# Making the Most of Data Diversity in Sensory Science
## April 29, 2020
## Webinar Q&A Session

Moderated by John Ennis
Speakers: Janavi Kumar, Michelle Murphy Niedziela, Alexandra Pierce-Feldmeyer

1. **Would the Alexa surveying method be more suited for those who are visually impaired?**
   - Great point. I definitely think this type of survey method does reach insights from the visually impaired population different and should be explored.
   - Yes, definitely. Also, children and other people with literacy limitations. And anyone who needs their hands, such as pet owners or people shaving, eating messing food, preparing food, etc.

2. **Regarding Alexa- how long did the conversation last during the survey? How is that time different than normal than current Alexa use?**
   - Approximately 10 -15 minutes. Since Alexa is taking you through your survey, it generally takes more time to go through.

3. **Would you do CATA again?**
   - Yes! with fewer options.
   - Agreed, CATA worked quite well

4. **Did you consider doing a text (cell phone survey) as well for comparison?**
   - We hadn't for this first stint - I would love to learn what your hypotheses are around comparison w/ text-based surveys.

5. **How is that time different than the time people currently use Alexa?**
   - Takes longer, would recommend short, supplemental surveys

6. **Do you think this first study was a learning study; that participants would have an easier time with a second study?**
   - Yes, because there wouldn't be the friction of getting them access
   - I think we have some good learnings about how to design a survey more suited for deployment through smart speakers. We'd want to test that out though.

7. **How do you think the Alex survey method, traditional phone surveys, and online surveys compare to one another?**
   - Good question, I think that Alexa surveys complement online surveys by allowing you to get hands-free, in the moment responses on a few key attributes, plus you get timing information. Over time, Alexa surveys will also allow some of the benefits of qualitative research conducted over the phone.

8. **Do you believe in facial recognition to read emotions?**
   - I think you bring up great points about the comparison of survey methods. One unique use case of this smart speaker deployed survey would be the 'hands-free' evaluation for certain categories (think meal prep, etc.)

9. **Thanks, Janavi and John - for anyone who does not have time to sit in front of a mobile device or laptop. And Alexa devices and Google home assist are very brittle if one is slow on their thoughts or sentences**
   - Agreed, or anyone who needs their hands. Plus, you get timing information

10. **Definitely interesting insight on Alexa. I wonder if with more familiarity, consumers would feel more comfortable providing qualitative responses like they would when writing?**
    - I think so. We view Alexa almost like a person in my house

11. **From the current case study - it seems Alexa may be valuable for direct questions that's mostly all about quantitative responses.**
    - Yes, but those you'd like to collect hands-free and, in the moment, like when you first take a bite of something, or when shaving, in the shower, with your dog, feeding your baby, etc.

12. **Question on facial coding-- have you seen any success when using facial coding with kids?**
    - Yes, but honestly, I think it's best done with an expert coder instead of the software. There are a lot of problems that can arise with different populations as the algorithms used are based on adult populations.

13. **How likely do you think it is that this sort of smart assistant survey technology could be implemented through a phone and paired with geofencing or another location tracking technology?**
    - You can take these surveys through voice from your phone (for e.g Alexa, you can access the skill through your phone). Location tracking maybe interesting to explore for the right question/category. Did you have a certain one in mind?

14. **Can you recommend some resources that sensory scientists could use to get more education on Facial Coding, GSR, etc., and how to best apply these tools in our labs?**
    - I'd be happy to share some articles. Honestly, the main problem is that there aren't many resources that highlight the limitations, specifically for sensory. I can share the publication I showed with you and I'd be happy to discuss the topic if you'd like to reach out. (michelle.niedziela)

15. **Thank you, Michelle, for the great reminder of leading with the research question so that the right tool/approach can be selected. It can be so tempting for teams to "order" up an approach vs. thoughtfully thinking through the key questions.**

- Thanks! So often we've had clients come to us leading with the technology as opposed to research question. And sometimes our answer has been that a neuro approach just isn't appropriate. I also think that sometimes people don't realize the diversity in the neuro approaches and that you can often find a more appropriate or cheaper option than what they thought.

16. **What kind of software you use for facial coding? Any specific product?**
    - We have used quite a few, as a "neuro" company we find it very important to validate all measures. I do like the approach from FaceReader as they are very open about the limitations and there's more opportunity to work with the data, whereas other companies tend to be more closed in their algorithms. But I would also suggest the importance of collaborating with someone who has experience as there are a lot of problems with trying to apply FC to sensory.

17. **Do you present CATA terms one at a time, asking for a Yes or No per term?** YES

18. **Do you have an idea how much this data base would cost?**
    - It depends on your level of involvement and the level of capability and deployment you need.  What Alex is showing was all done in R and Neo4j community edition, both of which are free.  Enterprise level databases are obviously more expensive, with the costs depending on your needs.

19. **Is Neo4j confidential?**
    - it should be since it is software you download on your computer, but this might be a better question for John to answer in detail.

20. **Is there a reason you picked Alexa over competing smart speakers such as Siri or Google Assistant?**
    - Higher penetration at present.