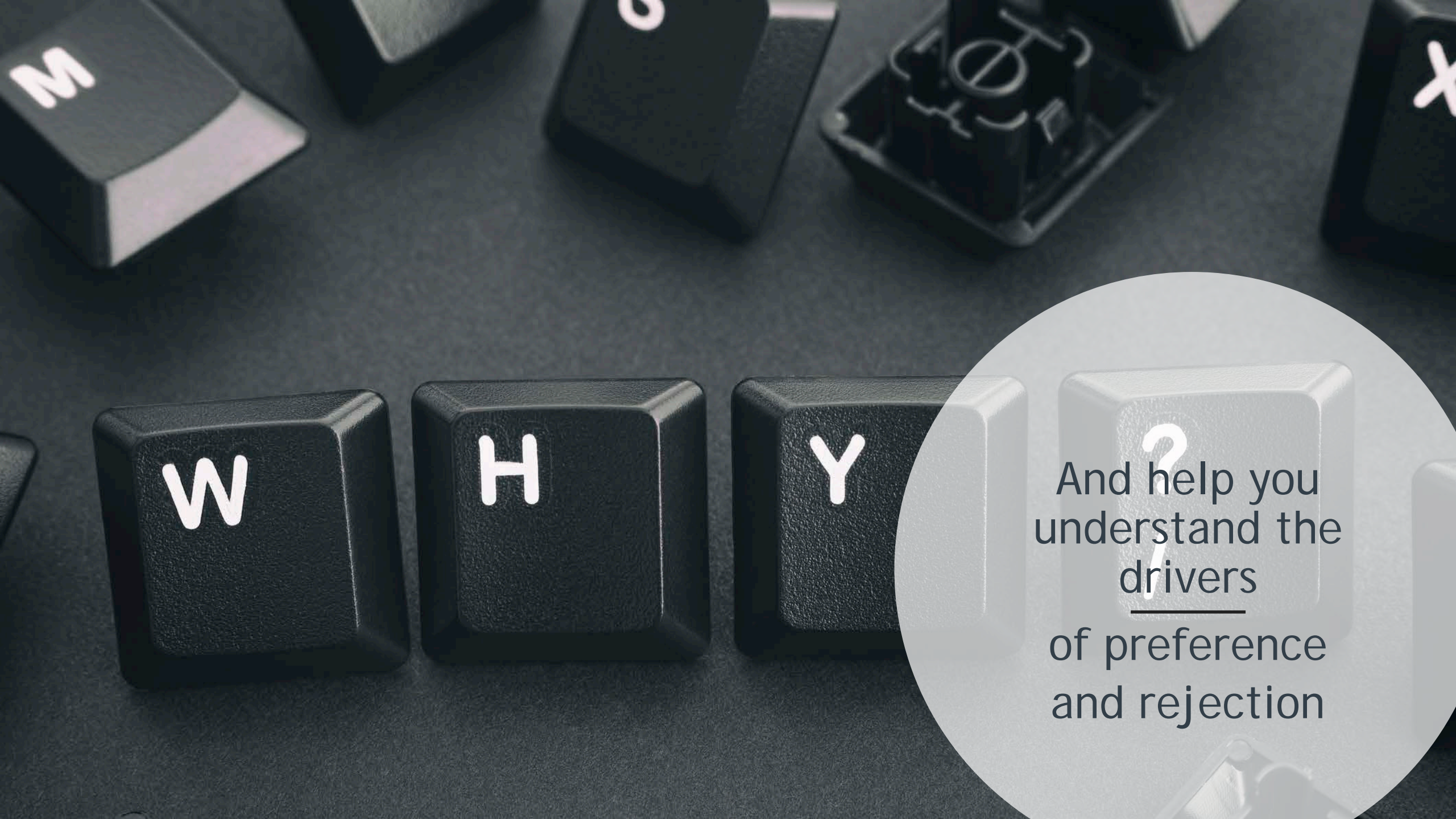
Give them an
incentive to help
you

and make it fun!





They'll create a rank order
of your concepts and
demonstrate how polarizing
they are



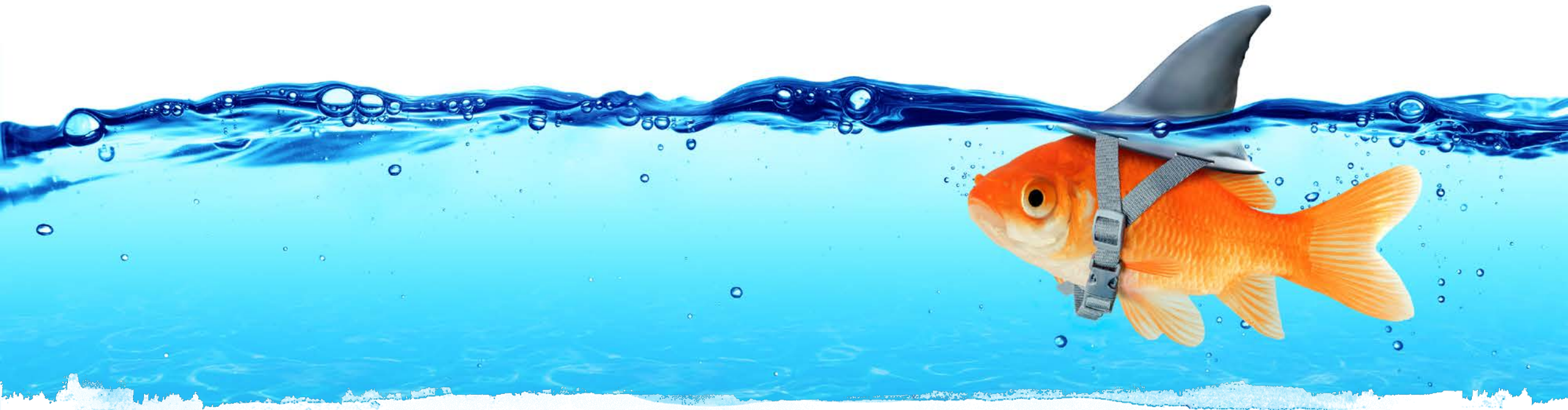
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H

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And help you
understand the
drivers
of preference
and rejection



People aren't always what they see themselves to be.
Ask others to uncover the truth below the surface

Read between the ~~Lines!~~

Find out more
about how
the crowd can
help you...



Questions?

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Come see us at Kiosk L !

