

KS&R's DIGITAL DISPATCH

- KS&R creates two unique approaches using System 1 and System 2 philosophies to measure emotion in a survey context.
- Snapchat introduces "Screen shop" which makes shopping online a hundred times easier.
- Your sweaty fingers could one day charge your gadgets while you sleep.
- Microsoft is looking to expand its security business with the purchase of RiskIQ.



Can You Measure Emotion In A Survey Context? (Spoiler Alert... YES!!!)

We have been wrestling with this question at KS&R for the past 18 months.

[Learn more](#)



Snapchat To Change Ecommerce Space With Its New "SnapShop" Feature

Snapchat has grown past from a camera application with cute filters and the never ending streak maintenance and as much as we like it for these two factors the social media application is growing every day...

[Learn more](#)



This Device Turns Your Sweaty Finger Into A Gadget Charger

Scientists have come up with a device that harvests sweat from your fingertip to generate power -- and you don't even need to lift a finger to make it work.

[Learn more](#)



Microsoft Agrees To Buy Security Software Provider RiskIQ

Microsoft said Monday it has agreed to acquire RiskIQ, a cybersecurity start-up, for undisclosed terms.

[Learn more](#)

A MESSAGE FROM KS&R

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