

## **Crowdoscope – A Breakthrough Survey and Discussion Tool Developed by Unilever and Silverman Research.**

LONDON, Feb 11 2015

**Silverman Research** today announced the release of **Crowdoscope**, an entirely new type of survey and discussion tool designed to obtain real-time social collective intelligence.

Developed in partnership with **Unilever**, **Crowdoscope** is a self-organising visual environment that has been carefully designed to support group interaction and extract insight.

**Michael Silverman**, MD of **Silverman Research**, said, “Traditional surveys and polling are becoming outdated in our increasingly connected world. Unstructured feedback is growing in prevalence, but discussion forums that present comments in lists are not equipped to deal with large communities – they are impossible to navigate and do not ensure all posts receive equal attention. The solution is to represent discussions as interactive data visualisations so that participants are provided with a more engaging and transparent experience.”

By displaying comments in a visualisation instead of a list, Crowdoscope helps large communities navigate discussions more easily so the best and most relevant comments can be quickly identified. The majority of research tools simply ask users to answer a number of questions – but Crowdoscope is designed to enable participants to provide their views and gain awareness of different perspectives. In this way, Crowdoscope helps to encourage openness and discussion among participants.

For more information please see [www.crowdoscope.com](http://www.crowdoscope.com)

### **Editor's Notes:**

#### **Silverman Research**

*Silverman Research specialises in the development, implementation and analysis of systems that give rise to Social Collective Intelligence: networks of people and computers acting together. Founded by psychologist Michael Silverman in 2010, Silverman Research works with some of the world's biggest organisations to harness the social collective intelligence of employees, customers and consumers. For more information visit [www.silvermanresearch.com](http://www.silvermanresearch.com).*

#### **Unilever:**

*Unilever is one of the world's leading suppliers of Food, Home and Personal Care products with sales in over 190 countries and reaching 2 billion consumers a day. It has 172,000 employees and generated sales of €53.3 billion in 2015. With over 400 brands, no other company touches so many people's lives in so many different ways. Unilever invest €1 billion every year in cutting edge research and development, and have five laboratories around the world that explore new thinking and techniques. For more information, please see [www.unilever.com](http://www.unilever.com)*