



morphii[®]

Are you listening to outliers
or the majority?

July 15, 2020 - 6 Minute Read

For Natural Language Understanding, Participation Matters...

Are you listening to outliers or the majority?

By Greg Haudek, PhD, Senior Research Advisor and Liz Gurley

July 15, 2020 - 6 Minute Read

Being asked to “rate and review” has become a daily occurrence for most. Recent purchases, political inclinations, work life ... these are all instances where there's something qualitative at stake.

On their own, Quantitative rating scales aimed at capturing sentiment—like NPS, 5-Star, or Emoji—don't provide enough context to:

- A. Inspire confidence, and/or
- B. problem-solve efficiently.

As a result, the adoption of **Natural Language Processing (NLP)** is surging.

Capitalizing on AI/ML to classify experiences and identify trends in open-ended feedback helps companies, campaigns, employers, educators, governing bodies, etc. understand and improve how they are perceived and sustain an advantage.

There's one glaring problem with this approach: participation.

Most people do not provide clear, substantive open-ended feedback unless their experience has been extremely positive or negative. From a marketing perspective, this may or may not be a dealbreaker. But, if strategy is dependent on this data then it ignores the most common experiences—raising the question: **what is the most efficient way to engage people who have had all types of experiences in self-expression?** Vizbii Technologies, Inc. set out to answer this question.

THE RESULT . . .



Morphii® is more than 2x as effective at provoking open-ended feedback from the majority than NPS and Emoji and 4x more effective than star ratings.

Background.

Having included Morphii technology in over 100 research projects to date at their global consumer research firm, the VP of Client & Consumer Services came to the team at Vizbii last year with some striking anecdotal evidence, saying:

“

It's as if using Morphii to express the intensity of their feelings made respondents think more critically about their experience, and want to tell us more.”

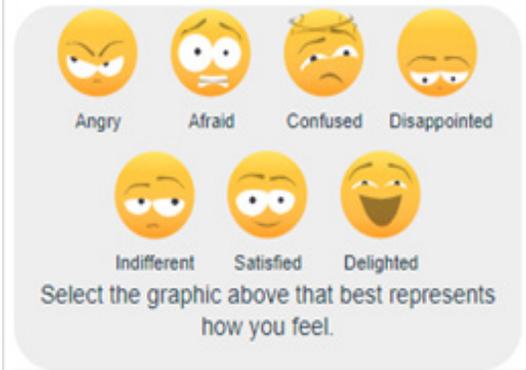
The significance of this claim was not lost on our team. Even though Morphii was purpose-built to bring authenticity, simplicity and fun to otherwise mundane interactions, we did not necessarily anticipate users having this “well, now that I think about it...” moment.

Morphii's proficiency as an engaging and powerful plug-in visual measurement technology is compelling enough. But, if Morphii could enhance the NLU initiatives that data-driven organizations are already heavily invested in by provoking people to offer more thoughtful open-ended feedback, then we'd have something even more valuable.

Study.

With the Coronavirus and shutdown in full swing, Vizbii had a unique opportunity to prove out this evidence with our own research and data; and, with the pandemic top-of-mind, we set out to understand the experiences of Americans during this crisis. As states made plans to re-open we approached a sample of 1,000 US residents—collecting data about their intentions to patronize businesses and visit public spaces. In addition, we asked segments of respondents to either rate their state's reopening plans (with 5-Star Ratings or NPS®) or express how they felt about them (with Morphii or a static emoji scale). Regardless of how respondents were asked to weigh in on reopening plans, all were given the option to provide open-ended feedback to explain their rating or feeling... and did they ever!

2. In terms of reopening your state's economy amid COVID-19, which of the following best reflects how you feel?



DEMOGRAPHICS:

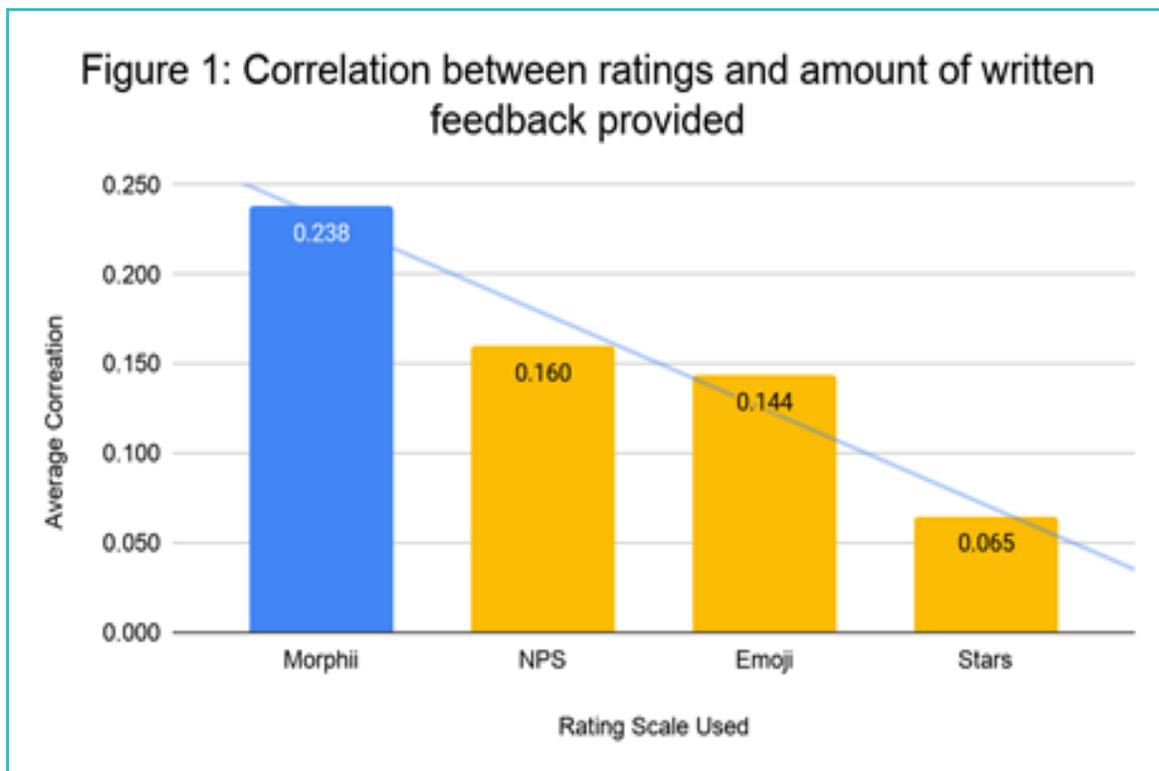
Age	18+ (only < 2% over 65)
Gender	48% Female, 49% Male, 3% Other Gender Identity
Locale	47 US States + Washington, DC

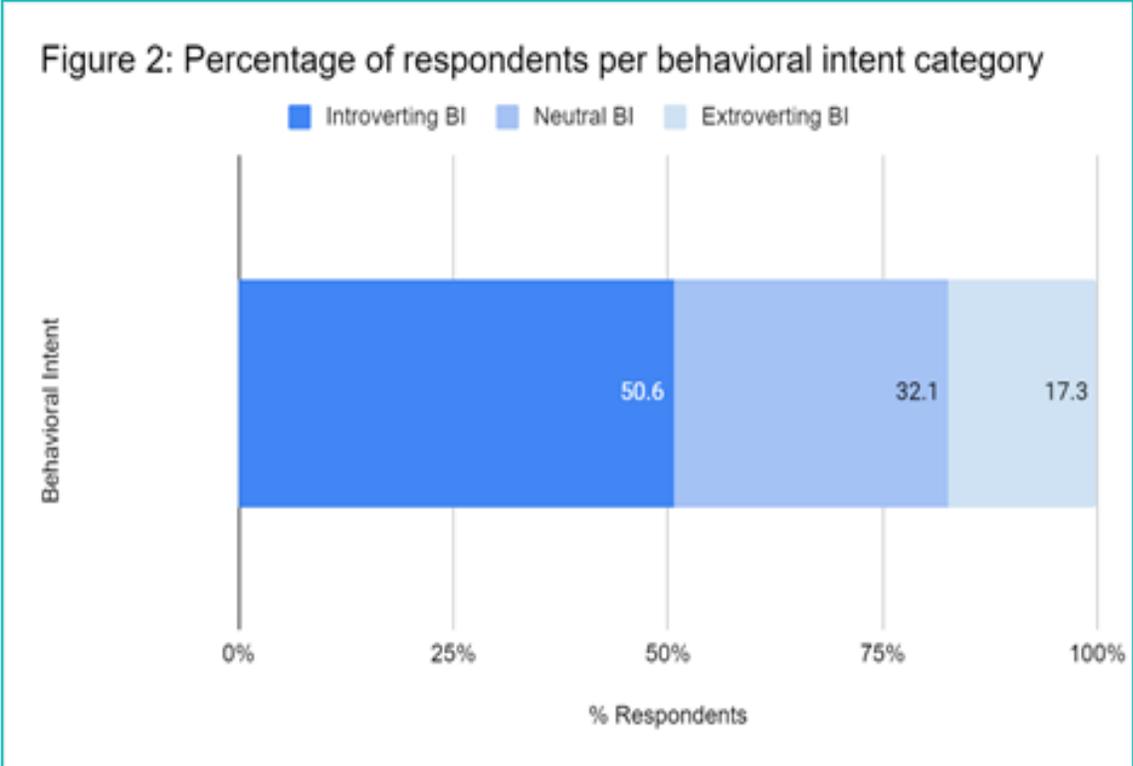
Objectives and Observations.

Our goal is to understand the connection between various rating scales and their propensity to engage respondents in providing the qualitative written feedback organizations crave. It is worth noting as a caveat that open-text responses were remarkably high across the board, at 88%. No doubt this is due to the universal impact of this topic; and, with this in mind, we do intend to mimic this study in more conventional, consumer-focused follow-up research.

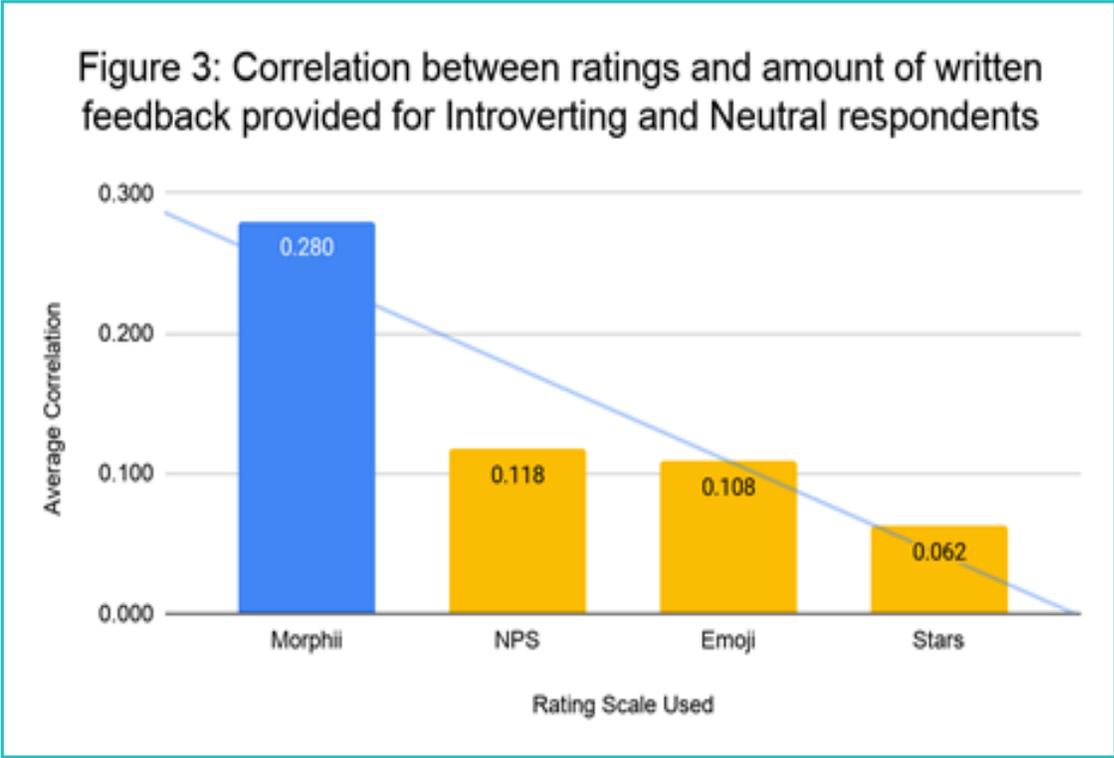
Findings.

Even with such an overwhelming response, Morphii earned a clear advantage in comparison to other methods. Morphii motivated more respondents to share important details about their rating more frequently than any other approach to collecting data. But, with such a high written response rate, we wanted to dig deeper and understand the relationship between respondents' behavioral intent, response methodologies, and open-ended text feedback. The result (Figure 1) indicates that across all respondents, the average correlation between Morphii response and words written was nearly 50% higher than that of the next highest rating scale (NPS).





On its own, this achievement is remarkable; but, we wanted to hone in on the majority of respondents—with more than 80% reporting their intent to *Sometimes, Rarely, or Never* go out (Introverting & Neutral Behavioral Intent depicted in Figure 2).



Since over 80% of respondents expressed more reserved intentions, we took a closer look at the relationship between response methodologies and open-ended text feedback among those behavioral intent segments to better understand Morphii performance (Figure 3). Among this population, Morphii more than doubled the correlation to the nearest competitor. **More specifically, Morphii was more than twice as effective as NPS and static emoji scales, and over 4 times more effective than a 5-Star rating.**

Summary.

Put succinctly, when someone has uncertain behavioral intentions, or someone feels negatively about a situation, Morphii measurement is more closely linked to the amount of descriptive information they will provide about their rating than any other rating approach.

Think about the implications here: a strong and positive behavioral intention needs less explanation to understand, but often dominates written and verbal feedback. However, in situations where additional information is critical to understanding someone's rating or behavioral intention, Morphii motivates more people to share critical information that is more related to their ratings than any other approach.

As an added benefit, Morphii also allows NLP systems to confirm interpreted sentiment analysis findings (e.g., negative, neutral, positive) with self-reported data that adds nuance to understanding subjective experiences and their significance by providing a categorical qualitative experience type and a quantitative intensity measurement.

Looking Forward.

A recent study published by Apptentive revealed that “Even the most sophisticated brands only hear from less than one percent of their customers” and went on to conclude that adding NLP to NPS initiatives (what they refer to as NPS+) would uncover gray area insights and give voice to a “silent majority” to provide stronger insights that are less biased by a “vocal minority” (source). While this approach to insights is common and certainly more effective than NPS (or any rating system) alone, we endeavor to do more than the average measurement... to imagine, engage and manifest the possibilities with Morphii as the measurement scale of choice!

Stay tuned for more pivotal Morphii outcomes! Get actionable feedback from the stakeholders that matter to you, email info@morphii.com

morphii[®]