

# Roll the dice or put on the VR headset

**Oana Popa Rengle**  
**ANAMNESIS**

# ROLL THE DICE

OR PUT ON THE VR HEADSET

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BY OANA POPA RENGLE

 oanarengle

**ESOMAR**  
WORLD RESEARCH

EVERY WORKPLACE NEEDS A  
HANDFUL OF *MISFITS* WHO AREN'T  
COMMITTED TO THE MISSION.  
THEY *ANTICIPATE THE HARM* YOU  
MIGHT DO—AND TAKE ACTION TO  
PREVENT IT.

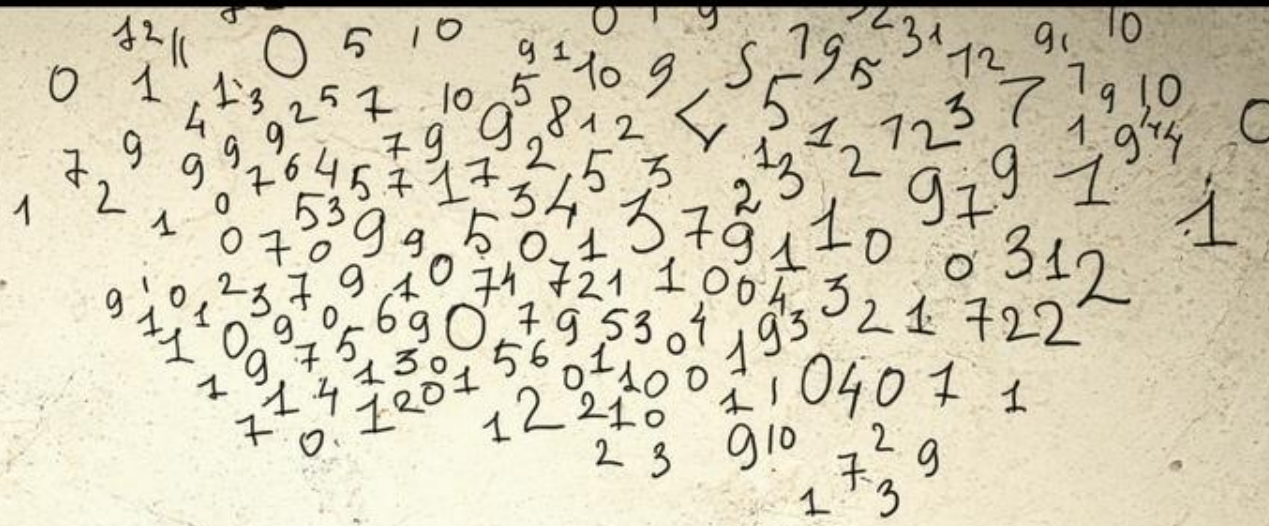
ADAM GRANT



ROLL THE DICE OR PUT ON THE VR HEAD SET?

Handwritten numbers and symbols scattered on a textured surface, including digits 0-9, symbols like '||', 'V', and 'S', and some larger numbers like 10, 12, 14, 20, 30, 40, 50, 60, 70, 80, 90, 100.





## DRIVERS OF CHANGE

Technology

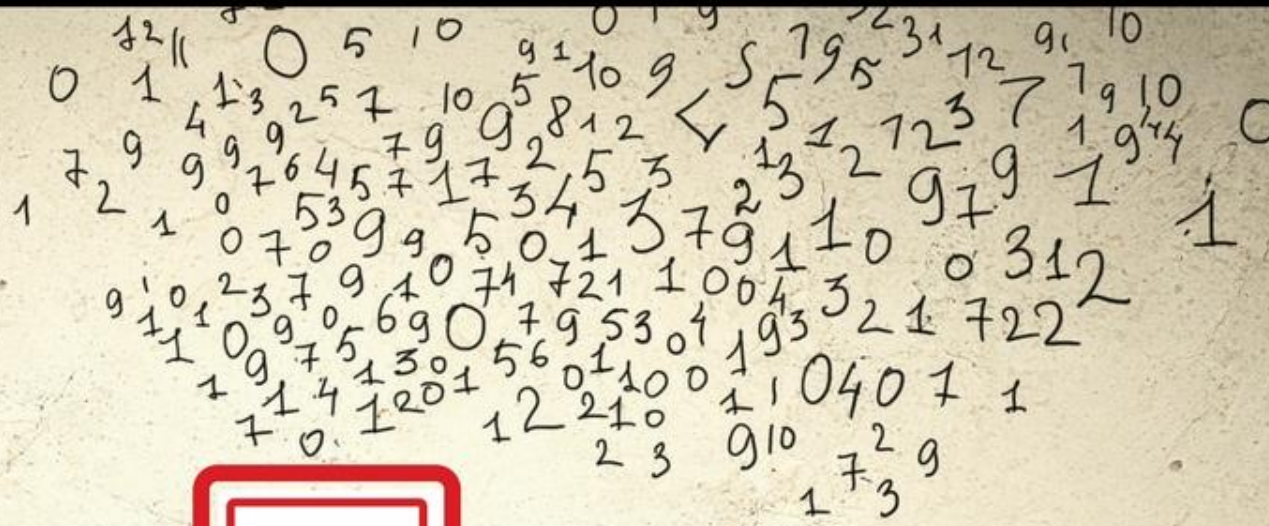
Big data

Automation

Machine learning

GRIT report, Q3-Q4, 2017





### DRIVERS OF CHANGE

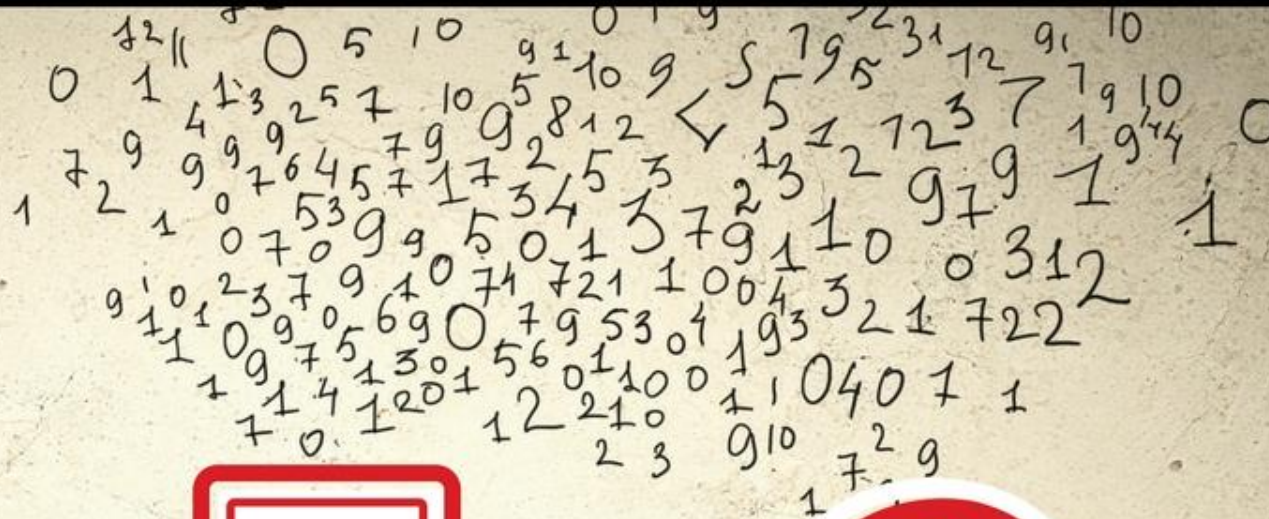
- Technology
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- Automation
- Machine learning



### EMERGING METHODS

- Online Communities
- Text Analytics
- Mobile First Surveys
- Social media Analytics
- Big data Analytics





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### QUAL RESEARCH

- In person and conversational (focus groups and interviews)



# CAN ONLINE TOOLS **SAVE** QUAL?



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**#HUMANITY**



ROLL THE DICE OR PUT ON THE VR HEAD SET?

# #HUMANITY

—  
Intimacy and connection







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Intimacy and connection

Bluffing, trust&deceit, creativity





**THE RESISTANCE**

**CONCEPT:**  
The Resistance is a social deduction board game for 7-10 players. It is a game of secret identities, deduction, and deception. You are either a member of the Resistance or a member of the Syndicate. The Resistance is a group of people who are trying to overthrow the Syndicate. The Syndicate is a group of people who are trying to take over the world. The game is played over several rounds. In each round, the Resistance and the Syndicate are given a mission to complete. The Resistance must complete the mission without being caught by the Syndicate. The Syndicate must catch the Resistance before they can complete the mission. The game ends when the Resistance has completed all of its missions or the Syndicate has caught all of the Resistance members.

**OBJECTIVE:**  
The Resistance must complete all of its missions without being caught by the Syndicate. The Syndicate must catch all of the Resistance members before they can complete all of their missions.

**THE CARDS & TOKENS:**  
The Resistance has several cards and tokens. The Resistance cards include the Mission Card, the Action Card, and the Character Card. The Resistance tokens include the Mission Token, the Action Token, and the Character Token. The Syndicate has several cards and tokens. The Syndicate cards include the Action Card, the Character Card, and the Mission Card. The Syndicate tokens include the Action Token, the Character Token, and the Mission Token.

**MISSION CARDS:**  
The Mission Cards are the cards that the Resistance must complete. Each Mission Card has a number and a description of the mission. The Mission Cards are: 1. The Resistance must complete the mission without being caught by the Syndicate. 2. The Resistance must complete the mission without being caught by the Syndicate. 3. The Resistance must complete the mission without being caught by the Syndicate. 4. The Resistance must complete the mission without being caught by the Syndicate. 5. The Resistance must complete the mission without being caught by the Syndicate.

**ACTION CARDS:**  
The Action Cards are the cards that the Resistance and the Syndicate can use. The Action Cards include: APPROVE, REJECT, and a card with a gun icon.

**CHARACTER CARDS:**  
The Character Cards are the cards that represent the different people in the game. Each Character Card has a portrait of a person and a name. The Character Cards include: KRASS, and several other unnamed characters.

**TOKENS:**  
The Tokens are the small circular pieces that are used in the game. The Tokens include: Mission Tokens, Action Tokens, and Character Tokens.

**QR CODE:**  
A QR code is located on the bottom right of the page, with the text "YouTube: United States" below it.



# #HUMANITY

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Intimacy and connection

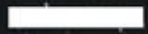
Bluffing, trust & deceit, creativity

Physicality





# #HUMANITY



Intimacy and connection

Bluffing, trust & deceit, creativity

Physicality

Ownership





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intimacy  
& connection

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creativity

physicality

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physicality



ownership





intimacy  
& connection



bluffing,  
trust & deceit,  
creativity



physicality



ownership





intimacy  
& connection

#belonging



bluffing,  
trust & deceit,  
creativity

#enacting  
#psychodrama



physicality

#embodiment



ownership

#ownership



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# # BOARDGAMES

*for Qualitative  
Research*





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"There is something very human about sitting around with other people for an extended period of time and all working together on something"



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