



courtroomsciences.com



SETTLEMENT AND TRIAL RESEARCH & CONSULTING



IF YOU AREN'T TESTING, YOU'RE GUESSING.

The risks to your client of a nuclear settlement or nuclear verdict are real and continue to increase. Emboldened, aggressive, and well-financed plaintiff attorneys target your clients to extract exorbitant settlements and anchor juries to inflated damages figures. But there is hope. Utilizing research during the litigation process provides data and insight to drive informed decisions for positive outcomes.

Courtroom Sciences, Inc.® (CSI) uses scientifically-tested research methodologies – conducted by Ph.D.-level researchers – that are proven to deliver ROI by containing costs and significantly increasing the likelihood of a favorable outcome. Drawing upon backgrounds in research, psychology, communications, and litigation consulting, our team applies rigorous, field-tested research designs that best fit your case and objectives.

Benefits of Courtroom Sciences, Inc. litigation research:

- ◆ Eliminates the guesswork in valuing matters/claims for settlement.
- ◆ Precisely measures jury perceptions to predict the outcome should your matter go to trial.
- ◆ Enables clients to shift from reactive to proactive by giving them scientifically tested data.
- ◆ Tests the effectiveness of case themes, evidence, and witness testimony before trial.
- ◆ Minimizes overpayment to settle.



LITIGATION RISK ASSESSMENT



MOCK TRIALS



FOCUS GROUPS



JURY SELECTION



TRIAL CONSULTING

RESEARCH FOR EARLY INSIGHTS

LITIGATION RISK ASSESSMENT

Courtroom Sciences' research methodology has been refined over three decades to generate the most scientifically valid estimates of litigation risk and exposure used for deriving settlement strategies. CSI consultants can forecast likely outcome scenarios and accurate damages ranges for your clients. This early case evaluation research has saved many CSI clients millions of dollars.

FOCUS GROUPS

Pretrial research in the form of focus groups is essential to inform how the elements of your client's case – the litigants, evidence, themes, and witnesses - are likely to be viewed by the triers of fact, whether you ever go to trial or not. Focus groups are exploratory in nature and provide more flexible design alternatives compared to the mock trial. Focus groups can test the unknowns of early case assessments and arm your team with the insights to approach settlement negotiations with accurate projections, maximizing strategic positioning for your client. Focus group research can be conducted in-person or virtually using our JuryVoice™ virtual research platform.

PREDICTING HUMAN BEHAVIOR WITH SCIENCE

MOCK TRIALS

CSI mock trials aren't about trial practice; our mock trials provide a realistic simulation to test case strategies and acquire real-time scientifically significant data on juror sentiment and case valuation. Our mock trials employ an adversarial design involving either live or videotaped witness testimony, similar to the case-in-chief structure of an actual trial. Because CSI mock trials allow jurors to deliberate over a jury charge, they are effective at predicting not only liability issues, but also the potential range of damage awards. This information provides valuable insights not only for trial, but also for mediation and settlement negotiations. Our meticulous approach, along with our qualifications in psychometrics, results in the highest predictive validity for your case.

JURY SELECTION

Popular opinions suggest that demographics are the principal consideration during jury selection. In reality, demographics are not predictive of jury orientation. Research indicates that other, less obvious, factors including attitudes, beliefs, life experiences, and personalities greatly influence how a juror will respond to the case narrative, evidence, attorneys, and witnesses. CSI's scientific jury selection services typically begin with the development of a profile of the most and least favorable juror characteristics. This profile is used to guide the development of a juror questionnaire as well as lines of inquiry during *voir dire*. CSI's trial consultants apply psychometric methodology to more fully assess juror profiles before cases go to trial. Our proven research protocols and interview techniques, conducted by Ph.D.-level researchers, provide valuable knowledge of the preexisting psychological determinants of how the case will be construed - helping you compose the optimal audience for your client's case.

VENUE SURVEYS

These surveys provide valuable data about the venue where your case is filed and is often instrumental in developing an ideal/non-ideal juror profile for jury selection. Practical results obtained from such research can also provide a valuable tool for successful *voir dire* strategy or change of venue.

VOIR DIRE AND JUROR QUESTIONNAIRE DEVELOPMENT

Courtroom Sciences partners with trial counsel to formulate a methodical *voir dire* that encompasses issues such as prejudice, bias, and deep knowledge of contested topics, but also behavioral cues observed by Courtroom Sciences jury consultants during *voir dire* questioning.

TRIAL MONITORING AND MIRROR JURIES®

In trial monitoring, the Consultant observes trial testimony to provide insight to counsel regarding whether their intended key messages have been delivered to jurors in a persuasive manner. For Mirror Juries, once jury selection is complete, CSI often assembles a mirror jury of individuals whose profiles mirror those of the actual jurors. As the case progresses, CSI interviews the mirror jury to surmise how the actual jury is perceiving the case themes, evidence, and witnesses. Armed with this additional insight, trial teams can adjust their approach.

POST-TRIAL INTERVIEWS

Interviewing the jury panel immediately after an actual trial lets a trial team “look into the jury room” and gain vital insights into how and why jurors arrived at their verdicts. These interviews are conducted by Courtroom Sciences consultants and reveal pivotal information about witnesses, attorney presentations, significant evidence, and jurors’ problem-solving strategies.

CONTACT CSI TODAY FOR HELP WITH YOUR LITIGATION RESEARCH

CRITICAL COMMUNICATIONS
LITIGATION PSYCHOLOGY



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