Uncovering Implicit Thoughts & Feelings with IE PRO YOU®

Using our implicit measurement platform to gain new insights about what consumers can't or won't tell you on traditional surveys.

IE PRO YOU®

Automated, Online, Implicit Association Studies You Control

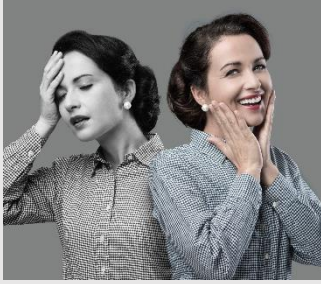October 2019

emotive ANALYTICS

If you could actually eavesdrop on your targeted customers' hidden thoughts and feelings... think of the power you'd have to increase sales!

That's what IE PRO YOU® helps you do!

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IE PRO YOU®

is Emotive Analytics' online platform that allows clients to conduct studies that reveal the implicit (automatic) and explicit (deliberated) thoughts & feelings targeted consumers have about selected marketing stimuli – brands, products, services, ads, package designs, slogans, celebrity endorsers, etc.

What is IE PRO YOU®

IE PRO YOU® is Emotive Analytics' online platform for conducting implicit (and explicit) association studies. What does that mean? Well, let's break it down.

When we say 'associations,' we're really referring to 'thoughts & feelings' people – consumers in this context – have about 'marketing stimuli.'

And when we say 'marketing stimuli,' we're referring to entities such as brands, products, services, ads, package designs, slogans, celebrity endorsers, or any object, idea, message, person, or experience that can be represented and presented to consumers for evaluation. For our studies, we also call these entities 'stimuli of interest' or 'SOIs.'

Implicit and explicit are a little more complex, and we'll get into that a little later. For now, suffice to say that implicit associations are consumers' 'first reactions' to marketing stimuli before deliberate thinking sets in. Explicit associations are consumers' conscious deliberation about them.

Again, more on implicit vs. explicit a little later.

So, what is IE PRO YOU®? It's Emotive Analytics' online platform that allows clients to conduct studies that reveal the implicit (automatic) and explicit (deliberated) thoughts & feelings targeted consumers have about selected marketing stimuli – brands, products, services, ads, package designs, slogans, celebrity endorsers, etc.

The Reason for IE PRO YOU®

We developed IE PRO YOU® because…

- Humans – including consumers – neurologically process stimuli – including marketing stimuli – both implicitly and explicitly.

- Both implicit and explicit thoughts & feelings impact consumer behavior independently. So, since marketers obviously want to optimize sales, it's important for them to know consumers' explicit AND implicit thoughts & feelings.

![emotive ANALYTICS logo]

Dr. Bertram Gawronski has developed the APE Dual-Process Model.

At its core, IE PRO YOU® is founded in **Dual-Process Theory**, which comes from social & cognitive psychology. Dual-Process Theory basically states that humans process environmental stimuli first implicitly and, if the situation calls for it, explicitly, too.

- Traditional surveys are explicit in nature, so they only capture consumers' explicit thoughts & feelings, not their implicit thoughts & feelings.

- Marketers need easy-to-use, fast, effective, and affordable research tools to understand their targeted consumers thoughts & feelings.

Put this all together in one sentence and the bottom line is very fundamental.

IE PRO YOU® studies help marketers easily and affordably gain new insights about the implicit and explicit thoughts & feelings they need to leverage to increase sales of their products and services among targeted consumers.

And these insights come from seeing implicit thoughts & feelings that can't be revealed from traditional explicit surveys.

To hear this another way, we invite you to view our introductory whiteboard video here (https://youtu.be/l6OtGTEFDjo).


IE PRO YOU® Foundations

Dual-Process Theory & Implicit vs. Explicit

At its core, IE PRO YOU® is founded in Dual-Process Theory, which comes from social & cognitive psychology. Dual-Process Theory basically states what we've already pointed out – humans process environmental stimuli first implicitly and, if the situation calls for it, explicitly, too. It's beyond the scope of this whitepaper to cover Dual-Process Theory in depth, but for a good reference see [1].

However, it's important to elaborate more technically on what implicit and explicit processing are. The illustration on the next page offers a good summary of the two.

Depending on each individual's experience and the situation at hand, implicit and explicit thoughts & feelings **might be the same, or they might be different**.
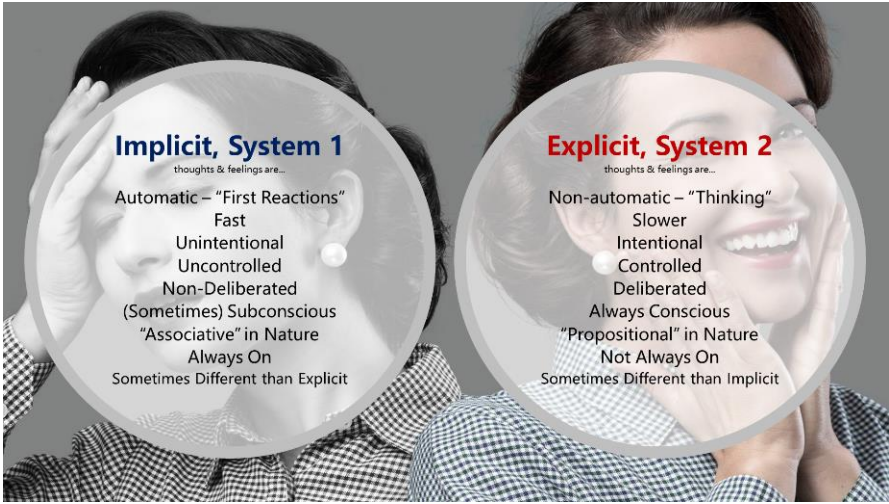
The features of both implicit (also called System 1) and explicit (also called System 2) thoughts & feelings are listed above and have already been described.

However, we'd like to elaborate on one feature that distinguishes the two: Associative vs. Propositional.

Implicit thoughts & feelings are "associative" in nature. This means that they're just there, neurologically paired with external or internal stimuli. There is no judgment or evaluation involved. For instance, based on past experience for many people, 'spider' (the stimulus) and 'fear' or 'disgust' (feelings) are often paired or associated in our brains (i.e., neurologically represented). The associations are automatic, with no judgment about their truth, relevance, or appropriateness in the situation.

Explicit thoughts & feelings are "propositional" in nature. This means that they're the result of evaluating the truth, relevance, or appropriateness of propositions that are initially implicit associations. For instance, when implicit fear or disgust of spiders is evaluated propositionally (i.e., explicitly), the resulting thought or feeling may continue to be fear or disgust if no additional implicit thoughts & feelings come into play. However, if, upon further deliberation, the thoughts 'that's not a very big spider' or 'that spider is way over there' come to mind, then fear might change to a less negative feeling.

In this way, depending on each individual's experience and the situation at hand, implicit and explicit thoughts & feelings might be the same, or they might be different.

By the way, because of the associative-propositional distinction, we like to call implicit thoughts & feelings 'associations' and explicit thoughts & feelings 'evaluations' or 'conclusions.' This

helps us keep an important distinction between the two fresh in our minds.

The Affect Misattribution Procedure

Implicit measurement used in IE Pro YOU® surveys are adapted from the Affect Misattribution Procedure (AMP), created by Dr. Keith Payne, a pioneer in implicit association measurement at the University of North Carolina Chapel Hill [2].

Dr. Keith Payne, Ph.D.
University of North Carolina

"The most distinguishing feature of the AMP, however, is that it measures evaluations using an evaluative judgment (e.g., how pleasant something is), whereas most other implicit tests depend on reaction times. This avoids the high variability inherent to reactions times, which likely contributes to the AMP's high reliability."

Payne, B.K & Lundberg, K. (2014). The Affect Misattribution Procedure: Ten Years of Evidence on Reliability, Validity, and Mechanisms. Social and Personality Psychology Compass 8/12.

The AMP is a well-validated, well-respected social psychological technique [3]. Its benefits over other implicit techniques are that it...

- Is very simple and efficient in its response tasks.

- Allows for stimuli of interest to be assessed against a relatively large number of attributes.

- Is NOT reaction-time based, as are most implicit measurement techniques. In large part because of this...

- Has shown high reliability vs. other implicit measurement techniques.

Support for the AMP comes from Bertram Gawronski and Jan De Houwer, also pioneers in implicit measurement. Their strongly positive evaluation appears in the picture that follows [4].

Judith Znanewitz, Ph.D.
Helmut Schmidt University

We assess the suitability of […] implicit methods for marketing research. In this context, **we show the superior potential of the Affective Misattribution Procedure (AMP)**, a common example of a category of tasks used to measure attitudes implicitly. The AMP is an affective priming paradigm which, unlike other affective priming variants, depends on the response interference and has good internal consistency and produces robust effects.

Znanewitz, J., Braun, L., Hensel, D., Altobelli, C. F., & Hattke, F. (2018). A critical comparison of selected implicit measurement methods. Journal of Neuroscience, Psychology, and Economics, 11(4), 249-266. http://dx.doi.org/10.1037/npe0000086

Dr. Bertrand Gawronski, Ph.D.
University of Texas, Austin

"A relatively recent, but already very popular measure, is [Payne's] affect misattribution procedure (AMP). …A major advantage of the AMP is that it shows higher effect sizes and reliability estimates that are comparable to the ones of traditional self-report measures. Combined with the procedural advantages of sequential priming … these features make the AMP one of the most promising alternatives to the IAT to date."

Gawronski, B. and De Houwer, J. (2014). Implicit Measures in Social and Personality Psychology. In H. T. Reis, & C. M. Judd (Eds.), Handbook of Research Methods in Social and Personality Psychology (2nd edition). New York: Cambridge University Press.

"We went searching for some great implicit measurement tools and were lucky enough to come across **IE PRO YOU®**. For us it was perfect. It had all the proof behind **it and a lot of scientific rigor**. And that's what we really liked."

LISA LEWERS
CEO, LEWERS RESEARCH

For more specifics about how we've adapted the AMP to IE PRO YOU®, we invite you to book a consultation with us using this link: https://calendly.com/emotiveanalytics/30min.

Overall Scheme

IE PRO YOU® is simple and stepwise in its overall scheme. In general, within the IE PRO YOU® platform, you…

1. Describe your study.

2. Upload images of the items you want to evaluate (SOIs; e.g., brands, ads, package designs, etc.).

3. Select the attributes you want them evaluated against.

4. Select and/or construct questions that represent your desired outcomes (e.g., SOI choice or purchase interest).

5. Select and/or construct classifications questions for filtering (e.g., demographics).

6. Set up your sample.

7. Pay for and launch your survey.

8. Get your results and reports in real time, as the data come in.

But let's get more specific about the steps involved.

It's so easy!

1. Set up your free account.

2. Enter key information for your survey.

3. Define your sample and launch your survey.

4. Automatically receive implicit and explicit association results and reports.

Although the platform is built to be DIY, **Paul Conner and Dr. Payne are there to help you every step of the way**!

Setting Up and Completing an IE PRO YOU® Study

To set up and complete an IE PRO YOU® study, you must complete several steps. The steps appear on the Manage Study page within the IE PRO YOU® platform.

X STUDY INFORMATION	Provide a name and description for your study.	>>
X STIMULI OF INTEREST (SOIs)	Load representations of the stimuli you want associations for (e.g., brands, ads, names, concepts, etc.).	>>
X FEATURE ATTRIBUTES	Enter the feature attributes you'd like to assess your SOIs against (e.g., quality, convenience, etc.).	>>
X EMOTION ATTRIBUTES	Enter the emotion attributes you'd like to assess your SOIs against (e.g., happy, confident, relaxed, etc).	>>
X EXPLICIT RESPONSE SET-UP	Submit the lead-in questions for your implicit and explicit response tasks.	>>
X OUTCOME QUESTIONS	Select and revise the outcome questions that will be used in your survey.	>>
X CLASSIFICATION QUESTIONS	Select or write the questions you'd like to classify your respondents against (e.g., demographics).	>>
X PREVIEW YOUR SURVEY	Before you launch your survey, see how it will look to your respondents.	>>
X SAMPLE SIZE CALCULATION	Calculate how many surveys you want to complete.	>>
X GET YOUR SAMPLE	Select a sample provider, send them specifications, and authorize your sample.	>>
X PAY FOR YOUR SURVEY	Select your subscription plan, get total study costs, and pay for your survey.	>>
X LAUNCH YOUR SURVEY	Get and upload your URLs and authorize the survey to be launched.	>>
MONITOR & GET RESULTS	Monitor the progress of your data collection and download results and reports immediately.	>>

It's beyond the scope of this white paper to take you through each step. To do that, you can set up a demo with us.

About these steps…

- Although there appear to be many, several take only a couple minutes to complete.

- Most time will be spent preparing the content that needs to be "uploaded" into the survey – e.g., SOI images, attribute selection, etc.

- The platform CAN BE largely do-it-yourself, especially when you become familiar with the process. However, we're always on-hand to help you through the process when needed. In addition, your IE PRO YOU® study can be customized during the PAY FOR YOUR SURVEY step.

- As we routinely upgrade IE PRO YOU®, these steps might change, so check in with us frequently.

Although it's not immediately obvious from this list, many of the tasks go toward building the IE PRO YOU® survey in the background. The next section generally describes an IE PRO YOU® survey.

An IE PRO YOU® Survey

In an IE PRO YOU® survey respondents…

1. Are screened and recruited, which is completed by the sample provider before the formal IE PRO YOU® survey begins.
2. Are introduced to the survey by telling them that it's dual-purpose and that it takes about 15-20 minutes to complete.
3. Are familiarized with the structure of the response tasks they will be asked to complete.
4. Indicate their awareness of the SOIs.
5. Complete their explicit response tasks.
6. Complete their implicit response tasks.
7. Complete the outcome question or questions.
8. Complete the classifications questions (i.e., demographics, etc.).

Any one respondent is assigned to respond to 3 SOIs that have been submitted for the study. If more than 3 SOIs are included, respondents are randomly assigned to 3.

Obviously, critical components are the explicit and implicit response tasks. Each involve three levels of responses to the stimuli:

- A high-order, binary POSITIVE or NEGATIVE response;
- A discrete feature attribute response;
- A discrete emotional attribute response.

The response tasks are also called "trials." Single explicit and implicit trials are illustrated below.

EXPLICIT RESPONSE TASK

Coca-Cola
This is something you find…
POSITIVE   NEGATIVE

Level 1
1. SOI is shown on the screen.
2. Respondent is instructed to examine the SOI and…
3. Select whether they find the SOI POSITIVE or NEGATIVE.

Coca-Cola
Its strongest feature is…

Refreshing	Good Value
Nutritious	Good Color
Fresh	Reliable
Good Tasting	Smooth

Level 2
1. SOI continues to be displayed on the screen.
2. Respondent is instructed to examine the SOI and…
3. Select the attribute that best answers the strongest feature question.

Coca-Cola
Having it makes you feel…

Confident	Delighted
Amazed	Powerful
Proud	Relaxed
Excited	Smart

Level 3
1. SOI continues to be displayed on the screen.
2. Respondent is instructed to examine the SOI…
3. Select the attribute that best answers the feeling question.

This priming approach works to reveal implicit thoughts & feelings about the SOI because **the SOI prime influences evaluations of the target image toward one's implicit associations**.

Over a series of implicit trials, these associations are psychometrically revealed.

As you can see, for each explicit trial, respondents are shown the SOI and asked to directly (i.e., explicitly) evaluate it against three levels of attributes by choosing the attribute that best describes it. For reliability, and to allow for "mixed feelings," respondents complete 3 explicit trials for each SOI.

An implicit response task looks like this:

IMPLICIT RESPONSE TASK

The structure of the response task is the same as for the explicit trials; however, respondents are told to ignore the "prime (SOI)" and guess what word on the screen best represents what they think the "target (pictograph)" means.

In the example above, if a respondent implicitly associates Coca-Cola predominantly with refreshing (vs. the other feature attributes) and delighted (vs. the other emotion attributes), then they are more likely to say that the pictograph means refreshing and delighted when being primed with Coca-Cola. Over a series of implicit trials, these associations are quantitatively revealed.

Furthermore, in IE PRO YOU® surveys, respondents complete 15 implicit trials for each SOI serving as a prime as well as 15 non-primed trials that serve as baseline responses in implicit association scoring.

Confident	9.5
	9.0
Delighted	12.9
	9.5
Excited	14.4
	9.3

Explicit and implicit **association scores indicate the probability with which each attribute is associated with each SOI** (relative to the other attributes) along with the upper and lower .90 confidence intervals for each association.

Shapley Values indicate the direction and degree to which each association **"impacts" each outcome measure** in the study.

SOI 1 NAME	OUTCOME = PURCHASE INTEREST	
Attributes	**Shapley**	**Sign.**
Friendly	0.372	0.000
Fun	0.278	0.001
Generous	0.029	0.163

Your IE PRO YOU® Output

Once all surveys have been completed (or technically, as soon as a sufficient number of surveys have been completed to return reliable results), results and reports are automatically generated within the IE PRO YOU® platform.

Each survey returns the following types of output:
- Tables of Associations and Impact Scores
- Graphs of Associations and Impact Scores
- Perceptual Maps
- Raw Data Files

Using Dave's Killer Bread as the SOI (with sample results), an example **Table of Associations and Impact Scores** is as follows:

IE PRO YOU®

Attribute Associations and Relationships with Outcomes

	Dave's Killer Bread					RELATIONSHIPS WITH…			
	Explicit Associations					Brand Choice			
Attributes	**Score**	**N=**	**Lower CL**	**Upper CL**		**Corr.**	**Sign.**	**Shapley**	**Sign.**
WANT TO HAVE	51.0	300	43.8	56.2		NA	NA	NA	NA
Confident	15.0	300	12.3	17.1		0.345	0.062	0.211	0.007
Relaxed	3.0	300	1.7	4.3		-0.059	0.595	-0.003	0.845
Smart	3.0	300	0.5	5.2		0.067	0.546	0.040	0.015
Powerful	7.0	300	5.0	9.0		0.178	0.108	0.057	0.802
Proud	9.0	300	7.3	11.0		0.083	0.455	0.016	0.678
Delighted	5.0	300	3.8	6.2		0.287	0.088	0.102	0.021
Excited	6.0	300	3.5	8.7		0.131	0.239	0.059	0.303
Amazed	3.0	300	1.8	4.5		0.112	0.312	0.022	0.858
DON'T WANT TO HAVE	49.0	300	38.9	59.9		NA	NA	NA	NA
Worried	6.0	300	5.1	6.8		-0.116	0.296	-0.035	0.112
Frustrated	3.0	300	2.1	3.5		0.015	0.895	0.002	0.513
Ashamed	5.0	300	3.2	6.5		-0.170	0.125	-0.094	0.245
Disgusted	3.0	300	1.3	4.0		-0.197	0.075	-0.115	0.342
Bored	3.0	300	1.5	4.5		-0.102	0.361	-0.037	0.189
Dumb	18.0	300	16.2	19.6		-0.309	0.026	-0.289	0.008
Confused	2.0	300	0.6	3.1		-0.116	0.296	-0.035	0.112
Skeptical	9.0	300	6.8	10.3		-0.263	0.095	-0.132	0.039

	Dave's Killer Bread					RELATIONSHIPS WITH…			
	Implicit Associations					Brand Choice			
Attributes	**Score**	**N=**	**Lower CL**	**Upper CL**		**Corr.**	**Sign.**	**Shapley**	**Sign.**
WANT TO HAVE	65.0	300	58.4	67.5		NA	NA	NA	NA
Confident	7.0	300	5.5	8.5		0.178	0.108	0.057	0.802
Relaxed	3.0	300	1.2	4.6		0.112	0.312	0.022	0.858
Smart	2.0	300	0.8	3.5		0.083	0.455	0.016	0.678
Powerful	16.0	300	14.0	18.3		0.379	0.004	0.245	0.015
Proud	9.0	300	7.3	10.4		0.131	0.239	0.059	0.303
Delighted	12.0	300	9.9	14.3		0.281	0.037	0.187	0.048
Excited	10.0	300	8.5	11.2		0.178	0.108	0.057	0.802
Amazed	6.0	300	4.8	7.4		0.112	0.312	0.022	0.858
DON'T WANT TO HAVE	35.0	300	27.6	37.5		NA	NA	NA	NA
Worried	11.0	300	9.1	12.9		-0.302	0.031	-0.143	0.041
Frustrated	3.0	300	1.2	4.5		-0.116	0.296	-0.035	0.112
Ashamed	1.0	300	0.3	1.8		0.015	0.895	0.002	0.513
Disgusted	2.0	300	0.9	3.4		-0.170	0.125	-0.094	0.245
Bored	1.0	300	0.4	1.9		-0.102	0.361	-0.037	0.189
Dumb	10.0	300	8.2	11.5		-0.269	0.045	-0.222	0.094
Confused	3.0	300	2.1	4.3		-0.093	0.404	-0.030	0.595
Skeptical	4.0	300	2.3	5.6		-0.197	0.075	-0.115	0.342
					Unique Explicit Discrete Attribute Associations R-Squared				0.315
					Unique Implicit Discrete Attribute Associations R-Squared				0.476
					Total Model Attribute Associations R-Squared				0.653

Each SOI in a study generates its own tables, which appear within an Excel file as a separate worksheet. The primary information within each SOI worksheet includes...

- Explicit and implicit association scores that indicate the probability with which each attribute is associated with each SOI (relative to the other attributes) along with the upper and lower .90 confidence intervals for each association.

- Correlations and Shapley Values that indicate the direction and degree to which each association "impacts" each outcome measure in the study. P-values are also given to indicate the statistical significance of each impact coefficient.
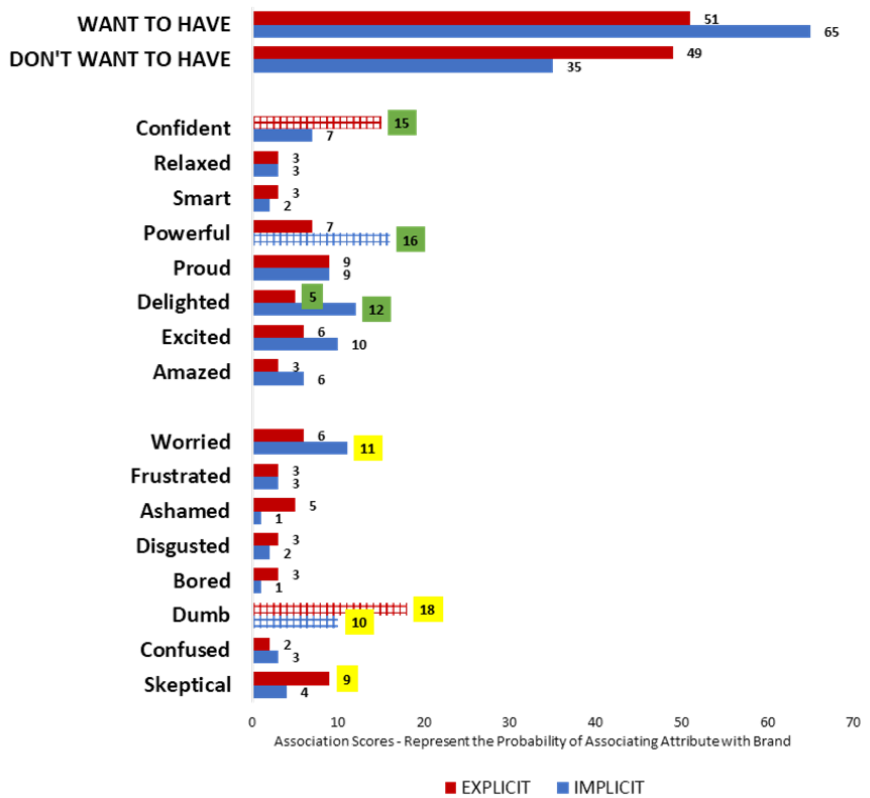
- R^2 (R-square) values that indicate the degree to which different sets of attributes collectively explain variance in the outcome measure. Specifically, one can see the unique contribution of the explicit associations, unique contribution of the implicit associations, and contribution of the total model (explicit and implicit associations).

Using the same data, here is **an example of an IE PRO YOU® graph**.

ASSOCIATIONS OF THE EMOTION ATTRIBUTES WITH DAVE'S KILLER BREAD AND HOW THEY IMPACTED BRAND CHOICE AMONG THE TARGETED RESPONDENTS (N = 300)

Attribute	EXPLICIT	IMPLICIT
WANT TO HAVE	51	65
DON'T WANT TO HAVE	49	35
Confident	15	7
Relaxed	3	3
Smart	3	2
Powerful	7	16
Proud	9	9
Delighted	5	12
Excited	6	10
Amazed	3	6
Worried	6	11
Frustrated	3	3
Ashamed	5	1
Disgusted	3	2
Bored	3	1
Dumb	18	10
Confused	2	3
Skeptical	9	4

Association Scores - Represent the Probability of Associating Attribute with Brand
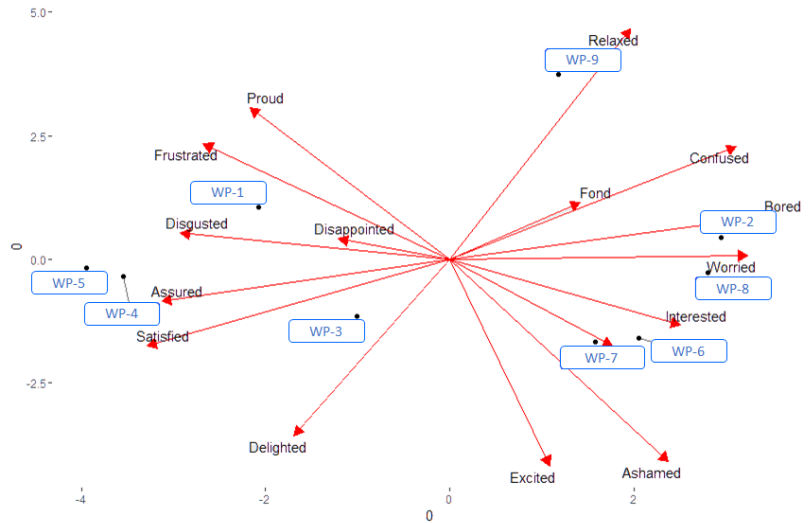
■ EXPLICIT ■ IMPLICIT

- The scores indicate the probability with which each attribute is associated with each brand explicitly (in red bars) and implicitly (in blue bars).

- The green and yellow highlights indicate attribute associations that significantly impact the desired outcome positively (green) and negatively (yellow).

- Cross-hatched bars indicate associations that impact the desired outcome the most (for each attribute type – positive or negative; explicit or implicit).
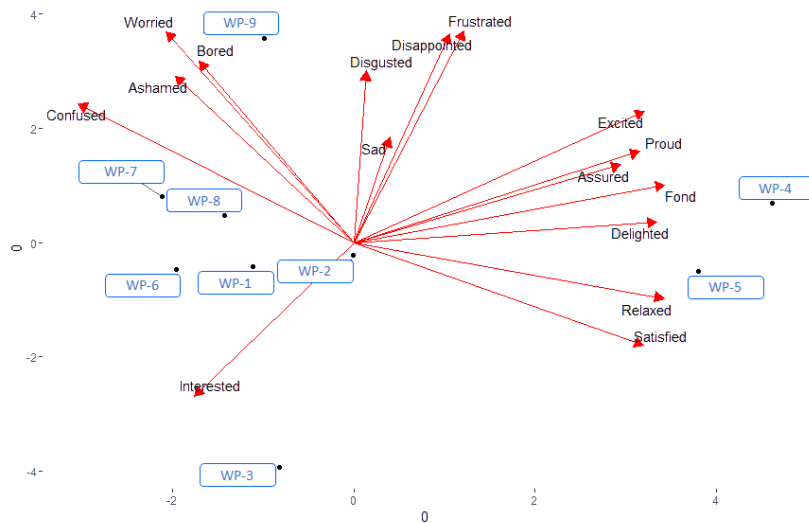
The third type of output is Perceptual Maps. Here are examples Perceptual Maps taken from a study that involved wireless mobile phone providers, masked here for confidentiality. Notice that separate maps are constructed for explicit and implicit associations.

EXPLICIT ASSOCIATIONS

IMPLICIT ASSOCIATIONS

These maps **nicely plot all associations and all SOIs on one graph so that positionings can be easily seen**. Furthermore, comparing explicit and implicit positionings **can generate implicit insights that would not be available from explicit surveys alone**.

These maps nicely plot all associations and all SOIs on one graph so that positionings can be easily seen. Furthermore, comparing explicit and implicit positionings can generate implicit insights that would not be available from explicit surveys alone. For example, WP-9 is implicitly associated with boredom, but explicit evaluations seemed to turn that low-arousal emotion into relaxation, which may have been the respondents' way of nicely expressing a more important negative feeling about WP-9.

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> "I think **the report was one of the best I have ever seen**. It absolutely solidified for me that our positioning and strategy is dead on and I have the ammunition now with the organization. Our ad agency was absolutely thrilled with the results, which also helps them sell us on some of their suggestions."

STEVE YDE
DIVISION VICE PRESIDENT
MARKETING
WAHL CLIPPER CORPORATION

Finally, a raw data file is generated and provided, showing respondent-level responses for the questions and tasks on the survey. Clients can use the raw data to conduct analyses on their own, if they wish.

Again, these are the standard outputs generated by an IE PRO YOU® study. In addition, the IE PRO YOU® platform allows filtering of the data and creation of these reports by various sub-segments of interest (e.g., males vs. females, different age groups, etc.) based on selected survey questions.

Interpreting IE PRO YOU® Results

Once they receive their results and reports, clients often ask, "How do I interpret the results?" It would be impossible to provide automated interpretations for IE PRO YOU® because each client's study is different, with different objectives and various nuances.

However, we address interpretation as follows:

- Each graph contains automated narrative that explains what the results are (but not necessarily what they mean) for each study.

- An example of standard results from an IE PRO YOU® graph can be found here (http://www.emotiveanalytics.com/ieproyou/GraphsExample.pdf).

- Clients can add supplemental reporting to each study. If such a plan is chosen, we will provide a more in-depth, customized report that can address what the results mean (vis-à-vis the client's objectives) and provide suggestions for decisions and actions based on the results.

IE PRO YOU® Subscription Plans

To conduct IE PRO YOU® studies, you "subscribe" to one of four plans, the last three of which are yearly plans:

- **SINGLE STUDY** – conduct one study only.

- **UP TO FOUR** – conduct up to four studies over a one-year time period.

- **UP TO NINE** – conduct up to nine studies over a one-year time period.

- **UNLIMITED** – conduct an unlimited number of studies over a one-year time period.

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Descriptions and costs for each plan are as follows:

First-time IE PRO YOU® subscribers **receive a 20% discount** on these standard rate subscriptions.

	SINGLE STUDY	UP TO FOUR	UP TO NINE	UNLIMITED
Description	Conduct one survey	Conduct up to four surveys in a given year (from date subscribed)	Conduct up to nine surveys in a given year (from date subscribed)	Conduct an unlimited number of surveys in a given year (from date subscribed)
Number of "Stimuli of Interest (SOIs) **assessed**	12	Up to 30 (as many as the system allows)	Up to 30 (as many as the system allows)	Up to 30 (as many as the system allows)
Number of Attributes	Up to 32 (as many as the system allows)	Up to 32 (as many as the system allows)	Up to 32 (as many as the system allows)	Up to 32 (as many as the system allows)
Cost (does not include sample costs, which are customized for each survey)	**$3,900**	**$9,900**	**$14,900**	**$19,900**

Note that these costs do not include sample costs, which are obtained and agreed upon for each separate survey.

In addition, supplemental analysis and reporting plans are available with certain limits.

Furthermore, first-time IE PRO YOU® subscribers receive a 20% discount on these standard rate subscriptions.

Customized plans distinct from these standard plans are available. Please **contact Paul Conner** to discuss customized plans (paul@emotiveanalytics.com; 314-752-0564).

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Booking an IE PRO YOU® Demo

We hope this white paper provides sufficient information for you to evaluate and spark your interest in IE PRO YOU®. However, you may want more information by speaking directly with Paul Conner, Emotive Analytics' Founder & CEO.

If that's the case, it's very easy! Just book a demo by clicking the button below or going to this link: https://calendly.com/emotiveanalytics/60min.

BOOK A DEMO

This will take you to an app through which you can schedule an online conference call with Paul Conner, who will take you through the demo.

Note: If this process doesn't work for any reason (e.g., if the process has been changed since this white paper's writing), then contact Paul Conner directly:

Paul Conner

Founder & CEO, Emotive Analytics
314-752-0564
paul@emotiveanalytics.com

The People Behind IE PRO YOU®

IE PRO YOU® is brought to you by a team of highly experienced experts in consumer research, psychological & behavioral science, and programming. Their profiles appear on the following pages.

"Paul has been a valued insights partner in my past and current role. **He is uniquely able to balance rigor and practicality** to bridge the gap between his expertise in consumer subconscious behaviors to business partner facing insights that are engaging and actionable."

BRENDA ALLEN-TOON
DIRECTOR, INSIGHTS & CRM,
SPROUTS FARMERS MARKET

PAUL CONNER
Founder & CEO

» Consumer researcher since 1982

» Agency, client, and supplier side experience

» Author: The AIM Process

» Started Emotive Analytics in 2004

» Articles in Marketing News, Quirk's, QRCA Views, NMSBA's Insights

» Speaker at Design & Emotion Society, IIEX, Insights Association (MRA), IEN, Path to Purchase Institute, and Neuromarketing World Forum events

DR. KEITH PAYNE
Professor of Psychology & Neuroscience, University of North Carolina

» Specializes in implicit social cognition

» Invented the Affect Misattribution Procedure in 2005

» Author: The Broken Ladder – How Inequality Affects the Way We Think, Live, and Die

» Co-editor: Handbook of Implicit Social Cognition

» International Social Cognition Network Early Career Award

» SAGE Young Scholars Award

DR. BETHANY KOK
Data Scientist / Behavioral Science Statistician

» Expertise includes strong experimental methods & high-order statistical analyses

» Lead Data Scientist - EmpowerTheUser

» Former consultant at The Max Planck Institute and data science course development at Thinkful

» Christopher R. Agnew Research Innovation Award, 2011

» Developer of IE Pro YOU® scoring

MIKE KOK
Software & Programming Consultant

» Web-based interactive tasks

» Longitudinal data collection tools

» Data management software

» Works with researchers at the University of North Carolina, Stanford, Oxford, and the University of Michigan

» Developed a customized AMP for the 2008 American National Election Study

» Developer of the IE Pro YOU® platform

emotive ANALYTICS

Again, if you'd like to learn more about IE PRO YOU®, please **Book a Demo** with me by clicking on the button below.

http://sgiz.mobi/s3/IE-PRO-YOU-Consult-Questions

BOOK A DEMO

Or contact me directly:

Paul Conner

Founder & CEO,
Emotive Analytics
314-752-0564
paul@emotiveanalytics.com

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Implicit, System 1 Insights for Mobile Phone Service Providers

Paul Conner of Emotive Analytics shows how they used implicit measurement (IE PRO Technology) to reveal different implicit and explicit evaluations of some mobile phone service providers that could be used to fine tune their marketing. (Click on the image at left or here to hear the video case study.)

Implicit, System 1 Insights for Subway

Paul Conner of Emotive Analytics shows how they used implicit measurement (IE PRO Technology) to discover implicit feelings that negatively impacted Subway's purchases. (Click on the image at left or here to hear the video case study.)