

Federal Reserve Forum on Consumer Research & Testing: Tools for Evidence-based  
Policymaking in Financial Services, November 9, 2010  
Panel Two: Exploring research methodologies for consumer testing and studying consumer  
behavior

Anna Paulson:

Hi. I'm very happy to be here and I should reiterate as Bob did that anything that I say is of course not the views necessarily of the Chicago Fed. So we started out the discussion today -- I think that Jeanne has done a fantastic job of bringing together the relevant disciplines that can offer us insights into consumer behavior and consumer choice and developing sound public policy around those choices.

We're really just going to continue that conversation now. The emphasis is shifting from the basic disciplines to what sorts of data and tools are used by the different disciplines. I hope that a conversation will develop around how we can integrate some of those things.

I think that we are going to organize the panel exactly the same way, with presentations from everybody and then questions and discussion from the floor. And we're going to start out with Joe Garrett from Knowledge Networks -- you should plan on spending about 20 minutes on your presentation.