CULTURE MAPPING DATA TO UNCOVER BEHAVIORAL ARCHETYPES & IDEOLOGIES
Do we really need research?

"Our friends up north spend over $5bn on research and development and all they seem to do is copy Google and Apple."

- Steve Jobs in 2006
We are trying to make humans fit a machine model

Most research methods underestimate the complexity behind the way humans process the world around them.
Welcome to the age of ambiguity

Research must catch up to the role it must play.
Culture is at the heart of everything companies must understand and do.

We need to get smarter about what we consider culture and how we measure it.
Recent acquisitions reflect this call for culture

Nestle announced it has taken a 68% stake in Blue Bottle Coffee.

Kellogg’s has announced it will buy RXBAR for $600 million.
Culture is a system (not a target)

The profound opportunity for insight is in the cultural patterns of adoption and adaptation.
Context is the critical element to understand language and culture

Our methods must evolve to track how language emerges and why it changes over time.
Anthropologists with a data science patent

Our Culture Mapping helps us organize and make sense of the ongoing influx of cultural data and trends by looking at language in all its forms -- both words and images, from visual to auditory.
We leverage language as our most powerful form of human data.

Capturing and analyzing naturally occurring data sources offers a richer view of how society is really working.
Culture Mapping structures this data as a system view of cultural change. Our matrix provides a logical framework for how language changes over time.
Our matrix provides a humanized logic for analyst and machine collaboration.

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We can train machines with these patterns and develop useful AI frames.

The foundation of good artificial intelligence (AI) is a testable framework of measurement that can be scaled in the context of ongoing change.
Behavior requires two related points

If we want to translate the data we gather into meaningful narratives, we need to understand how these relationships are working.

Meanings emerge only in relationship between data points.
Meaningful stories emerge from the patterns.

We can see how words change meaning as they become associated with other words. These patterns shape a narrative framework that be modelled to predict future scenarios.
Research under-leverages conflict
Patterns of dissent and aspiration are fundamental activators of social change.
We can map Jungian archetypes as a foundation to reflect the narrative patterns
Unique strings of language correlate with these Jungian archetypes.

This structure can be leveraged with new datasets and to test patterns in language using computational linguistics.
Food trends can be most effectively measured as an ideological system
Statistics miss the ideological role brands play

There is more than growth to measure if you want to anticipate emerging trends and potential dilution.
Visualizing food trends as a system of evolving ideologies

We can visualize and measure how smaller cultural signals are being adopted as well as track dissenting response to dilution of meaning.
Imagery reveals important unspoken truths

The connotation of imagery is critical to understanding context and how trends are evolving.
Elusive and dynamic markets chart the path for today’s research

Markets like South Korea, China and Japan present unique challenges when gathering insights.
Methods that elevate ethnography to anthropology

These cognitive frameworks structure recruitment and ethnography to be cross-correlated to broader datasets. Nuances in fieldwork can be understood in real time and statistically validated.
Research is more essential than ever
We need bridges more than disruption

New technology is currently outpacing ways to effectively frame it.
We must frame key performance indicators (KPIs) in the context of culture.

Social expression and adaptive behavior must be at the center of how we develop sustainable growth for brands.
We need human intelligence to lead artificial intelligence
Thank you.

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