Say Yes to GenAI

With generative AI moving throughout our personal and professional lives at the speed of light, whether we know it or not, every researcher should know when to say yes to it or when to put on the brakes.

A Workshop at Quirks Chicago
March 27, 2024

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Tchicaya e.r. Brooks, PhD
Founder & CEO | TRIBE Insights

Session Overview

From new skills to entirely new jobs, generative AI is permeating the insights and analytics industry in ways that we aren't prepared for. Rather than replace human workers, gen AI will require new skills to support brand new jobs.

One job that fits squarely within our industry is that of AI content reviewer. This session will share insights about additional roles emerging within our industry and give attendees a peek into the life of how one researcher uses gen AI for work and for play every single day.
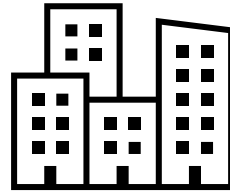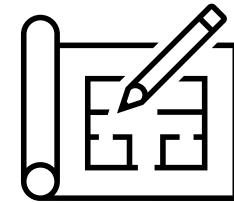
Key Takeaways
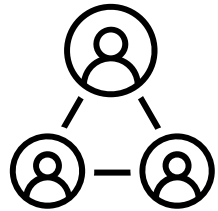
Roles

Emerging generative AI Roles relevant to the insights and analytics industry.

Productivity
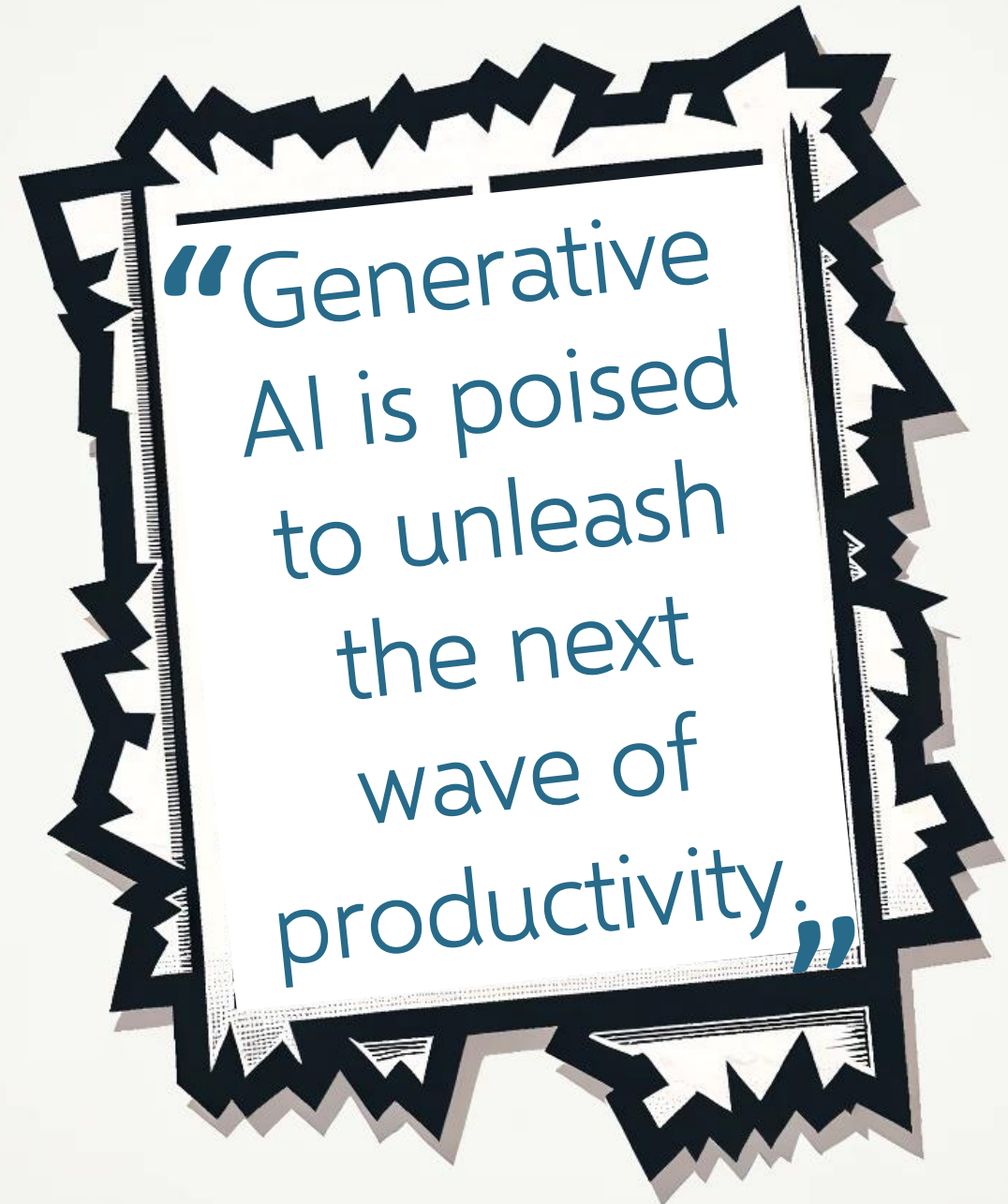
How to maximize productivity gains with generative AI.
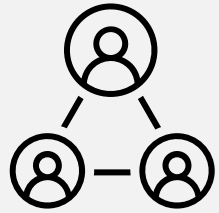
Tips & Tools

Tips and tools for using generative AI in a research context.

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What's at stake?

$4.4T

annually in GDP

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"Generative AI is poised to unleash the next wave of productivity."

What's our role in the GenAI story

Contribute to shaping the future of this field through groundbreaking research and insights.

Help understand how industry transformations will occur and can provide guidance for businesses and policymakers.

Roles

Explore how GenAI adoption affects job displacement, skills development, and the overall economy

Study the ethical implications of GenAI, bias in AI systems, and societal impact of the technology to help ensure that AI technologies are developed and deployed responsibly.

How can GenAI grow our industry?

Generative AI Research Scientist: Specialized researchers focusing on advancing the capabilities of generative AI models, exploring new architectures, improving model performance, and pushing the boundaries of what AI can create.

Ethics Specialist: Experts in AI ethics and responsible AI development who focus on ensuring that generative AI systems are developed and deployed ethically, addressing issues such as bias, fairness, transparency, and accountability.

AI Policy Analyst: Professionals who analyze and contribute to policies and regulations related to generative AI, guiding policymakers on the ethical and legal frameworks needed to govern AI technologies effectively.

AI Impact Researcher: Researchers studying the socio-economic impact of generative AI on various industries, job markets, and society at large, assessing the implications of AI adoption and proposing strategies for managing change.

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What research-related jobs should we expect to see?

AI Integration Specialist: Professionals who specialize in integrating generative AI technologies into existing systems and processes within organizations, optimizing workflows and maximizing the benefits of AI adoption.

AI Innovation Strategist: Experts who identify opportunities for innovation and disruption using generative AI, working closely with businesses to develop strategies for leveraging AI technologies to drive growth and competitive advantage.

AI User Experience Researcher: Professionals focusing on understanding how users interact with generative AI applications, conducting usability studies, and designing AI interfaces that enhance user experience and usability.

AI Data Scientist: Data scientists with a specialization in generative AI, responsible for managing and analyzing large datasets to train generative models, optimizing model performance, and leveraging data for AI innovation.

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It's more than prompt engineering

AI Collaboration Facilitator: Specialists who facilitate collaboration between AI researchers, domain experts, and industry professionals to ensure that generative AI solutions meet real-world needs and effectively address industry challenges.

AI Education Specialist: Professionals dedicated to training and educating others on generative AI concepts, applications, and best practices, helping organizations upskill their workforce and foster a culture of AI literacy.

AI Prompt Engineer: Prompt engineers are experts at getting generative AI applications like ChatGPT to deliver a specific output. Rather than being experts in programming, prompt engineers need strong communication skills, attention to detail, critical thinking, and data skills to guide what AI needs.

AI Content Reviewer/Auditor: Professionals who assess all forms of content (i.e., written articles, visual designs, analysis reports, etc.) with respect to quality, accuracy, and appropriateness to ensure that the content is fit for purpose.

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Is GenAI worth the fuss for corporate researchers?
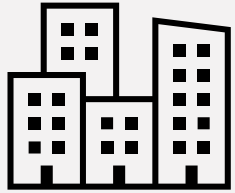
Productivity

> " GenAI will be a net positive for labor markets and the global economy. It will enable sizable productivity gains, amplify job creation and stimulate investment in technologies that enable humans to measure [performance more holistically]. "

Is GenAI worth the fuss for corporate researchers?
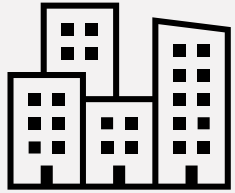
Productivity

"GenAI has the potential to augment and accelerate human intelligence, facilitating productivity in unprecedented ways and even generating work that was not possible [without the technology.]"

How much productivity gain should we expect?

McKinsey & Company

- Labor productivity savings estimated at 15% to 40%
- Accelerate technical automation between 2030 and 2060

S&P Global

- Accelerate the "creator economy" (e.g., jobs producing digital content)
- Democratize access to AI, giving those who may not know computer programming the opportunity to interact with AI to create new products and services

NBER — National Bureau of Economic Research

- Increase in overall productivity by 14%, with a 34% increase for novice and low-skilled workers
- AI adoption is associated with better customer sentiment

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Where should you start?
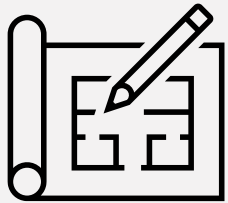
Tips & Tools

Automation: Generative AI can automate certain tasks traditionally performed by humans, allowing for faster and more efficient processes. This can lead to considerable time savings and cost reductions.
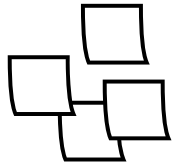
Creativity and Design: In fields such as graphic design, architecture, and product development, generative AI can assist in creating innovative and customized designs, accelerating the iterative process and saving valuable creative time.

Data Analysis: Generative AI algorithms can process and analyze vast amounts of data quickly, identifying patterns, insights, and correlations that are often missed by manual analysis. This capability improves decision-making processes and accelerates problem-solving.

Content Generation: Generative AI systems can produce content, such as articles, reports, or even code snippets, through natural language processing and machine learning techniques. This can save time for content creators and enhance content generation processes.

Personalization: Generative AI allows for personalized experiences and recommendations based on user preferences and behavior. This can result in more targeted marketing campaigns, improved customer satisfaction, and increased sales.

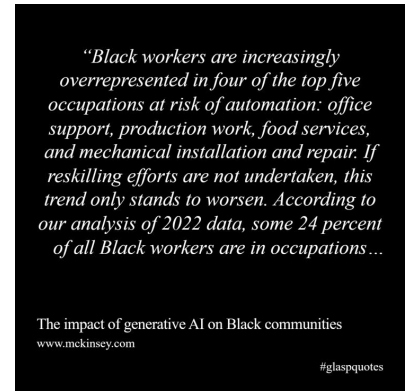# Let's look at practical every-day use applications
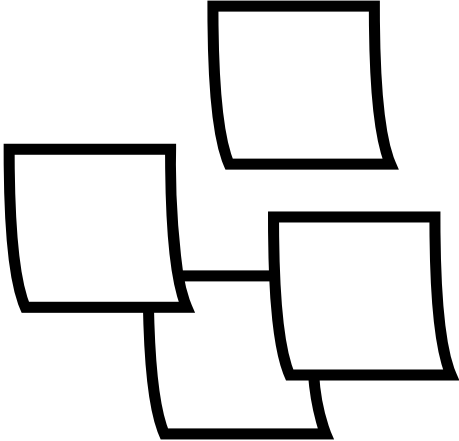
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Taking

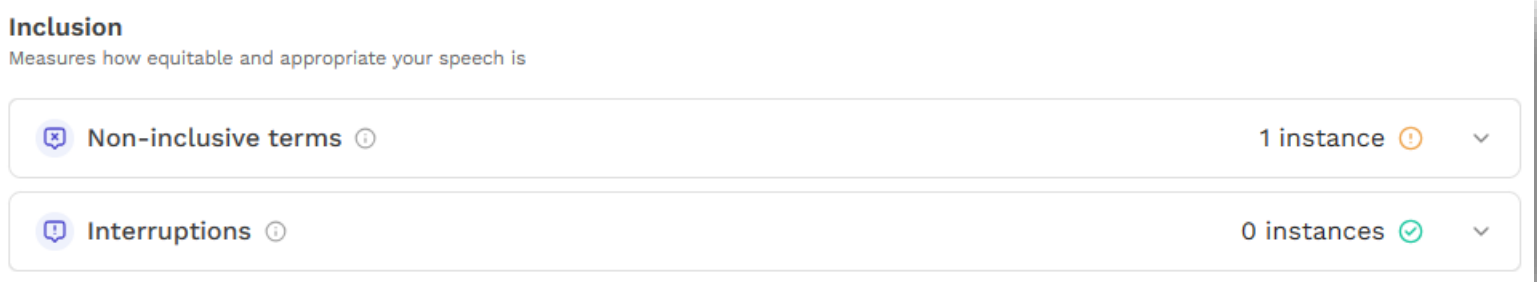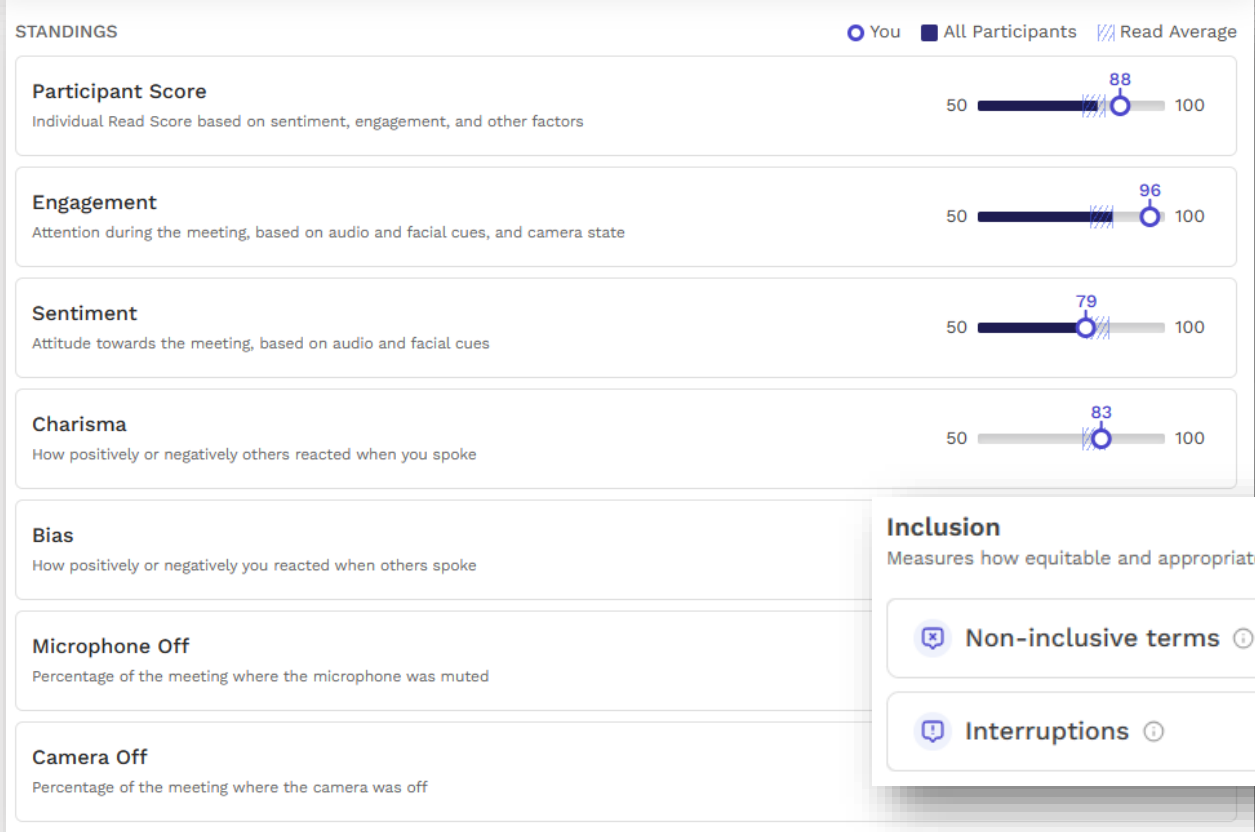Creating a QR
Code

Summarizing
Web Content

"Black workers are increasingly overrepresented in four of the top five occupations at risk of automation: office support, production work, food services, and mechanical installation and repair. If reskilling efforts are not undertaken, this trend only stands to worsen. According to our analysis of 2022 data, some 24 percent of all Black workers are in occupations…"

The impact of generative AI on Black communities
www.mckinsey.com

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Note Taking

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Need a little help summarizing articles or the Quirks Chicago agenda?

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| 8:00 am - 5:00 pm | Registration and Expo Hall Open | | | |
| 8:15 am - 9:00 am | Continental Breakfast in the Expo Hall | | | |

	Room 1	Room 2	Room 3	Room 4
9:00 am - 9:30 am	In their own words: Why open-ended feedback matters and how to manage it Expedia	Say YES to GenAI! TRIBE Insights, Inc.	Fueling innovation: The value of research partnerships Electrolux Major Appliances	Beyond the obvious: Harnessing generative AI to analyze quantitative survey data, both current and historic Hotspex, Inspirient
9:45 am - 10:15 am	A case study in AI-powered social data for product innovation Black Swan Data	Improving an insight team's profile to increase its impact IMA	Using research to improve the Team DetermiNation experience for the American Cancer Society American Cancer Society, MarketVision Research	T-Mobile's Magenta Status program, inspired by revolutionary qual+quant sessions – live demo with AI tech T-Mobile, ACUPOLL Precision Research, Inc.
10:30 am - 11:00 am	How AI and CXM helped a retail brand customize product design Datamatics	What happens when purpose doesn't drive business BAMM	Everyone loves chocolate! Reinventing competitive benchmarking to win the moment InsightsNow Inc., Imbibe, FlavorWiki, MARS Snacking	A leap forward or a societal menace? Tracking changes in American sentiment of AI technologies over time aytm
11:15 am - 11:45 am	Innovation vitality: How to launch more enduring products and incremental innovations NielsenIQ, NielsenIQ BASES	Beyond HHI: Redefining consumer households, wealth and purchasing power Quest Mindshare, Fordis Consulting	Premium vs. value: A cross-category client roundtable buzzback, Land O' Frost, Newell Brands	Audio rituals: How contextually relevant audio advertising drives business results Audacy, Inc.
12:00 pm - 12:30 pm	Leading with Black insights Hunter-Miller, Inc.	Changes in consumer sentiment, confidence and ever-changing spending habits: An exploration of global and regional trends for 2024 Toluna	Getting a head start: How McDonald's uses historic data to design its next great product McDonald's, Zappi	From business questions to strategic decisions: Harnessing the power of generative AI for consumer insights SightX

| 12:30 pm - 1:30 pm | Lunch (Light Food Fare in the Expo Hall) | | | |

	Room 1	Room 2	Room 3	Room 4
1:30 pm - 2:00 pm	Exploring a way to use generative AI for insights UScellular	How real humans with real purchases can help close the say-do gap 84.51°	Doing more with less Ipsos, The Kraft Heinz Company, Kohler	The importance of industry-specific approaches Zaxby's
2:15 pm - 2:45 pm	Messaging AI: Understanding and...	The food waste imperative...	Unlocking the power of...	How your brand can harness...

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what can i expect to learn at Quirks Chicago?

At Quirks Chicago, you can expect to learn about a variety of topics related to market research, consumer insights, and data analytics. The event typically features sessions covering trends in the industry, innovative research methodologies, best practices for gathering and analyzing data, case studies, and discussions on the latest technologies shaping market research.

Some common themes and topics you might encounter at Quirks Chicago include:

- Cutting-edge market research techniques
- Consumer behavior analysis
- Data visualization and storytelling
- Artificial intelligence and machine learning in market research
- Qualitative and quantitative research methodologies
- Emerging trends in data collection
- Multi-platform analytics
- Ethical considerations in market research

Additionally, the event often provides opportunities for networking with professionals in the field, exploring new tools and technologies in the expo hall, and gaining practical insights to enhance your research strategies.

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Ask AI anything about the page...

Automated Social Collaboration

Glasp

Most wanted: Cognitive and social-emotional skills

As gen AI interaction deepens (moving from nonuse to light use to heavy use), we see a consistent trend among both technical and nontechnical workers: they rate higher cognitive skills as more important than technological skills. Even among the technical workers who [are] gen AI creators, higher cognitive skills, at 59 percent, are rated as more important than technological skills, at 55 percent (Exhibit 4).

"Black workers are increasingly overrepresented in four of the top five occupations at risk of automation: office support, production work, food services, and mechanical installation and repair. If reskilling efforts are not undertaken, this trend only stands to worsen. According to our analysis of 2022 data, some 24 percent of all Black workers are in occupations…"

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View AI Summary

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Leave your thoughts, findings, etc

Highlights & Notes

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The human side of generative AI: Creating a path to productivity
www.mckinsey.com

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Square Landscape

GenAI – A cautionary tale

Expected productivity gains are not without their challenges

- Workforce transitions

- Skills development

- Access to GenAI

- Managing the risks

- Bias mitigation

- Governance & Ethics

- Hallucination

Thank You!

Schedule with me on

Connect with me on LinkedIn

Tchicaya e.r. Brooks, Ph.D.
Speaker. Thought Leader. Innovator. Professional Insights Veteran.
Equity Champion. Inclusion. Diversity. Equity. Access. GenAI Educator.
Venture Capital.

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