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Media Psychology

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Affective Encryption Analysis (AEA): FREQUENTLY ASKED QUESTIONS (FAQs)

Q: What is Affective Encryption Analysis (AEA)?

A: AEA is a proprietary, naturalistic, qualitative research tool that is used to forecast media trends. Data provided by AEA can also be utilized for media design and development.

Q: In what ways is AEA “naturalistic”?

A: AEA gathers data naturalistically, that is, under real-world, non-laboratory conditions. This significantly improves research validity and reliability.

Q: How is AEA a qualitative, as opposed to a quantitative, tool?

A: AEA focuses on feeling (emotional) trends as a means of either altering or forecasting behavior. AEA minimizes the use of quantitative measures, instead, seeking to identify viable media choices necessary to achieve project objectives. Data reporting is clear and action-oriented.

Q: How does AEA differ from other media research tools?

A: AEA requires substantially smaller sample sizes than traditional research methods. Focused, usable data is an AEA priority. AEA also is less sensitive to the stability of initial conditions.

Q: How valid and reliable is AEA?

A: AEA has unmatched predictive validity, as well as extremely high reliability.

Q: What sort of research projects are ideal for AEA?

A: AEA is primarily used in the political and entertainment realm, but is a powerful tool for a wide range of applications, and in a multitude of government, military, business, and cultural settings.

Q: What is the key value of AEA?

A: AEA takes the most difficult media research questions and provides creative answers that can be implemented with confidence.

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ADVANCED MEDIA RESEARCH AND PUBLIC RELATIONS

AFFECTIVE ENCRYPTION ANALYSIS (AEA)

AEA answers your most difficult research questions with unmatched predictive accuracy.

“The world’s most sophisticated trend-forecasting tool.”
David Axelrod, Senior Advisor to President Barack Obama

With AEA, you can take action with confidence.

ENTERTAINMENT

POLITICS

Will a new TV program be successful?

What kind of media campaign will help get your candidate elected?

A world-famous politician is having a PR crisis. How can the problem be solved?

Who is the ideal actor for the leading role in a film?

The ratings of a popular TV program are falling. Should the show be cancelled...or is there a way to reverse the trend?

Who will make the strongest candidate?

