

*Insights on topics that affect consumers*

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## It's Not the Terminator!

By Courteney Wilds

***Embracing artificial intelligence to research the multicultural market may not be a bad idea.***

I watched a webinar given by my alma mater, Rutgers Business School, about AI, its benefits, what it is and how it can be useful to all of us. As I sat through the presentation, I was thinking about all the pitfalls and objections to this new technology, especially as it relates to multicultural markets. I've heard some say that AI is biased against marginalized communities and that AI creates problems for these markets. However, there is another way to think about AI, especially GenAI (generative AI). It could be the technology that helps to level the playing field for communities of color and others.

What is artificial intelligence? Well, basically, it's an iterative computer program that can "think" based on the inputs. There are famous movies based on AI - The Terminator, I Robot - where the machine shows "feelings" or "thinks" on its own.

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### It's Not the Terminator! (continued)

It has character, it cares, it has emotion. What we forget is that this is a movie, and those thoughts and feelings are being played by people not robots. So, as an actor, I know that even in a movie where a robot is being portrayed, it has to emote, because that's what actors do. They emote. And speaking honestly, I don't think an AI programmed robot can come close to showing the true emotions that someone like Meryl Streep could. But I digress.

In marketing, where we live, AI technology can find commonalities, differences or create new products. This is all good. But there is one thing we must remember. The outputs are only as good as the inputs. Use bad inputs, you get bad data. That's why this data can be manipulated to make deep fakes, create narratives that don't exist or even make up case law (yes this actually happened). Even with these issues however, AI has the possibility of being a godsend for a marketer who wants to market to marginalized or underserved markets. Imagine being able to understand with minute detail how someone makes decisions on purchasing every product in their home without spending tons of money. This is where I believe AI can be very valuable to the multicultural marketer.

How? I'm sure there is a myriad of ways that it can be used, but these three come to mind:

1. *Uncover market patterns* - using AI we can comb through all the data we currently have for all types of consumers (African American, Hispanic, Asian, LGBTQ+, etc.) to determine key patterns in purchasing, consumer behavior, and others.
2. *Predict behavior in Multicultural markets* - most market research agencies have touted this benefit, but for the multicultural market it is so important. If we can predict behaviors for these markets, it takes the prohibitive cost of researching these markets out of the equation. It gives you a cost-effective way to determine how they will react to communications, product development and services. It will also make it less expensive to understand how they are using mainstream products, as well as products made specifically for them.
3. *Alacrity of results*- imagine researching these markets through digital media with the ability to react and provide solutions in half the time. AI can give you the ability to do that. Using live data - from clicks to likes - you can assess where this market is and what they are looking for as it happens.

GenAI is the next generation technology that will allow marketers to understand all markets including multicultural markets. It has the potential of cutting the overall costs of researching this

market and predicting their reactions to key parts of the marketing plan. It may not look like The Terminator, but it has the potential for that kind of business power.

## We Need Real People Not Robots!!



***According to this professor, AI may be good for quantitative data, but think twice when considering it for qualitative.***

By Staff Writers

Market research firms are always looking for the next big technology that can make gathering and analyzing tons of data easy. So, in walks artificial intelligence - the technology that has the power to quantify data analytics in lightning speed so research can move at the speed of business. And yes, we should use those tools, especially when there are large data sets to analyze where new trends and insights are needed. But is AI good for everything market research? Probably not.

Whereas AI has a good fit with quantitative research, there are those who would like to dabble in using it for qualitative as well. Instead of going out and personally speaking to consumers in focus groups or some other qualitative method, maybe we can use the machine learning power of AI

## **We Need Real People Not Robots! (continued)**

to mimic human feelings, attitudes and thoughts. According to Brian Sheehan, a professor of advertising at Syracuse University, this is a bridge too far! In his article titled "Marketers, Beware of Using 'Digital Focus Groups' for Human Insights," Professor Sheehan warns researchers about creating digital focus groups made of AI generated consumers to replace actual consumers. He fears that brand managers may believe that "AI can provide human feedback" on products and services. But we know better. His POV is that marketers will want to use quantitative designed technology to discover qualitative results, and that will lead to disaster. I think he's right.

Consumers are unpredictable - they may buy a product or use a service, but the rationale may not be what we think. And when we create advertising, knowing why a consumer is purchasing a product is key in creating positioning and messaging that resonates with them. So, understanding their customer journey, seeing them live with these products, and discussing how they fit into their lives will never get old. Real people use these products, not robots. If we want to know what the consumer is thinking, we must ask them directly.

Professor Sheehan quoted David Ogilvy as saying, "Consumers don't think how they feel. They don't say what they think, and they don't do what they say." So, while we are all hyped about the capabilities of AI, let's remember that no matter what happens, the consumer is still and most likely will always be, a part of the purchase equation - even if their robot maid goes out and does the shopping!



## **Kathy's Korner: *The Practice of Medicine aka Healthcare, Should Always be Personal***

by Katherine McKeithen, PhD

When it comes to healthcare, success can be achieved only when the provider sees the patient and hears the patient. It is not enough to do one or the other, both senses (seeing and hearing) must be engaged. All too often, what's heard depends on what is first observed. And, to many a patient's dismay, the observation is couched in terms of a group rather than a personal observation. For example, an excerpt from a patient's first visit with a PCP might : "a 50-year-old Black man presents with..., or "This 70-year-old White woman presents with." Most practitioners will agree that there is a long-standing practice of mentioning race or ethnicity immediately in case presentations.

While we believe that the practice of medicine should be personal, we do not believe that it should be personally identifying. That's too personal, tantamount to treating one's own family members! That is not generally a practice that is promoted!

Why not mention the patient's profession or lifestyle. Does the patient have children, a job, a spouse...does the patient have live-in stress inducers? Without getting personal, no PCP can accurately diagnose and/or treat a patient who presents with symptoms. Without considering all possible contributing factors, how can a healthcare provider even get a glimpse of the true state of one's health? It's tantamount to looking at an x-ray with your eyes covered. Someone could give you a description of the x-ray, but you would not be privy to the details, the intricacies, the differences that could make a difference. Correct diagnosing depends on attention to detail.

## Kathy's Korner (continued)

In the healthcare setting, that means that it is improper for your physician to look at you as simply a person of a certain age group, ethnic group, gender group, etc. to diagnose your medical concerns. It's equally important to factor in personal information that may also be available (e.g., lifestyle, employment, family/home composition, etc.). While it is fine to think of African Americans when you think of sickle cell anemia, it is not okay to think of sickle cell anemia when you think of African Americans. That is, it is okay to think of the end users of products or those most likely to be affected by certain circumstances based on history or research findings, it is decidedly not okay to assume in any moment of time that what you are presented with is merely the sum of your experience with any of the groups with which you have at most limited encounters.



The issue is that we cannot separate certain identifiers from the emotions and beliefs we ascribe to those identifiers. In point of fact, we form stereotypes that cling like glue and penetrate our every thought. Health care providers are not immune from this propensity to move toward the average. It is incumbent on each patient to direct his/her healthcare provider to personalize healthcare.

In our next edition, I'll begin a series of discussions on the importance of DEI in politics. With the 2024 elections around the corner, and many local elections taking place this fall, it seems appropriate to explore the presence and absence of DEI in politics. Please join me! In the interim, please feel free to share your thoughts about this or the previous article. You may email me at [kb.mckeithen@courtllynninc.com](mailto:kb.mckeithen@courtllynninc.com). Please put "Kathy's Korner Feedback" in the subject line.

Sources: The New England Journal of Medicine *First Impressions --- Should We Include Race or Ethnicity at the Beginning of Clinical Case Presentations?* By Allen S. Brett, M.D., and Christopher W. Goodman, M.D. December 30, 2021

## Racism Directly Effects African American Female Maternal Healthcare

***Regardless of income, African American women die more often in childbirth***

By Courtney Wilds

I was listening to NPR one day and heard an interview with a man who had recently lost his wife after childbirth. He was African American and so was his wife; they were high income earners, well educated, had a beautiful home and were expecting their first child. His wife had given birth to their son but began to complain about not "feeling right and experiencing pain." Next thing he knew, the doctor was telling him that his wife was dead. He was devastated and couldn't believe that could happen. They were in a good hospital, she had great care, she was healthy, but she was dead.

What happened to this man isn't that uncommon. While childbirth can be dangerous for some women, Black women are 3 times more likely to die before, during and after childbirth compared to white women. The UNFPA, the United Nations' sexual and reproductive health agency, issued a report in July 2023 called *The Maternal Health of Women and Girls of African Descent in the Americas*. According to this study, black maternal death is due to structural racism and sexism built into our healthcare system. And these deaths have increased over time.

If you ask anyone why Black/African American women are more likely to die in childbirth, they will routinely cite the lack of access to quality healthcare due to low income and suggest that this results in poor perinatal care. But thinking of the interview

### Racism Directly Affects African American Female Maternal Healthcare (continued)

I heard that was not the case. They had more than enough money and great health insurance, yet his wife still died. The UNFPA report points out that even with a college degree, African American women are 1.6 times more likely to die from childbirth just like this man's wife did. So, it should not come as a surprise that the reason for the mortality rate is based on bias, racism, and sexism, which transcends education and income.

According to their report, racism and sexism comes from gendered racist beliefs held by decision makers. Discriminatory attitudes and behaviors among healthcare providers, racially biased medical education and health policy all contribute to bad health outcomes for pregnant Black/African American women. These beliefs build bias into the healthcare system, resulting in mistreatment and sometimes abuse by healthcare workers.



(JGI/Tom Grill, Getty Images)

Feeding these beliefs is the fact that US medical students are still taught the racist ideas created to justify the enslaving of African people. Some of those ideas include African Americans have thicker skin so they don't feel pain; African Americans' blood coagulates faster than whites, so they don't "bleed out as fast"; and the idea that African Americans are more likely to get addicted to drugs so don't prescribe pain medication. The medical outcomes based on these misconceptions can mean death for a patient who doesn't have a physician who will look past these stereotypes. These beliefs influence any pregnant African American woman regardless of education or income because they are dismissed as just complaining rather than being taken seriously and understanding that there is a problem.

The authors of the report, offer nine suggestions for health organizations, and governments. Some of these suggestions include more African American women involved in policy design and accountability; improving universal healthcare, increasing the number of African Americans in the healthcare workforce, which includes more African American women doctors and address racist policies and ideologies in healthcare training overall. To read this report, visit [www.unfpa.org](http://www.unfpa.org) .



## Around the Water Cooler

### News about CourtLynn

Happy New Year and welcome to the first CourtLynn Around the Water Cooler! A lot is going on with our company and just like a good friend, we want to share everything with you!

#### ***CourtLynn Enterprises, Inc. closes***

Yes, you read that correctly. CourtLynn Enterprises, Inc. is phasing out. This company began in 2015 as a marketing and entertainment company. It was the owner of The Classical Voice Company LLC a vocal and operatic production company and WildDiva Music, an online YouTube channel that featured the TV show WildDiva MusicFest. It also moonlighted doing the occasional market research project. But with the pandemic, the closing of The Classical Voice Company LLC, and the ending of the WildDiva MusicFest, the mission for the company was complete. It's been a great 9 years and the company has seen great success. We will miss the music but welcome the new opportunities.

#### ***CourtLynn Insights Inc is born!***

With a full-time focus on marketing research, it was clear that a new entity was needed. That new entity is CourtLynn Insights Inc., which will open its doors on March 1, 2024. CourtLynn Insights Inc. is a throwback to early 2009 when CourtLynn Research, a freelancer company, started,

### Around the Water Cooler (continued)

except this is much better. We are building a true corporate consultancy firm, where our knowledge of research, business and training will all live together. The new CourtLynn Insights will provide clients with the insights they need regardless of where they are in the brand or product cycle. To accomplish this, there are three areas of concentration: 1) consulting services under *Expertise by CourtLynn*; 2) multicultural research and insights from *CourtLynn Multicultural*; and 3) training on today's important topics through *CourtLynn Academy*. With these three practice areas, CourtLynn is well positioned to answer the call of any major corporation, government entity or non-profit!

Along with a new corporation comes a new board of directors! Each director brings a wealth of experience from various sectors that will provide support for our CEO, Courteney Wilds, to direct the company to success. Lastly, CourtLynn Insights Inc is in the process of receiving our Minority Women Owned Enterprise certification from the state of NJ. This will open more opportunities on the state level but also help us qualify as a minority woman owned federal contractor - very exciting times!

## CourtLynn Insights, Inc. Reopens CourtLynn Academy

CourtLynn Academy was originally founded to provide education and jobs training for clients of CourtLynn Research LLC, but when CourtLynn Research closed in 2015, CourtLynn Academy closed as well. We are happy to announce that CourtLynn Academy will continue in that role for CourtLynn Insights Inc. With a robust Course Catalog available April 1, 2024, CourtLynn Academy will continue to offer courses that blend theoretical knowledge with practical experience.

The knowledge-based courses will be designed to give the student an understanding of the role market research plays in the corporate world. Depending on the student, courses will be taught from the perspective of the corporate manager or the vendor manager. The course catalog includes general marketing research which includes qualitative and quantitative research, presentation skills, interpretation and more. The Academy will also offer courses for those looking to learn or hone their leadership and management skills. These courses are designed to help individuals develop the crucial skills that they need to execute an organization's strategic plans. Finally, all courses incorporate Diversity, Equity, and Inclusion (DEI) considerations to ensure that students get training they can use immediately upon completion.

### CourtLynn Academy Reopens (continued)

Leading CourtLynn Academy is Katherine McKeithen, PhD. She brings a wealth of practical and academic experience to the Academy and leads the team who develop courses and training programs tailored to clients' specific needs.

To learn more about CourtLynn Academy, send us an email to [info@courtllynninc.com](mailto:info@courtllynninc.com) with CourtLynn Academy in the subject line.

## Recipe The CourtLynn Fizzy Lemonade

Makes 1

8oz ginger ale  
2 tbsps lemonade mix (like Country Time)  
Ice  
Water

Put the lemonade mix into a tall glass with ice and enough water to cover the lemonade mix. Stir until the lemonade mix is dissolved. Then, while stirring, slowly pour in the ginger ale being careful not to let the mixture overflow. Add more ice cubes as desired. Add a touch of Honey bourbon or gin for a little extra kick! Enjoy!

