

The Impact of Priming on Open End Responses in Kids Testing

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Advancing Sensory Science by Integrating Perceptual,
Cognitive, and Behavioral Psychology

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Kids Testing comes with Challenges!



- ✓ Low discrimination among samples
- ✓ Ability to only ask minimal number of questions
- ✓ Limited open end feedback



**New
approaches are
necessary that
enable deeper
insight!**

Priming

"...a technique whereby exposure to one stimulus influences a response to a subsequent stimulus, without conscious guidance or intention."

**Priming as defined by Wikipedia*



How do you feel about your typical cup of morning coffee?



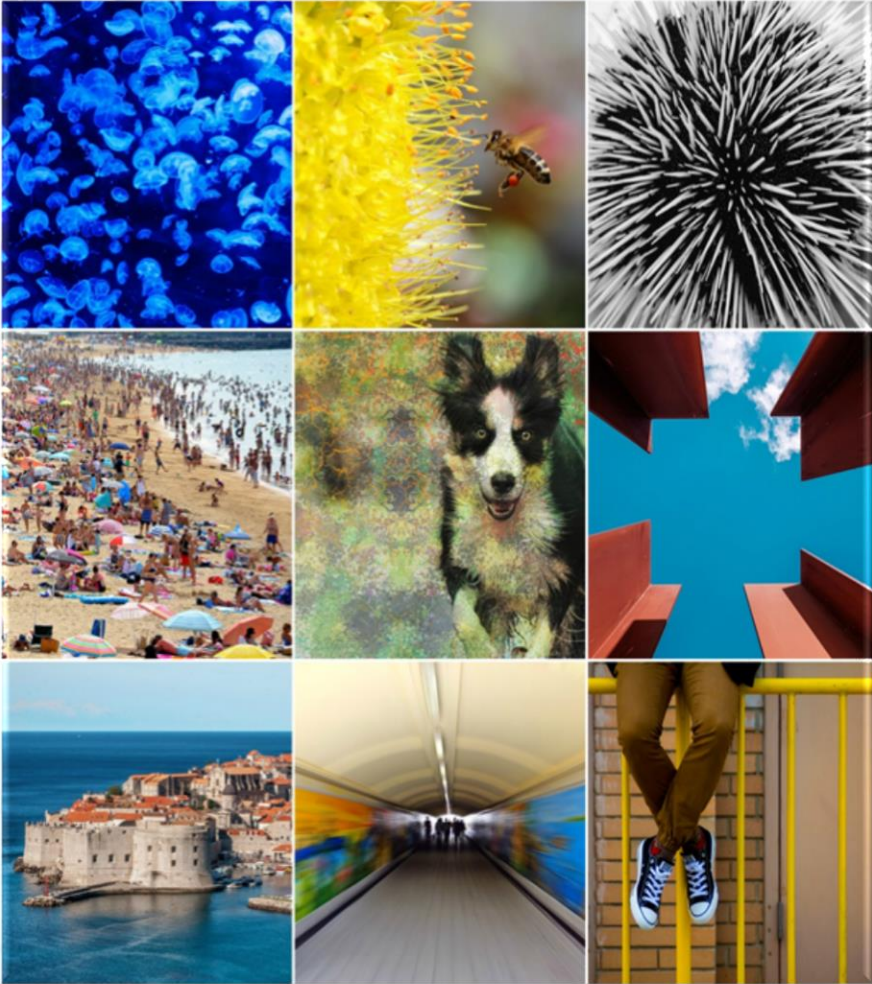
Smells
great

Has a bold
flavor

Wakes me
up

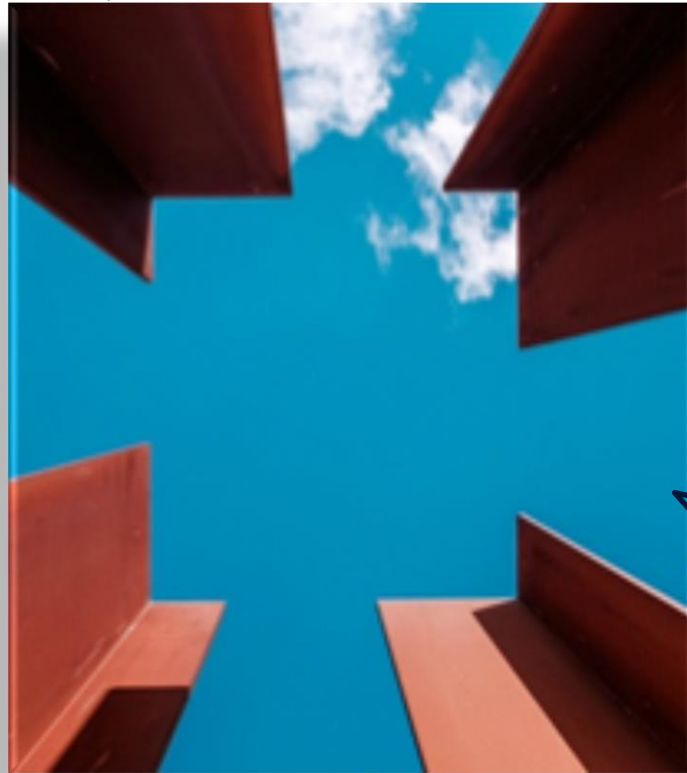
Is part of
my routine

Pick an image that describes how you feel about your typical cup of morning coffee and describe why.



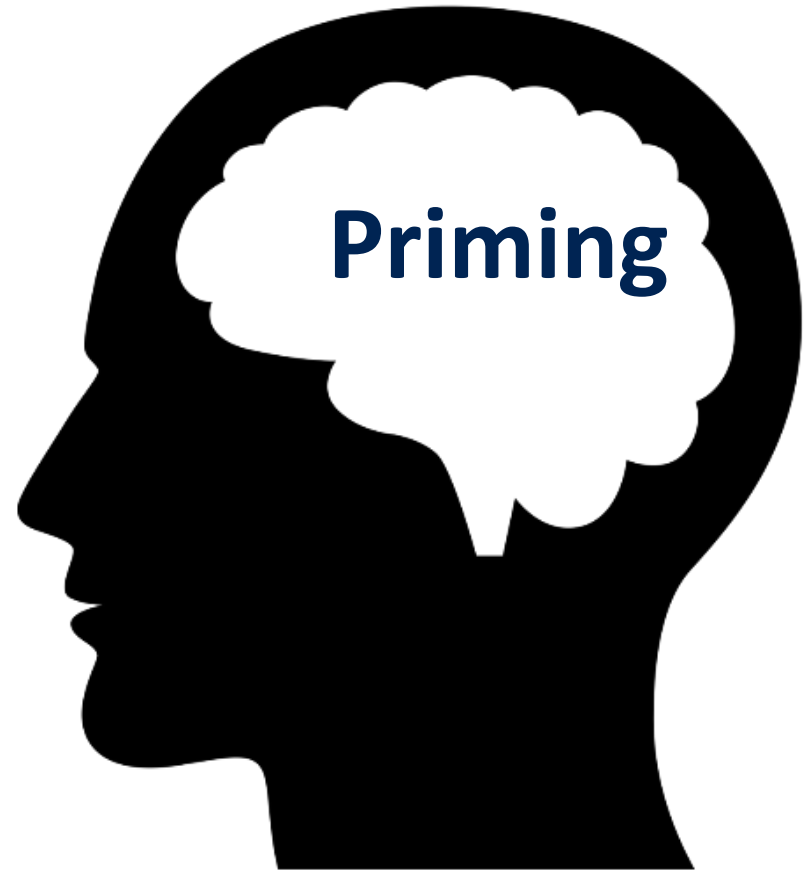
*The bold flavor
wakes me up,
helping me to **focus**
on my tasks for the
day*

*The aroma fills
my house and
brightens my
morning*



*A strong cup of coffee
makes me feel like the
sky is the limit, I can
accomplish my goals*

- ✓ **Activates brain to focus on something**
- ✓ **Reveals subconscious cues**
- ✓ **Expands what is perceived**



Priming in Research



Experiences



Storytelling

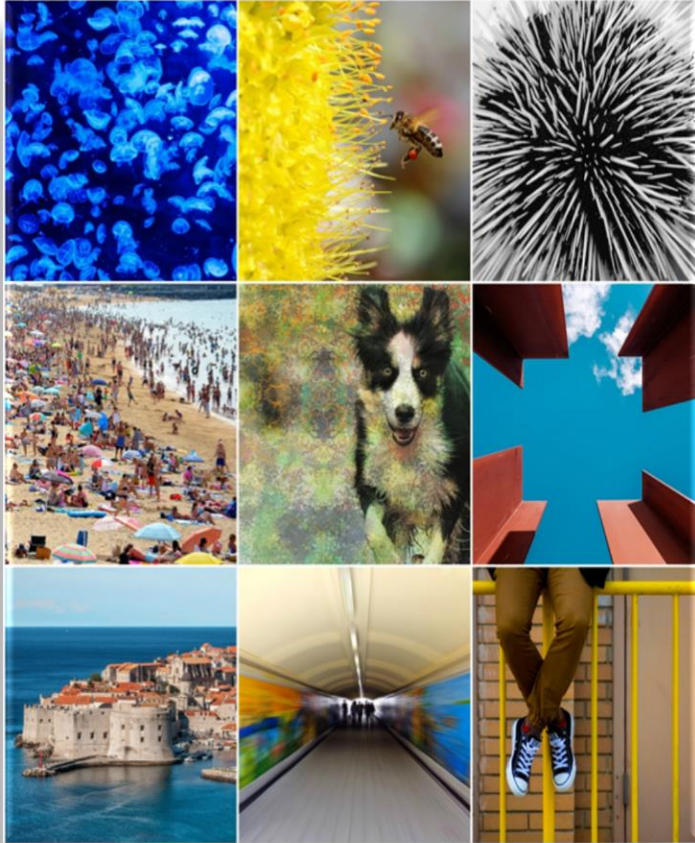


Range of Sensory Stimuli



Imagery

Emotional priming has shown to be useful with adults.



- ✓ More product differentiation
- ✓ Detailed open end comments
- ✓ Emotional connections
- ✓ Deeper understanding of concept-product fit



Not as useful with kids, due to limited experiences.

Emojis widely used to enhance communication with kids.



Education



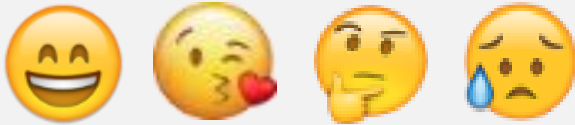
Medical



Mental Health

Hypothesis

Emotional Prime

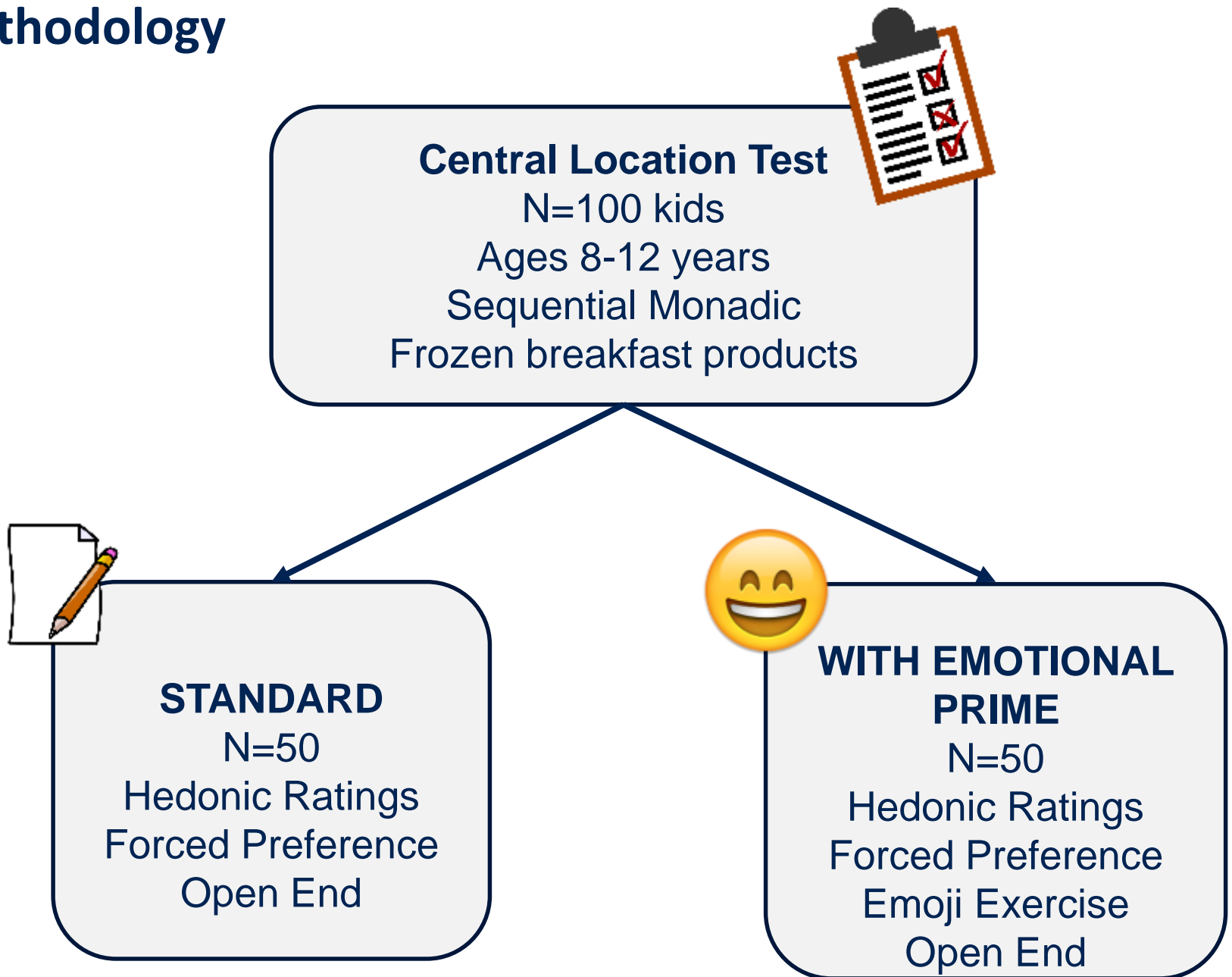


Emojis

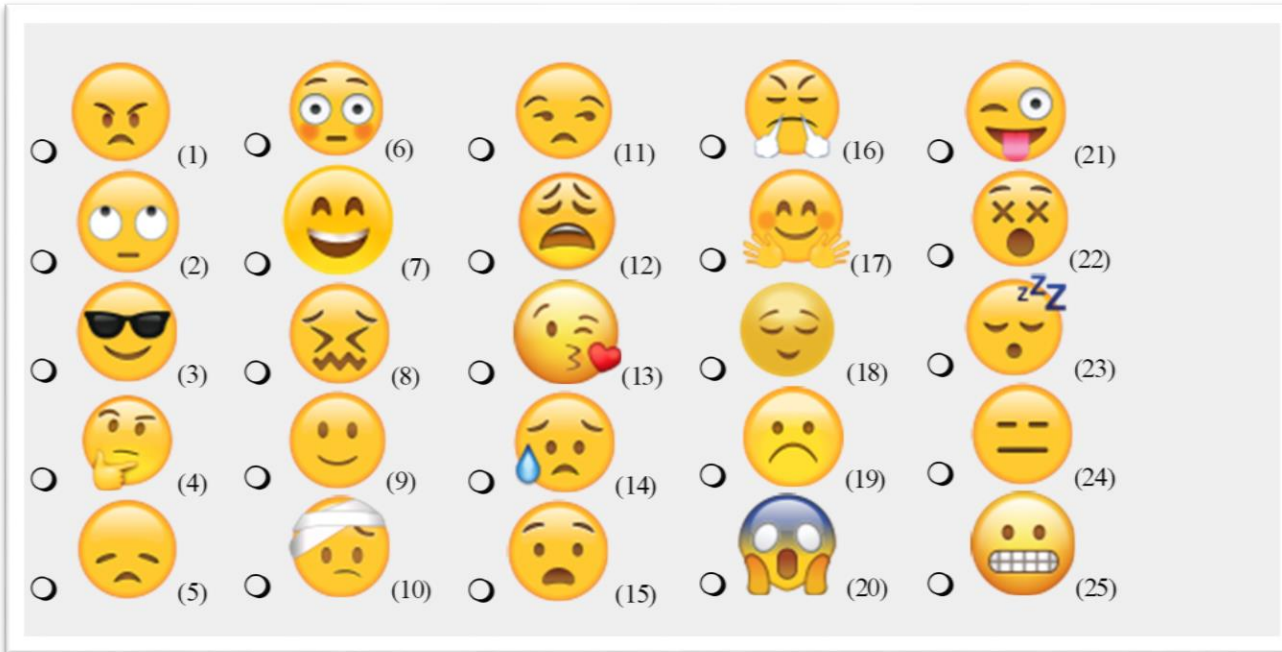


- ✓ More detailed open ends
- ✓ Connected to emotion

Methodology



Emoji Set & Hidden Definitions




- ✓ Utilized in schools
- ✓ Faces only, not too literal
- ✓ Randomized

- Angry (1)
- Annoyed (2)
- Calm (3)
- Confused (4)
- Disappointed (5)
- Embarrassed (6)
- Excited (7)
- Frustrated (8)
- Happy (9)

- Hurt (10)
- Jealous (11)
- Leftout (12)
- Loving (13)
- Nervous (14)
- Offended (15)
- Outraged (16)
- Proud (17)
- Relieved (18)

- Sad (19)
- Scared (20)
- Silly (21)
- Surprised (22)
- Tired (23)
- Unamused (24)
- Uncomfortable (25)



**Feedback was
vastly different
from the two
approaches!**

With emotional prime, comments **were focused more on the kid** than the product.



Emotional Prime

“Product was super good and this is **like a sign of happiness to me and it makes me feel great**”

“I’m happy that I **get to eat food with my hands** and its good”

“**Surprised I loved this** so much”

“I **feel cool** after eating it”



Standard

“it had the **right feel in my mouth**, it had about the right everything and the **flavors were good**”

“Had the **perfect amount of filling** on the inside and nothing was too strong”

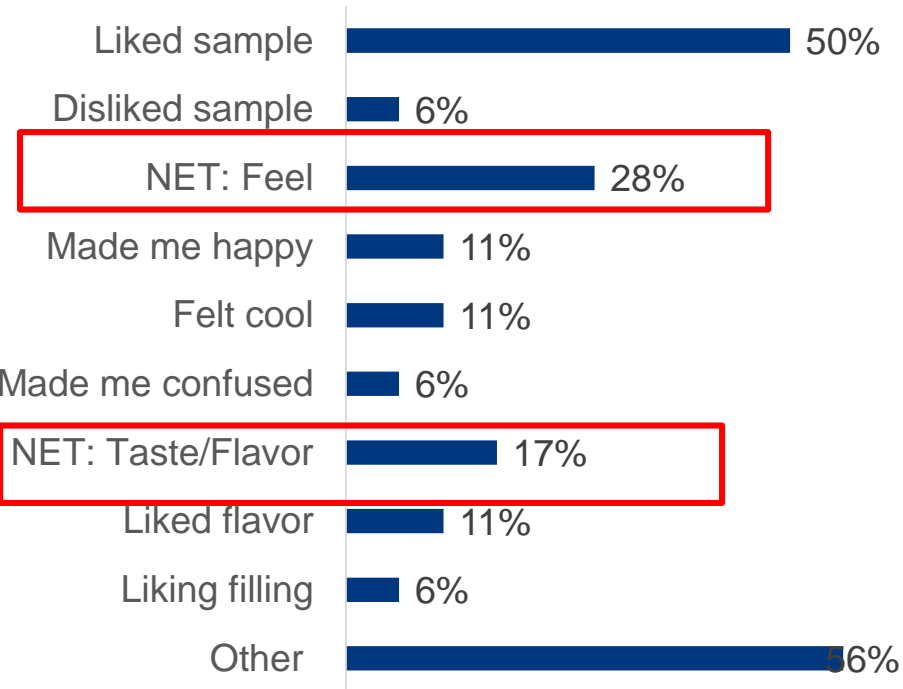
“I **tasted more cheese**, and it was **nice and soft**”

“I **love the meat and the cheese** taste. It’s a **little sweet** and that is also great”

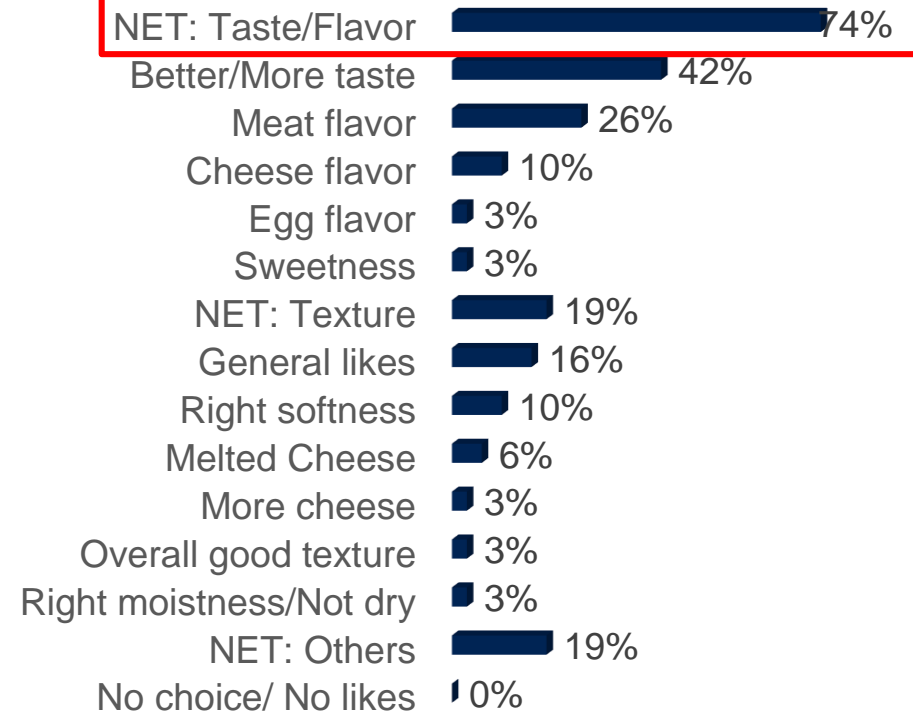
Emotional prime resulted in **more emotional**, but **less detailed** feedback.



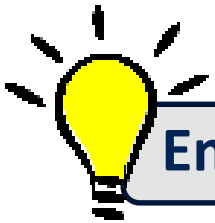
Emotional Prime



Standard



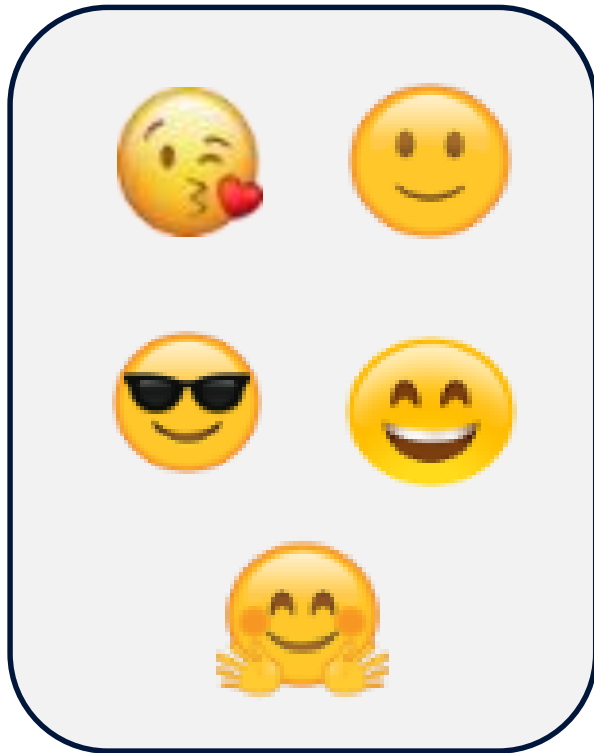
With emotional prime, **simple one thought** responses were provided, where standard approach provided **multiple thought**.



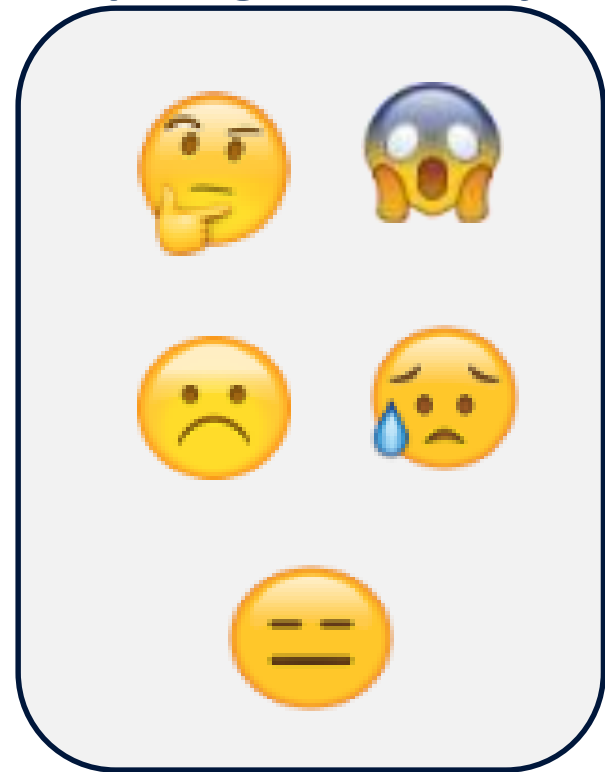
Emojis seem to convey a lot of information in one character.

Kids tended to select from a top set of emojis.

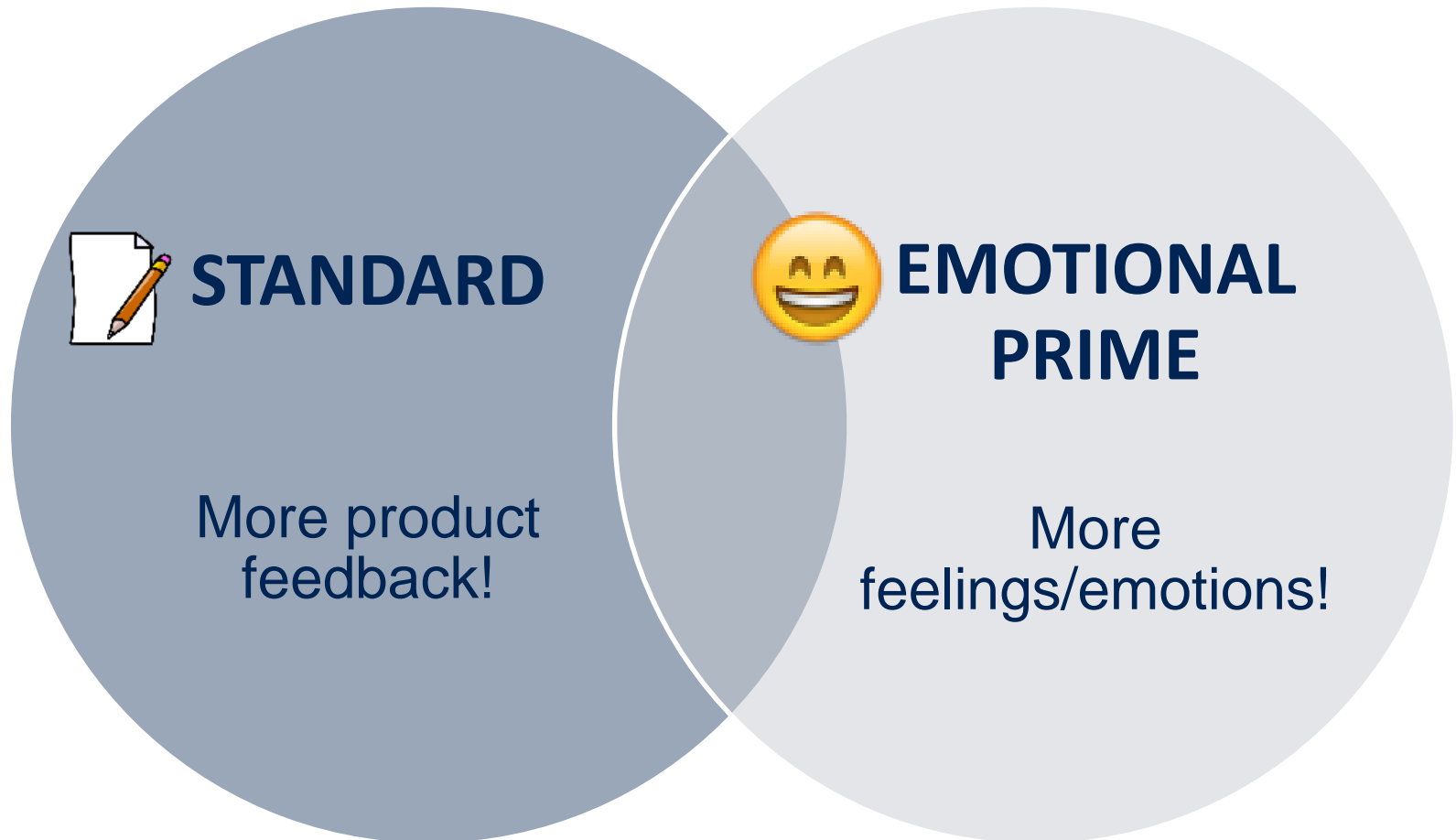
Top Positive Emojis

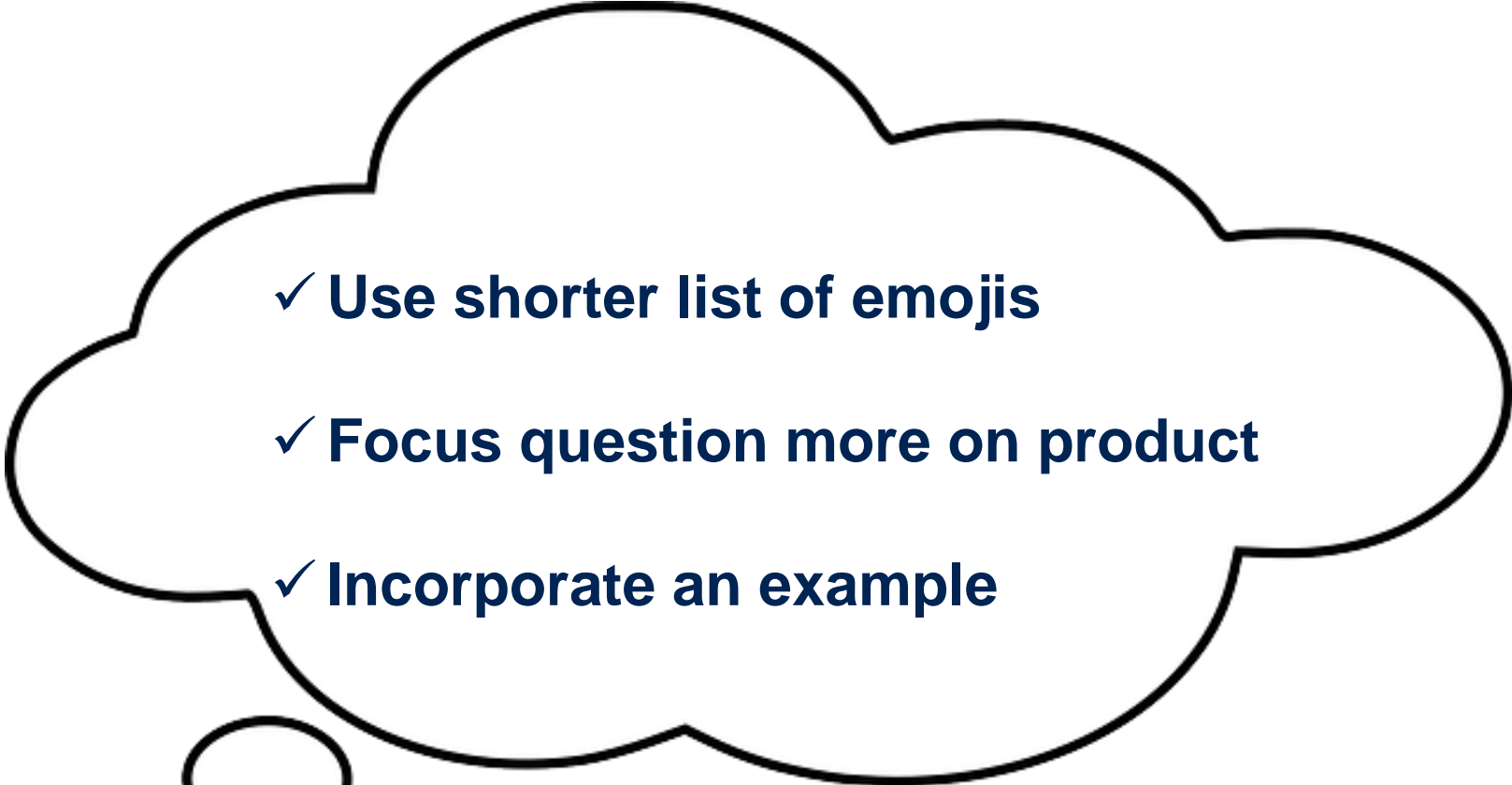


Top Negative Emojis



Overall there is value in both approaches!



- 
- ✓ **Use shorter list of emojis**
 - ✓ **Focus question more on product**
 - ✓ **Incorporate an example**



THANK YOU!

