



# EMPOWERMENT THROUGH EMPATHY

Leveraging AI-Based Technologies to Understand Audience Engagement

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surveys.canvs.ai

**The Media Insights  
& Engagement Conference**



Empathy is  
measurable

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Empathy is  
actionable



# Empathy

The ability to understand  
the feelings of another

# We'll spend \$41B by 2021 on Empathy (Emotion Detection and Recognition)



Survey  
customers on  
how they feel



Analyze  
unstructured  
VOC data



Observe  
behaviors



Measure  
neurophysiological  
arousal



\*Actual photo of  
open ended responses



Are they engaged?

Emotional **Connection**



How do they feel and why?

Emotional **Categorization**



Canvs measures Empathy

	D	E	F	G	H	I	J	K	L	M	
1	Demographics							Response			
2	Survey Date	Gender	Age	Over/ Under 25	Quads on 25	Sample (General / Parent / Ki	Ethnicity	Interest	Driver/ Holdback	Open End	
946	02/13/2019	Female	6	6-11	F6-11	Kid	Hispanic	1-Def	Driver	it sounds really great	
947	02/13/2019	Female	6	6-11	F6-11	Kid	Hispanic	1-Def	Driver	Its cool	
948	02/18/2019	Female	6	6-11	F6-11	Kid	Caucasian	1-Def	Driver	like the first	
949	02/18/2019	Female	6	6-11	F6-11	Kid	Other	1-Def	Driver	Loved	
950	02/17/2019	Female	6	6-11	F6-11	Kid	Caucasian	1-Def	Driver	Loved the original	
951	02/12/2019	Female	6	6-11	F6-11	Kid	Other	1-Def	Driver	Nice story line and thrilling	
952	02/12/2019	Female	6	6-11	F6-11	Kid	Caucasian	1-Def	Driver	perfect	
953	02/13/2019	Female	7	6-11	F6-11	Kid	AA	1-Def	Driver	Heard mostly good things	
954	02/16/2019	Female	7	6-11	F6-11	Kid	Caucasian	1-Def	Driver	I liked the first one.	
955	02/17/2019	Female	7	6-11	F6-11	Kid	Caucasian	1-Def	Driver	I want to know what its about	
956	02/17/2019	Female	7	6-11	F6-11	Kid	AA	1-Def	Driver	Is my king of story	
957	02/18/2019	Female	7	6-11	F6-11	Kid	Caucasian	1-Def	Driver	It looks funny	
958	02/18/2019	Female	7	6-11	F6-11	Kid	Caucasian	1-Def	Driver	It's silly	
959	02/17/2019	Female	7	6-11	F6-11	Kid	Caucasian	1-Def	Driver	Liked the first one	
960	02/18/2019	Female	7	6-11	F6-11	Kid	AA	1-Def	Driver	Not sure	
961	02/12/2019	Female	8	6-11	F6-11	Kid	Hispanic	1-Def	Driver	3D computer animated action comedy film .	
962	02/13/2019	Female	8	6-11	F6-11	Kid	Caucasian	1-Def	Driver	a beautiful story	
963	02/18/2019	Female	8	6-11	F6-11	Kid	Caucasian	1-Def	Driver	great first movie and this one is going to be good	
964	02/14/2019	Female	8	6-11	F6-11	Kid	Hispanic	1-Def	Driver	great first movie and this one is going to be good	
965	02/18/2019	Female	8	6-11	F6-11	Kid	Caucasian	1-Def	Driver	I liked the first one so I want to know what happen next	
966	02/18/2019	Female	8	6-11	F6-11	Kid	Caucasian	1-Def	Driver	i love this series	
967	02/12/2019	Female	8	6-11	F6-11	Kid	Caucasian	1-Def	Driver	i seem the last one.	
968	02/18/2019	Female	8	6-11	F6-11	Kid	Caucasian	1-Def	Driver	Liked the first movie alot.	

Spreadsheet with open ends



389

Open Ends



279 (71.7%)

Open Ends with Codes



218 (56%)

Open Ends with Topics



290 (74.6%)

Open Ends with Emotions

Highlights **279 (71.7%)** statistically significant

**Codes** summarize the common ideas in responses.

Partial Screenshot of Canvs Dashboard

389

Open Ends



279 (71.7%)

Open Ends with Codes



218 (56%)

Open Ends with Topics



290 (74.6%)

Open Ends with Emotions

filters between topics, en 218 (56%) filters.

Topics are a representation of what people are talking about.

389

Open Ends



279 (71.7%)

Open Ends with Codes



218 (56%)

Open Ends with Topics



290 (74.6%)

Open Ends with Emotions

290 (74.6%)

**Emotions** are a representation of how people feel.

Partial Screenshot of Canvs Dashboard

### Emotion Framework i

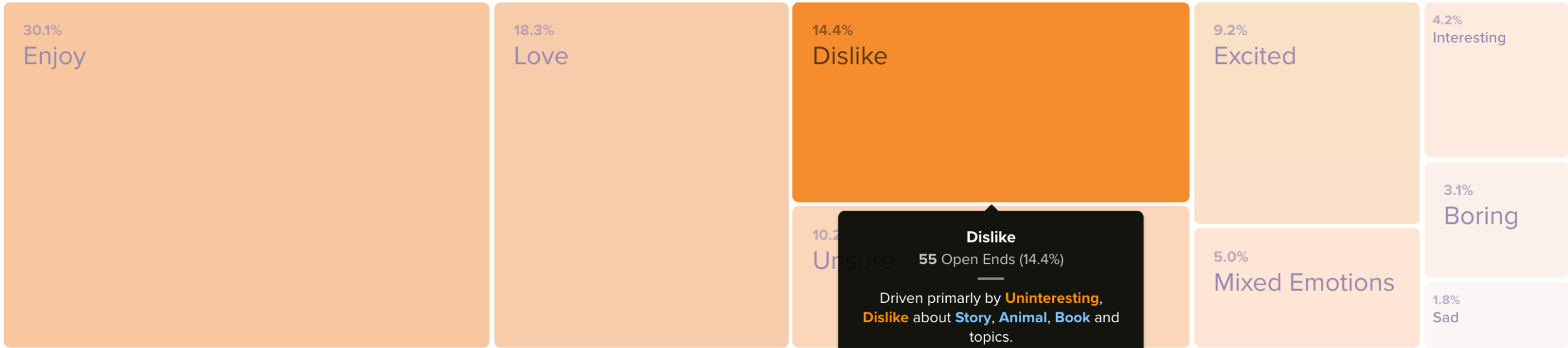
Canvs Ekman Plutchik

## 42 Core Emotions

### How do people feel?

This data is based on all Emotional Reactions

Codes Topics **Emotions**



**Dislike**  
55 Open Ends (14.4%)  
Driven primarily by **Uninteresting**, **Dislike** about **Story**, **Animal**, **Book** and topics.

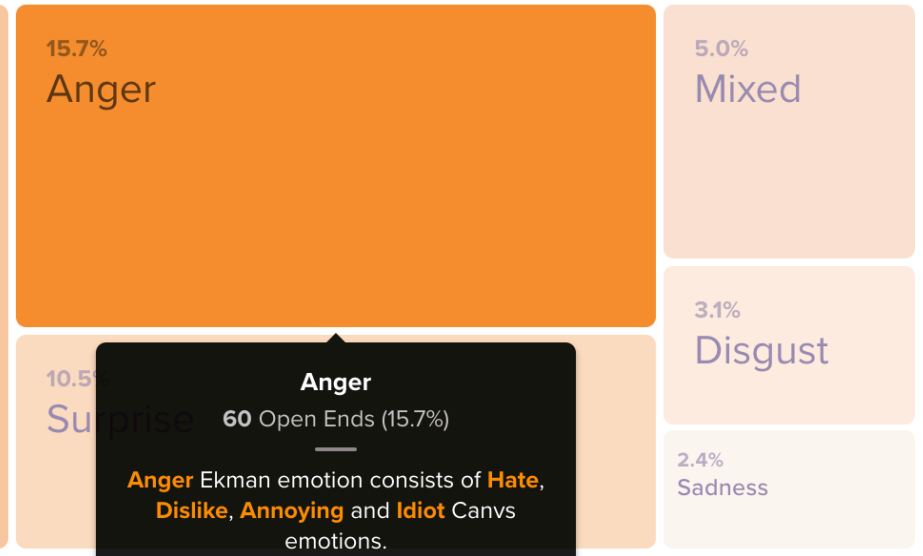
Threshold 

1%

3.7% of Emotional Reactions are emotions with less than 1% volume.

Partial Screenshot of Canvs Dashboard

### 6 Core Emotions



**Anger**  
60 Open Ends (15.7%)  
Anger Ekman emotion consists of Hate, Dislike, Annoying and Idiot Canvs emotions.

0.3% of Emotional Reactions are emotions with less than 1% volume.

Codes Topics **Ekman Emotions**



### How do people feel?

This data is based on all Emotional Reactions

Threshold ● 1%

Partial Screenshot of Canvs Dashboard



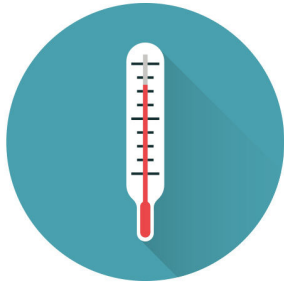
Are they engaged?

Emotional **Connection**



How do they feel and why?

Emotional **Categorization**



# Are they engaged?

Emotional **Connection** leveraging OEs from Pilot tests



How would you rate this show overall?

- Excellent
- Very Good
- Good
- Fair
- Poor



Which respondent marked Excellent as overall rating?

‘ A. “It kept my interest”

B. “The story is pretty good.”

C. “IT IS F\*CKING AWESOME! PUT THIS SHOW ON THE AIR! It is so funny I just cracked up constantly. The right mix of dirty and funny!”

’

How would you rate this show overall?


Excellent

Very Good


Good

Fair

Poor



Strength of  
emotional  
connection matters



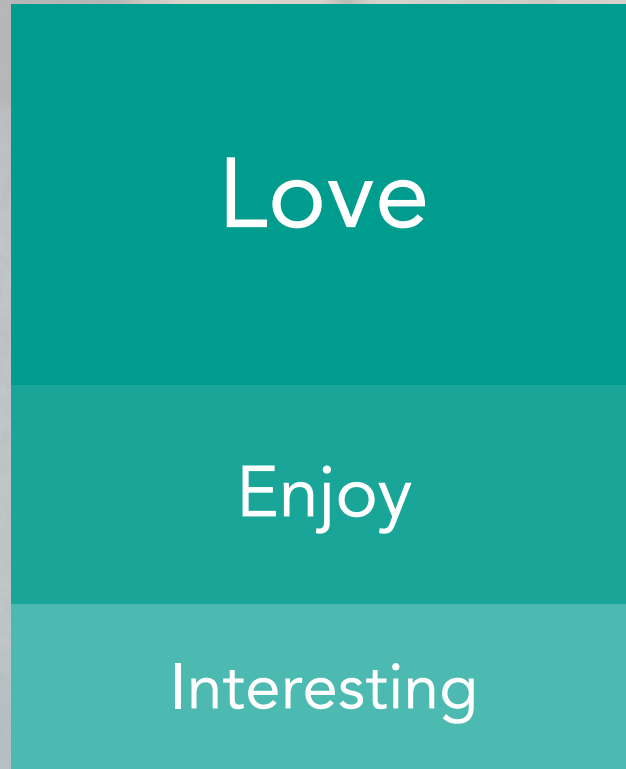
No one wants  
to go on a date  
that was just  
*interesting.*

Three drama pilots tested identically for  
*overall show rating*



Emotional  
Connection

Intensity ↑



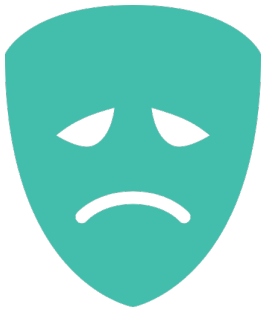
“IT IS F\*CKING AWESOME!  
PUT THIS SHOW ON AIR...”

The story is pretty good.

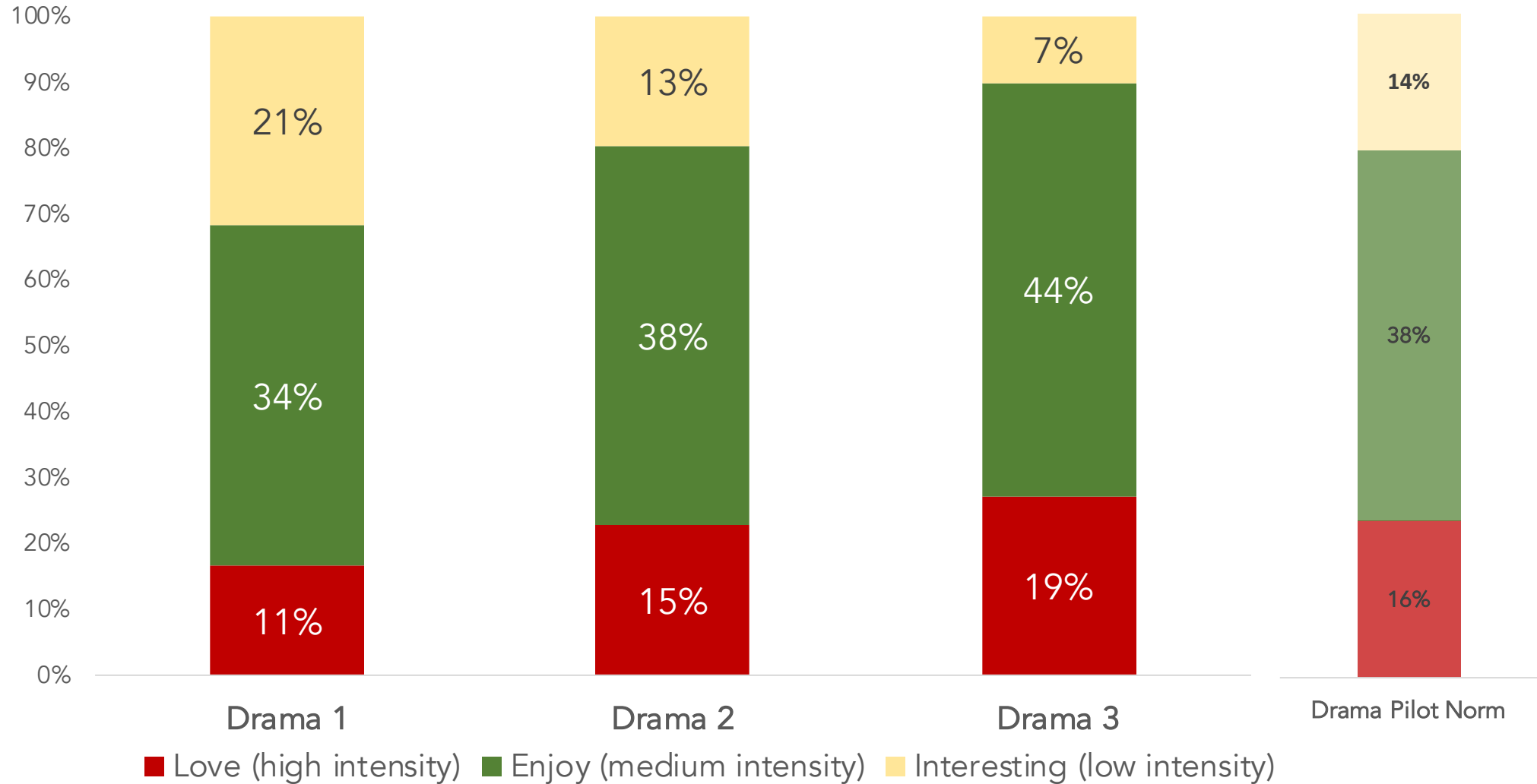
It kept my interest

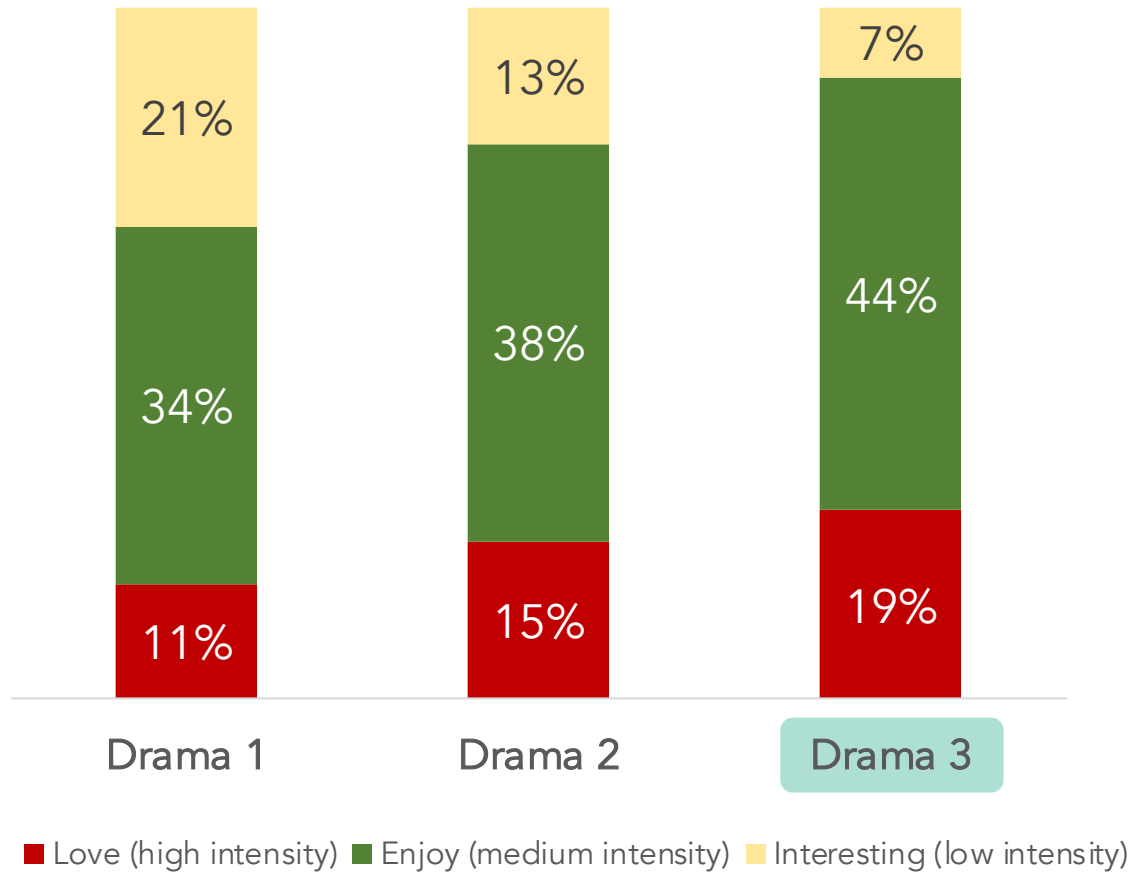


## 'Excellent' respondents exhibited significantly more *intensely favorable emotions* for Drama 3 in open ended responses



3 drama pilots with identical 'Excellent' ratings





### Viewership Performance (HH Ratings)

Drama #1

**3.6 Live + SD S1 E1 Premiere**  
2.2 Avg S1

Drama #2

**7.5 Live + SD S1 E1 Premiere**  
3.0 Avg S1

Drama #3

**10.1 Live + SD S1 E1 Premiere**  
3.7 Avg S1

Source: Nielsen Season Average (Live+Same Day) via TVBYTHENUMBERS



# How do they feel and why?

Emotional **Categorization** leveraging OEs from movie tracking surveys



How likely are you to go see this movie?

- Definitely Will Go
- Probably Will Go
- Maybe / Maybe Not
- Probably Won't Go
- Definitely Won't Go



Which respondent is *definitely* planning to go see the movie?

“

- A. “It’s just another money-grubbing reboot.”
- B. “On the fence.”
- C. “Would not hesitate to see this!”

”

How likely are you to go see this movie?

- Definitely Will Go
- Probably Will Go
- Maybe / Maybe Not
- Probably Won't Go
- Definitely Won't Go



How audiences  
feel and why  
matters

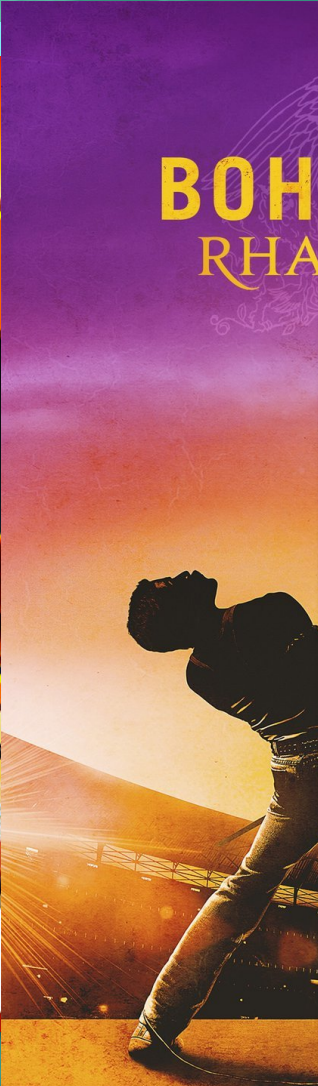
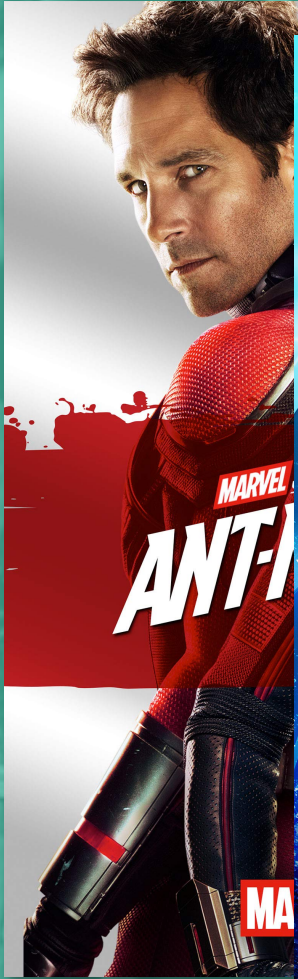


Converting  
Fence-Sitters to  
Moviegoers



*In progress study*  
NRG Campaign Tracking  
400+ Films over 2 years  
1.2 Million Open Ends

# Some of The Hits



# Some of The Flops





How do they  
feel and why?



# Fence-Sitters Case Study



1 – Definitely Will Go

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2 – Probably Will Go

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3 – Maybe/Maybe Not

Focus  
specifically on  
**Fence-Sitters**

4 – Probably Won't Go

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5 – Definitely Won't Go

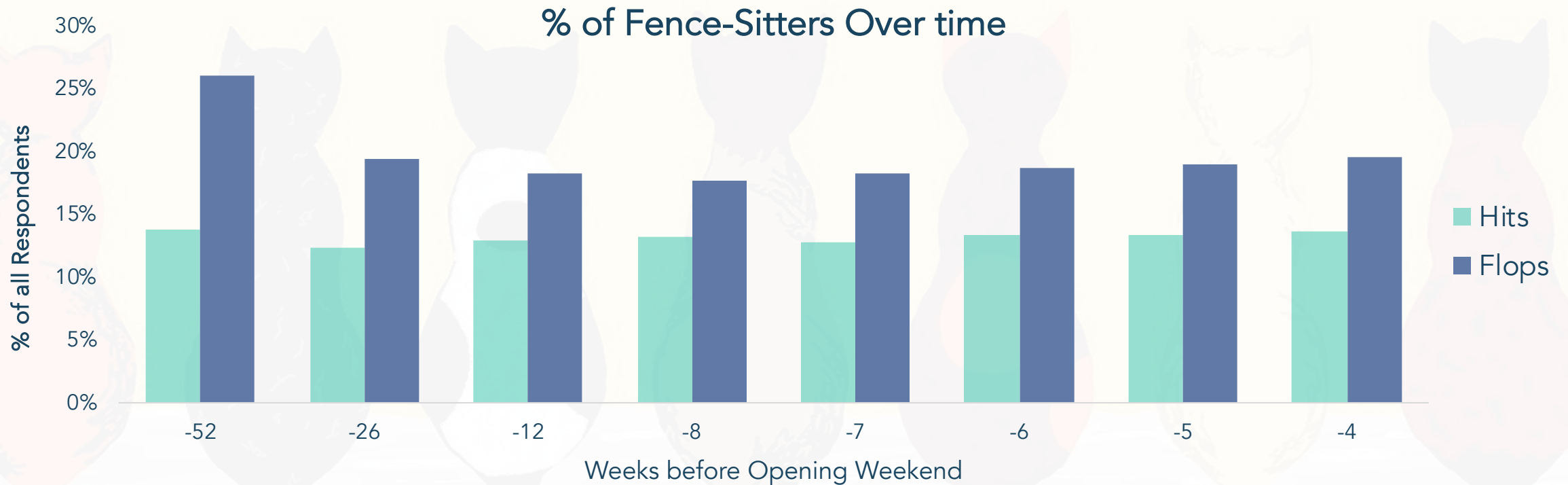


How do they  
feel and why?



# Fence-Sitters Case Study

Flops have nearly 50% more Fence-Sitters than Hits on average (as expected).  
But there is little change for either in lead up to opening (not actionable).





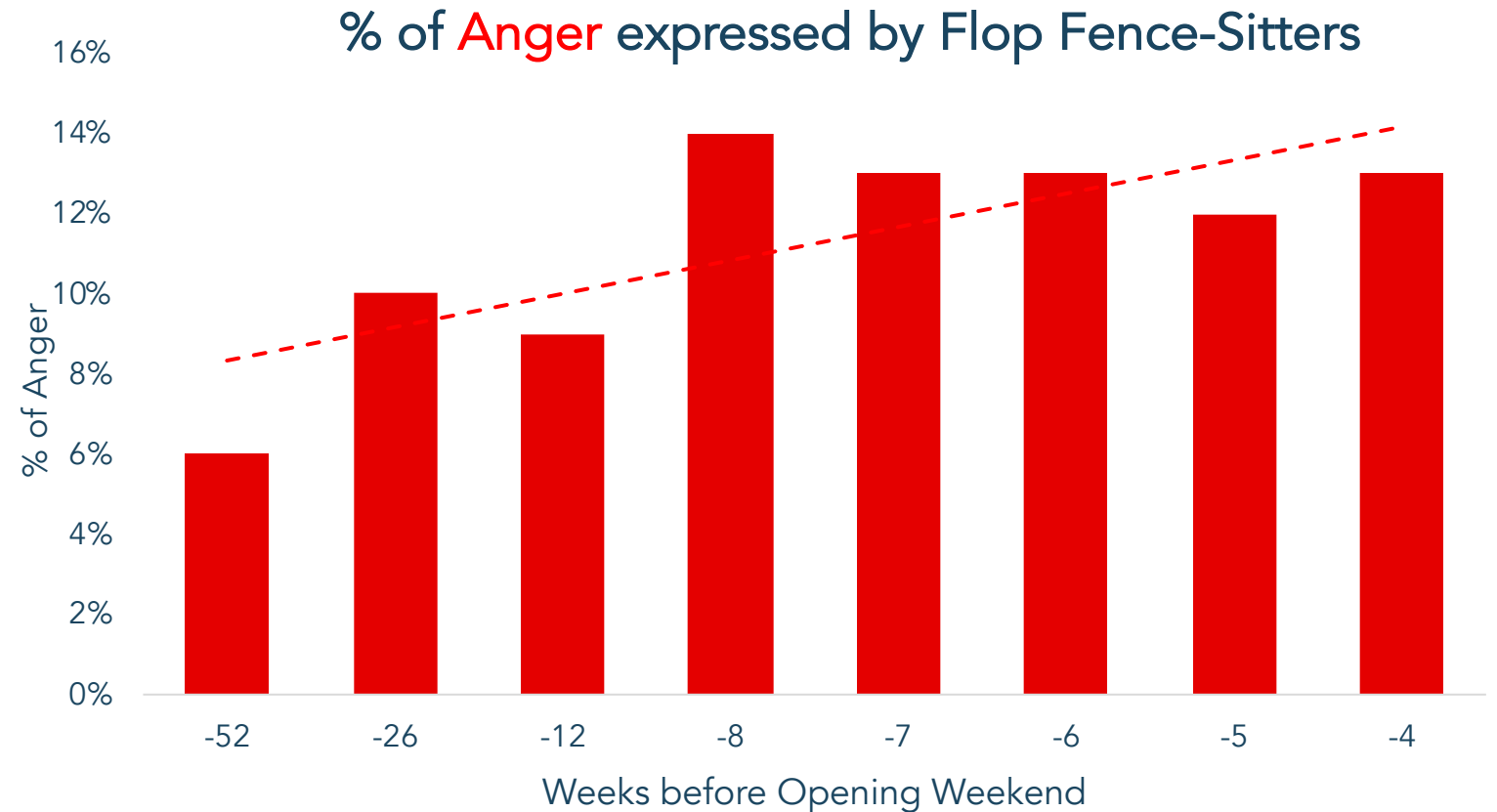


How do they  
feel and why?



# Fence-Sitters Case Study

Flop Fence-Sitters  
express increasing  
amounts of **Anger**  
as release  
approaches





## For Flop Fence-Sitters – What are top unique reasons they **Anger** in open ends?

Trailer fails to generate enthusiasm



"I don't even remember the trailer and I saw it in a theater yesterday."

Inability to create a connection

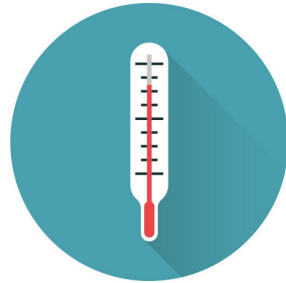


"Would rather see something else."

Storyline depicted in the trailer didn't resonate



"Once again I don't really know the storyline."



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Emotional **Connection**



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**THANK YOU**

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