

Social Intelligence: A Critical Tool in Guiding Metaverse (and other 'Big Picture') Research



At the Harris Poll, we knew we wanted to help marketers better understand several aspects of the metaverse. There has been a great deal written about both its potential as an open, decentralized internet steeped in opportunity as well as an energy-inefficient world where the worst of social media is amplified, and true human connection is lost. We began exploring at the most basic level – people who will be spending time in the metaverse. What do they think they will find? Who will be there, and why? What experiences from brands are they expecting or desiring?

Before jumping directly to a survey, we turned to social intelligence to explore high level patterns that we could delve deeper into for real insight. By conducting a social intelligence audit of the topic, we were able to identify emotions, motivations and existing paradigms that all seemed to impact individual expectations of the metaverse. This audit helped us to design a streamlined and more insightful questionnaire – setting a strong foundation for what would become the Marketers Guide to The Metaverse Consumer.

Keep reading for more information on how we approach Social Intelligence at the Harris Poll and to find out why it might be a methodology you could be leveraging more broadly than many 'social listening' programs are currently structured to do.

How will your brand engage? If you'd like to brainstorm, reach out.

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