

by

boxee

redefining expectations.

**you don't  
need time**

to understand  
your respondent



you'll hear us banging on about 'time for thinking' a lot at boxee.

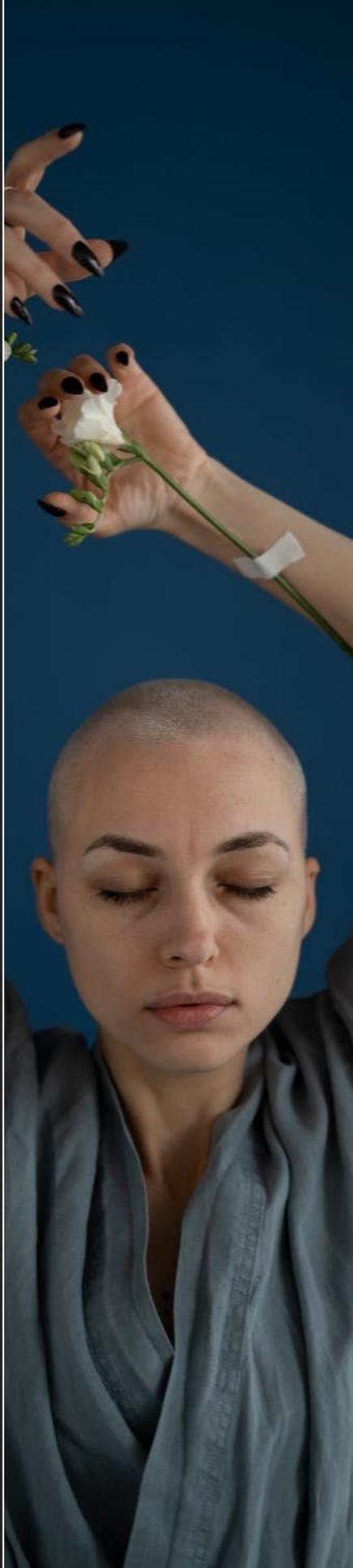
that's because we believe it's bloody important. and the fun part of our job.

yet it's the first thing that gets squeezed when the deadline for a project is brought forward. yeah, we don't get it either.

but i'm not here to stress how vital protected thinking time is throughout a research project rather than just at the back end, especially when it comes to good decision making. that's a no brainer.

**today i'm here to talk about the decisions we make quickly.**

the ones we do without even realising because our implicit associations are driving us to say yes to that shiny new car, or another expensive handbag when we already have five unused bags (not sure when this blog became so self-reflective).



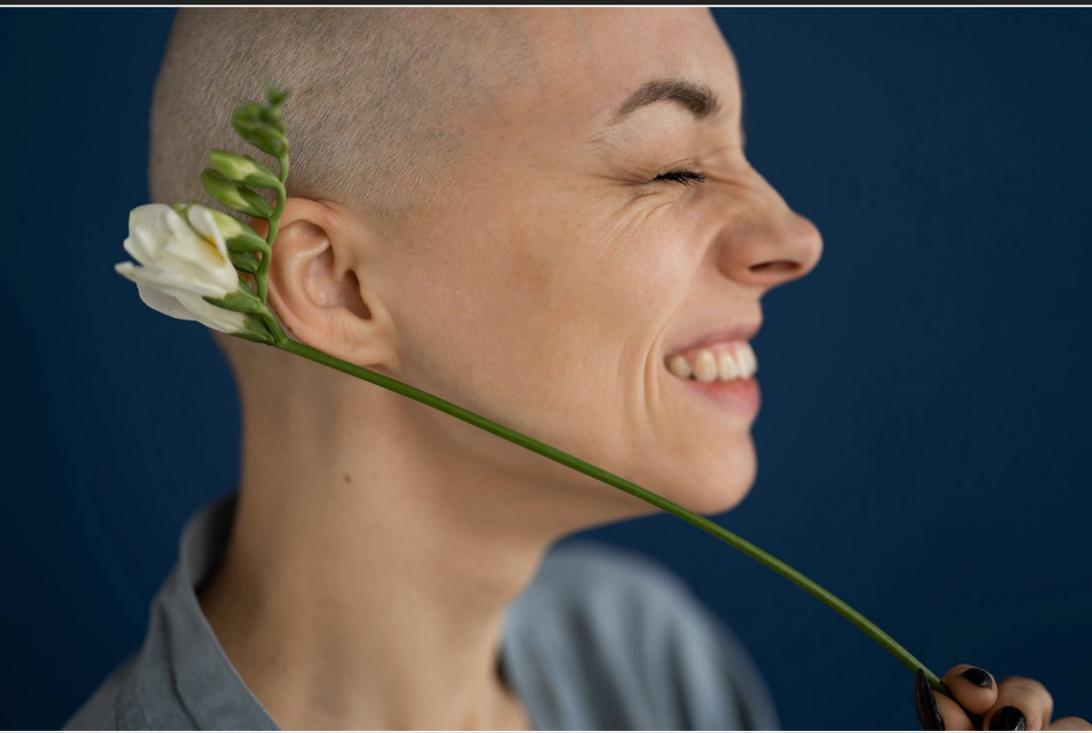
projective techniques like a gestalt room or a blob tree are often used to get at these implicit attitudes.

“if product X were a room in a house, what would it be?”... the respondent will blink in surprise for a few seconds, see they’ve got to provide an answer, and then blurt out whatever pops into their head. these techniques do have their uses.

but these techniques often take time and coaxing from an experienced moderator, and require a qualitative setting where the respondent has been over-primed by a tonne of boring stuff.

the truth is, in some instances, you don’t need a lot of time and effort to understand a person (we’re simple creatures).

**in fact, the faster the response, the more interesting the finding.**





that's what the creators of the

## **implicit association test (IAT)**

have demonstrated again and again and again.

an IAT doesn't just measure associations between concepts, it measures the strength of that association. how? by timing how long it takes to categorise a concept.

putting it simply, if you were asked whether the brand McDonalds is associated with the word 'unhealthy' then you might have a high proportion of people saying "hell yeah, it's the worst".

but what's more interesting is measuring how quickly people agree that McDonalds is unhealthy. some people will implicitly agree (fast responses) and some people agree but their associations may be weaker (slower responses), suggesting there's more to their opinion of McDonalds being unhealthy –and, we'd wager, their Big Mac order history.

IATs have been run across a range of attitudes, from political parties to sexuality, and associations of gender and race. they're legit. and they can be run in five minutes, as a standalone online survey for example or as part of a larger project.



**WANT TO EXPLORE  
AN ATTITUDE?**

**USE AN IAT. SIMPLE.**

# YEAH BUT SO WHAT?



but what's really great about using an IAT in market research studies (quantitative and qualitative) is that we can link implicit associations, for example "product X's implicit trustworthiness", to prescribing behaviours such as "new initiations of product X each month".

then we can pinpoint what implicit attitudes are likely to predict high brand usage, and what attitudes cluster together to form segments that can be targeted appropriately by sales teams.

pretty cool.

what gets our juices going though is the overall data you collect from an IAT. boxee now has a database of over

**64,000 data points** (using our HCP IAT)

in therapy areas such as oncology, pulmonology and cardiology. when we come to think about the results of an IAT and the relevant implicit attitudes, we can compare these with our benchmark data.

that's right, we can analyse in a wider context beyond one single product/therapy area.

fucking cool.

in summary, sometimes it ain't the time you spend thinking, but the quality of the thinking.

**get in touch to talk IAT with our exploration lead Sofia Fionda (who also happened to write this blog).**



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A woman with a shaved head is sitting in a wheelchair, smiling and looking upwards. She is wearing a white sweater and has her hands clasped near her chin. The background is a solid red color.

**SAY NO**

**TO BLAND.**

**COME WORK**

**WITH US.**