CERTAINTY INDEX

a game changer in
online consumer research

Prof. Rafal Ohme
NEUROHM
HESITATION – a neglected consumer research phenomenon
_new model

EXPLICIT
direct, declarative opinion

CERTAINTY
of statement

IMPLICIT
indirect, behavioral level of conviction

ATTITUDE
preference intention opinion

STATEMENT
Harvard University hosts a digital platform for the most recognized RT tool in academic world – *Implicit Association Test* (IAT) to measure social sensitive issues, eg. racial prejudice.


the more certain you are, the quicker your answer is.

_Reaction Time_ - IMPLICIT CERTAINTY measure

- _when certainty index is moderate or low, an attitude will not likely translate into BEHAVIOR_
_with IMPLICIT CERTAINTY
you can better predict behavior
what people will buy, on whom will they vote, how hard your team will work
you are one step ahead in marketing, recruitment, politics, management and many more

_you are ONE STEP AHEAD_
iCode™ is simple and elegant
_iCode™ is validated

CALIBRATION
psychometrics
noise reduction
test / re-test
success stories
R&D works
Certainty Index predicts choice more accurately

CERTAINTY INDEX OF iCode™

I LIKE
I CHOOSE

624

I LIKE
I DO NOT CHOOSE

553

t (1074) = 10.646
p < 0.000

Source: Matukin, Karylowski, Ohme (under review)
why clients love iCode™ in Americas, Asia & Europe
We declare we like to eat healthy, fish & salad

<table>
<thead>
<tr>
<th>I like</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>FISH</td>
<td>80%</td>
<td>12%</td>
</tr>
<tr>
<td>SALAD</td>
<td>88%</td>
<td>4%</td>
</tr>
<tr>
<td>CAKE</td>
<td>68%</td>
<td>22%</td>
</tr>
<tr>
<td>BEER</td>
<td>61%</td>
<td>24%</td>
</tr>
<tr>
<td>WINE</td>
<td>68%</td>
<td>17%</td>
</tr>
</tbody>
</table>

EXPLICIT rational OPINION
Percentage of people who AGREED / DISAGREED with a given statement.

IMPLICIT emotional CERTAINTY
Certainty level of declarations. The faster is the reaction, the more certain an attitude is.

HI YES / HI NO
Percentage of people who answered the question with high certainty.
Cakes & beer, this is what we **truly** want

<table>
<thead>
<tr>
<th>I like</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>FISH</td>
<td>80%</td>
<td>12%</td>
</tr>
<tr>
<td>SALAD</td>
<td>88%</td>
<td>4%</td>
</tr>
<tr>
<td>CAKE</td>
<td>68%</td>
<td>22%</td>
</tr>
<tr>
<td>BEER</td>
<td>61%</td>
<td>24%</td>
</tr>
<tr>
<td>WINE</td>
<td>68%</td>
<td>17%</td>
</tr>
</tbody>
</table>

**EXPLICIT rational OPINION**  
Percentage of people who AGREED / DISAGREED with a given statement.

**IMPLICIT emotional CERTAINTY**  
Certainty level of declarations. The faster is the reaction, the more certain an attitude is.

**HI YES / HI NO**  
Percentage of people who answered the question with high certainty.
what is important?
for Polish and French mothers
EXPLICIT shows no differences between French and Polish women.

**GOOD FOR ME**
- French: 96%
- Polish: 98%

**GOOD FOR CHILDREN**
- French: 87%
- Polish: 86%

**Implicit emotional CERTAINTY**
Certainty level of declarations. The faster is the reaction, the more certain an attitude is.

**EXPLICIT rational OPINION**
Percentage of people who AGREED / DISAGREED with a given statement.

**iCode™ implicitCASE**
2015
N=154

**Hi YES / Hi NO**
Percentage of people who answered the question with high certainty.

**Data courtesy of NEUROHM**
IMPLICIT: French women think about themselves, Polish women about children

<table>
<thead>
<tr>
<th></th>
<th>GOOD FOR ME</th>
<th>GOOD FOR CHILDREN</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>French</em></td>
<td>96%</td>
<td>87%</td>
</tr>
<tr>
<td><em>Polish</em></td>
<td>98%</td>
<td>86%</td>
</tr>
</tbody>
</table>

**IMPLICIT emotional CERTAINTY**
Certainty level of declarations. The faster is the reaction, the more certain an attitude is.

**EXPLICIT rational OPINION**
Percentage of people who AGREED / DISAGREED with a given statement.

**HI YES / HI NO**
Percentage of people who answered the question with high certainty.

*2015 N=154*
_how to use it in advertising?

’Delicious yogurt!
My child will like it’

’Delicious yogurt!’
How to drive new votes?
_key voting driver in 2016...

\[ R^2 = 0.44 \]

’shares my values’

2008/2012

‘powerful’

‘leader’

ELECTION

2016
'Shares my values'

<table>
<thead>
<tr>
<th>Candidate</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hillary Clinton</td>
<td>39%</td>
<td>44%</td>
</tr>
<tr>
<td>Joe Biden</td>
<td>29%</td>
<td>49%</td>
</tr>
<tr>
<td>Chris Christie</td>
<td>29%</td>
<td>37%</td>
</tr>
<tr>
<td>Rand Paul</td>
<td>29%</td>
<td>32%</td>
</tr>
<tr>
<td>Barack Obama</td>
<td>35%</td>
<td>55%</td>
</tr>
</tbody>
</table>

EXPLICIT rational OPINION
Percentage of people who AGREED / DISAGREED with a given statement.

IMPLIED emotional CERTAINTY
Certainty level of declarations. The faster is the reaction, the more certain an attitude is.

HI YES / HI NO
Percentage of people who answered the question with high certainty.
’Shares my values’ - implicit profiling

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hillary Clinton</td>
<td>39%</td>
<td>44%</td>
</tr>
<tr>
<td>Joe Biden</td>
<td>29%</td>
<td>49%</td>
</tr>
<tr>
<td>Chris Christie</td>
<td>29%</td>
<td>37%</td>
</tr>
<tr>
<td>Rand Paul</td>
<td>29%</td>
<td>32%</td>
</tr>
<tr>
<td>Barack Obama</td>
<td>35%</td>
<td>55%</td>
</tr>
</tbody>
</table>

EXPLICIT rational OPINION
Percentage of people who AGREED / DISAGREED with a given statement.

IMPLICIT emotional CERTAINTY
Certainty level of declarations. The faster is the reaction, the more certain an attitude is.

HI YES / HI NO
Percentage of people who answered the question with high certainty.
’Shares my values’
iCode™ predicts: HESITATION
‘Shares my values’

iCode™ predicts:

CERTAINTY
Now iCode™ is open for public!
now iCode™ is open for public!

for research companies, end clients and small businesses worldwide

online platform
no entry barrier
unexpensive
user friendly
operated by YOU

is best in class

SCALABLE
can be held online or mobile

EASY
lasts 3-6 minutes
seamless integration with other platforms/methods

QUICK
takes 6 sec to get results
AM questions / PM answers

KIDS LOVE IT
suits well modern lifestyle
_iCode™ applications – selected areas

- **MARKETING**
  - how to connect with consumers

- **SALES**
  - how to charge sales force

- **MANAGEMENT**
  - how to motivate employees
iCode™ is ready for THUMB GEN lifestyle
a great tool-or-toy for Y/Z gens

ICODE apps
enjoy!

_iCode™_

_want to learn more?_
rafał@neurohm.com
Lecturer:

Prof. Rafal Ohme

Expert in emotions. World pioneer in consumer neuroscience. For 20 years has conducted neuro research on communication & management. Author of *Neuro Knowledge* lectures and seminars.

- Professor of psychology at Maria Curie Sklodowska University in Lublin. Visiting professor at Stellenbosch University in Cape Town and Renmin University in Beijing.
- Board member of Neuromarketing Science and Business Association, an organization to integrate neuroscientists and practitioners from 85 countries.
- A founder of NEUROHM, a high-tech research company for HR, sales & marketing, and INEMO, an educational institute to promote *neuro knowledge* in business & private life.
- A Fulbright scholar, finalist of EY Entrepreneur of the Year 2015, honorary member of Executive Club.