



Artificial Intelligence



Artificial Intelligence



Personas in the Age of AI

We examine how AI-powered persona bots are changing the way personas are created, used, and their inherent benefits and limitations.

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Misfits and the Machine

In the second of our AI in Advertising papers, we explore the benefits and limitations of using AI in ad development.

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AI in Advertising Research

This paper explores how AI ad evaluation can be more connected to human creativity, used more widely in advertising research, and in turn, help brands to get to more effective advertising.

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The Power of Product Testing with Synthetic Data

Our experts provide recommendations for generating and evaluating high-quality synthetic data and explore how synthetic data can be applied specifically to product testing.

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Conversations with AI: Part VI

We explore the role of a Moderator Bot powered by generative AI within qualitative research.

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Conversations with AI: Part V

We share the results of a research study conducted to test the capabilities of AI twins. The study compared the performance of twins against real human respondents for exploration, ideation, and evaluation within the category of women's health.

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Conversations with AI: Part IV

This Ipsos Views white paper explores the role of AI as part of curation and how human expertise and AI speed can work best together.

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Conversations with AI: Part III

We look at the need to align with experts in the art of the question that can get the most out of AI solutions, including quality and accuracy, while defending data privacy.

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Conversations with AI: Part II

We conducted a series of tests to evaluate the utility and risks associated with AI outputs. They assessed AI suppliers in transcription, translation, and sentiment analysis using qualitative research platforms.

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Conversations with AI

In the context of ideation workshops, it is crucial to precisely phrase challenges to ensure successful and novel ideas. Today's corporate climate often prioritises quick fixes over careful assessment and addressing of challenges.

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AI and the Future of CX

We explore how Generative Artificial Intelligence (Gen AI) can revolutionise experiences by balancing digital efficiency with human interaction.

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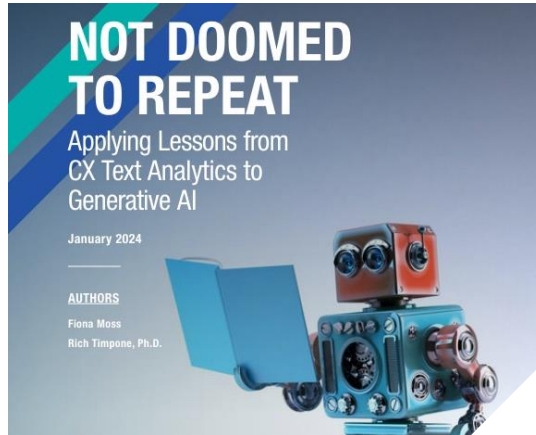
The New Era of Innovation

We introduce our philosophy for innovation with Gen AI, which empowers insights functions to produce bolder innovations, with faster development cycles and smarter processes.

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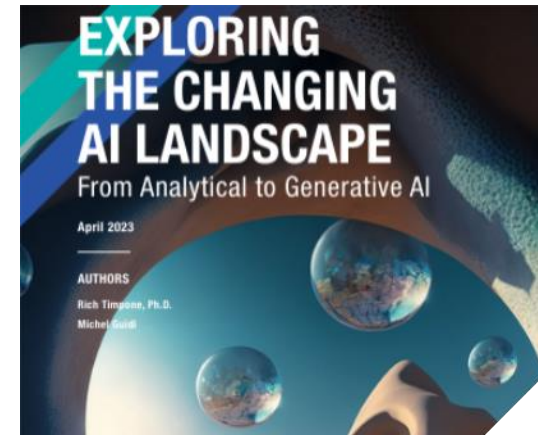
Not Doomed to Repeat

Drawing on text analytics' learnings from the past 15 years, and using our AI framework of [Truth, Beauty, and Justice](#), we outline five key lessons that teams must keep in mind as they apply LLM-powered Generative AI tools.

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Humanizing AI

We explore the importance of using real human data to train AI models for innovation success. AI presents an opportunity to improve the speed, and potentially, the success rate of new innovations.

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Exploring the Changing AI Landscape

It's important to take notice and put AI and other emerging tools in perspective as the implications of the technologies will be far reaching.

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