

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:

So, so what...so we've heard really about a number of different tools that we can use to better understand individual and consumer behavior and potentially give people tools to make better decisions. So, including, you know, internet surveys -- different ways of getting the information that could maybe be integrated with the other some of the other tools that Hal was just talking about. Qualitative research methods and quantitative research methods where we're very careful about the research design so we that we can show causality. And then taking insights from neurology and economics and thinking about how, I guess going back to the first panel, how we can change the context, in some sense, in which individuals are making decisions.