

Korrekturhinweise

Facial recognition in market research

0	1	2	3	4	5	6	7
B	C	B	D	C	A	D	B

Begründungen

0

The text says: "Facial expressions are strongly linked to emotions, and research organizations have used human observation of recorded videos to try to assess emotional response for many years." So far, the interpretation of people's feelings has therefore combined technology and people's judgement.

1

The text says: "Human assessment has many limitations, however, and facial expression recognition technology offers an opportunity to overcome some of these limitations, delivering a much greater level of insight about personal sentiment and reactions." When people watch and interpret feelings, the results are therefore likely to be far from perfect.

2

The text says: "According to research by Dr. Paul Ekman, a pioneer in the study of emotions and facial expressions and Professor Emeritus of Psychology at the University of California Medical School, brief flashes of emotion displayed on the respondent's face – or 'micro-expressions' – reveal a person's beliefs and their propensity to act or buy." US studies therefore prove that tiny signs of feelings show somebody's attitudes.

3

The text says: "Customer experience leaders have declared 2016 'The Year of Emotion,' continuing the trend for MR and Voice of the Customer (VoC) to become increasingly complementary disciplines. This trend is also likely to fuel demand from enterprises who expect their MR providers to offer the most cutting-edge research technologies." In marketing there is therefore a tendency to use the latest technical tools.

4

The text says: "This knowledge not only gives researchers a greater understanding of behavior patterns but also helps predict likely future actions of those consumers. The result? An unprecedented level of insight into what affects customer emotions." With the help of the new technologies, scientists can therefore find out what influences the feelings of buyers.

5

The text says: "Marketing researchers are under increasing pressure to deliver real business value to their customers. Adding to that pressure, however, are the ongoing decline of survey response rates and challenges with collecting data from specific demographic groups." Marketing experts therefore face the problem that people get tired of taking part in polls.

6

The text says: "Within a survey, an advertisement can be shown during which the respondent's webcam will record their reaction." When doing market research, the new technology therefore films the consumer while watching a commercial.

7

The text says: "Traditionally, respondents would answer questions about the advertisement, rating it on various scales. While broadly effective in most cases, results are dependent on the respondent's ability to recall what they've just been shown, their interpretation of their own emotions, and their ability to put those emotions into words." In conventional market research, the success of a survey was therefore influenced by the short-term memory of the participants.