

Semiotics vs. Quant Research

Learn about the differences in order to make smart decisions on insights methodologies

SEMIOTICS

Source of Insight

Consumer Surround

What the consumer is surrounded by that shapes their mindset

What is Interpreted?

Different types of content (these are called texts & discourse in semiotics) – cultural content, category content, packaging content, brand content etc.

Who does the Interpretation?

The team of Semioticians

How is the Interpretation done?

The signs, symbols & narratives that are embedded into the content (texts and discourses) are read for meaning, using the theories & frameworks of Semiotics

Reasons to Use

To understand consumers more holistically, going beyond what they say

QUANT RESEARCH

Source of Insight

Numbers & Metrics

Numbers, metrics and measurements pertaining to consumer behaviour, habits, attitudes and knowledge

What is Interpreted?

Data tables, charts and graphs. The relationship among the measures/numbers reveals the insights

Who does the Interpretation?

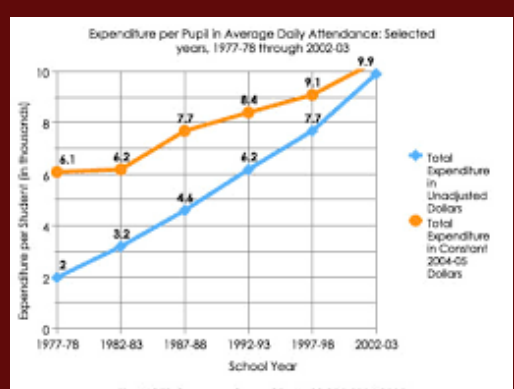
The team of Quantitative Researchers

How is the Interpretation done?

Reading the numbers, identifying patterns and relationships among the numbers. Identifying causal drivers via statistical modelling. Using the theories & frameworks of statistics

Reasons to Use

To obtain a 'scientific' understanding of consumer behaviour



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SEMIOTICS

The Underlying Premise

The consumers' mind is not a clean slate. They undergo a continuous learning process from the environment that they are immersed in. These are conscious and unconscious influences at work, which the consumer may or may not be able to articulate

QUANT RESEARCH

The Underlying Premise

Science and the scientific method reign supreme. Accurate measurements with numbers is the starting point of all objective knowledge which can then be used to predict consumer behaviour

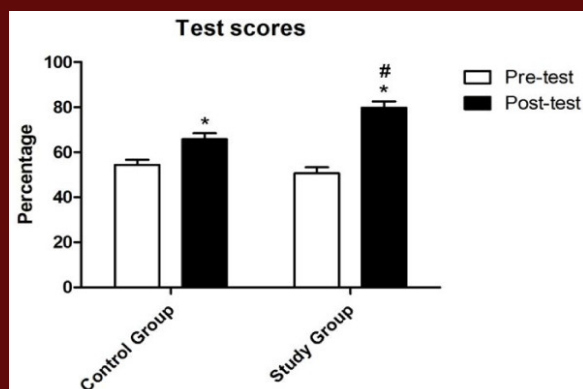
Are these insight methodologies to be used exclusively?
Or can they be combined?

Semiotics OR Quant Research vs.

Semiotics AND Quant Research

From our experience, the answer is YES. They can be combined effectively, provided it is done in a sequence.

Semiotics First to get the insights from the Discourse, from the Consumer Surround. Then, the insights from the discourse are used to develop concepts which can be quantitatively tested with consumers.



To know more about Semiotics, visit www.leapfrogstrategy.com