

Jury Consultants: Inside the Minds and Habits of Jurors

Venue Analysis, learning about the demographic in large scale

- Census data on Education, Employment, Income

- Political affiliations and climate

The role of social media in jury research

- Facebook, twitter and Instagram posts of prospective jurors

Occupation as an indicator

Focus groups

- Testing the receptiveness of a trial strategy as well as the players (lawyers and witnesses)

- An inside look at deliberations