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Director, Brand Strategy

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Director, UX Strategy

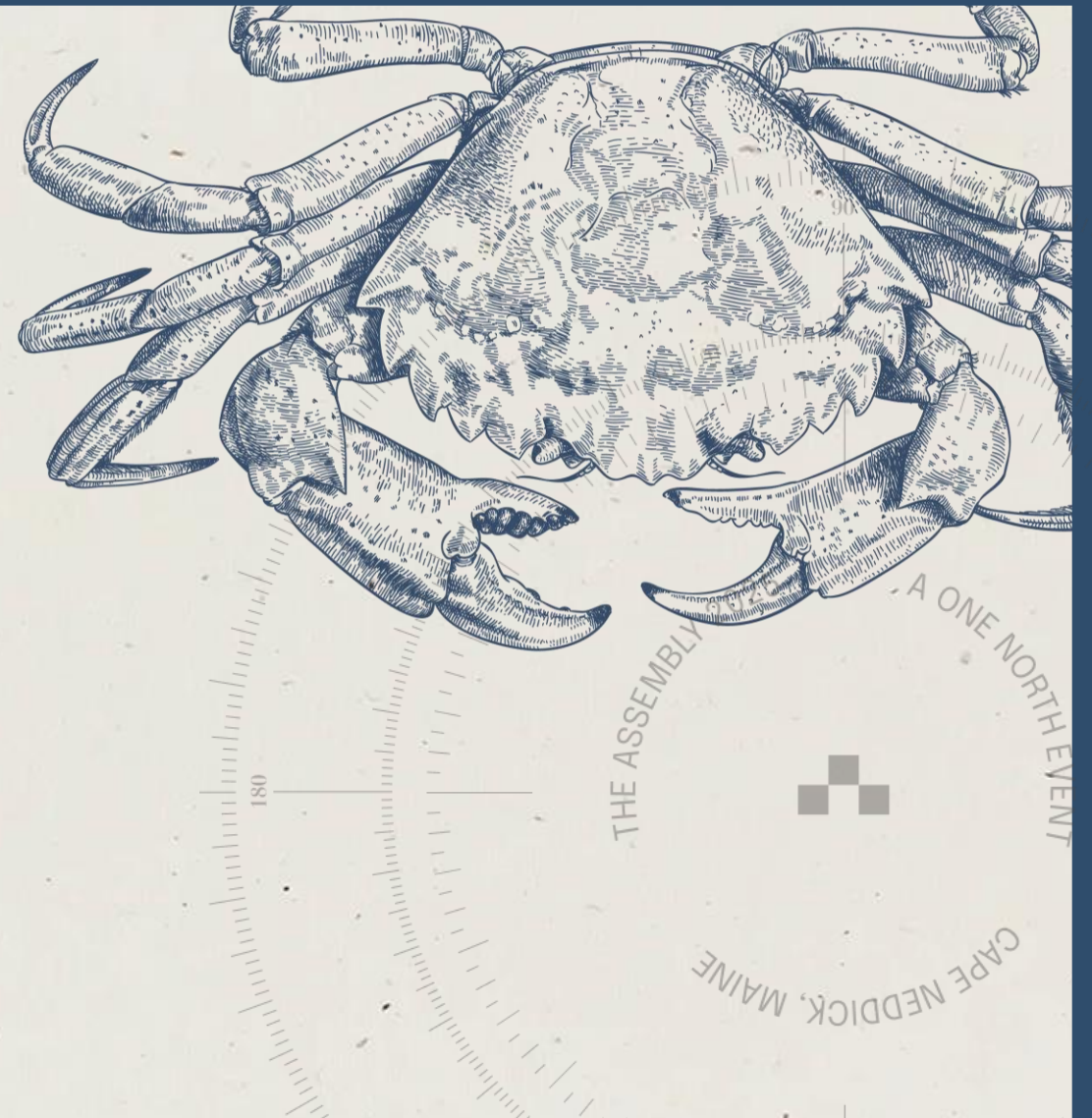


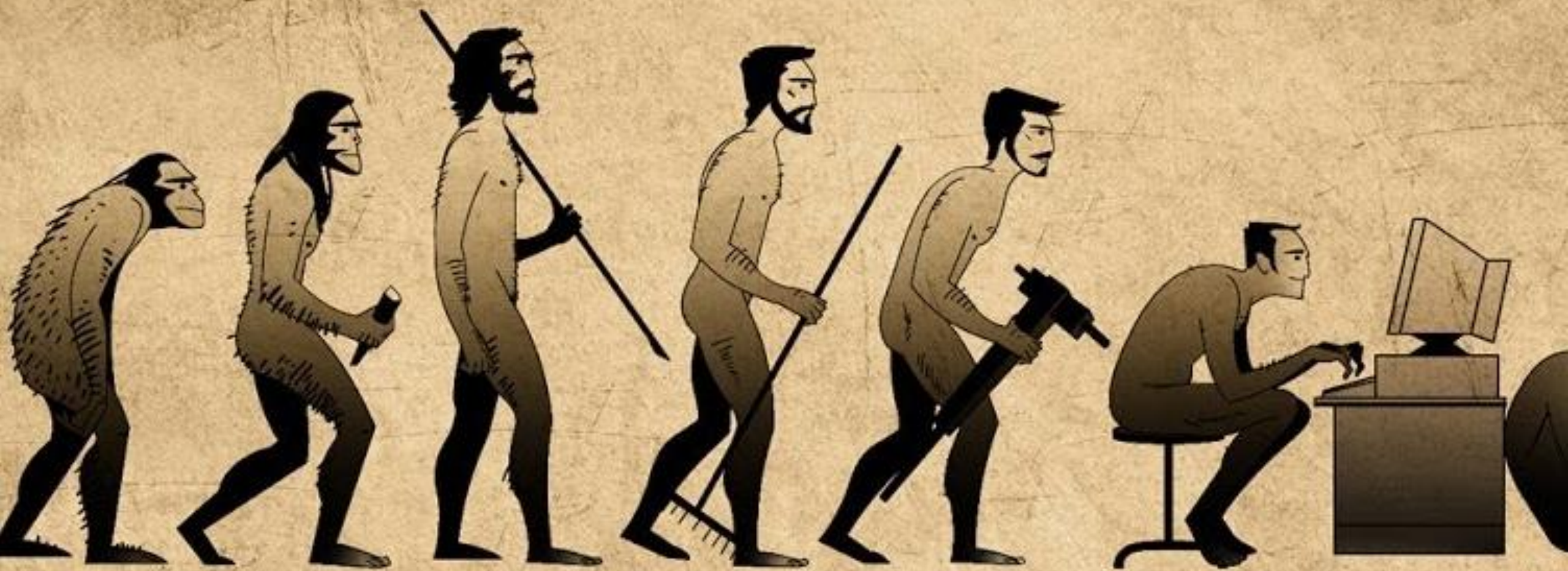
one north A TEKsystems Company

Ancient Brains

Leveraging Behavioral Bias
Through Research

PRESENTED BY: Kathy Grunditz + Zach Schloss





Thinking Fast and Slow

95%

System 1

Intuition & Instinct

- Efficient
- Unconscious
- Associative



5%

System 2

Rational & Logical

- Slow
- Logical
- Indecisive



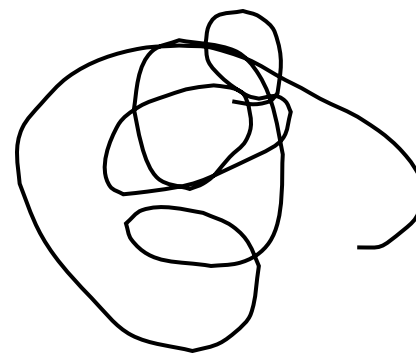
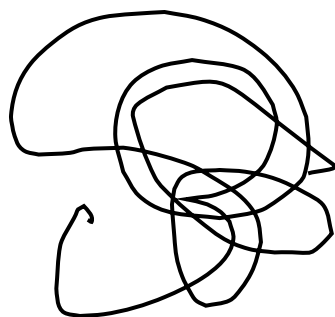
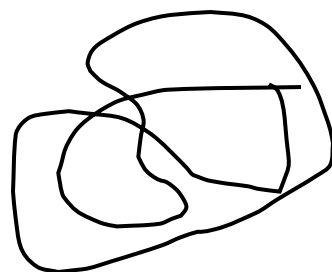


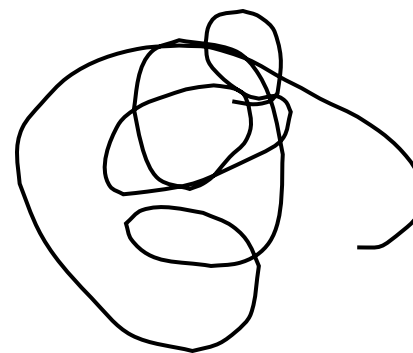
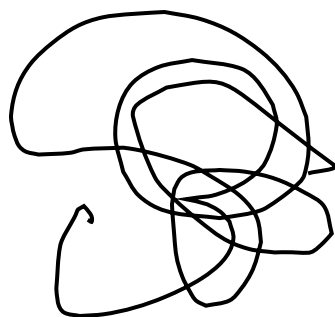
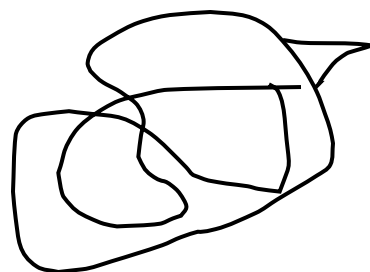
Art class!

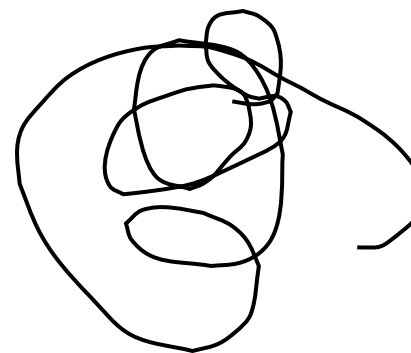
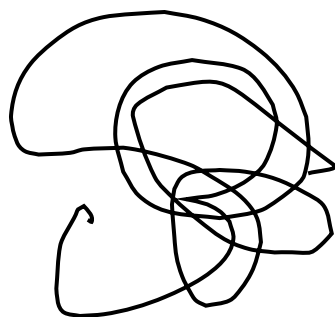
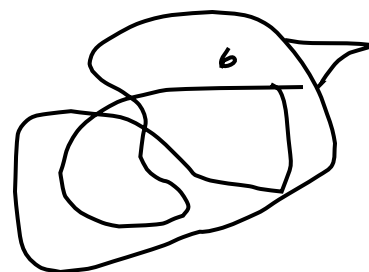


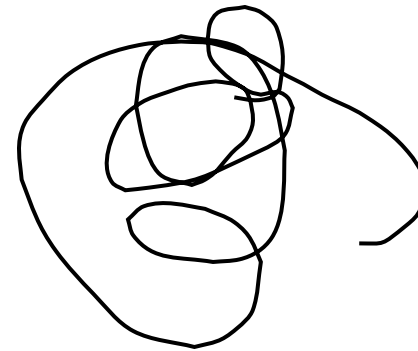
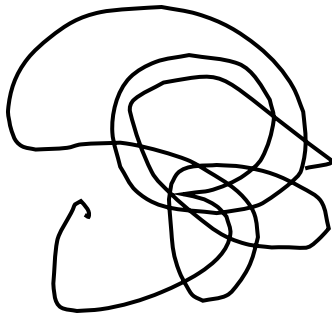
THE ASSEMBLY 2025

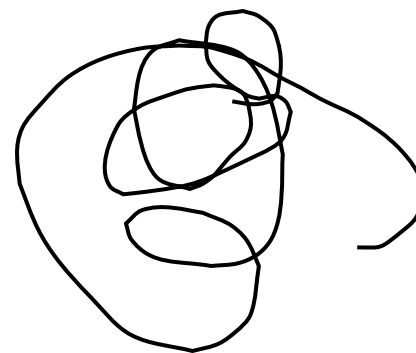
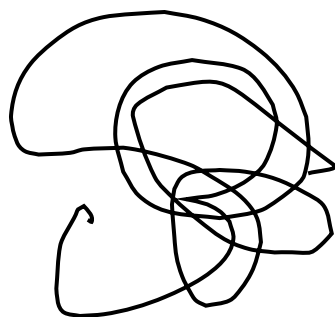
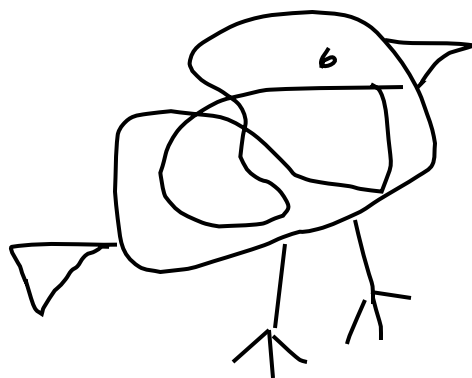
A ONE NORTH EVENT

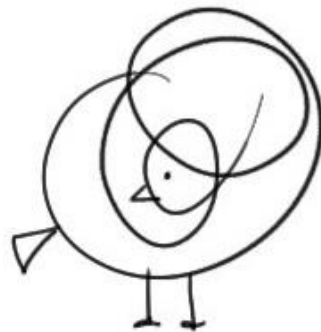
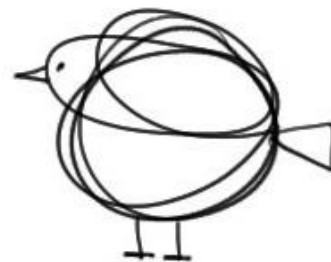
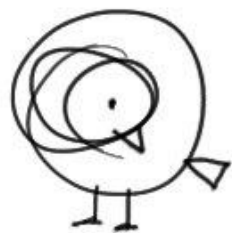












Today's Session

01

Little White Lies

02

The 'Nailed It' Effect

03

Wishful Seeing





Social Desirability Bias

Little White Lies



How often do you floss?



A dentist in a white coat and mask is examining a patient's teeth. A dental assistant, also in a white coat and mask, stands behind the patient, holding a tray of dental instruments. The patient is reclined in a dental chair. The background shows a typical dental office with cabinets, a sink, and various equipment. The entire image is overlaid with a semi-transparent blue filter.

How often do you floss?



THE ASSEMBLY 2025

A ONE NORTH EVENT

No one lies more than
a person in the dentist's chair.



27% Admit They Lie About How Often They Floss

36% of Americans would rather do an unpleasant activity than floss daily, including:

- Cleaning the toilet
- Washing a sink full of dirty dishes
- Waiting in a long checkout line

Nearly one in ten U.S. adults would prefer to sit in gridlock traffic for an hour or do their taxes rather than floss.



Lying Isn't a Bug; It's a Feature.

People lie for all sorts of reasons. Self-preservation, to spare feelings, to justify actions. And we especially lie to researchers.

Research shows that 1/3 of the time, we lie for no reason at all.

	Reported on Survey	Official Count
Registered to vote	83%	69%
Voted in last presidential election	73%	61%
Voted in last mayoral election	63%	36%
Have a library card	20%	13%
Gave to a community drive	67%	33%

*Cited in "Everybody Lies: Big Data, New Data, and What the Internet Can Tell Us About Who We Really Are"
by Seth Stephens-Davidowitz*





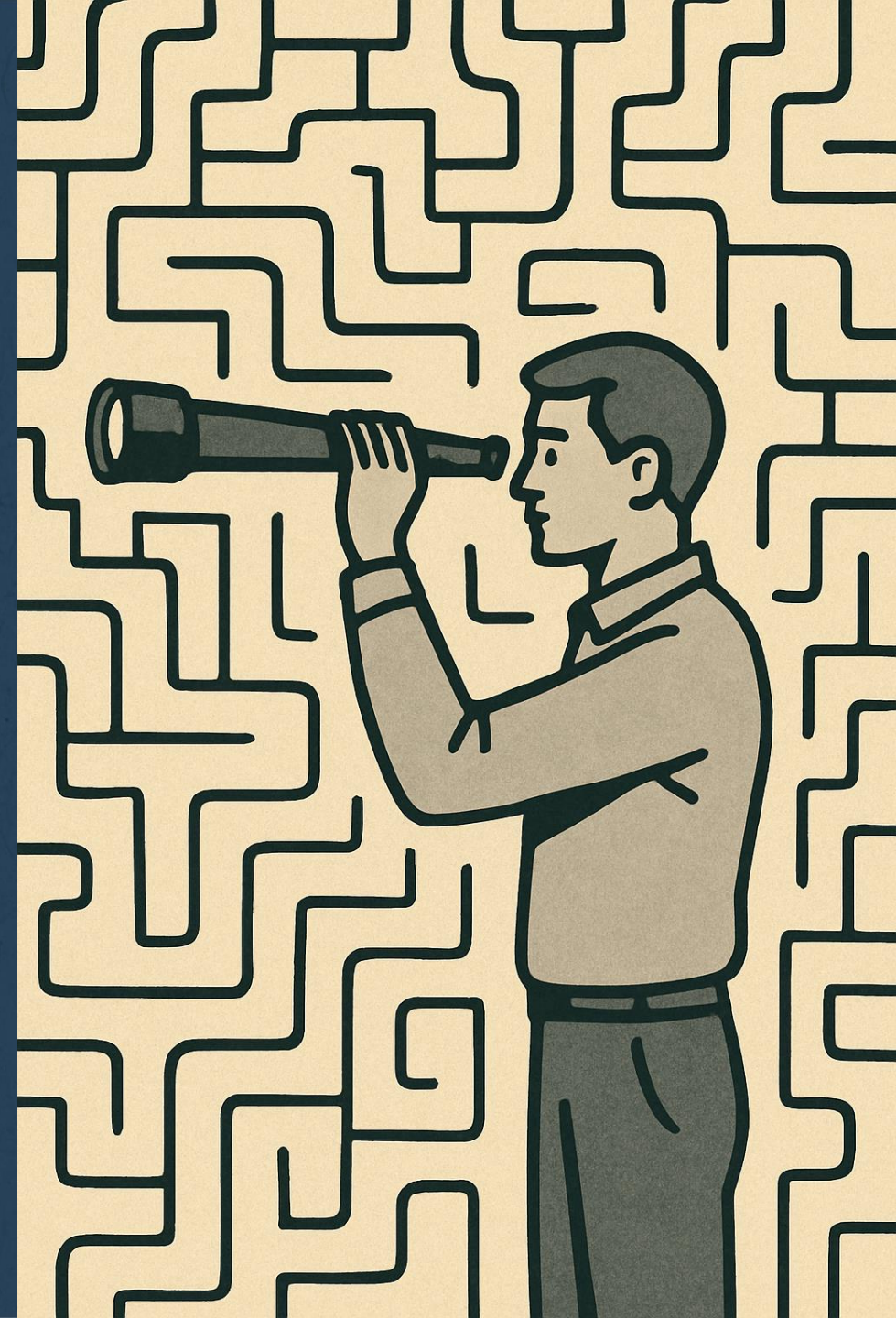
Don't Ask. Observe.

Social Desirability Bias

The tendency for people to give answers that conform to social norms rather than answer truthfully.

Research Tip

Use found data to triangulate for accuracy and avoid these little white lies.



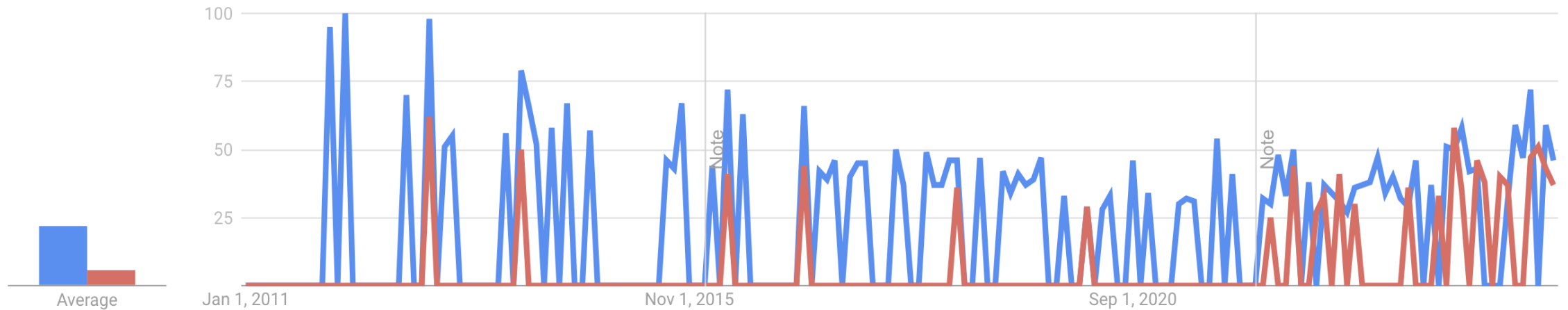
Google—The World's Therapist

Interest over time ?



Google Search Trends

“Is my son gifted?” vs. “Is my daughter gifted?”



Found data isn't muddled by social desirability, so, it's a great tool for cross-checking survey data.

Answer the Public

vitamins

Search Volume: 135K
Cost Per Click: \$5.07

WHY

- why vitamins are not fda approved
- why vitamins with food
- why vitamins upset stomach
- why vitamins make me sick
- why vitamins are important
- who vitamins and minerals

WHO

- which vitamins should i take daily
- which vitamins help hair growth
- which vitamins are water soluble
- which vitamins should not be taken together
- which vitamins are fat soluble
- where vitamins are found
- where vitamins are stored in the body
- where vitamins come from
- where vitamins are absorbed

WHICH

- when vitamins were discovered
- when vitamins make you nauseous
- when vitamins discovered
- when vitamins should be taken
- when vitamins say take with food

WHERE

- are vitamins fda eligible
- are vitamins good for you
- are vitamins fda approved
- are vitamins fda deductible
- can vitamins make you constipated
- can vitamins cause diarrhea
- can vitamins expire
- can vitamins make you gain weight
- can vitamins make you nauseous

WHAT

- how vitamins are made
- how vitamins help the body
- how vitamins work
- how vitamins affect the body
- how vitamins are classified
- what vitamins should i take
- what vitamins are good for hair growth
- what vitamins should i take daily
- what vitamins should not be taken together

CAN

- will vitamins make you constipated
- will vitamins contribute you
- will vitamins break a fast
- will vitamins break a fast
- will vitamins make you gain weight

YouGov Audience Profiles

YouGov Profiles spotlights how people spend their time, money, and attention. Profiles is our first step in understanding audience behavior.

- Always-on and updated weekly
- 6 million US panelists
- 2 million data points



Brand Metrics
Measuring 16 metrics for thousands of brands across numerous sectors
Cars & Motoring
Domestic Utilities & Appliances
Finance
Food & Drink
Health & Beauty
Leisure, Entertainment & Betting
Media
Retail
Travel
Web, Tech & Devices


Attitudes, Hobbies and Interests
Psychographics
Participation
Following
Attendance
Opinions and Aspirations

Transactional Intent
Travel (Business, Pleasure)
Car Purchase
Insurance Purchase
New Financial Products/Services
Bank Switch

Demographics
Age & Gender
Household & Economics
Location
Social Demographics
Work & Education

Media Behaviors
Cross-Platform
Time Spent and Frequency
Title-Level Granularity

Consumer Behavior
Dining Out
Travel Frequency
Alcohol Consumption
Social Media Use
News Consumption
Sports Media Consumption
Advertising Preferences

Level of agreement (5-point scale): "I have been known to "stalk" someone on social media"	Audience	Nationally representative	Z-Score ▼	Diff	Index	Population estimate
 Pin all						
Tend to agree	<div><div></div>35% 392</div>	<div><div></div>13% 61,398</div>	9 <div><div></div></div>	22 <div><div></div></div>	270 <div><div></div></div>	787K <div><div></div></div>
Definitely agree	<div><div></div>8% 392</div>	<div><div></div>6% 61,398</div>	1 <div><div></div></div>	1 <div><div></div></div>	122 <div><div></div></div>	173K <div><div></div></div>
Tend to disagree	<div><div></div>17% 392</div>	<div><div></div>19% 61,398</div>	-1 <div><div></div></div>	-2 <div><div></div></div>	89 <div><div></div></div>	387K <div><div></div></div>
Neither agree nor disagree	<div><div></div>6% 392</div>	<div><div></div>8% 61,398</div>	-1 <div><div></div></div>	-2 <div><div></div></div>	74 <div><div></div></div>	126K <div><div></div></div>
Definitely disagree	<div><div></div>34% 392</div>	<div><div></div>54% 61,398</div>	-8 <div><div></div></div>	-19 <div><div></div></div>	64 <div><div></div></div>	774K <div><div></div></div>

YouGov Safe

YouGov Safe is a new, permissions-based tracking database.

Users upload direct data around their viewing habits, social media, banking, and shopping.

This type of data is truly unbiased.



Behavioral

Unlocked verified,
permissioned online
behavioral data

Online Search & Social

Social listening
platform that monitors
conversation and
sentiment across the
web

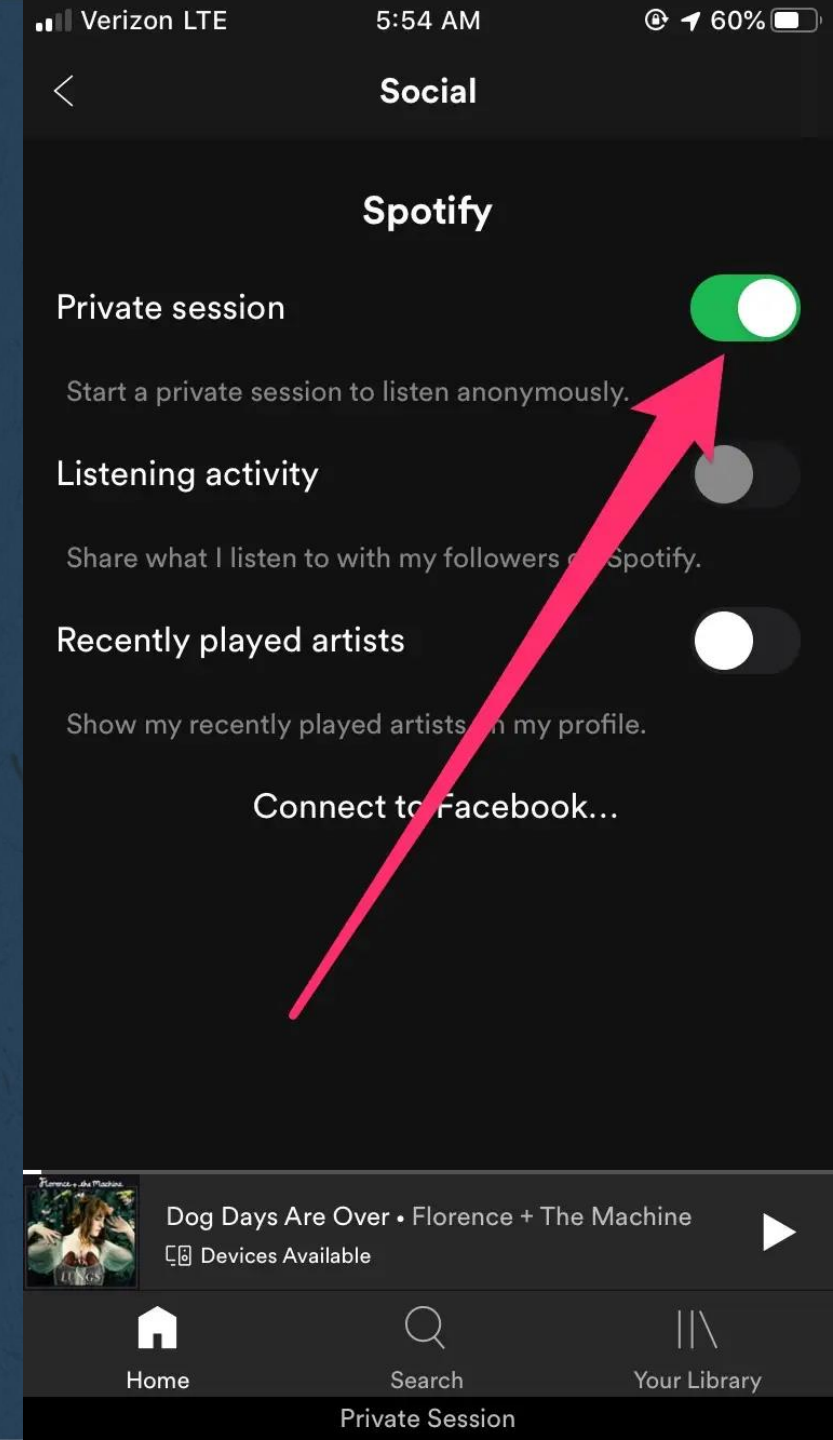
Banking & Transactions

Financial data
and transactions

Streaming

Online streaming
platform usage data

Getting Beneath Social Desirability Enables Innovation

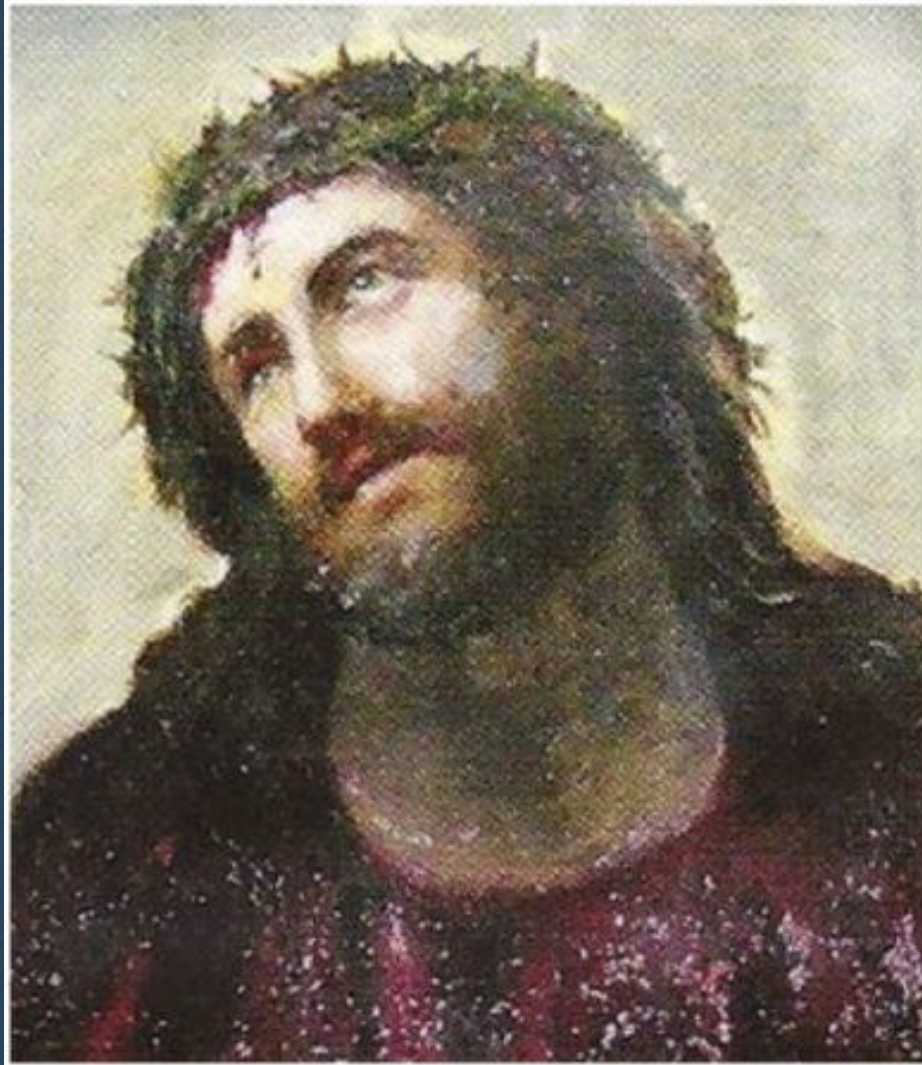




Overconfidence Bias

The 'Nailed It' Effect





Overconfident Experts

Experts overestimate their knowledge and abilities.

- Gets worse the more expert you become
- Assuming you have all the answers, no research needed

Things we're certain about, turn out to be wrong 40% of the time.



Uber's Entry into India

Assumptions vs. Reality

- Feature phones not smart phones—the app didn't work.
- Indians prefer cash vs. digital payments.
- Navigation in India is landmark based, not address based.

Uber launched, failed fast, and learned along the way.



Understand Your Audience Priorities



Rubbermaid research facilitated 15 two-person, in-home observations, and generated 300 new product ideas in just three days.

Synthetic Data

But What If I Can't Ask My Audience?

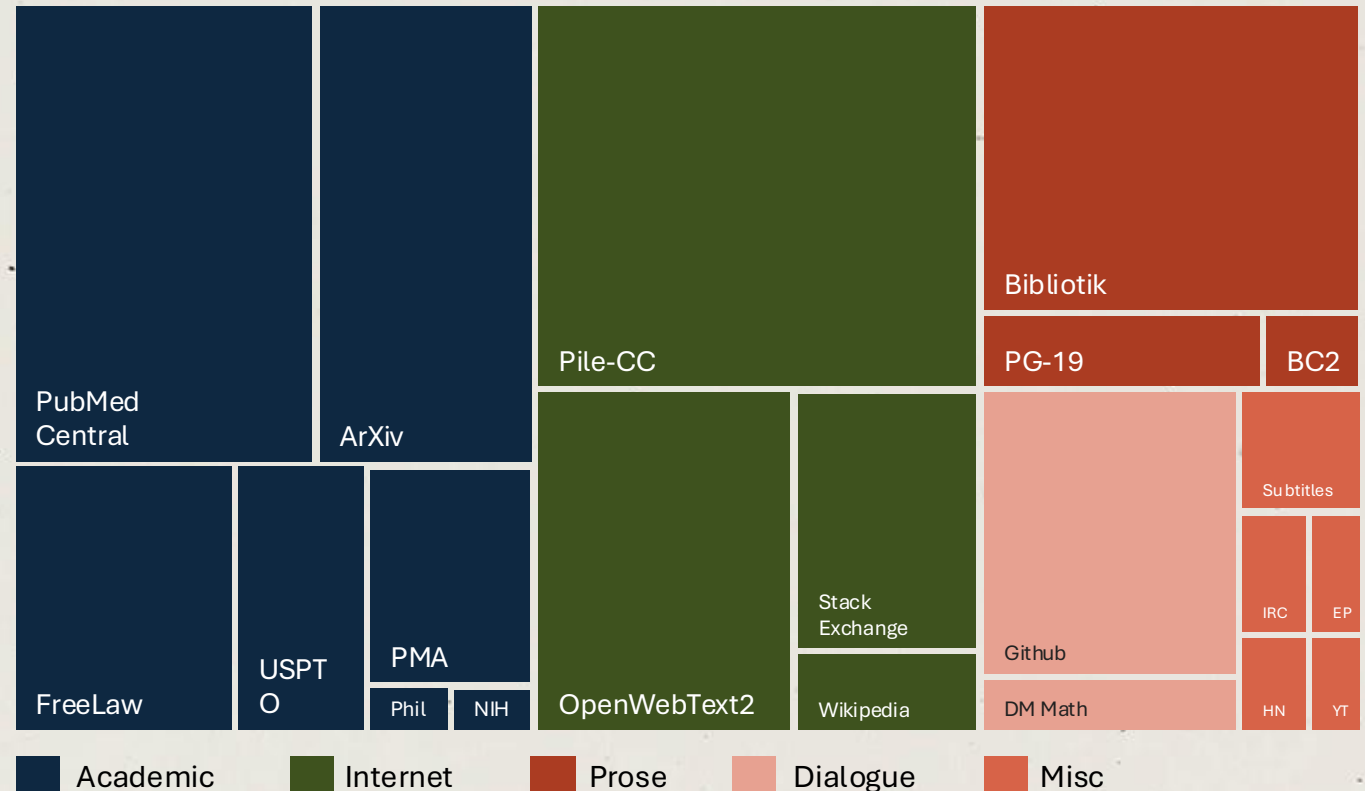
What is it?

- Generative AI market research
- Culls data from multiple LLMs

Is it accurate?

- 80+ head-to-head tests
- Peer-reviewed and double-blind
- Study findings were 95% the same

Where the Data Comes From



Just Like Traditional Research...Only Better

- Segment your audience and develop robust profiles.
- Build personas that you can “Live Chat.”
- Get statistically significant sample sizes for your surveys.



Olivia

Director of Renewable Energy

● LIVE CHAT

Age: 44

Denver, CO – USA

Married

3 Children

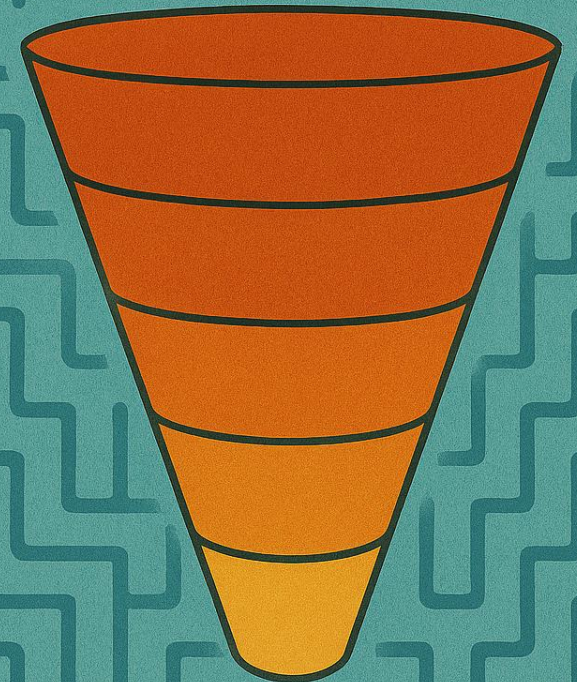
RENEWABLE ENERGY

INNOVATION

PRODUCT DESIGN

Just Like Traditional Research, Only Better

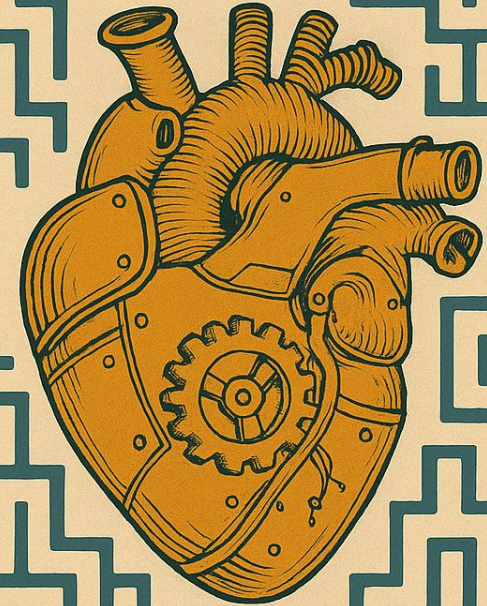
- Create custom buyer funnels that unlock perceptions, awareness, and consideration data.
- Understand decision criteria and unmet needs buyers face.
- Determine buyer committee dynamics and the media your audience uses for research.



Field Testing

Empathy Is the Vehicle

“Never in my life did I realize how much these people live in fear.”



If empathy requires vulnerability...
then, does truth require perspective?



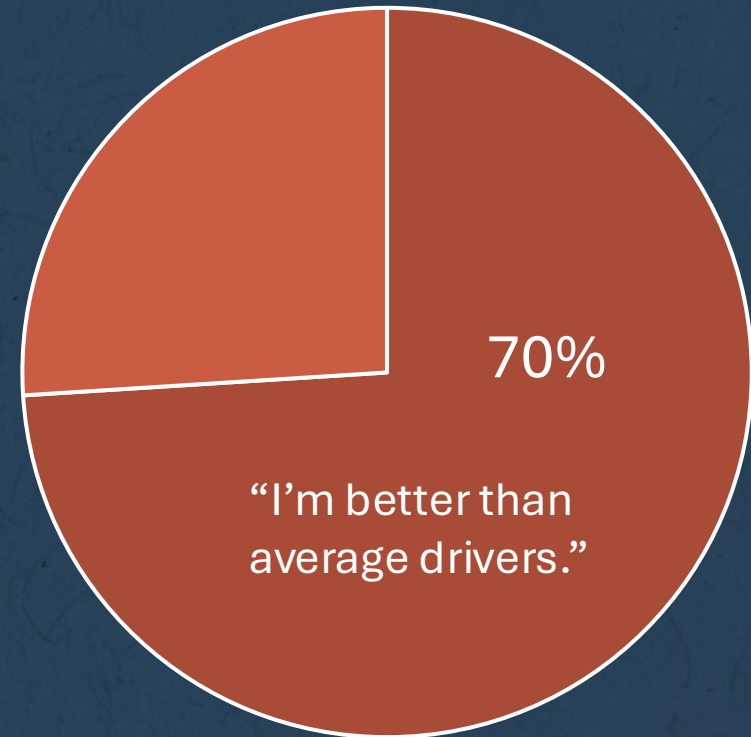
Better Than Average?

The math ain't mathing.

About 70% of drivers consider themselves better than average.

5.5 million driving accidents and 30,000 deaths occur annually in the US.

Rate Your Driving Skills



Williams AF. Views of U.S. drivers about driving safety. Journal of Safety Research

Confirmation Bias

Wishful Seeing



Get Out of Your Bubble

Confirmation Bias

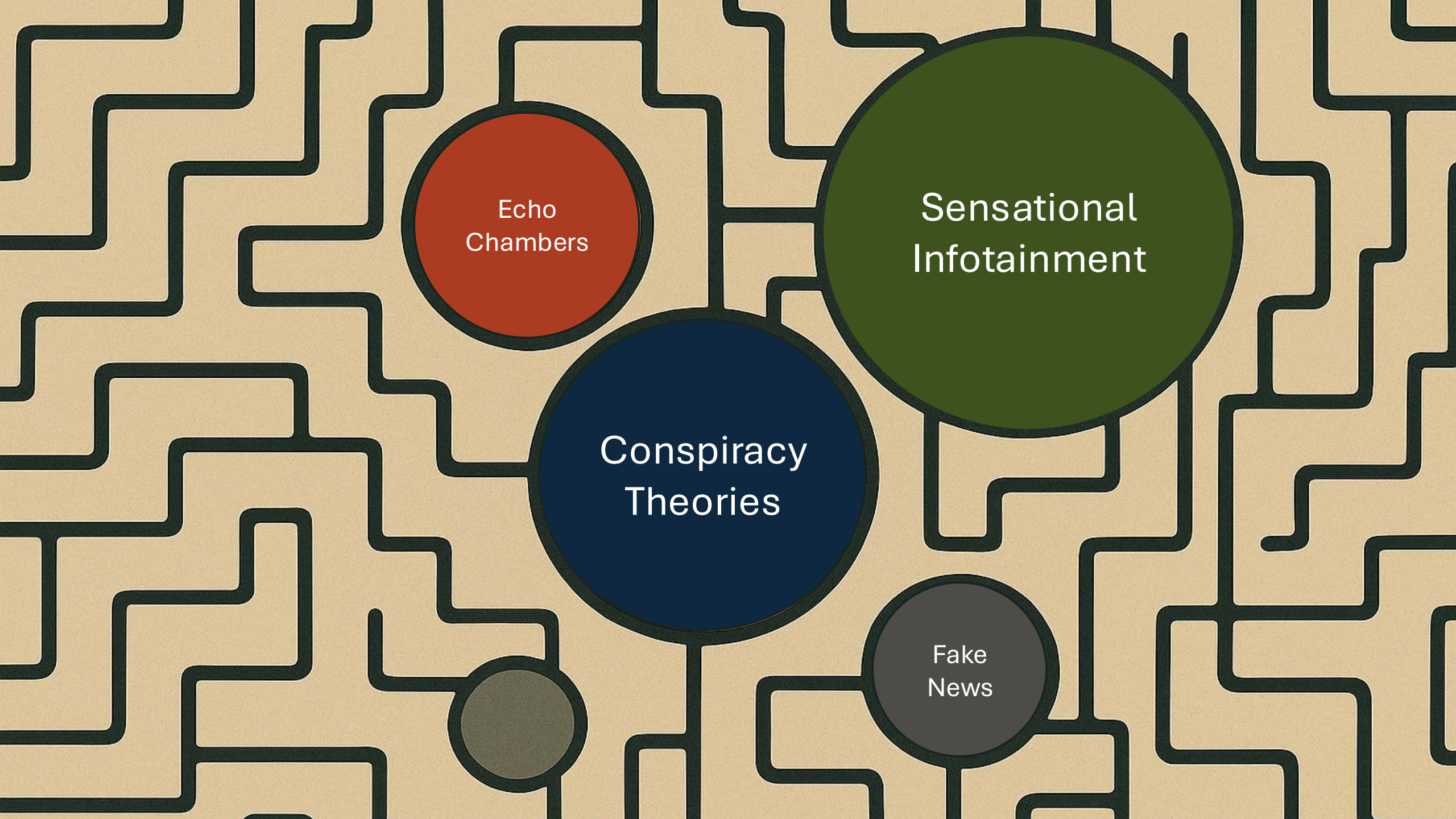
People tend to prefer information that confirms their existing beliefs and to undervalue information that contradicts their beliefs.

Research Tip

User research, at its core, is about avoiding confirmation bias.







Sensational
Infotainment

Echo
Chambers

Conspiracy
Theories

Fake
News

Phone a Friend

Research Tip

When asking your audience a question, help them out of their bubble by asking “What do you think other people do?”

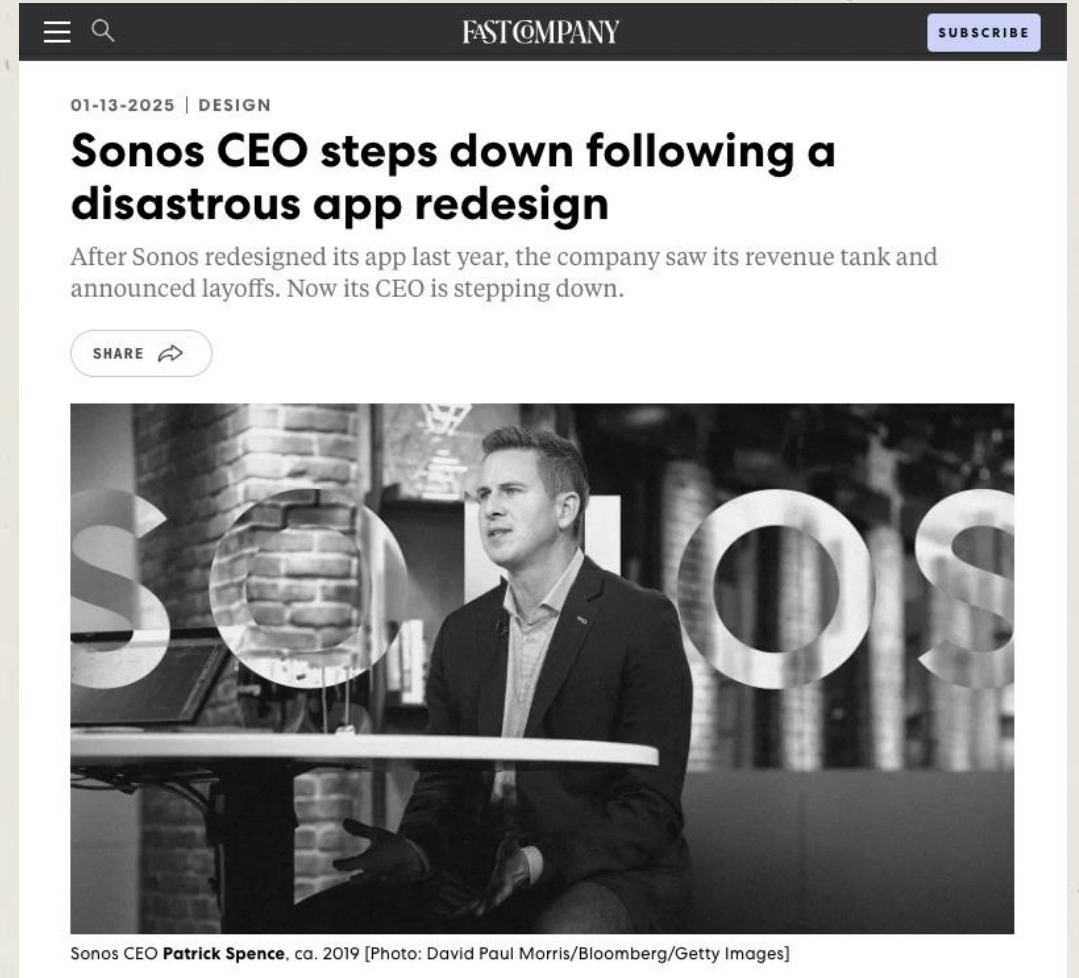


Not designed for the real world

Things that were reliable in the lab were anything but in actual homes.

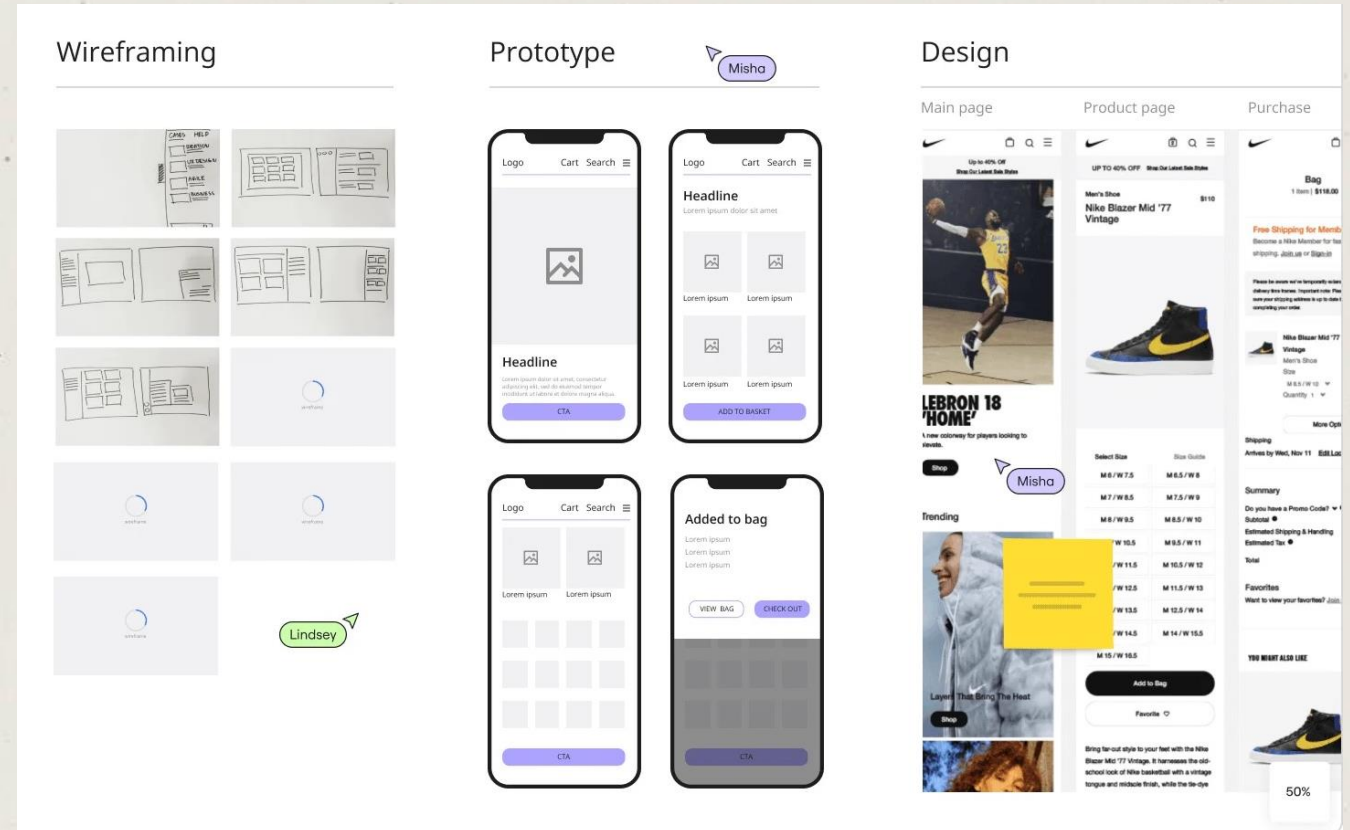
- Key features missing
- Complicated UI

Bad app design led to 8% drop in revenue.



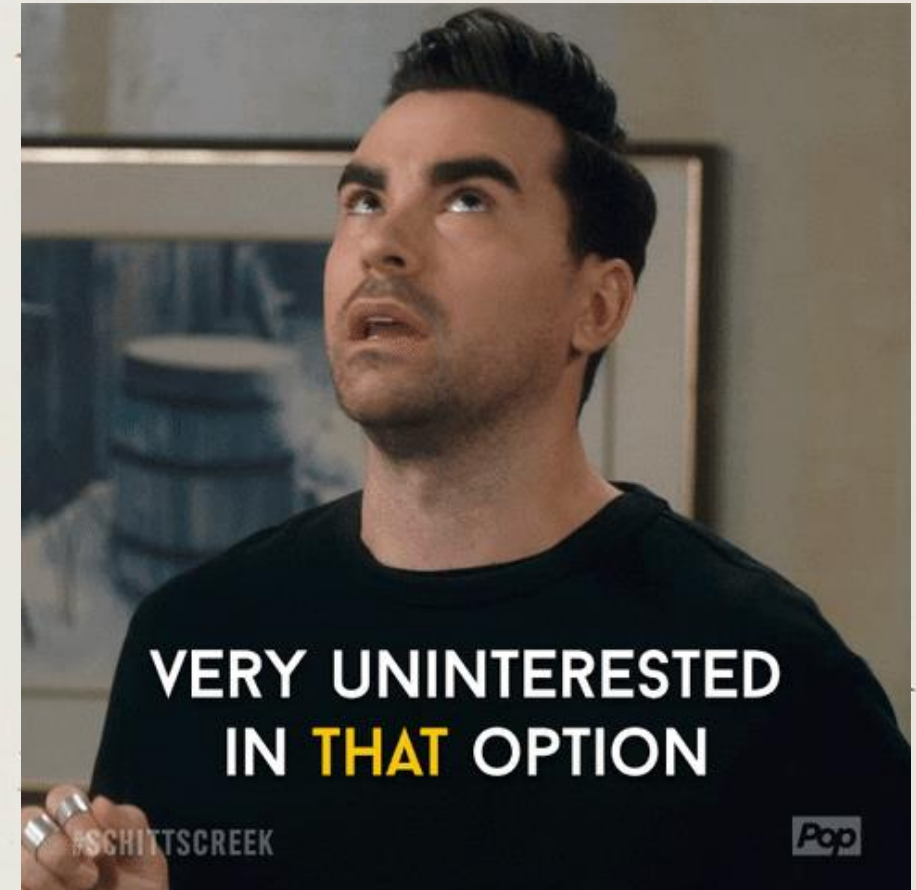
Designer's Bias

The more invested a designer is in their assumptions about the solution or the users, the stronger their confirmation bias.



Design Research Tips

- Research to discover new information rather than test to validate an assumption.
- Get early data, before a design has vested.
- Ask non-biased questions; avoid leading questions.
- Use triangulation; multiple data sources can not only boost the credibility of your research but can prevent bias.
- Involve fresh eyes in research planning and analysis.

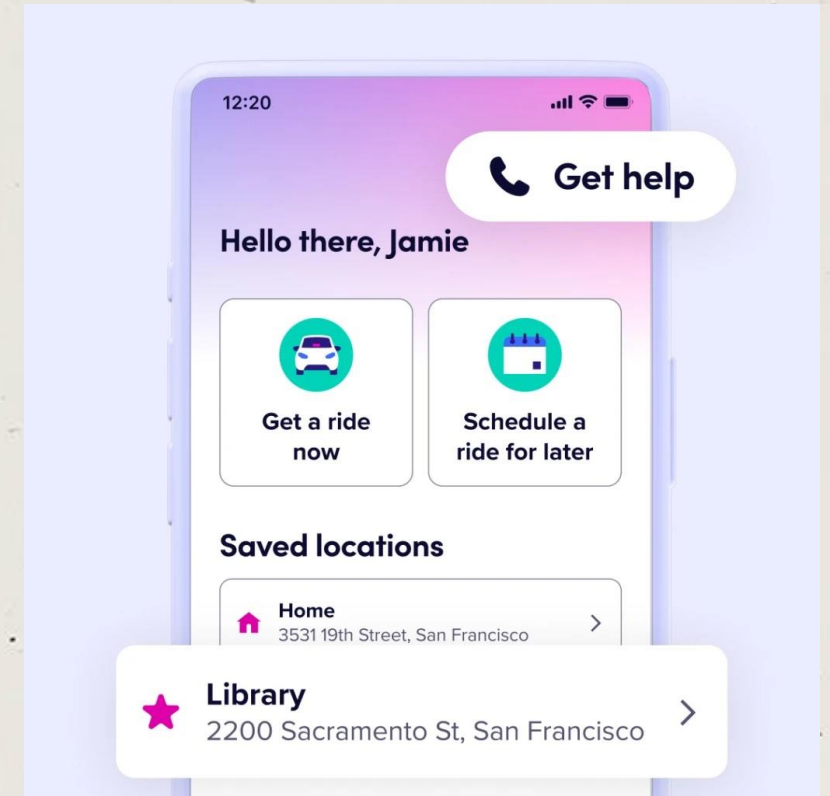
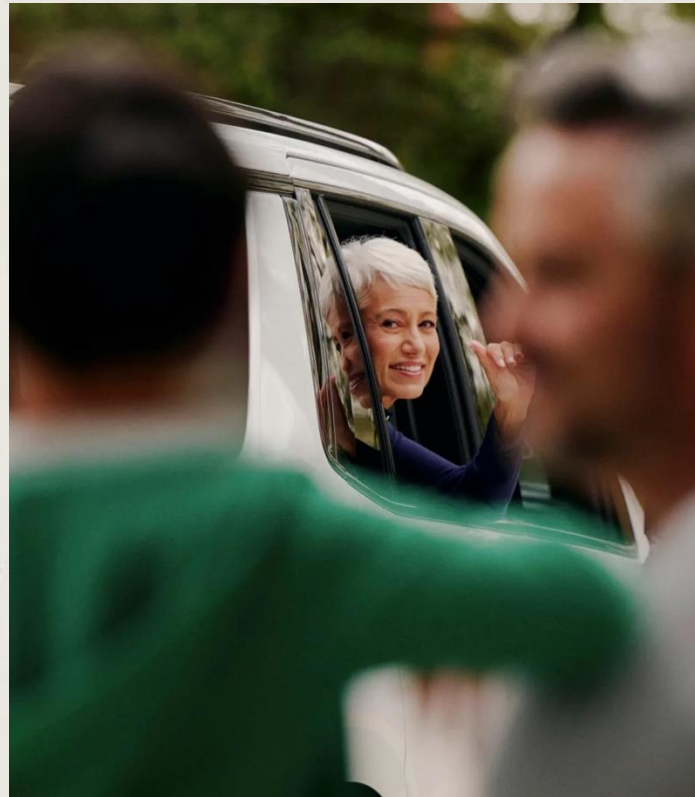


Get Exposed to New Perspectives

Lyft partnered with experts in aging to design an app experience for seniors in response to customer feedback.



When we overcome confirmation bias in design research, we produce new and innovative solutions that go beyond the status quo.

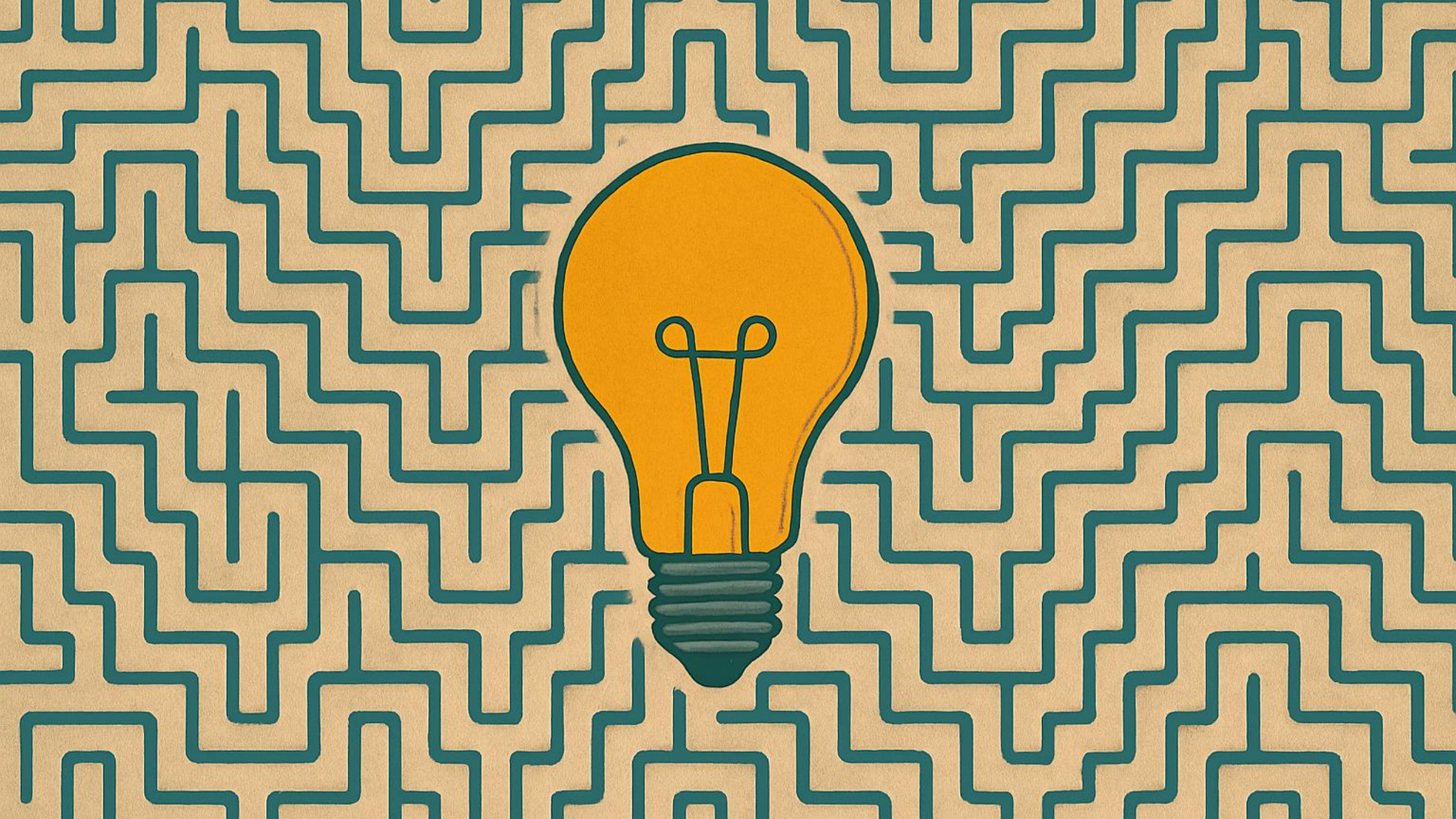


“

You are not the user.

Don Norman
Usability Expert



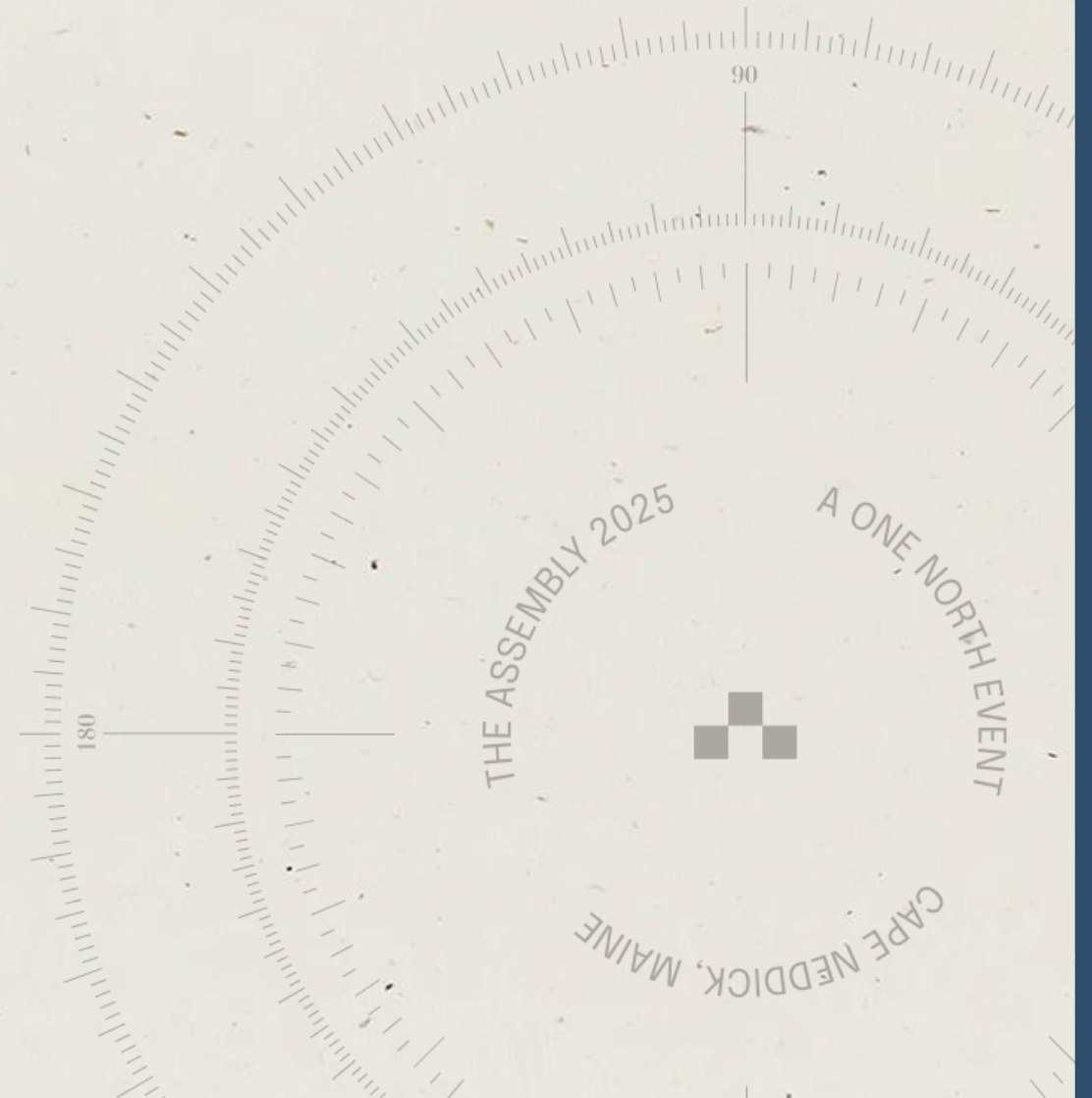




one north A TEKsystems Company

Thank you!

As we set sail on this journey, our crew is ready to explore uncharted territories, weather any storm, and steer toward new horizons. With a clear course plotted, we'll navigate through opportunities, tackle challenges head-on, and dock at our destination with confidence and success.



On Deck

SET SAIL WITH: **Jessica DeJong**

COURSE: **Epic Designs: The Poetry
of Visual Storytelling**

