



MEET THE METAVERSE!

A Reality Check for Insights.

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MEET THE
METaverse!
A Reality Check for Insights.

Session 2

MEET THE
METaverse!
A Reality Check for Insights.

11:30 Session 2: Get Real!



11:30

XR, what should we really be getting excited about?

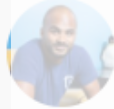
By **Dr Alastair Goode** , Cognitive Scientist, Gorilla In The Room



12:00

Surveys in the Metaverse: What are the prospects?

By **Daniel Koomson (PhD)** , Research Manager, QuestionPro | **Aseem Badshah** , MD , QuestionPro UK



12:30
Lunch

XR - What we should really be getting excited about

(Getting real about the virtual)

Dr Ali Goode

Cognitive Scientist

Gorilla in the room



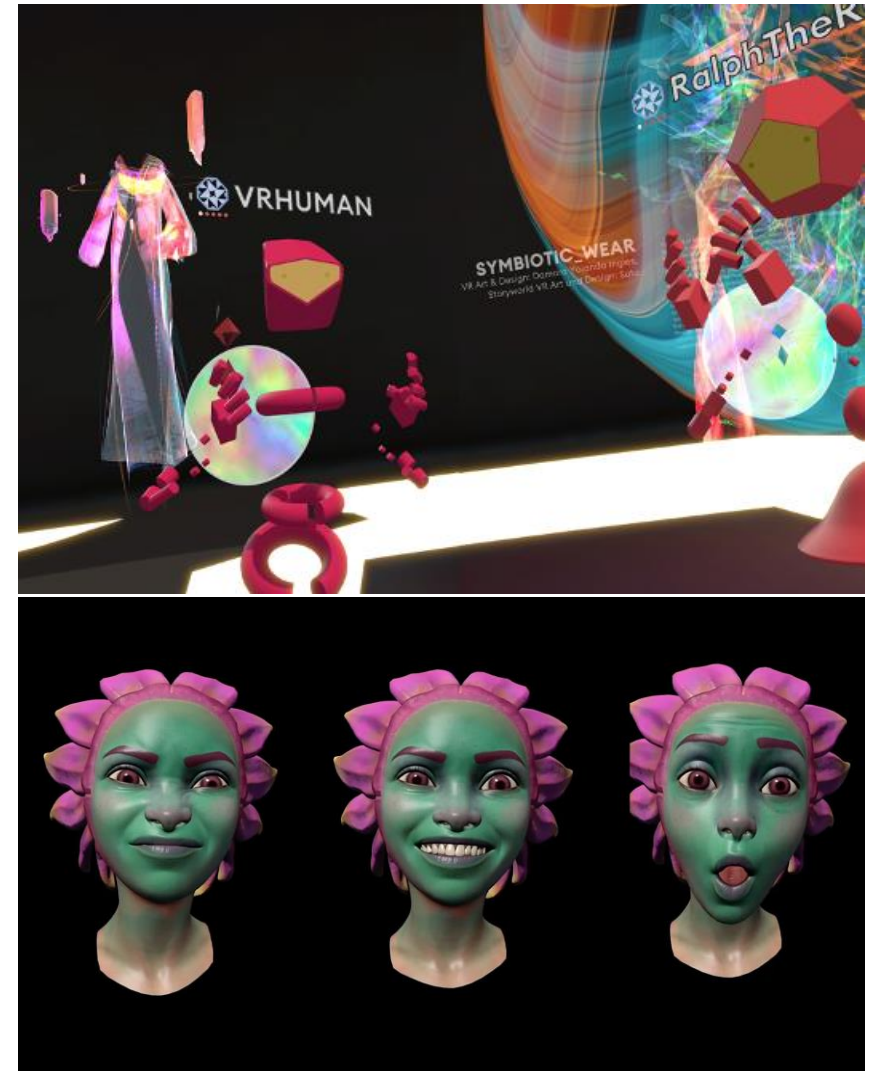
Metaverse Vs Metaverse technology

- The Metaverse has potential but getting practical what is the technology associated with it?
- Web 3
- Extended reality (XR)
 - Augmented reality
 - Virtual reality
 - Mixed reality



It's tempting to hypothesise, but what about now?

- How will the metaverse change research?
 - Virtual interviews / virtual focus groups?
- Ask people and they default to something using HMD's (Head Mounted Displays)
- HMD's are great and being hypothetical is interesting...But what can we do now?

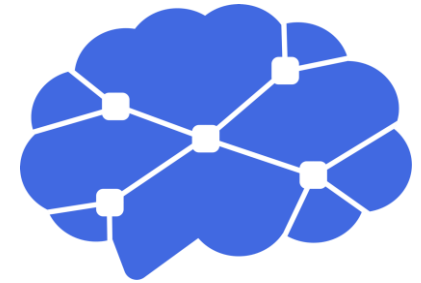
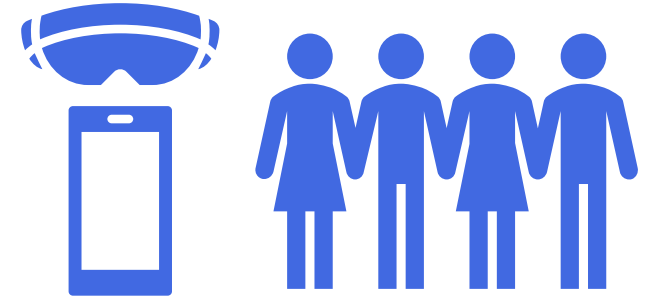


Applying XR to consumer research

Some important considerations

To apply XR now

- 1) What technology is available that people will use?
- 2) The psychology associated with XR
- 3) How does XR fit into people's lives?
- 4) What new kinds of data can we capture to reveal insights?

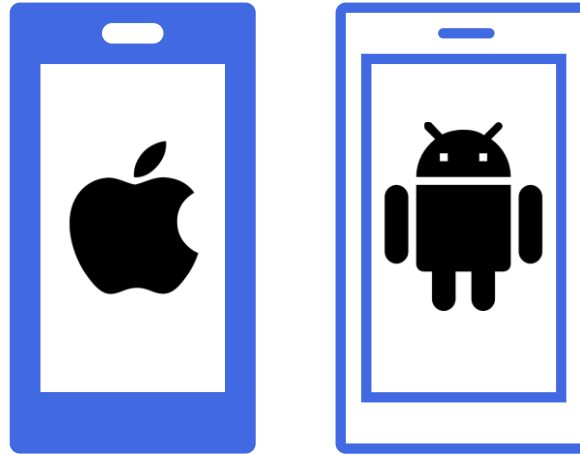


1) What technology is available
that people will use?

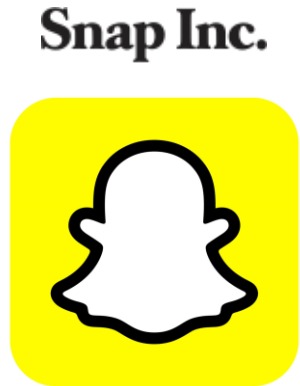
Important considerations – The technology available



70 Million
HMDs



6.64 Billion
Smartphones



200 Million
AR interactions a day

2) The psychology associated with XR

Things to consider - The human experience of XR

How does the brain react to XR?

Knowing the psychology associated with XR
this allows us us to apply it to improve
consumer insight



The psychology XR – It creates presence / telepresence

- Place illusion – is the Virtual environment / object realistic?
- Plausibility Illusion – Do things react in a realistic way?
- Body ownership illusion (VR)
- Interoception



AR also creates a sense of presence for products

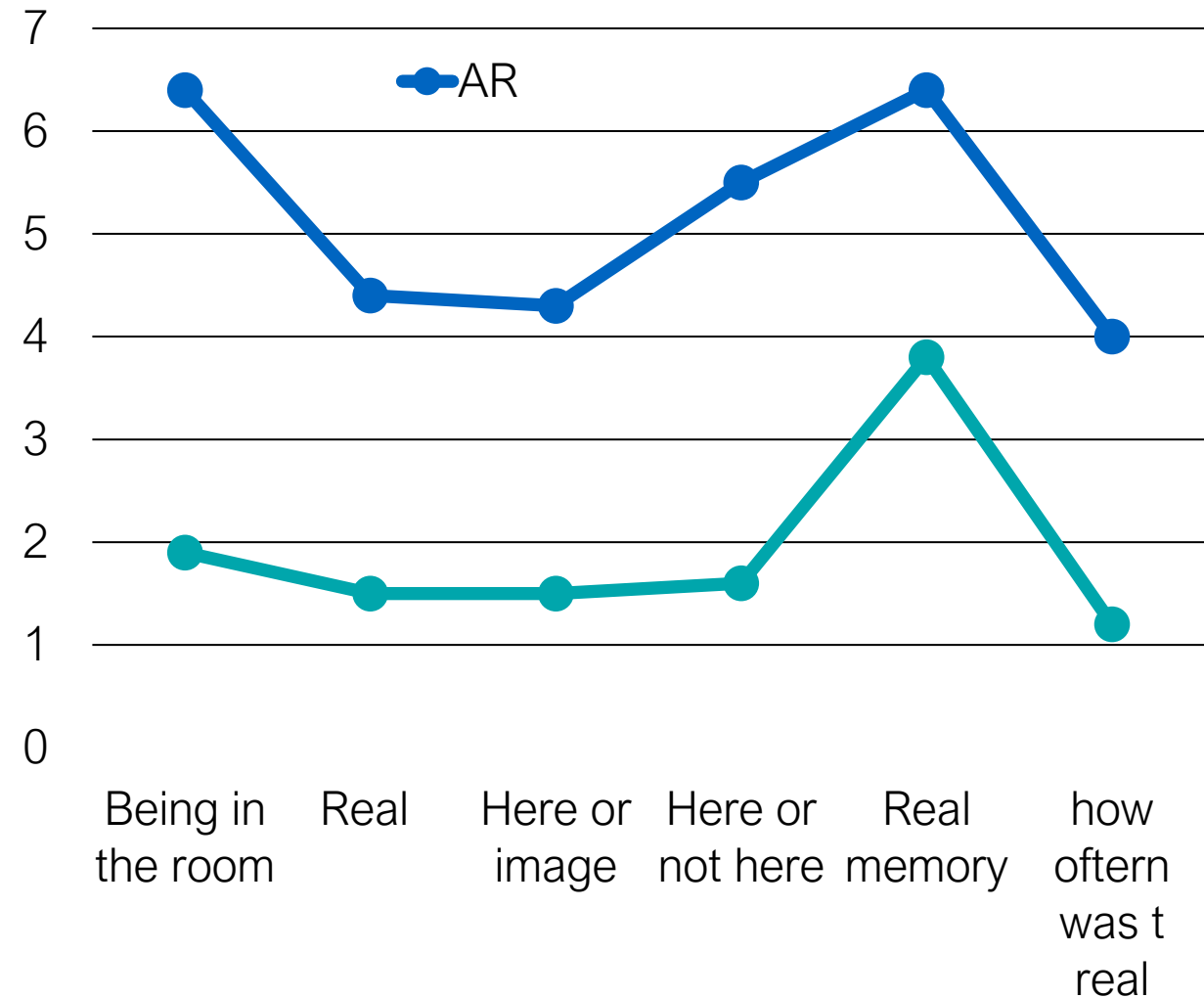
AR creates a sense of presence for products
(Slater-Usuh-Steed questionnaire)

Up to 4x more real than an image

Because they feel real people respond to them intuitively



AR vs Digital Image



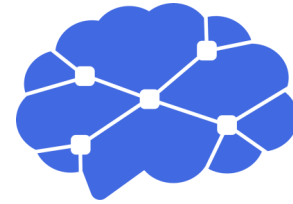
We can do research in three places



One of our key jobs as researchers is to create the future for respondents when we do research – But this is very hard to do



Using XR to create 'presence' means we can create the future now
(here the brain is designed to work)



Past

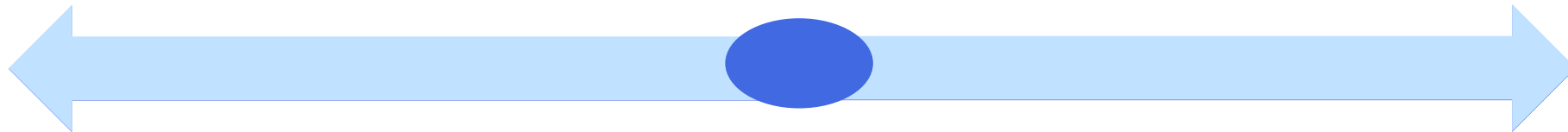
Present

Future

Recall previous
decisions

**Brains are designed to
respond in the present**

Imagine new
scenarios



Show pictures, present
concepts
(Not good at creating a
realistic experience)

Cognitive Science shows decisions are driven by
System 1 processes which evolved to respond to the present



Pause (k)

Things to consider - The human experience of XR

How does the brain react to Extended Reality

Knowing the psychology associated with XR
this allows us us to apply it to improve
consumer insight

XR is the research tool that Behavioral
Economics has been waiting for



3) How does XR fit into people's
lives?

Things to consider - The human experience of XR

What's in it for people?



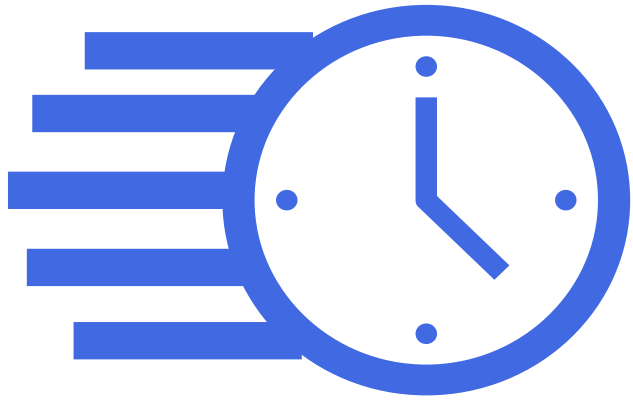


Things to consider - The human experience of XR

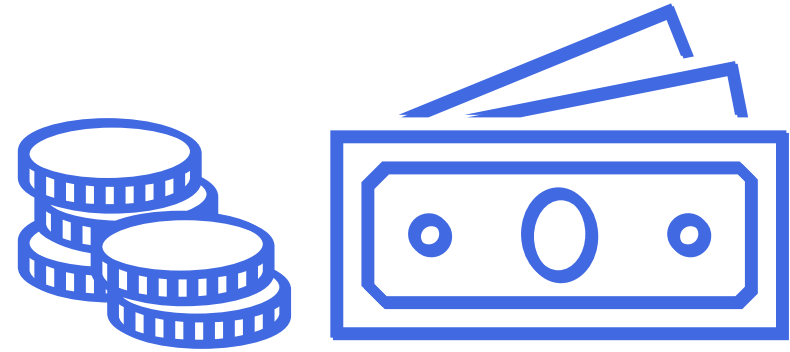
What's in it for the brands we work with?



Things to consider - What brands want



Faster

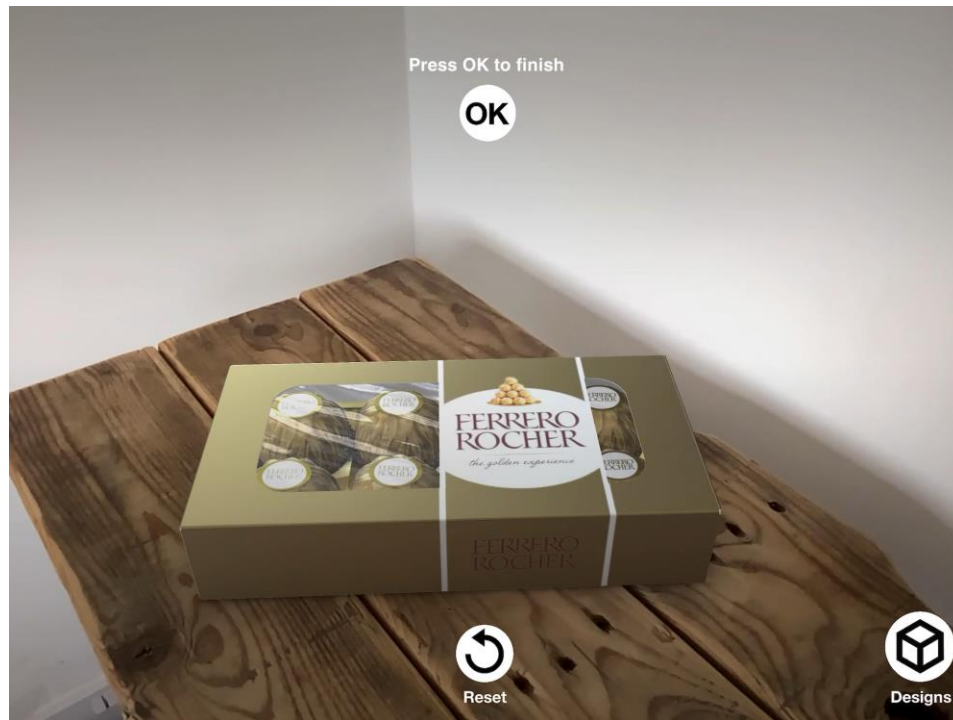


Cheaper

Applying XR to consumer research

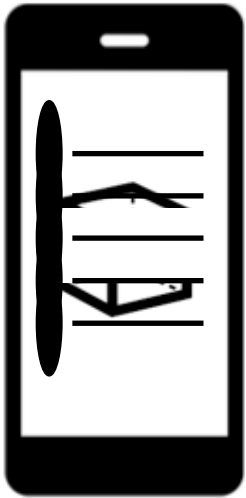
Augmented reality (AR)

Using AR makes new packs and products feel real



Including AR experiences in quant mobile surveys

Mobile survey
accessed as usual



Link launches AR



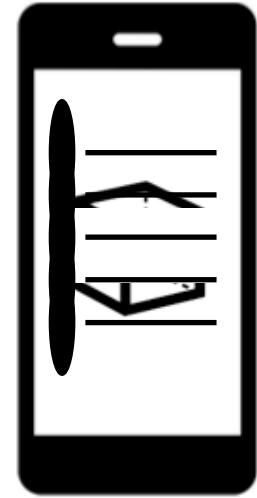
AR experience



Link returns to
survey



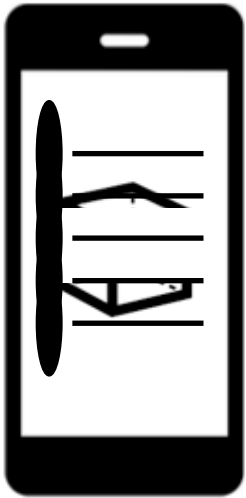
Complete survey



4) What new kinds of data can we capture to reveal insights?

Collecting new data – Device movement associated with AR

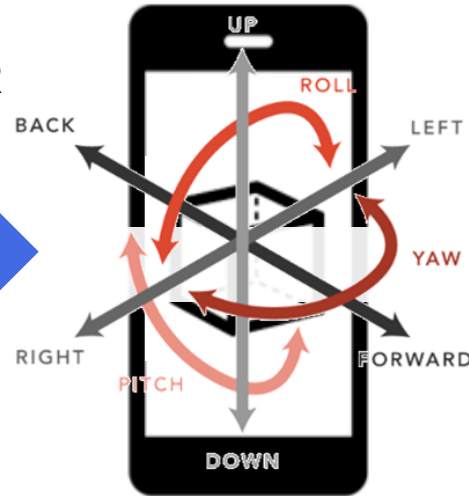
Mobile survey
accessed as usual



Link Launches AR



AR experience

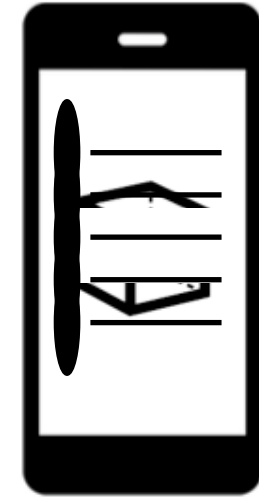


Behaviour capture
when people are
viewing the AR

Link returns to
survey



Complete survey



Augmented reality (AR) for pack research

Pack research – Examples of what we get asked

What are people looking at?

Do they read back of pack?

Do they understand how the pack works?

Does changing to a recyclable pack disrupt the user experience?



The Attention Economy – It's not just about ads

Recording behaviours to test how packs work in hand

We see its about consumers easily finding out what they want to

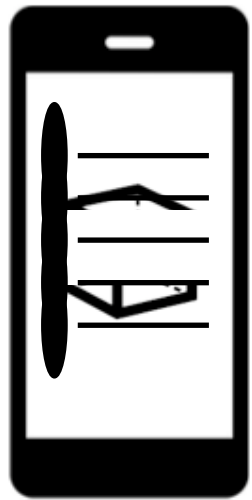
- Where people look / hierarchy of information
- What elements contribute to pack communication and what don't
- Which pack functions work best



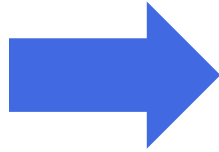
Virtual stores (XR)

AR experiences included in quant mobile based surveys

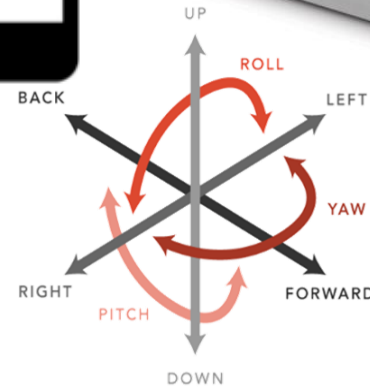
Mobile survey
accessed as usual



Link Launches
app

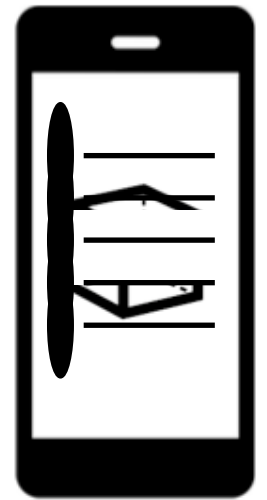
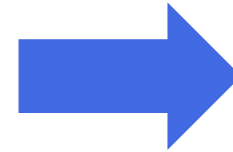


AR 'magic window' or VR experience



Complete survey

Link returns to
survey



Making a virtual store

- Make it realistic
- Render realistic lighting
- Get a real layout
- Take people on a journey
- Make it messy



Case History - Choosing the right planogram



Mondelez wanted to check whether it was worth updating a planogram to increase findability of packs

Three virtual planograms were created and were viewed by respondents as part of a mobile survey with monadic design (using Google cardboard)

Direction of gaze was tracked to see where attention shifted throughout the viewing



Case History - Choosing the right planogram



The shelf was marked out into different areas of interest

Dwell time, fixations and viewing pattern were tracked for each configuration

Outcome

One clearly performed better (less switching between different areas of interest) showing people looked and then stayed on the target brand

This was implemented and there was a corresponding increase in ROI after the change



XR as a media channel

Pringles partnership with Xbox

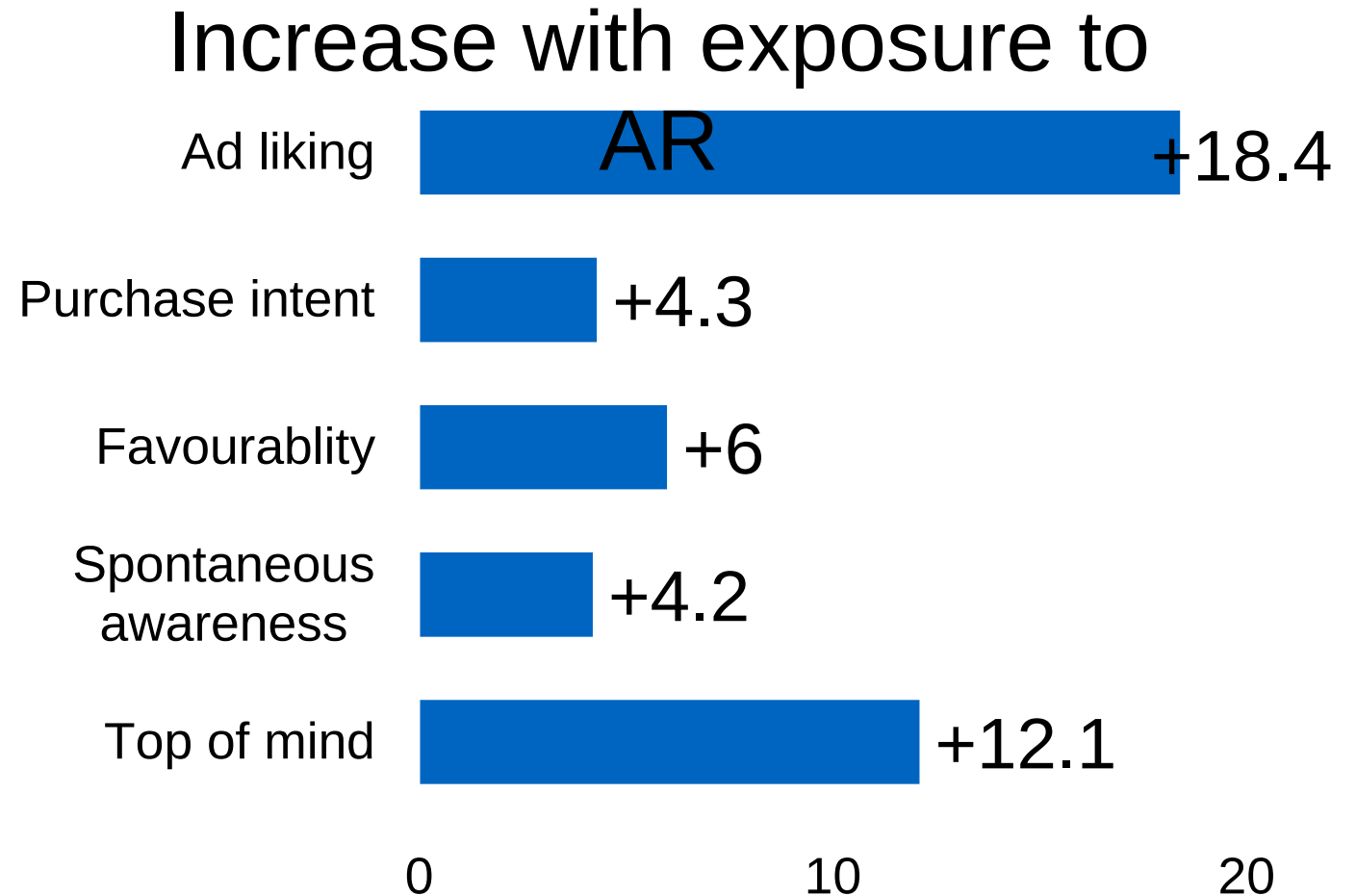
- AR/VR is an investment for advertisers and warrants a measurement approach that will test the exposure as close to the “real experience”
- We tracked how people interacted with the AR experience



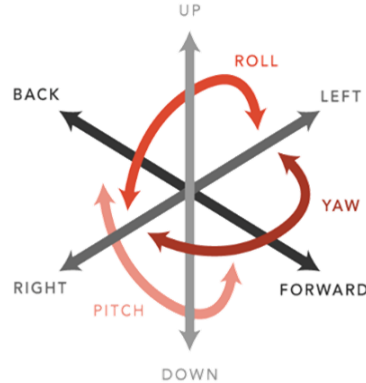
AR as a brand communicator shifts brand values more than Web 2 alone

A Natural encounter AR shifts brand attitude

(Spontaneous encounters with AR experience)



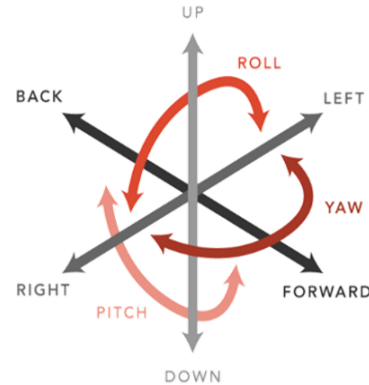
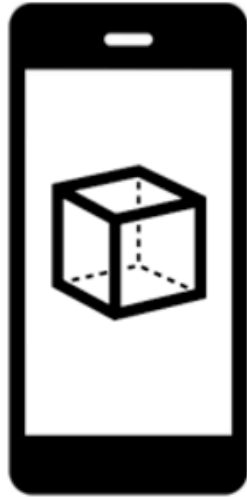
Using 6 DoF movement



- **Interest** – How motivated people are to stick with the experience
- **Engagement** - How involved with the experience they are
- **Exploration** – How much of the experience do they investigate

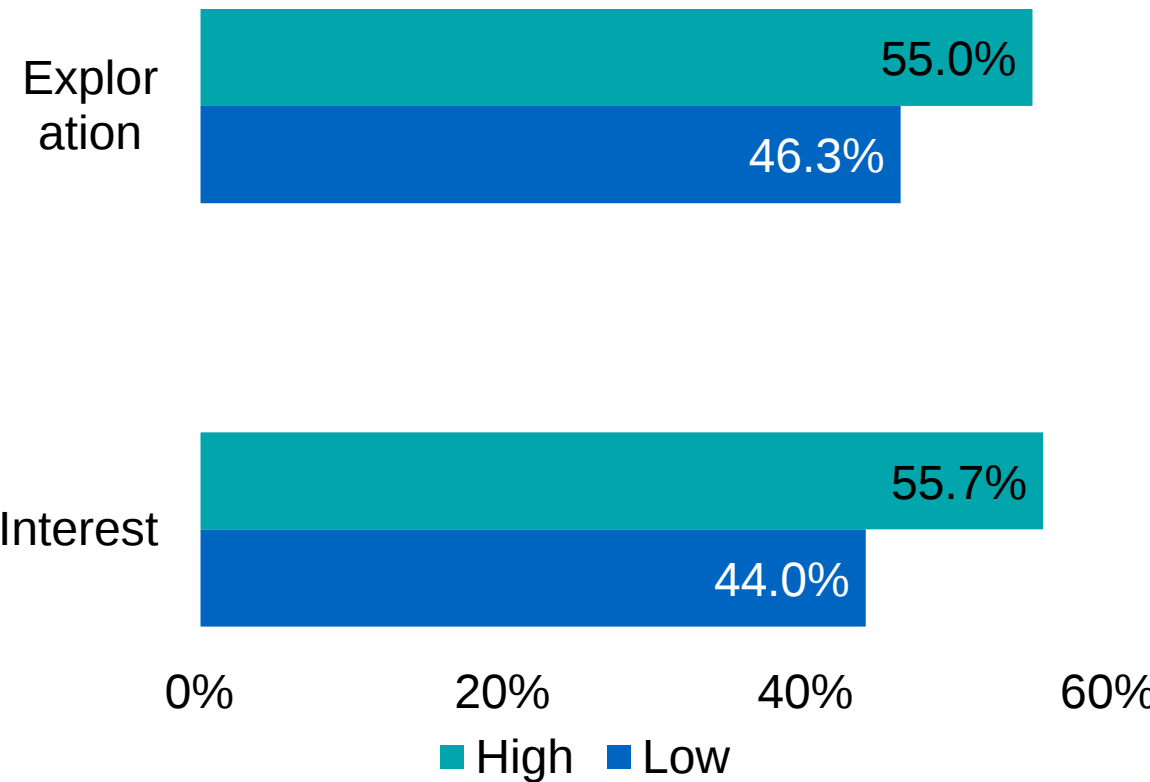


Using 6 DoF movement



- **Interest** – How motivated people are to stick with the experience
- **Engagement** - How involved with the experience they are
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Shifts in Brand attitudes



XR brand communications

Brands will have to rethink how to communicate when using XR

Its not about telling people a message
its about a lived experience

This will require a different creative mindset to plan and execute XR brand communications



We have to take current
technology seriously

People are excited about immersive experiences (2020)

64% of adults are excited about using an AR/VR experience

77% 18 – 24's

63% 18 – 24's expect to use XR as part of on line retail

yahoo!



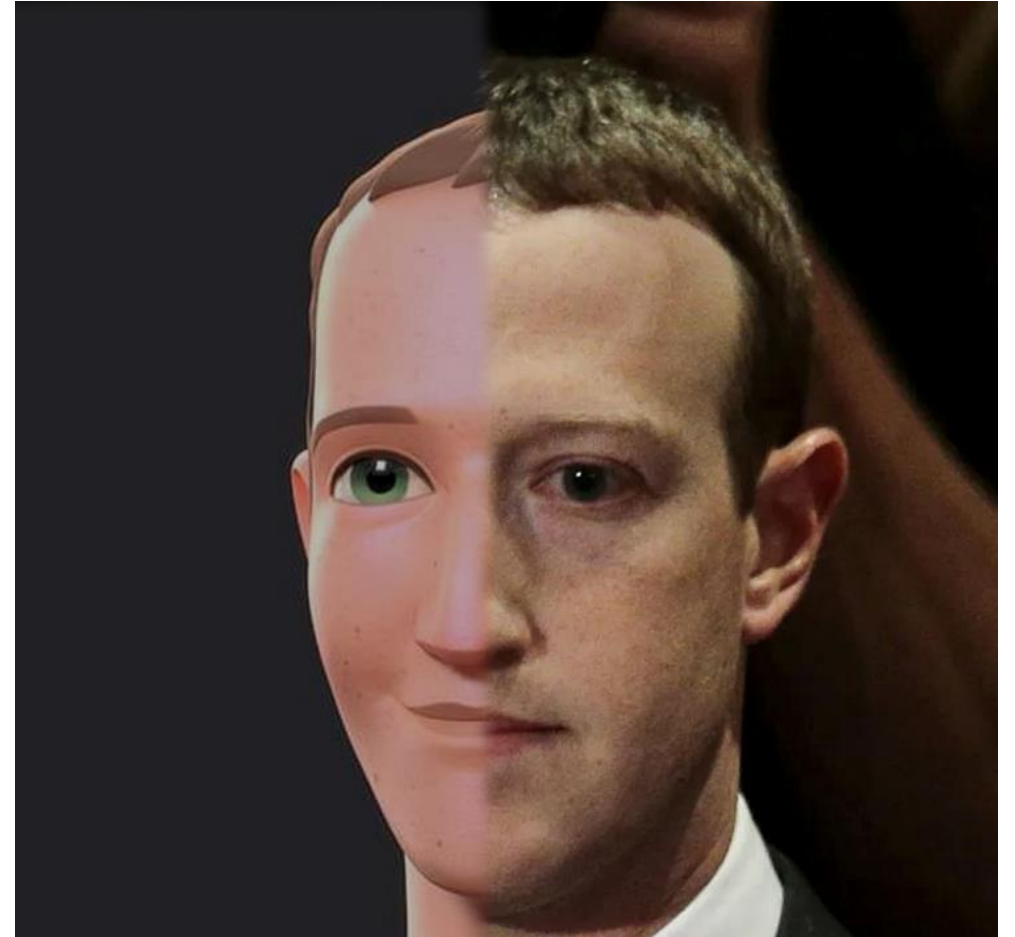
The future is going to be very interesting... but...

What technology can we use to get people to adopt

Understanding the psychological impacts of the technology gives us insight into what we can best apply it to research

There will be new measures and insights we can generate to gain greater insight into who people work

Don't wait for the metaverse some cool tech is already here



Thank you

Dr Ali Goode

Cognitive Scientist

Gorilla in the room



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