Case Name: RAYNER

Test Date: August 24, 2021

Objectives

Counsel was seeking to identify how an external, independent, unbiased audience would feel about their case and determine the value of their compensation.

Case Description

This cause arises out of a two-motor vehicle accident that occurred on December 5, 2019.

The Defendant, driving an F250 pickup truck, ran a red light and crashed into the side of the Plaintiff's vehicle. The Plaintiff's wife was instantly killed, and the Plaintiff was seriously injured.

Plaintiff sustained injuries in the collision, for which he sought reasonable and necessary medical treatment.

Testing Protocol

EmotionTrac delivered a pre-demand review of the case to find out how people would value this case. For this case study, **177** panelists, without any prior knowledge of the case, watched a **4:13** minute mini opening video about the case. Their emotional reactions were captured using the front facing camera of a device while the panelists watched the video. Moment by moment, micro facial expressions were analyzed and their emotional reaction to the case were identified using artificial intelligence. After viewing the video and forming their opinions, the audience were then asked a series of survey questions about the case.

Link to video delivered to the panel audience:

Conclusions

After watching the video about the case, Panelists were asked: "Based on the story you've just watched, what compensation would you award the plaintiff?"

34% of the audience favored compensation of More than $10,000,000

21% of the audience favored compensation of $2,000,000
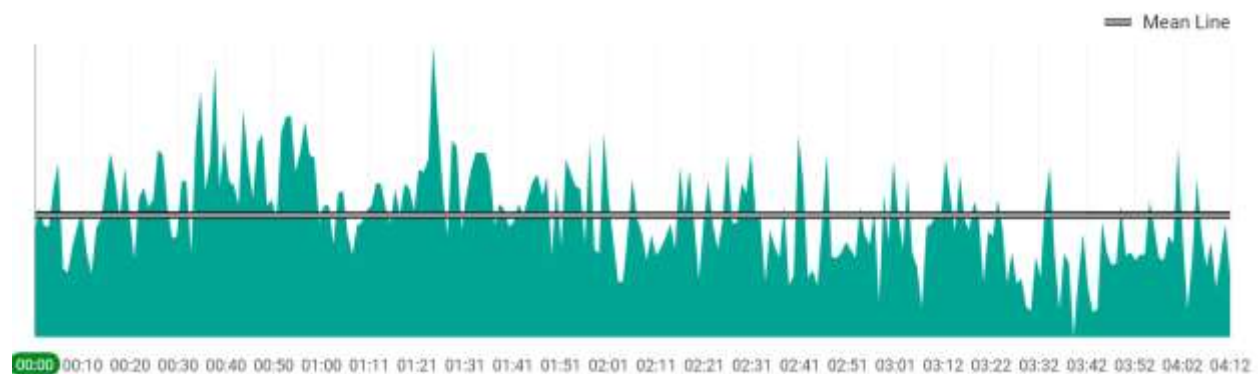
20% of the audience favored compensation of $5,000,000

15% of the audience favored compensation of $10,000,000

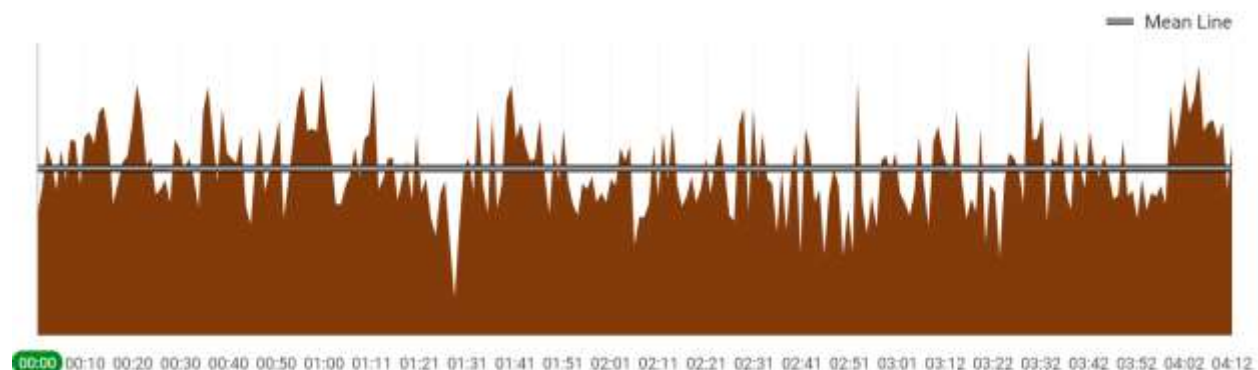9% of the audience favored compensation of Less than $2,000,000

Sentiment Analysis

EmotionTrac's AI powered software measures the audiences' subconscious non-verbal reactions to the viewed content. Based on their moment-by-moment emotional responses to the story, we know that two primary sentiments, Angst and Curiosity will influence and drive how a panelist will respond to survey questions.

This graph reflects the audiences' **Angst** triggered when viewing the story. The spikes at various moments in time reflect how much fear, anger and disgust is being aroused. The more Angst represented indicates how much more likely panelists will advocate for the Plaintiff. A story that leaves panelists in a high Angst state infers more empathy for the Plaintiff and would likely result in a higher valuation.
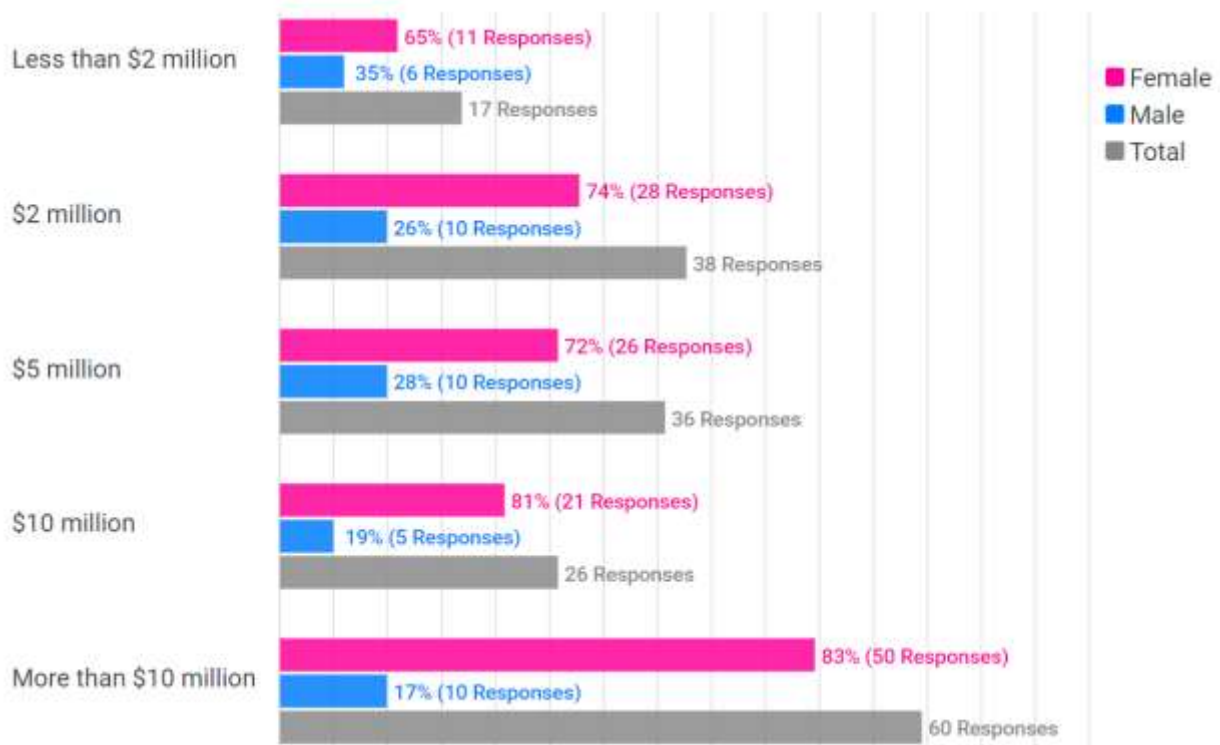

This graph reflects your audiences' Curiosity that was triggered when viewing the story. When the Peak End spikes in the last moments of the story, this implies panelists had sufficient information to support their survey selections.

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Survey Responses

The post video survey questions produced the following responses:

Based on the story you've just watched, what compensation would you award the plaintiff?

Less than $2 million
- 65% (11 Responses) — Female
- 35% (6 Responses) — Male
- 17 Responses — Total

$2 million
- 74% (28 Responses)
- 26% (10 Responses)
- 38 Responses

$5 million
- 72% (26 Responses)
- 28% (10 Responses)
- 36 Responses

$10 million
- 81% (21 Responses)
- 19% (5 Responses)
- 26 Responses

More than $10 million
- 83% (50 Responses)
- 17% (10 Responses)
- 60 Responses

Legend:
- Female
- Male
- Total

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If you were a juror on this case, what is the exact amount you would feel John deserves to be compensated with? (Why did you choose that award?)

Answer	Demographic Details
5 million	Doctorate degree/Married or domestic partnership/Texas/Male/35-44
25000000	Some college credit, no degree/Married or domestic partnership/Tennessee/Male/45-54
5 million for the pain and suffering he has to go through	Some college credit, no degree/Married or domestic partnership/South carolina/Female/25-34
10 mil	Bachelor's degree/Married or domestic partnership/California/Female/35-44
actually there's no amount of money they can replace i loved one did you been living with for so many years but i would try to get him the most possible even though that's not gonna happen what is loneliness and missing his wife but i would get them as much as possible	Some college credit, no degree/Divorced/California/Female/65+
7.5 million dollars	Bachelor's degree/Married or domestic partnership/Illinois/Male/25-34
i would also feel the need for redemption he deserves the most such a massive loss no	Associate degree/Separated/Texas/Female/45-54
2 million	High school graduate, diploma or the equivalent (for example: ged)/Single, never married/Florida/Female/18-24
i would go with 30 million for his loss and suffering that is something very hard to go threw alone	High school graduate, diploma or the equivalent (for example: ged)/Married or domestic partnership/Georgia/Female/25-34
i would probably award $5 million	Master's degree/Single, never married/Texas/Female/35-44
10 million	Trade/technical/vocational training/Married or domestic partnership/California/Female/25-34
at least 6 million dollars	Some college credit, no degree/Married or domestic partnership/California/Female/65+
depends	High school graduate, diploma or the equivalent (for example: ged)/Married or domestic partnership/Tennessee/Female/25-34
15 million	High school graduate, diploma or the equivalent (for example: ged)/Divorced/North carolina/Male/55-64
you should be given and deserves everything he asked for	Some college credit, no degree/Married or domestic partnership/New york/Female/25-34
that's a hard question to ask someone because no amount of money can replace what he lost	Some high school, no diploma/Married or domestic partnership/South carolina/Female/25-34
10	Associate degree/Married or domestic partnership/New jersey/Female/45-54
500,000	Bachelor's degree/Married or domestic partnership/Hawaii/Male/35-44
there's no amount of money in the world that would replace his wife hazel but i think her husband deserves atleast over 10 million dollars. the cost to fix his truck and to pay off the funeral expensives	Associate degree/Single, never married/Texas/Female/18-24
2 million dollars after all costs of medical and funeral costs	Master's degree/Single, never married/Missouri/Female/45-54

This represents a sample of the responses. All answers are viewable on the EmotionTrac dashboard.