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For Immediate Release

DIALSMITH PARTNERS WITH RESEARCH AND ACADEMIC EXPERTS TO EXPOSE IMPACT OF FLAWED RECALL AND MEMORY BIAS ON MARKET RESEARCH

*Causes, outcomes, and remedies for memory and recall issues to be explored during
live panel at upcoming IIEX North America conference*

Portland, Ore. (June 6, 2016)—Dialsmith, developer and worldwide marketer and seller of the Perception Analyzer[®] dial testing tools and services, has partnered with a top-notch team of experts from the market research and academic research fields to present a program centered on uncovering and exposing the challenges of flawed recall and memory bias in market research and what can be done about it.

The program consists of a series of moderated discussions, culminating in a panel session at the upcoming [IIEX North America conference](#) in mid-June followed by a webinar in September. The experts on the panel were selected based on their real world interactions and experiences with memory-based research. The panel features: Andrew Jeavons, Founder & Owner at Mass Cognition; Dr. Elizabeth Loftus, Distinguished Professor of Psychology & Social Behavior, and Professor of Law at the University of California-Irvine; Elizabeth Merrick, Head of Customer Insights at Nest; and David Paull, Founder & CEO at Dialsmith.

Merrick, who specializes in customer insights and predictive analytics, is supporting the program because, “Attribution in business is incredibly important. I need to know where my dollars are coming from and which marketing initiatives and spends are driving them. Many of the mechanisms we have in place to determine this, are reliant on memory. When you start digging into how customers respond to questionnaires and surveys, you start seeing how wrong customers can be, which makes you realize how misappropriated your marketing dollars can be. I see that flawed memory, and the decisions we as marketers make based on it, can have a huge business impact—on both the top and bottom line.”

Paull added, “At Dialsmith, we work with clients every day to help them capture in-the-moment insights. So, from an anecdotal standpoint, we see the value of these insights and benefits of adding that piece of the puzzle in every project we do. However, we’ve always been curious to step out of our Dialsmith world and see if we can find other real world examples to demonstrate the limitations of recall- and memory-based research methods. Therefore, we thought that approaching this issue from the academic side, in addition to the market research side, would yield some interesting outcomes.”

More details and updates on the program can be found at [url] or by following the discussion on Twitter at #ExposingRecallMRx.

About Dialsmith

Dialsmith is a Portland, Oregon-based technology company that develops products and services for research audience engagement and live event scoring. We are pioneers in the development of tools for capturing and displaying continuous and moment-to-moment feedback and are the worldwide marketers, sellers and service providers for Perception Analyzer, Perception Analyzer Online, ISX Scoring and Slidermetrix. Featured on CNN, FOX News, Food Network, ESPN X Games, The New York Times and more, Dialsmith's Perception Analyzer tools are the gold standard for dial-based focus group testing, public opinion polling and audience engagement. To learn more, visit www.dialsmith.com.

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