Is it time to fire the qual team?

A head-to-head case

Starring Clever Kevin, the AI moderator

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Are we flying a plane without knowing how to land?

What about <u>empathy & trust</u> in AI?

How to <u>implement</u> it in the current business?

What about <u>regulations & ethics</u>?

Qualitative research is often sacrificed

How to increase the presence of qualitative insights and its impact?

Is AI able to bring qualitative research to the table more often?

Let's see where we land…

What are the benefits and drawbacks…

While the research is different to a human, it is still valid.

Is there a quality trade off?
If so, how significant is it?

Isn't everyone using Chat GPT and bots in research already?

What if we could scale qualitative interviews?

What if we could interview in different countries and in different languages at same time?

What are the value and cost / benefit trade offs?

Introducing MDI's AI moderator Clever Kevin

Who is Clever Kevin?

I'm just your average Koala who enjoys strolls through the bush, and moderating complex qualitative research interactions on a range of topics.

I'm a fast learner... I never get bored or tired, I don't complain and I am always available!

Who is Clever Kevin?

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Clever Kevin brings to life MDI's AI-generated moderation tool. He brings:

- **Moderation:** Using advanced AI technology to replicate the functions of a human moderator. The moderation style effectively engages participants, guiding the conversation based on predefined research objectives and requirements.

- **Dynamic Scope and Requirement Gathering:** Prior to initiating a study, there is an interactive setup process. Guided questions help to determine the scope and information requirements of the study, ensuring a tailored and focused approach to data collection, while still allowing for natural conversation flow.

- **Real-Time Topic Tracking and Time Management:** Kevin is programmed to keep the discussion on track, adhering to designated timing of segments, ensuring that all relevant topics are thoroughly explored. This structured approach maximizes the efficacy of each session.

- **Rapid** Qualitative Reporting

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# Introducing Human moderator Hellen

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Who is Hellen Sillis?

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Hellen Sillis is the Global Head of Qualitative Research at MDI
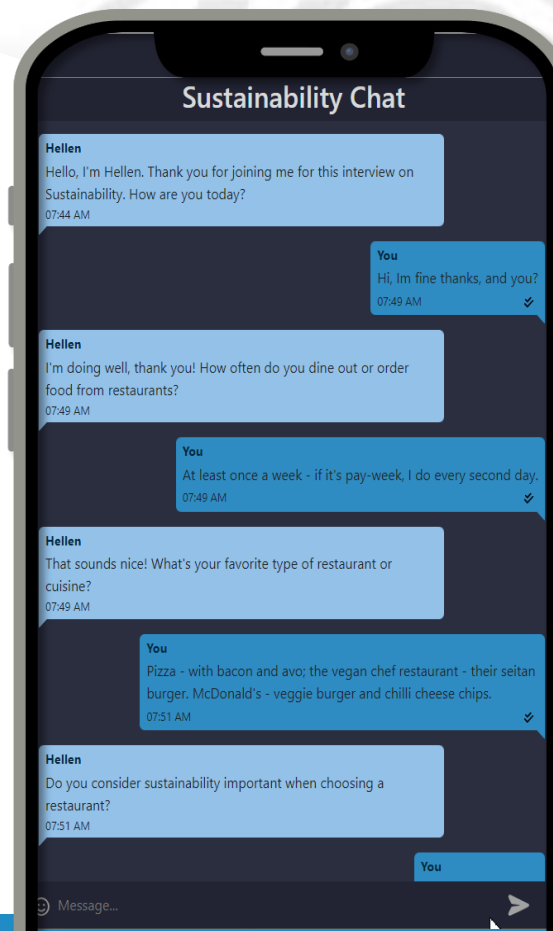
She brings:

- **Human-Powered Moderation:** With a background in psychology & more then 20 year of experience in moderating, Hellen uses her empathy, probing and laddering to engage with participants, guiding the conversation based on predefined research objectives and requirements.

- **Tailor-made approach & Flexible Scope:** Prior to the study, Hellen prepares the topics based on the scope and information requirements of the study, ensuring a tailored and focused approach to data collection.

- **Real-Time Topic Introductions and Time Management:** The human moderation will keep track of timing and ensure that all relevant topics are thoroughly explored, maximizing the efficacy of each session.

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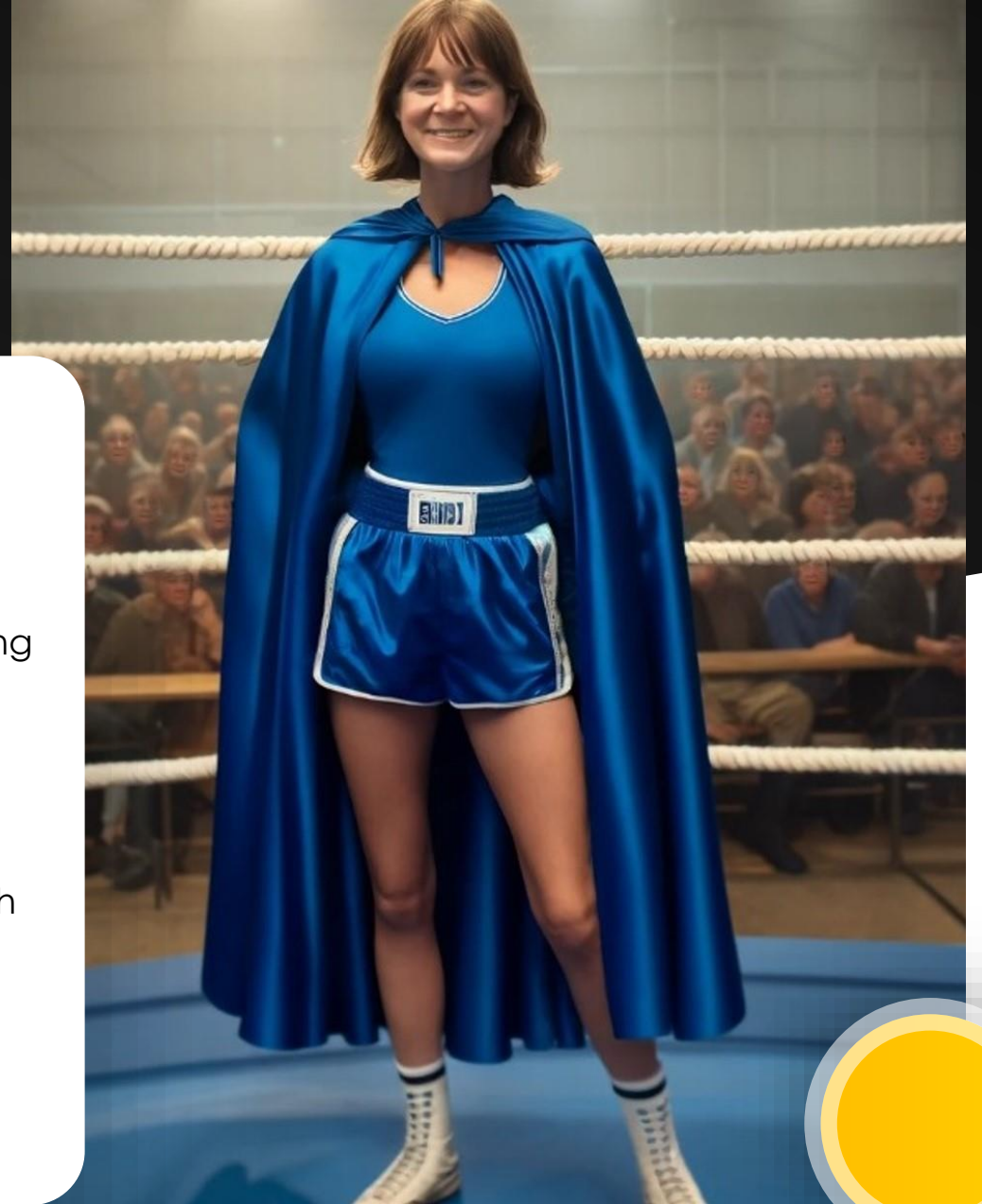
MDI's CASE STUDY ON SUSTAINABILITY:

30 MIN CHATS WITH 20 CONSUMERS

All 1-2-1 chats completed via mobile chat.

Sustainability Chat

Hellen
Hello, I'm Hellen. Thank you for joining me for this interview on Sustainability. How are you today?
07:44 AM

You
Hi, Im fine thanks, and you?
07:49 AM

Hellen
I'm doing well, thank you! How often do you dine out or order food from restaurants?
07:49 AM

You
At least once a week - if it's pay-week, I do every second day.
07:49 AM

Hellen
That sounds nice! What's your favorite type of restaurant or cuisine?
07:49 AM

You
Pizza - with bacon and avo; the vegan chef restaurant - their seitan burger. McDonald's - veggie burger and chilli cheese chips.
07:51 AM

Hellen
Do you consider sustainability important when choosing a restaurant?
07:51 AM

You

Message...

VS

N = 10 done by human moderator

N = 10 done by an AI moderator

GAME ON

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Game, set, match... AI vs. Human...

When weighing up the pros and cons, for the moderation

| 1 | CLEVER KEVIN | SCORE | HELLEN | 0 |

VS

AI moderation

Speed

Scalability

Costs

Languages

Quality control (reliability)

Interactive reporting

Unplanned moments

Probing nuances

Misunderstandings

Human moderation

Flexibility

Complexity

Group interactions

Body language

Empathy

Hybrid tools

Reading emotions/ subtext

Fatigue

Subjectivity

Overall, in this medium – mobile-based individual chats – the information collected by the human moderator showed more flexibility, being more adaptive to the situation. The AI moderator however doesn't deal with fatigue and can easily be scaled

Game, set, match… AI vs. Human…

When weighing up the pros and cons, from an analytic point of view

1 CLEVER KEVIN | SCORE | HELLEN **1**

VS

AI moderation

Speed in results

Interactive reporting

Infinite drill-downs

From general to detailed

Consumer language

Potential misinterpretations

Human moderation

Complexity & nuances

Analysis process

Integration of storytelling

Supplementary knowledge

Loose details

Hours involved

For mobile-based individual chats – the information collected by the human moderator still displays slightly greater depth of information through a more agile and flexible approach – however the savings in cost, time (and scalability) must be weighed against these gains in each situation.

Game, set, match... AI vs. Human...

When weighing up the pros and cons, for analysing

It is clean, it is very green. Trees everywhere. The air is clan and animals live freely knowing they are not at risk of harm. They are very protective over their world. They live a happy life. Free of global warming. They feel safe.

Exist in a world without using up its natural resources to provide long term stability for the climate and future generations

2 CLEVER KEVIN | SCORE | HELLEN **2**

AI Analysis: Key Take Outs

Consumer Awareness and Expectations:

- Consumers are **increasingly aware of sustainability issues** and expect companies, to implement sustainable practices. There is a strong desire for businesses to contribute positively to the environment and society.

Sustainability Practices:
- Interviewed participants highlighted several areas where companies can enhance their sustainability efforts, including **sourcing food sustainably, reducing meat consumption, utilizing green energy, and improving packaging.**

Communication:
- There is a n**eed for better communication and education** about sustainability efforts. Consumers **value transparency** and wish to be informed about how their choices impact the environment.

VS

Human Analysis: Key take outs

Consumer Awareness and Expectations:

- **Growing awareness and consciousness** about sustainability in general. People worry more and more about the **impact on people and planet** (how will the life of their children be impacted). They all try to do a part of it by recycling, eating less meat, but they also expect companies and governments to do their part.

Sustainability Practices:
- People feel that companies can **show that they care** by making sure to engage in sustainable solutions. **Packaging, sourcing of ingredients and transport** are the top-of-mind areas they think about.

Communication:
- As knowledge and awareness is growing, people look more actively for the efforts companies are doing. This is **impacting branding** and can lead to a better connection of brand with consumers.

When compared against each other, the insights coming from analysis of two medium are similar, with slight differences in terms of focus points, language and level of detail.

Game, set, match… AI vs. Human…

When weighing up the pros and cons, for from a respondent's point of view

I felt like I was on a time restriction, but I think that was because the question popped up so quickly but still gave enough time to answer. Though some of the questions were sort of asking the same thing in a different way. And maybe if at the start of the interview gave a bit of a background as to what it would be about maybe.

2 CLEVER KEVIN | SCORE | HELLEN **3**

I liked the interview and how the questions were very open which allows for a wider range of answers from different angles. I also liked the style of moderation to guide you through. She was lovely!

Consumer Feedback

VS

Consumer Feedback

Efficient, direct & focussed

Convenient & easy (mobile chat, at own time)

Smooth & friendly

Some repetition in questions

Need for introduction & more context

Sometimes working is too advanced or difficult

Pleasant & relaxed style

Encouraging

Easy to understand

Open questioning

When compared against each other, both moderators got positive feedback in terms of content, the human moderator showed more empathy & was perceived as more patient & understanding.
Only 1 out of 10 suspected AI
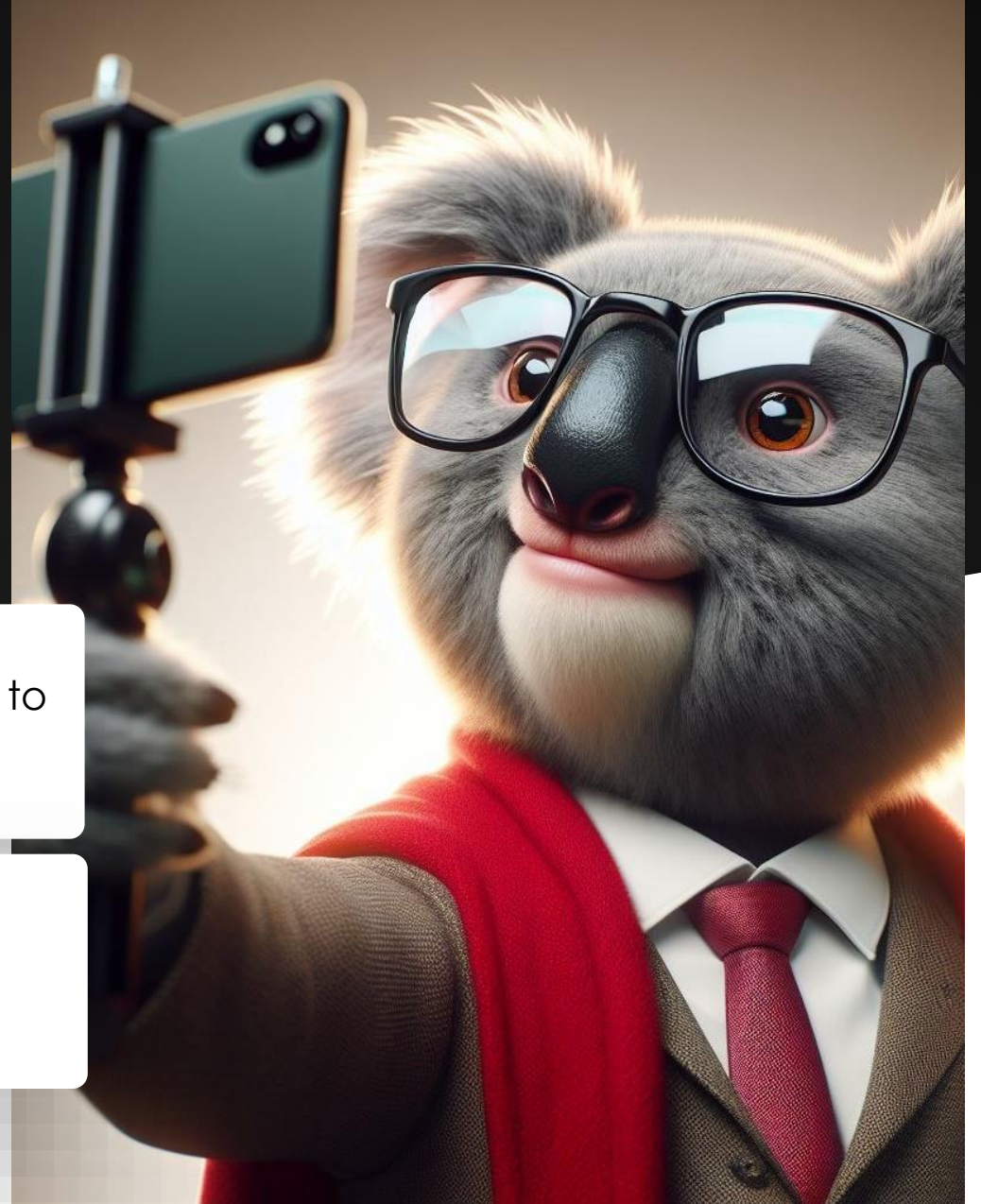
Future thoughts/ improvements

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- Train Clever Kevin to become better at conversation introductions and providing context.

- Adapt style of language & to individual conversation.

- Inject projective techniques into AI moderation.

- Combine human and AI analyzing & reporting to improve to improve speed without losing nuances.
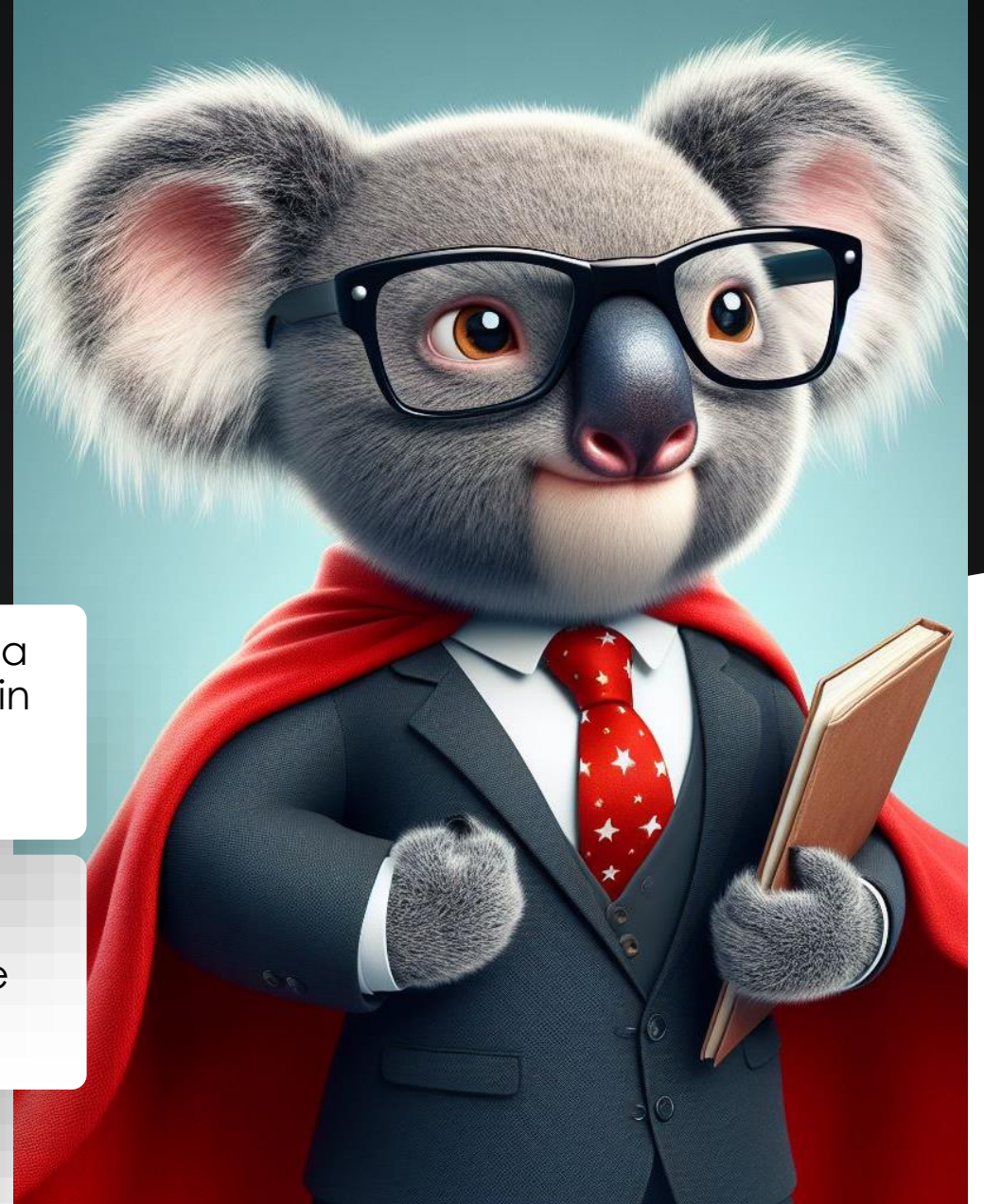
Key take aways

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1.AI moderation delivers key benefits for qualitative research and cannot be overlooked.

2.Human moderators retain a pivotal place, particularly in more sophisticated engagements.

3.Cost efficiencies, scalability & language flexibility from AI will likely drive-up qualitative utilisation and bring more qualitative insights into business decision-making.

And he's just got started...

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