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Interview translated into English

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"Not all attention is the same"

Dr. Friedrich Jacobi & Garrit Güldenpfennig, eye square

In today's digital world, competition for attention has become a crucial success factor. But the quality of attention is especially important, according to Garrit Güldenpfennig and Dr. Friedrich Jacobi from eye square. But why is it that pure attention is not enough?



As a full-service market research institute, eye square's team has been taking care of the entire research process since 1999, from client requests for all types of studies to the final presentation of results. The team works in three different areas: Brand and Media Research, User Experience Research and Shopper Experience Research.

The focus is on implicit research: eye square not only listens to users and consumers, but also researches what they see and feel. Looking at their emotions and perceptions is a valuable look at unconscious processes. Besides big brands, other researchers or creative agencies also benefit from eye square's services. The cross-team market research tools that eye square develops are used by the team itself and shared with corporate partners and clients.

Your webinar is titled” Meaningful Attention – and how the Machine helps (and deceives) us”. What will it be about?

Garrit Güldenpfennig: In our webinar we want to show the importance of perception parameters in marketing, how to link them in a meaningful way and which conclusions can be drawn with regard to the effects of advertising creations. For this purpose, data from the e2 Media Attention Benchmark database as well as from various case studies will be used.

What exactly is “Meaningful Attention” and what is its significance for marketing?

Friedrich Jacobi: Not all attention is the same - with the term "Meaningful Attention" we want to contribute to creating an awareness of this and to show that only relevant or meaningful attention has the potential to store what is seen in the memory in a meaningful and long-term way.



Why is it that pure attention alone is not enough in digital marketing?

Garrit Güldenpfennig: Admittedly, it is possible to work with unfiltered attention parameters in marketing. Over large amounts of data, the effect of advertising media can be largely linked to this. However, this runs the risk of misjudging the impact of individual creations - which can determine the success or failure of a campaign.

Within eye square's neurosemiotic model, these three areas are each referred to as "System0," "System1," and "System2," which not only reflect the sequence of neurological processes involved in digital contact, but also collectively map the Human Experience.

In the webinar title, you allude to the fact that new technologies don't always just help. To what extent is that the case?

Friedrich Jacobi: Certainly, with developments in artificial intelligence, we have promising, large-scale opportunities for measuring and researching human experience. For now, however, these opportunities are severely limited. In terms of perception, for example, there are three factors that determine attention: 1) the top-down factor, i.e., the one emanating from the observer himself, 2) the contextual factor, i.e., the environment or situation, and 3) the bottom-up factor, i.e., the stimulus.

The other two factors have not yet been included in the models because they would make training more difficult and exponentially increase the amount of data required. If one is aware of this problem, algorithms of this type can help even today on a rough level, for example to pre-filter a large quantity of prototypes. However, if one blindly relies on the results of these models, this inevitably leads to misjudgements.



In the context of System0 research, eye square has dealt with the topic of “Meaningful Attention”. What was investigated?

Garrit Güldenpfennig: "Attention" has become a buzzword of high importance within marketing research in recent years. According to this narrative, achieving high attention with a digital contact is almost synonymous with advertising success.

While prolonged attention is definitely an indicator of a successful contact - as shown not least by analyses of the e2 Media Attention Benchmark - it is worth taking a more detailed look here. With the help of the e2 Media Attention Benchmark and various case studies, we have established that there are indeed such things as quality characteristics of attention, which then influence memory and later action.

Who should definitely not miss your webinar?

Friedrich Jacobi: The webinar is intended for anyone who is or would like to explore the field of artificial intelligence in marketing research, as well as those who would like to gain a deeper understanding of the connection between attention and advertising success.



Dr. Friedrich Jacobi
Chief Financial Officer &
Partner at eye square



Dr. Friedrich Jacobi is supporting the management team of eye square as Chief Financial Officer (CFO) since 2022. In addition to financial topics, Friedrich's responsibilities at eye square include internationalization, legal and HR. Furthermore, Friedrich is the contact person for all customers in the area of cooperations and long-term contracts including in-and out-licensing as well as quality issues.

Friedrich studied business informatics at the European Business School, received an MBA from James Madison University in the USA and a doctorate from the University of St. Gallen. After starting his career at a management consultancy and subsequently setting up a production site in Mecklenburg-Vorpommern, he has spent last 13 years working as CFO at executive and board level in the life sciences sector for pharmaceutical and medical technology companies.

Garrit Güldenpfennig
Data Scientist &
Technical Project
Manager, at eye square



Garrit Güldenpfennig is a Data Scientist and Technical Project Manager at eye square. He completed his studies as a sociologist with a strong focus on research methodology and quantitative analysis.

His expertise in human perception combined with his knowledge of Ai and statistics complement eye square's approach of bringing together human and machine by utilizing technology, art, and science.

His team is responsible for obtaining, processing, and analyzing the data as well as supporting the project teams with statistical and graphical evaluations.