

LISTENING DEEPLY



Quiz

OPINIONS & PREFERENCES

opinions & preferences

Sometimes, it seems like opinions & preferences qualify as motivations. And motivations are part of **inner thinking**.

Is this true?

See for the answers ahead.

not quite

Why? motivations in traditional market research are about a relationship between a person and a brand or product.

In a listening session, opinions & preferences are about **a person addressing a purpose.**

It's a different definition.

opinions & preferences

Opinions & preferences in a listening session are at the exterior layer. Why?

See for the answers ahead.

preferences & opinions

Because preferences & opinions do not allow you to form cognitive empathy.

Preferences & opinions have their **roots** in **interior cognition** from experiences in the past, which allows cognitive empathy.

opinions & preferences

How can you use preferences & opinions?

See for the answers ahead.

preferences & opinions

You can pin them to a place & time in the past to get to the interior cognition layer.

opinions & preferences

What layer are these phrases below? What do they indicate?

"I feel like" or "I feel that?"

Read ahead to find the answer

expression layer

The verb **“feel”** is used colloquially in English to indicate opinions.

