

an aha presentation



How to Apply (ai) to qual datasets for better accuracy



Ray Fischer

CEO, Founding Partner

Native Detroiter / MSU grad

Pepsi brand manager in 90's

Technology Immersion '98-present

ResTech Pioneer 2005 -Launched aha in 2013

Zoom's 1st Global Integration Partner 2019

Led ai addition to aha in '23



Paula Kramer

VP, Project Management

IU Hoosier alum!

Career Online Strategist

Swiss Army Knife

Early aha client

Joined Aha! 2016

Runs PM Team & Strategic Advisor to Clients

Keeps Ray out of trouble



Our ResTech Stack



- Freedom
- Flexibility
- Creativity

qual

- Activity-Based
- Asynchronous
- Communities



- World's 1st Zoom Integration
- Live Conversations
- (IDI's/FG's/Shopalongs)

quant

- Enterprise Scale Quant
- Hybrid Studies
- Partner Ecosystem

aha intelligence™ (ai)



The State of AI

AI in qualitative research has come of age...it's ubiquitous.

It has evolved quickly to be an essential driver of MR.

At the core of this transformation is its efficiency in managing unstructured data and the ability to connect the unseen dots

We'll share what we've learned thus far.

What we will cover

Key takeaways:

- Gain an understanding of the pros and cons of AI in MR.
- Take you through our approach to applying AI to large unstructured datasets – both text-based and video responses.
- Leave you with a very practical roadmap in applying AI to your studies to improve speed of analysis and enhance accuracy.

The Pros

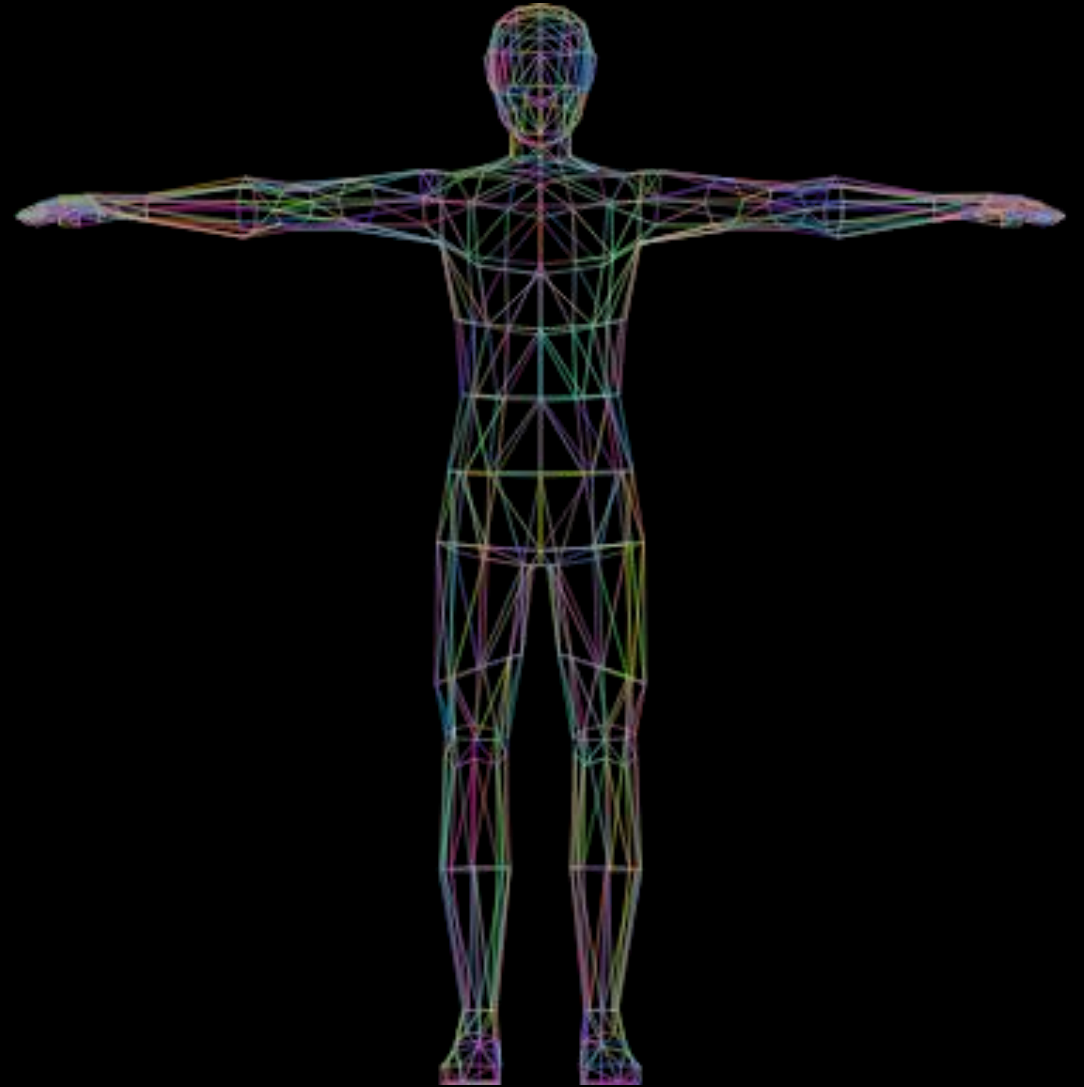
- Enhanced Efficiency and Speed (50-80% time savings)
- Advanced Sentiment Analysis
- Improved Data Accuracy
- Cost Savings
- Client Reactions

- Other Benefits
 - ✓ Design Better Studies
 - ✓ Dramatically Reduce Analysis Time
 - ✓ Write More Incisive Reports
 - ✓ Build a Powerful Historical Library



The Cons

- Lack of Human Intuition
- Privacy and Ethical Concerns
- Overreliance on Technology
- Initial Implementation Costs





 aha intelligence™ (ai)

Our Take on AI

- **First Rule:** MR is still a **HUMAN-CENTERED** business
- AI is fascinating and powerful and still has massive upside
- View AI as an assistant: Validation, Challenger, Blind Spot Finder
- AI may be effectively applied to text, image and video content
- Don't be left behind...do play around with AI tools!

When in the process is AI most useful?

All the way through...beginning to end.



There are benefits to using a platform with AI built-in.

aha intelligence™ (ai)

Launched in early 2023

- Quickly summarize large qualitative datasets
- Instantly apply sentiment analysis to the response sets
- Automatically tag thematic responses to support your findings
- Connect less obvious, subtle data points, leading to breakthrough insights
- Provide supporting quotes and clips to validate your key themes
- Produce objective-led reports with supporting references

Feedback Improves Accuracy

- We involved our client base as we evolved our ai over the past year.
- The feedback has been overwhelmingly positive.
- The positive reactions are driven by understanding different analytic workflows to find solutions that will be efficient for everyone.





Study Level

Study Level Reports

- This is the Holy Grail!

Study Level Objective-Based Reports

Objective

Our research aimed to delineate the myriad challenges men confront when trying to navigate the dual expectations of the mythical traditional "Masculine Man" and the "Modern Expectations Man."

Key Insights

1. Societal Expectation Complex:

Men grapple with societal pressures loaded with factors such as living situations, presence of children, education, geographical location, ethnicity, among others. This broad range of factors creates various layers of complexity in expectations, shaping men's experiences with masculinity.

2. Cultural Influence:

Men's approach towards these expectations is understandably deeply interwoven with cultural dynamics. Household dynamics particularly, exert significant influence on shaping men's perception of masculinity.

3. Role Modeling:

Positive masculine influences emerged as an essential component that equip men with the tools to navigate between traditional and modern expectations of masculinity. Strong relationships, encouragement, and support bolster the development of self-improvement, empathy, resilience, and honesty.

4. Feminine Influences:

Unexpectedly, relationships with women (mothers, partners, influential figures) were recognized as significant in helping men navigate masculine expectations, promoting a balance between traditional and modern norms.

5. Milestones of Manhood:

Men often consider achieving certain life milestones (managing responsibilities, gaining independence, emotional vulnerability) as indicators of masculinity. This aligns with the societal shift towards more diverse definitions of masculinity.

6. Interplay of Roles and Emotions:

Navigating several contrasting roles simultaneously, such as the provider and partner, stoic and communicator, rational and emotional presents severe challenges in maintaining a balanced personality.

7. Workplace Dynamics:

Professional settings impose an additional layer of complexity. Managing competition and collaboration, establishing a balance between raw ambition and teamwork is yet another challenge to manhood.

8. Impact on Self-Esteem:

If unable to conform to societal norms, men experience a decrease in self-esteem and an increase in feelings such as weakness, inadequacy, and shame.

9. Emotional Vulnerability:

The strong societal bias towards constant strength and control leads to difficulties for men in expressing their vulnerability, leading to problems such as internalizing negative feelings and issues with anger management.

10. Personal Growth & Self-Acceptance:

Despite societal constraints, there's a discernible trend among men towards personal growth, self-acceptance, and the redefinition of traditional gender norms.

Conclusion

Understanding these challenges can serve as a basis for formulating strategies to assist men in coping with these complex expectations. Embracing vulnerability, fostering personal growth, and moving away from traditional biases can be vital towards seeking a balance.

The findings in this report, while useful, are limited to our specific sample. A more diverse test sample could pave the way for more nuanced insights, broadening our understanding of the ongoing evolution of masculinity.

How is it easiest for men to navigate the expectations of the Masculine Myth Man and Modern

Expectations Man?

Objective:

The main aim of this research is to understand how men can most effectively balance and navigate the expectations of two distinctive societal norms- traditional Masculine Myth Man, and the more progressive understanding of masculinity, Modern Expectations Man.

Key Findings:

Home Environment and Upbringing:

Many respondents dwell with partners/spouses and/or children, especially underage ones, which shapes their experience of masculine expectations. The impact of childhood upbringing also shapes their perception of masculinity and the roles they consider appropriate for men.

Societal and Self-Perceptions:

There are diverse perceptions and self-perceptions among men regarding these traditional and modern expectations that largely influence how they navigate them. Men today are increasingly recognizing masculinity as a spectrum rather than a fixed set of traits.

Employment, Income and Education:

Most of the respondents are employed, and a significant section earns a high household income. The responses were predominantly from Caucasian males, mainly with a university or postgraduate level education. Socio-economic factors and educational background seem crucial when exploring masculine expectations.

Role of Influential Figures:

Positive masculine influences and role models can assist men in understanding and embodying a complex mix of traditional and modern expectations. People like President Obama, Elon Musk, and role models within personal networks significantly shape men's perceptions.

Traits and Behaviors:

Men acknowledge both traditional masculine traits such as strength, intelligence, and competence, as well as modern traits such as sensitivity, emotional vulnerability, and empathy. They strive to strike a balance between these traits according to situations.

Personal Growth and Self-Reflection:

Men understand the importance of self-awareness, acceptance, and adaptation to change in navigating these societal expectations. They value qualities such as caring, compassion, empathy, respect. They also express the need for personal growth, reflection, and authenticity.

Challenges in Navigation:

Navigating these expectations is not without difficulty. Men face societal pressures, self-acceptance issues, time constraints, fear, decision-making challenges, and balancing work and personal life. They need strategies and interventions to overcome these challenges.

Conclusion:

The research suggests that navigating through the expectations of the Masculine Myth Man and the Modern Expectations Man involves a finely honed balance between embracing traditional roles and adopting personal needs and modern values. The significant impact of cultural context, early influences, substantial role models, and personal experiences in shaping the perception and navigating these expectations is undeniable.

As societal expectations are continually evolving, men are also adapting. Men want to be self-conscious, morally bound, and emotionally intelligent while rejecting toxic masculinity. These insights will be beneficial while exploring strategies to support men as they navigate the changing landscape of masculinity. Future research and interventions should focus on these key findings to assist men in this journey.

Objective:

Understanding how men synthesize traditional and evolving perceptions of masculinity i.e., the Masculine Myth Man and the Modern Expectations Man, to derive their unique identities.

Key Insights and Findings:

1. Participants' Characteristics and Engagement:

Participants demonstrated high engagement, supporting the relevance of the topic: understanding masculinity from different aspects. Varying educational levels and geographies add to the robustness and diversity of insights on men's identities.

2. Traditional and Modern Expectations Balancing Act:

There seems to be a challenge to balance classified traditional values or 'heritage,' and evolving contemporary expectations like 'equal partnerships,' showcasing a fluctuation on gender roles among participants.

3. Influence of 'Masculine' Traits:

Most men, influenced by positive masculine figures, tend to have a boosted sense of self. They understand the importance of relationships and often challenge traditional gender boundaries, adopting traits typically associated with femininity.

4. Personal Growth, Emotional Awareness, and Character Values:

Men who had constructive masculine influences in their lives are more likely to express their emotional vulnerability and focus on values that build character, such as resilience, practicality, and resourcefulness. Some men, lacking such influences, seek reflections outside their immediate circles.

5. Role of Women in Shaping Men's Perceptions of Masculinity:

A major positive impact on men's masculinity perception is found to be associated with mothers or other influential women in their lives. Men who are influenced by these women display a higher degree of emotional expression and challenge traditional gender stereotypes.

6. Importance of Fatherhood and Responsible Care:

Overcoming challenges, achieving success, responsibly caring for others, and expressing emotional vulnerability makes men feel self-accomplished. Fatherhood is a significant milestone in their identity.

7. Influence of Societal Expectations and Personal Perspectives:

Men face a multi-faceted challenge, balancing traditional masculine values such as strength and courage, and modern values such as emotional intelligence and communication. Individuality is visible and the trend amongst men to break away from societal norms is increasingly prevalent.

8. Life Experiences and Their Influence:

Positive and negative life situations like job loss or serious illness frequently impact men's self-perception of their masculinity.

Conclusion:

The report clearly shows that masculinity today is a fluid and evolving concept, with men integrating facets of both traditional and modern masculinity to shape their unique identities. The importance of encouragement, open discussions about masculinity, emotional intelligence training, and workshops on gender roles for men is more prevalent than ever. This indicates that the pathway to self-perception and acceptance is by amalgamating elements from both masculinity archetypes advocating self-awareness, resilience, open communication, and support from communities.



Define Objectives

- Straight from your proposal

Add Objective

This is currently an Admin-only function

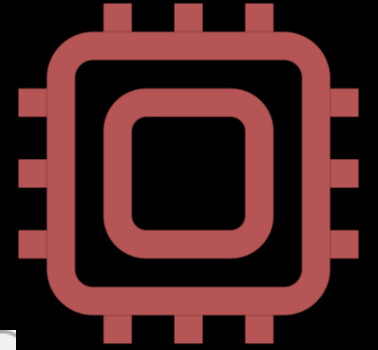
Objectives should be chosen with care

Results should generally be available within the hour

Results should be reviewed as soon as possible

Submit

Objective-Based Reports



- Each objective will deliver its own insights summary

Explore who are the trusted messengers of this audience and how to reach such trusted messengers ^

with potential messaging that will change knowledge, attitudes and behaviors

The exploration of trusted messengers within the audiences of Voters ([Voter](#)) and Non Voters ([Non Voter](#)) reveals insightful communalities and distinctions that can guide messaging strategies aimed at altering knowledge, attitudes, and behaviors.

Shared trusted sources between the two segments include media personalities and close personal connections. Notably, Sean Hannity is mentioned as a trusted figure by both Voters ([Sherry W](#)) and Non Voters ([Ryan B](#)), suggesting his influence crosses voting behavior. Similarly, family and friends are pivotal for both groups, with Voter respondents mentioning individuals like Raul ([Lola N](#)) and Non Voters expressing trust in a range of personal connections, from siblings to colleagues ([Leo Y](#)).

Distinct preferences emerge in the reliance on political figures and information sources. Voters gravitate towards specific political figures including AOC and Elizabeth Warren ([Lynne P](#)) and show a clear avoidance of Donald Trump-endorsed politicians ([Marshall L](#)). On the other hand, Non Voters exhibit a broader political horizon with trust in figures across the political spectrum ([Mowanna S](#)). Additionally, Voters express confidence in specific websites and news outlets for election-related content ([Celia M](#)), contrasting with Non Voters who demonstrate a more diversified media palette and place significant trust in community influencers and the electoral process ([Jonas L](#)).

Legal and government officials stand out as trusted messengers predominantly for Voters, emphasizing reliance on official channels like law enforcement and the FBI ([Bonnie R](#)). Although not explicitly highlighted by Non Voters, their faith in the electoral system's checks and balances ([Adam C](#)) indirectly acknowledges trust in the procedural and regulatory framework governing elections.

This analysis underscores the necessity of tailoring outreach efforts to the distinct trusted messengers identified within each segment. For Voters, leveraging endorsements from favored political figures and aligning messages with preferred news sources and authoritative bodies may prove effective. For Non Voters, campaigns might focus on broadening appeal via diverse political testimonials and emphasizing the integrity of the electoral process through trusted community leaders. Engaging with these nuanced preferences in trusted messengers can enhance strategic communication efforts targeted at changing knowledge, attitudes, and behaviors related to voting.

Validate the Insights


- Review the data that delivered the insight

What aspects of pet ownership makes people happy? Mark NOT Ready Delete


Our study reveals that respondents derive happiness from a variety of factors, each personalized to their unique circumstances and perspectives.

Respondents tend to find joy in:


- Pet Ownership and Care:** A significant number of respondents express their happiness is tightly linked with the presence and care of their pets. For example, the company of pets Lisa B, Katrina A, and others find joy in being with their pets. The opportunity to care for pets significantly contributes to Joan R's happiness. ▾

 *"being a mom to a human or fur baby never ends."*
The respondent equates the care and love given to pets with that given to human children, indicating a strong belief in the happiness pets bring.


Lisa B

 *"He thinks of all Max's favorite places but still can't find him. He posts online and prints out fliers to hang up."*
The story highlights the deep care and concern for the pet, demonstrating how crucial pets are to one's happiness.


Katrina A

 *"Betty loves all animals and treats them all with respect."*
Shows a direct link between happiness and caring for pets, emphasizing how pets can provide emotional support and companionship.

Joan R

 *"Gracla often spent her free time as a teenager volunteering at the local animal shelter"*
Highlights a connection between happiness and caring for animals, albeit in a more generalized and less personal context.


Gwen S

 **Lisa B.**
Dog Owner
Submitted on 01/25/2022

Being a Mom is a huge role to play and a lot of work. Being a mom means that you have to sacrifice your life to give all attention and priorities to someone else. Moms have to be able to juggle many things at one time and never give up when something goes wrong. Moms have the hardest job ever and always give all their love, understanding and when there is a failure keep moving forward..

I am a mom to 4 wonderful children, 4 beautiful grand kids and 3 crazy fur babies. Life is never dull in my home with having everyone over. Now that my kids are grown up and have moved out of the house my job doesn't stop because I have fur babies that are like my kids still at home. I still have to be there for the kids when needed no matter how old they are. My fur babies are spoiled just like the human kids, even act like humans and sleep in the bed with me. They have to be taken care of health wise and taken to doctor for yearly shots or clinic visits when sick, fed, bathed, play toys with them and walked. When there is an injury I go into full panic mode and rush them to the Vet hospital just like I would with my human kids/grandkids and while sitting in the lobby waiting for results my heart is racing with worry. As I get older my companionship with my fur babies is what keeps me active and gives me comfort at nights after work when alone.

Again being a mom to a human or fur baby never ends.



Go Deeper



What aspects of pet ownership makes people happy? Mark NOT Ready Delete

Our study reveals that respondents derive happiness from a variety of factors, each personalized to their unique circumstances and perspectives.


Respondents tend to find joy in:

- **Pet Ownership and Care:** A significant number of respondents express their happiness is tightly linked with the presence and care of their pets. For example, the company of pets Lisa B, Katrina A, and others find joy in being with their pets. The opportunity to care for pets significantly contributes to Joan R's happiness. ▾
- **Overcoming Challenges and Personal Growth:** For some respondents, happiness stems from personal development and overcoming life challenges. Emily B mentions that pushing through tough times makes her stronger and ultimately happy, while Michael D feels accomplished and happy when he overcomes challenges. ▾
- **Helping Others and Altruism:** Some respondents find their happiness in helping others. Lakeshia D states that helping others, especially those who can't help themselves, brings her the greatest joy. Melissa R expresses joy in seeing the positive impact she can have on others' lives. ▾
- **Maintaining Relationships and Work-Life Balance:** Maintaining strong relationships and achieving a balance between work and personal life also emerged as sources of happiness. Theresa H mentions the significance of being there for her loved ones. ▾

Additionally, an interesting finding is the role of imaginary companions and self-imposed narratives in maintaining mental well-being, demonstrated by Carol S, who mentions that happiness comes from her conversations with her imaginary friend, Jake.

While there were respondents for whom specific sources of happiness were not clear, such as Amanda S, Alisha B, and Jaclyn P, it's evident that for many, happiness is deeply rooted in social bonds "whether with pets, family, friends, or even imaginary figures" and personal achievements.

However, this happiness is often accompanied by a layer of self-criticism and doubt, particularly when reflecting on the roles that are crucial to their happiness, indicating an intricate balance between happiness and self-perception.

- 
- Provide Examples
 - Go Deeper
 - Counterpoint
 - Compare Segments
 - Compare Demographics



Ask the [ai] a question about this report

Ask [ai]



Question-Level

Question-Level Comparisons

- Question by Question analysis

Question Level Summaries

Please tell us about the images/words you added to your collage. **What does each one represent and why is that value important to you?**

Mostly Positive: Positive: 28 Neutral: 6 Mixed: 3 Negative: 1

Suggested Tags: Love: 15 Freedom: 14 Family: 12 Education: 7 Justice: 6 Learning: 5 Diversity: 4 Independence: 3

We have some insights available based on the 38 answers below:

- The respondents mentioned a wide range of values and beliefs in their answers, including love, diversity, education, environmental care, family, freedom, patriotism, kindness, and faith.
- Many respondents emphasized the importance of family and personal relationships in their collages, indicating that these relationships are significant to them.
- Some respondents mentioned the importance of education and knowledge as valuable values.
- Several respondents highlighted the significance of diversity and inclusion in their collages, suggesting that they value these principles.
- A few respondents mentioned the importance of justice and equality in their answers, indicating a concern for fairness and equal treatment.
- Some respondents expressed concern about social issues such as terrorism, school shootings, and the well-being of vulnerable populations.
- Religion and spirituality were mentioned by a few respondents as important values in their lives.
- Overall, the answers indicate that the respondents prioritize a variety of values, including personal relationships, education, diversity, justice, and faith.

Validation/Exploration

dedness: 3 Diversity: 2 Equality: 2

They want to vote for candidates who align with their values and the environment, and quality of life.

...nt to several respondents. They exp...
...municated.

...and integrity. They want to vote for

...and voting process. They feel that
...g campaigns are often not fulfilled.

...for both candidates and voters. Several respondents emphasized
...ore making voting decisions.

- [Provide Examples](#)
- [Go Deeper](#)
- [Counter-Point](#)
- [Compare Segments](#)
- [Compare Demographic](#) ▶

Open Query – All Data

While there were respondents for whom specific sources of happiness were not clear, such as Amanda S, Alisha B, and Jaclyn P, it's evident many, happiness is deeply rooted in social bonds "whether with pets, family, friends, or even imaginary figures" and personal achievement.

However, this happiness is often accompanied by a layer of self-criticism and doubt, particularly when reflecting on the roles that are crucial to happiness, indicating an intricate balance between happiness and self-perception.

You

What do you mean "an interesting finding is the role of imaginary companions and self-imposed narratives in maintaining mental well-being"?

[Qi]

The study highlights the interesting role of "imaginary companions and self-imposed narratives" in the maintenance of mental well-being among participants. This theme emerges with nuances across different segments of pet owners, as analyzed from the groups:

- For **Dog Owner** (Dog Owner), there is a clear recognition of the beneficial roles that imaginary companions play in enhancing mental health. An illustrative example is an "imaginary person" named Jake, depicted as aiding in fostering self-love, acceptance, and providing a form of emotional support [ex: Carol S]. Additionally, this segment reflects on how self-imposed narratives can dramatically influence personal growth, self-reflective coping strategies by interpreting experiences, especially concerning personal challenges and pet interactions [ex: Katrina A], [ex: Lisa B], [ex: Joa].
- The **Cat Owner** (Cat Owner) segment, while not explicitly mentioning imaginary companions, discusses the significant impact of self-imposed narratives and internal dialogues. These narratives are presented as shaping the mental framework that influences reactions to life situations, showcasing a critic's dual role in challenging and motivating individuals [ex: Emily B]. It emphasizes the continuous inner dialogue that individuals engage in to maintain their mental health [ex: Jaclyn P].
- In contrast, **Dog and Cat Owner** (Dog and Cat Owner) does not provide direct insights into the role of imaginary companions or self-imposed narratives concerning mental well-being. The focus here is more on personal anecdotes and pet interactions without a direct connection to the study's findings.

In conclusion, both **Dog Owner** and **Cat Owner** demonstrate the importance of self-imposed narratives and internal dialogues in mental well-being from different perspectives, with **Dog Owner** also incorporating the concept of imaginary companions. Meanwhile, **Dog and Cat Owner** does not explicitly address these concepts, indicating a variation in how these segments approach the theme. This differentiation shows the diverse ways participants perceive and engage with the concept of imaginary companions and narratives, underscoring their complex role in supporting individual mental well-being.

You

Which respondents mention an imaginary companion?

[Qi]

Based on a thorough analysis, only one respondent, **Carol S**, mentioned having an imaginary companion in the study. This participant speaks of an imaginary person named **Jake**, described in their narrative, Jake is presented as "the happiest most agreeable person ever" who embodies self-love, mindfulness, and positive attitudes. This respondent talks about Jake with their daughter, claiming Jake lives in their home and is considered the daughter's only friend. This imaginative creation serves as a source of joy and emotional support within the family dynamic as described in [ex: Carol S]. No other respondents mentioned having an imaginary companion, indicating that the concept of imaginary companions in this study is unique to respondent **Carol S**.

Ask the [ai] a question about this report

Ask [ai]

Pet Guilt: Dogs vs. Cats

In summary, owning a pet has a pronounced and generally positive impact on our respondents' lives, shaping their emotional spectrum, daily practices, and self-perception in profound ways.

You
Give me examples of guilt associated with pet ownership? Is this more pronounced in dog or cat owners?

AI
Examples of guilt associated with pet ownership include not spending enough time with pets, pet misbehavior, and concerns over pets' happiness and health. For example, dog owners expressed guilt over feeling like they did not spend enough time with their pets and their pet's well-being when left alone. Specific instances include feeling guilty for leaving pets at home alone ("I should take them out more often." — Lakeshia D), and reactions to their pet's misbehavior reflecting on their pet owners ("He is misbehaving because I am not a good pet parent." — Lakeshia D).

Cat owners also showed guilt, particularly in not providing enough attention or environmental stimulation (ex: Tina D), and concerns about their pet's happiness and physical environment (ex: Hiroki Y) and (ex: Tina D).

Owners of both dogs and cats mentioned guilt associated with not having enough time for their pets ("your a bad turn your life is too busy for a pet..." — Gwen S), indicating a shared concern across pet types. However, dog ownership appears to have a broader array of guilt aspects, including direct comparisons with other pet owners and detailed self-criticism in responses to pet misbehavior.

This indicates that while guilt is a common sentiment among all pet owners, **Dog Owner** (Dog Owners) may experience guilt more intensely or express it across a wider range of concerns compared to **Cat Owner** (Cat Owners) and **Dog and Cat Owner** (Dog and Cat Owners). Dog owners detailed unique aspects such as comparisons with other pet owners and more specific reactions to pet misbehavior and emotional states, which may suggest a more pronounced experience of guilt in dog ownership.

You
Tell me more about dog owners comparing themselves to other pet owners

AI
Dog Owners and Comparisons: Exploring Inner Criticisms and Emotions
Dog owners often engage in comparisons with other pet owners, which can evoke a variety of inner criticisms and emotions. These comparisons frequently lead to feelings of inadequacy or guilt, but can also motivate self-improvement or even result in positive self-assessment. Examples include:

- Feeling inadequate or less competent as a pet owner, as expressed in [ex: Katrina A] with the thought "You should be doing more for your pet." — Katrina A and in [ex: Lakeshia D] where the internal narrative is "better pet owners than I am." — Lakeshia D.
- A drive towards self-improvement, highlighted in [ex: Melissa R] with a forward-looking stance, despite the critical tone, articulated as "How can I do better," — Melissa R.

Type your message here... Send



Tina D.
Cat Owner

When I have to leave my pet at home alone, my inner critic says:

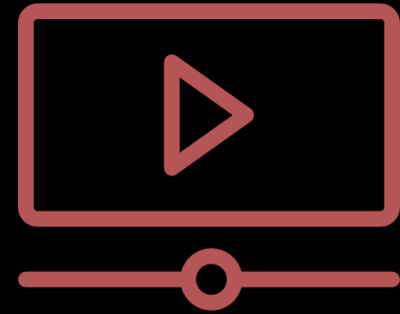
Submitted on 01/25/2022

You are a terrible person for leaving your poor, innocent babies alone so they end up sleeping all day and getting no exercise or stimulation.



Handling Video

Handling Video



- A very different animal (discussion guides)
- Super-unstructured qual datasets based on key questions

Describe the culture at our respondents companies	Mark NOT Ready	Delete	Report Available v
Understand their overall insight needs (i.e., internal demands, cultural expectations)	Mark NOT Ready	Delete	Report Available v
What keeps them loyal to aha now?	Mark NOT Ready	Delete	Report Available v
The role that aha plays in their overall insight needs/approach	Mark NOT Ready	Delete	Report Available v
How do our customers prefer to be billed/pay? Are there different approaches for different types of providers?	Mark NOT Ready	Delete	Report Available v
Thoughts on AI and the future of insights	Mark NOT Ready	Delete	Report Available v

Handling Video

- Suggested Clips
- Interview Summaries
- Open Query to drill down
- Auto-suggested highlight reels
- Ability to curate

Submitted on 09/21/2022

Copy usage: 520 MB

Video Tools -

Reuben: There's this concept of Ah, It's called Tika nolam, which this relates to, which is, it translates as repairing the world. But it is essentially this idea that

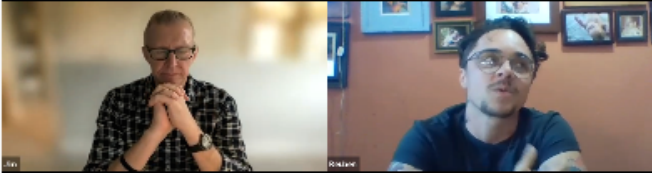
Reuben: we don't know. You know there is no concept of heaven or health in Judaism. It's just now, because we don't know

Reuben: we don't know, and so, if we don't know, the only thing we can do is good things now,

Reuben: and there are, you know, hundreds of rules about what good things you can do, but ultimately, like

Reuben: the the thing you are always supposed to be considering. Is just.

Reuben: Will this do something good for someone,



Summary: In Jim's interview with Reuben, who goes by both Ruben and Rue, several key themes emerged. Reuben spoke about their experience of being called names in the past but feeling fortunate to have avoided bullying. They emphasized the idea of stepping up and making choices that align with one's values. Reuben also discussed the significance of feeling normal after starting hormone therapy and how it has impacted their mental health and sense of authenticity. Another important aspect of the conversation was Reuben's experience of coming out as transgender to their husband. They described their husband as supportive and excited about their exploration of their true identity. This process has strengthened their relationship and allowed them to love their partner on a deeper level. The challenges faced by Reuben in seeking medical care for their transition were also discussed. They mentioned the need for multiple interviews and letters from different providers, highlighting the complexities of navigating the healthcare system in relation to transgender care. Reuben also shared the changes they have noticed in their ADHD symptoms throughout their transition and how they are currently managing them with medication. The conversation touched upon Reuben's multiple sources of income, including selling cakes and helping with after-school children activities, as well as their spouse's work in youth mental health. The working-class nature of their town, Port Angeles, and the impact of tourism on the local economy were also mentioned. Jim seemed particularly interested in Reuben's unique journey to manhood and expressed a desire to continue discussing and exploring this topic together. They discussed the possibility of meeting in person since they lived relatively close to each other. The interview ended on a positive note, with both expressing gratitude for the conversation and a plan to connect again in the future.

Reuben: Ruben is my full name, or will be legally as of tomorrow. Uh, people call me Ben. People call me Rue I. It's a versatile name. No one calls you a rude No, I haven't gotten that one yet.

7 seconds

[View in Main Video](#) [Send Clip to Video Maker](#)

Reuben: I think that we all we all have a sense to some extent or another of kind of the differences that in the ways that we've kind of created this social gender dynamic. It's one thing to be aware of it, and I was always aware of it. But it's one. It's a different thing entirely to experience being treated both ways.

17 seconds

[View in Main Video](#) [Send Clip to Video Maker](#)

Reuben: I think that we all we all have a sense to some extent or another of kind of the differences that in the ways that we've kind of created this social gender dynamic.

8 seconds

[View in Main Video](#) [Send Clip to Video Maker](#)

Reuben: Not only that, but it's easier to support me, and not following the rules, even when I offer it, is to take the chance that I won't want to.

14 seconds

[View in Main Video](#) [Send Clip to Video Maker](#)

> Final thoughts...



1. AI is here to stay, embrace it
2. Things will evolve rapidly in the AI world
3. Stay up to date on Corporate regulations
4. Actively curate your data haul for easier reports
5. Sharpen your skills using AI in your daily life

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