

Webinar The Role Of Artificial Intelligence In The Insights Industry

Synthetic Insights:
**Is it possible to do research without
respondents or interviewers?**

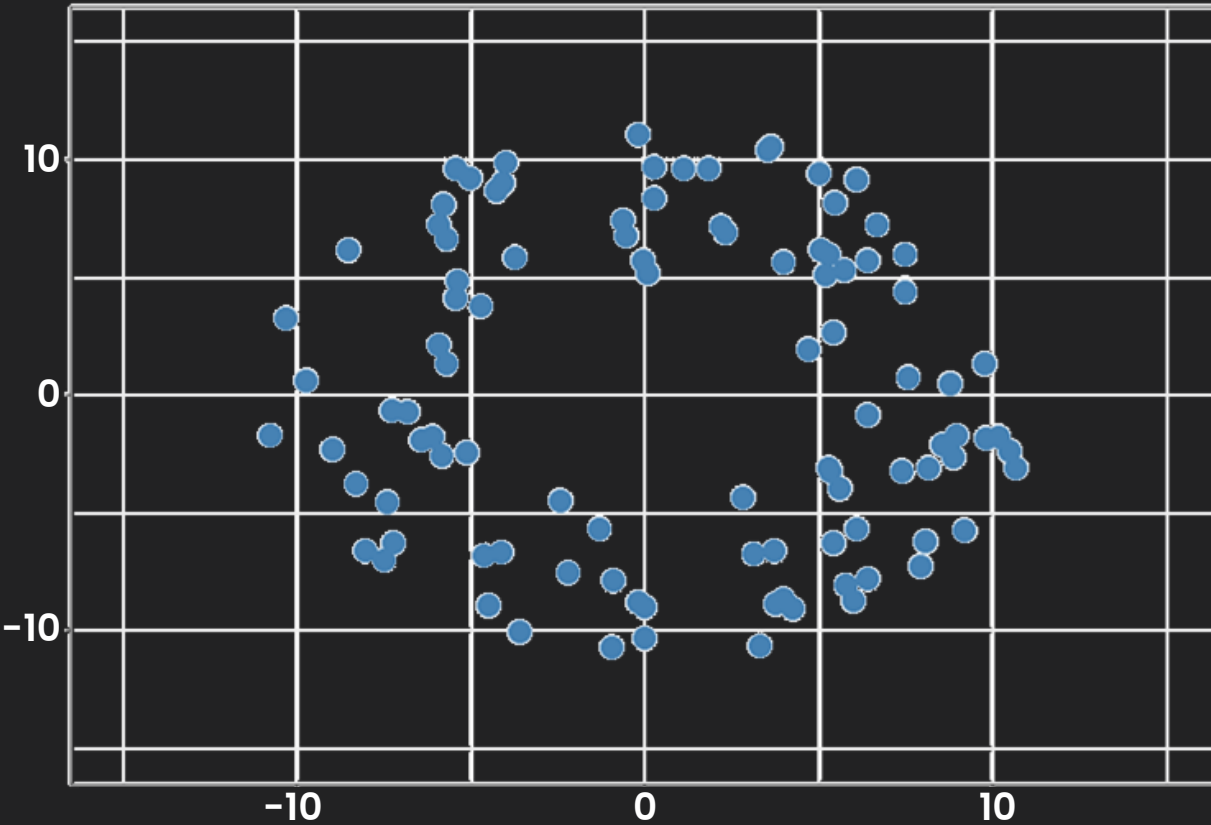
February 6th, 2024
Reineke Reitsma

Before we start

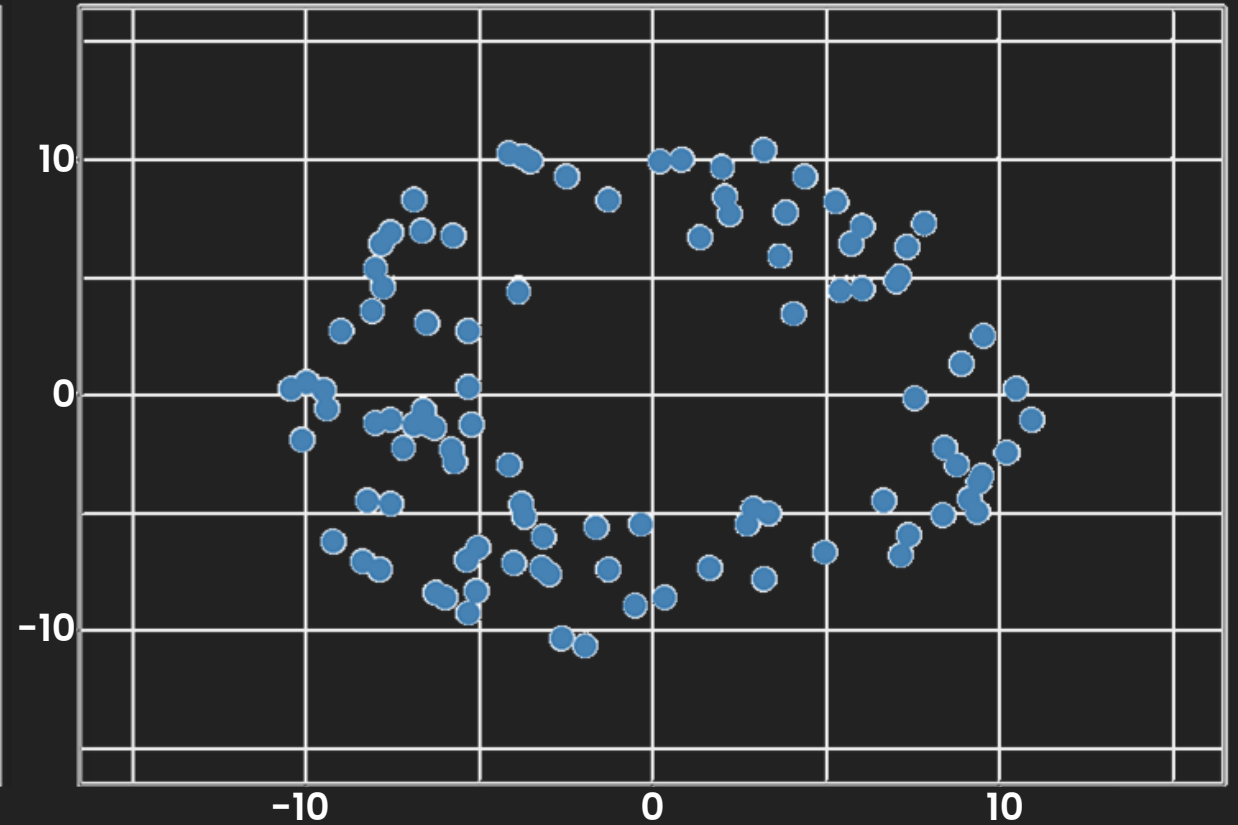


Introducing synthetic data

Synthetic data gives comparable results



Original data



Synthetic data

The synthetic data retains the structure of the original data but is not the same

Synthetic data isn't a niche

What research is the Census Bureau currently exploring concerning synthetic data in the ACS?

Synthetic data methods are well-known within the SIPP, and within statistical software. The Census Bureau is exploring a synthetic data product to explore various sources of error and potentially all of our respondents' privacy. We began on what we expect will be a multi-year survey response rates and increase. We continue to provide public updates on this research. www.census.gov/newsroom/blogs

How are synthetic data ensuring confidentiality?

All Census Bureau surveys have to ensure privacy. Privacy theory makes clear that releasing data in surveys may increase privacy, though synthetic data are one tool we can use to protect the privacy of our respondents.

Ipsos iris

The UK's online audience measurement solution, endorsed by UKOM to provide transparency and understanding.

Get in touch



Total
understanding
of UK online
audiences.

many of the same properties as the original dataset, and to allow derivation of the same results and insights, but with a much lower risk of revealing information about individuals to which that data relate.

Source: What Are Synthetic Data? (census.gov)

Source: Synthetic Data for Official Statistics - A Starter Guide | UNECE

Introducing Synthetic Insights

A woman's profile is shown in silhouette, facing left. Overlaid on her head and the background are various digital elements: a network of nodes and lines on the left, and several floating rectangular panels on the right. These panels contain charts, graphs, and lists of business functions. The overall color scheme is dark blue with white and light blue highlights.

Are respondents still needed?

This HBS paper shows that you can properly predict willingness to pay using generative AI

Using GPT for Market Research

Harvard Business School Marketing

32 Pages • Posted: 30 Mar 2023

James Brand

Microsoft

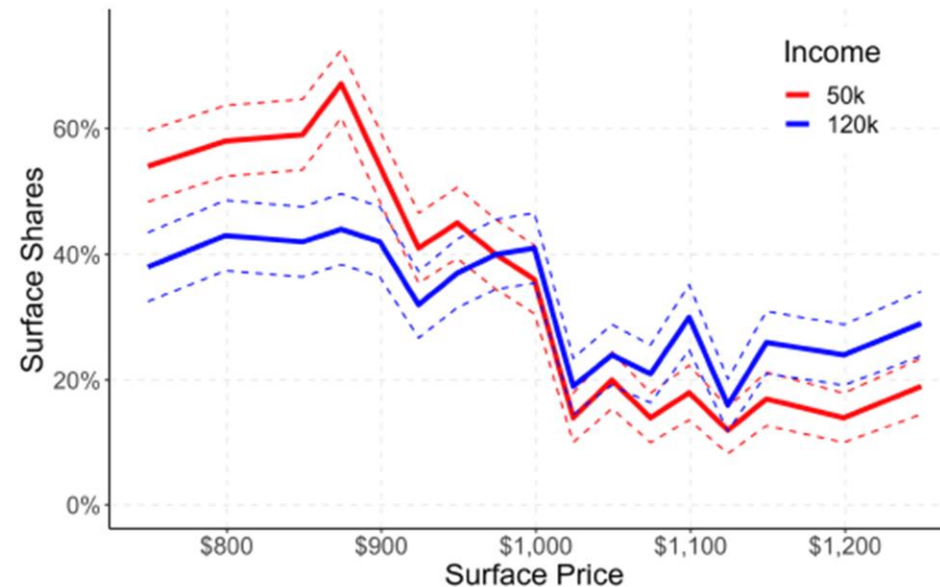
Ayelet Israeli

Harvard Business School - Marketing U

Donald Ngwe

Microsoft

Figure 2: Income Prompting: Diminishing Marginal Utility of Wealth



And a recent paper in Marketing Science shows the validity of LLMs for Automated Perceptual analyses

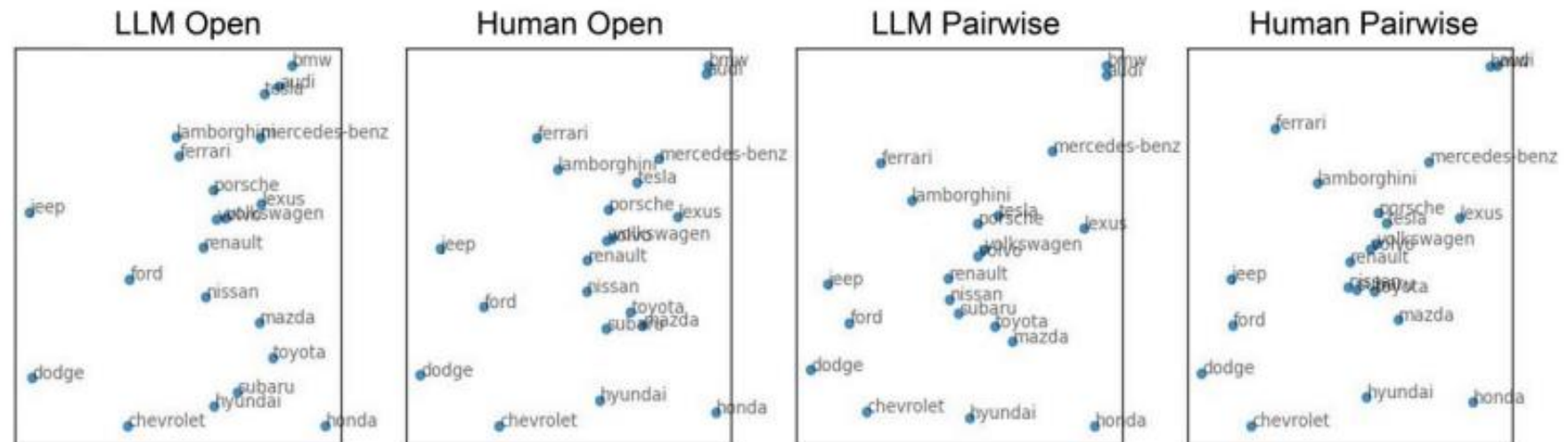


Marketing Science

Publication details, including instructions for authors and subscription information:

<http://pubsonline.informs.org>

Figure 2. (Color online) Perceptual Maps Using Overall Similarity Score and EvoMap (t-SNE)



To cite this article:

Peiyao Li, Noah Castelo, Zsolt Kat
Automated Perceptual Analysis. *M*

https://www.linkedin.com/posts/noah-castelo-81a854131_llms-for-perceptual-analysis-activity-7156353324127051777-6Peu

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What problem does this solve?

Bringing segments to life through synthetic conversations

Sustainability segmentation / Conversations / choice

Donna, when you are considering flying what are your main concerns?

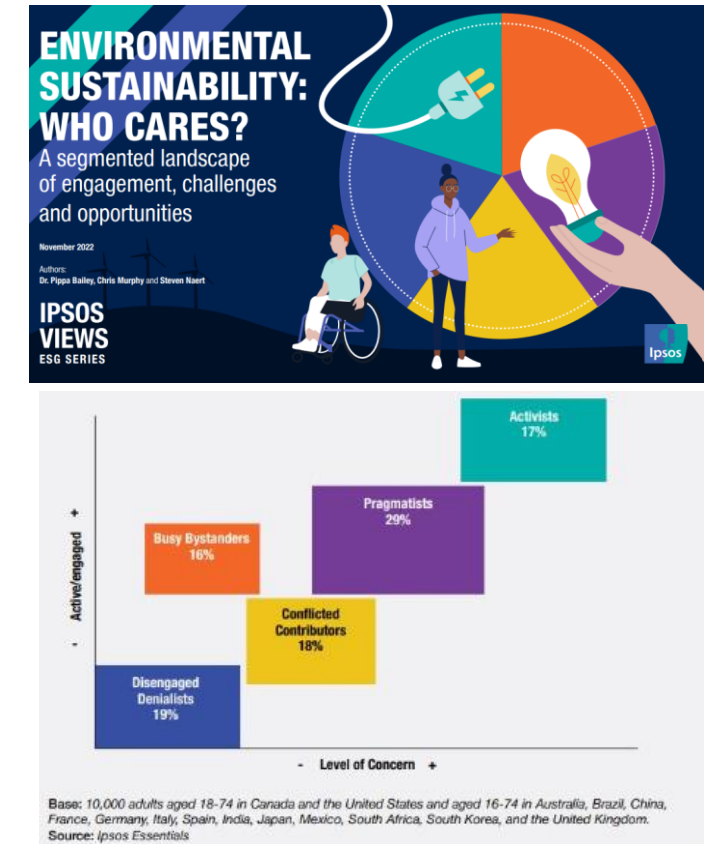
Donna: When it comes to flying, my main concerns are usually related to convenience and comfort. I want to make sure that the airline provides good service, has comfortable seats, and offers amenities that make my travel experience enjoyable. Safety is also important, but I trust that airlines follow strict regulations to ensure passenger safety. As for environmental impact, I have to admit that it's not something I typically consider when booking a flight. I understand that air travel has a carbon footprint, but it's not a top priority for me when making travel decisions. (Generated by AI)

Question the Persona

Choose the Persona you want to talk to by clicking on the picture or directly talk to first persona

Ava
Carla
Brian
Patricia
Donna

Donna
Disengaged Denialists (19%)
Skewed to be slightly less affluent and also younger. Environment is not a concern, not immediate, or largely overblown. Less inclined to take environmental action and some believe that companies should not focus on this.



Environmental Sustainability: Who Cares? | Ipsos
Segmentation | Ipsos



Source and graphic:
[GenAI-Powered Collaborative Brainstorming: Crafting Critical User Journeys |](#)
[by Dan_Littlewood | Bootcamp \(uxdesign.cc\)](#)

Are interviewers still needed?

Were you surprised by your results? You guessed 10 times and got 7 correct, for a score of 70%.

A.I. images (4/5 correct)



Real images (3/5 correct)



Loneliness and suicide mitigation for students using GPT3-enabled chatbots

[Bethanie Maples](#) , [Merve Cerit](#), [Aditya Vishwanath](#) & [Roy Pea](#)

[npj Mental Health Research](#) **3**, Article number: 4 (2024) | [Cite this article](#)

13k Accesses | **260** Altmetric | [Metrics](#)

Abstract

Mental health is a crisis for learners globally, and digital support is increasingly seen as a critical resource. Concurrently, Intelligent Social Agents receive exponentially more engagement than other conversational systems, but their use in digital therapy provision is nascent. A survey of 1006 student users of the Intelligent Social Agent, Replika, investigated participants' loneliness, perceived social support, use patterns, and beliefs about Replika. We found participants were more lonely than typical student populations but still perceived high social support. Many used Replika in multiple, overlapping ways—as a friend, a therapist, and an intellectual mirror. Many also held overlapping and often conflicting beliefs about Replika—calling it a machine, an intelligence, and a human. Critically, 3% reported that Replika halted their suicidal ideation. A comparative analysis of this group with the wider participant population is provided.

[Loneliness and suicide mitigation for students using GPT3-enabled chatbots | npj Mental Health Research \(nature.com\)](#)

7:55

◀ Search



My AI



TODAY

MY AI

Hi Samantha! I'm your new AI chatbot. You can ask me just about anything and I'll do my best to help. I'm always here for a laugh, and you can give me a name if you'd like. Is there anything I can do for you today?

Chats with My AI hide...

🕒 24 hours after viewing

Tap to find Cameos



Send a chat



Q W E R T Y U I O P

A S D F G H J K L

⬆ Z X C V B N M ✖

123



space

send









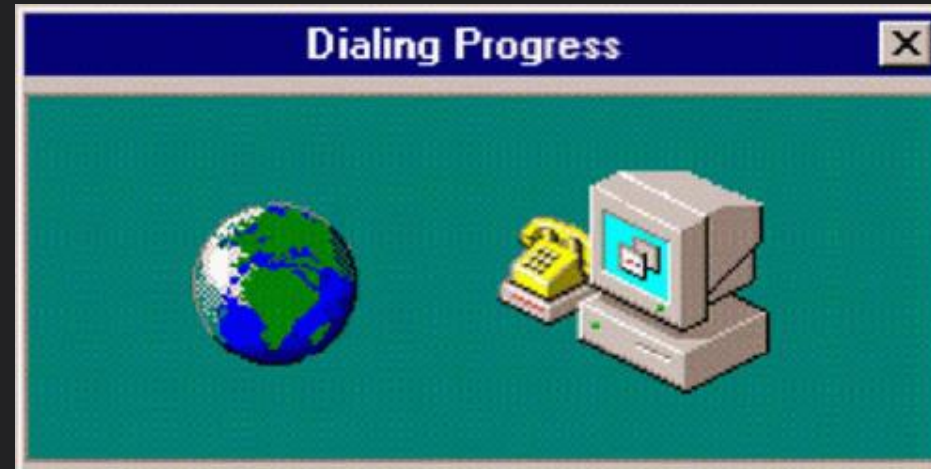
What's
next?

Prompt: Image of a couple of humanoid robots discussing around a table in a conference room – DALL E 3, via ChatGPT4 PLUS

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The future starts now



But the future is not all bright

- **Ethical concerns**
- **Biased insights**
- **Insights degradation**

Pilots with Generative AI

At Ipsos we evaluate AI
tools using the criteria of
Truth, Beauty, and Justice.



TRUTH

Is AI delivering accuracy?



BEAUTY

Can we see into the mechanism to
understand how it works?



JUSTICE

How do we treat participant and client data
with integrity?

INTRODUCING IPSOS' **AI MANIFESTO**

At Ipsos, we champion the unique blend of Human Intelligence (HI) and Artificial Intelligence (AI) to propel innovation and deliver impactful, human-centric insights for our clients.

Our HI stems from our expertise in prompt engineering, data science, and our unique, high quality data sets – which embeds creativity, curiosity, ethics, and rigor into our AI solutions, powered by our Ipsos Facto GenAI platform.



Our clients benefit from insights that are safer, faster and rooted in the human context.

Let's unlock the potential of HI+AI!



human intelligence is still essential


Esomar has an AI taskforce if you are interest in helping the industry shape its thinking



Navigating the future of insights

ESOMAR has taken the initiative to launch an **AI Task Force**. The primary goals of this group is to collect information, facilitate discussions and debates, foster shared learning opportunities, and offer valuable resources to all data and insights professionals.

[Home](#) > [Codes and Guidelines](#) > [Navigating the future of insights](#) [SHARE](#)



Artificial intelligence (AI) is currently the most talked-about topic among insight professionals. AI is set to revolutionise business, culture and, potentially, human existence as we know it, and it raises many questions, such as:

- What opportunities and threats does AI create for insights, for the providers of insights and for the users of insights?
- How should we best maximise the benefits and minimise the downsides of AI?
- What is the role of self-regulation and legislation in the context of AI?
- How might the impact of AI differ by country, community, culture, and group?

Question?

BE SURE. ACT SMARTER.

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