

# **New ways to collect market surveys**

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In recent years a strong trend has developed, almost unseen and unnoticed by the wider public, nevertheless growing strongly: the fully automated market surveys. The traditional approach to observation of consumer, voter, etc behaviour involved the tedious search for willing participants that would answer endless questions on tastes, preferences etc. As such collection is inevitably biased, serious effort was made to get at the appropriate information. However the advances in machine learning and multimodal research have allowed us to make great steps towards fully automatic analysis of human behaviour.

Devices are already in use that capture visual and auditory information associated with for example the shopping behaviour in a specific part of a store without the customer even noticing that he/she is being "observed". While these devices are still simple and can only collect information on basic preferences by customers, new developments just coming out of research labs promise full and automatic analysis of spoken comments, gestures, facial expressions etc, in the same way. What is more, the market researcher can tune the device to certain issues relevant to a certain product. As the collected data is purely statistical no data protection issues arise.