

Lightning Talk

AI-Powered Insights

The Generative AI Era:
The Use of GenAI in Market Research



**USANA
CHANTARKLUM**
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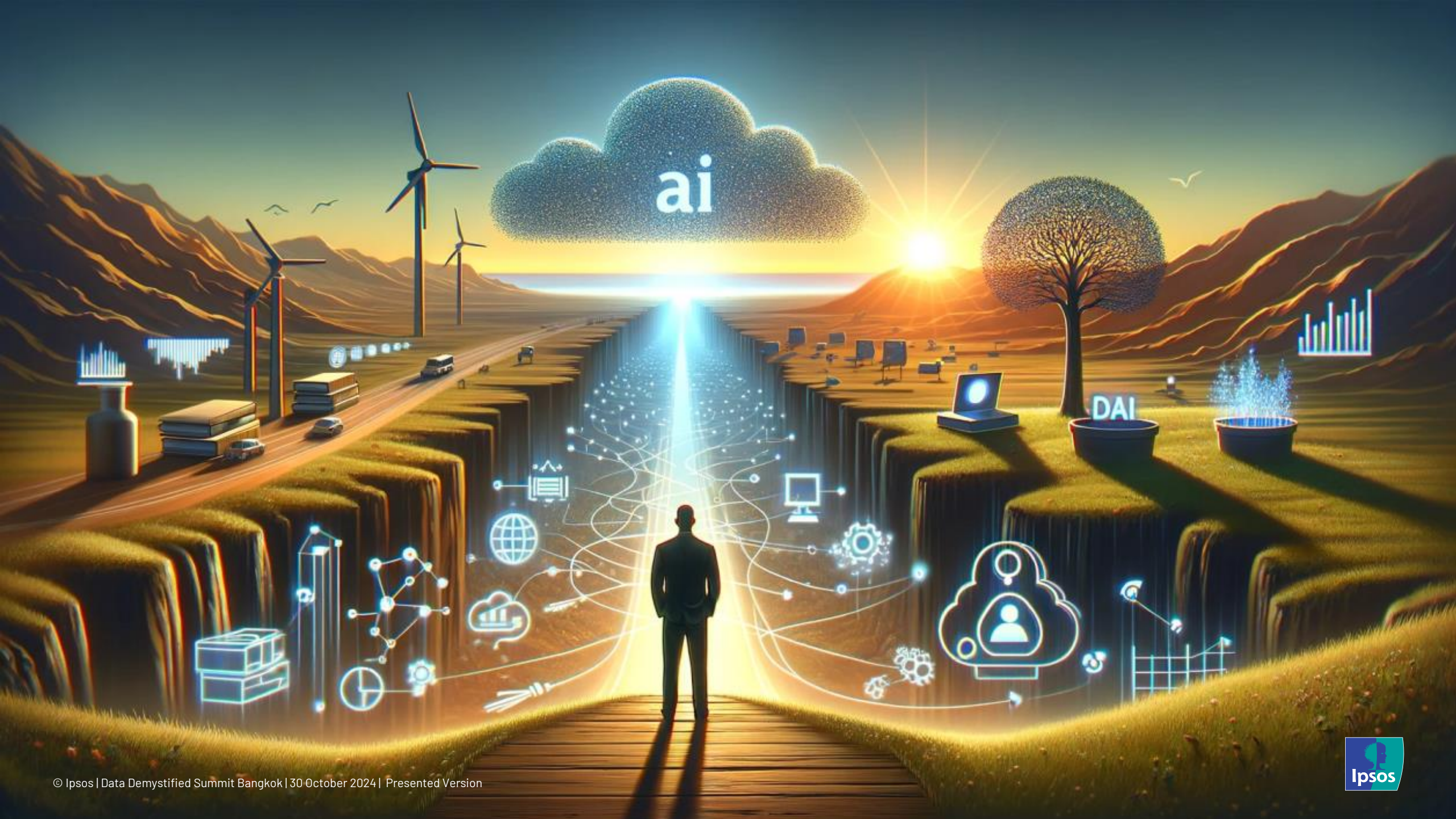
BANGKOK
30 OCTOBER 2024
HOTEL NIKKO BANGKOK
#DDSUMMIT

THE GENERATIVE AI ERA

The Use of AI in Market Research is not new,
but **Generative AI** is the New Frontier...

Usana CHANTARKLUM

30th October 2024



What are we talking about when we talk about AI?

Gen (erative) AI

Creates new content, such as images, videos, text, or music.

Analytical AI

Analyses data sets to gain insights and support decision-making.

Autonomous AI

Performs tasks independently without human intervention – e.g. robotic process automation.

**Across all 3 dimensions,
global investment in AI is
booming.**

**From \$1.3 billion in 2013
to over \$40 billion in 2023:
a 3000% increase.**

Source: Stanford University's Human-Centred AI Institute

AI could contribute \$15.7 trillion to the global economy by 2030.



Increasing productivity

AI-driven efficiency creating more time to apply human intelligence elsewhere.

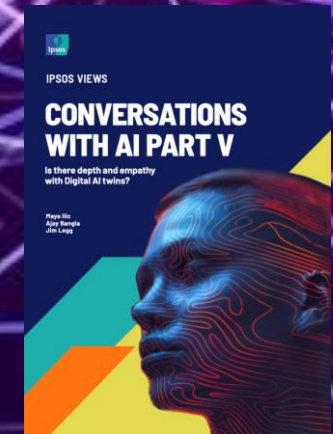
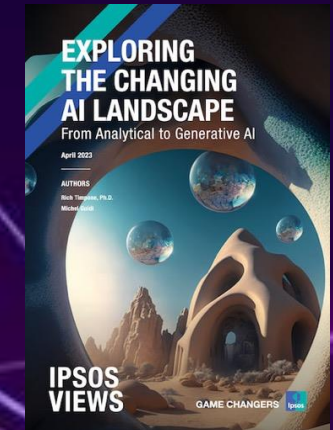
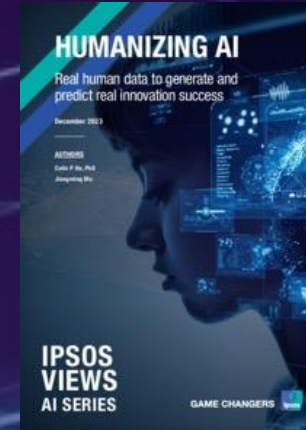


Driving innovation

AI-driven innovation driving new demand: e.g. for hyper-personalised products.

Source: PwC Global Artificial Intelligence Study

GENERATIVE AI IS EVERYWHERE AT IPSOS



WE LAUNCHED OUR GEN AI PLATFORM, IPSOS FACTO

Democratise

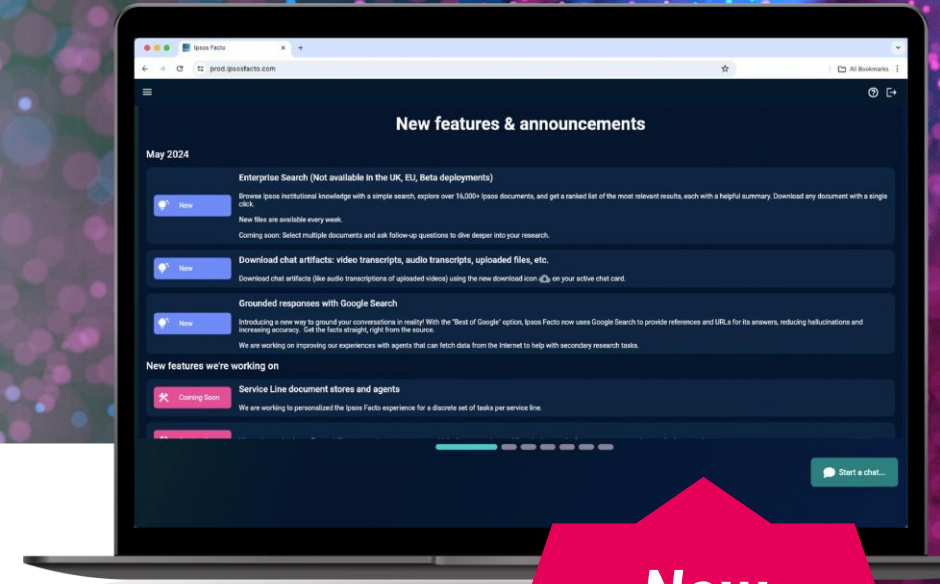
Embed Gen AI in the daily lives of all Ipsos employees

Operate

Transcribe, codify, extract themes, translate, summarise, generate topline data, ideas...

Innovate

New products and applications in Innovation, Reporting, Brand Tracking, Qualitative...



**Now
available
to Ipsos
clients!**

GENERATIVE AI: PACE OF IMPACT & RISKS



We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run.

Roy Charles Amara, Researcher, Scientist, Futurist and President of the Institute for the Future.


SECURITY

FORBES > INNOVATION > CONSUMER TECH Feb 7, 2024, 05:25pm EST

Generative AI Exposes Users To New Security Risks

Forbes

Wayne Rash Contributor @
Wayne Rash is a technology and science writer based in Washington.



HALLUCINATIONS

The New York Times

By Benjamin Weiss
May 27, 2023

Meta's A.I. Characters ChatGPT's Image Generator Google's Bard Extensions

Here's What Happens When Your Lawyer Uses ChatGPT

A lawyer representing a man who sued an airline relied on artificial intelligence to help prepare a court filing. It did not go well.

BIAS

Bloomberg

HUMANS ARE BIASED. GENERATIVE AI IS EVEN WORSE

Stable Diffusion's text-to-image model amplifies stereotypes about race and gender – here's why that matters

By Leonardo Nicoletti and Dina Bass for Bloomberg Technology + Equality

OUR ROBUST EVALUATION FRAMEWORK

TRUTH

Is AI delivering **Accuracy**?
How do we avoid hallucinations
and false fabrications?

TRANSPARENCY

Explainability... Can we see inside
the mechanism to understand how
it works?

TRUST

**Ethics, Fairness, Security, Privacy,
Rights & Responsibilities.** How do
we treat participant and client
data with integrity?

*We keep the **human** in the loop at every step*

IPSOS IS EVALUATING OVER 100 USE CASES SUCH AS:

Transcription & Translation

AI-powered NLP can be used to automatically transcribe spoken

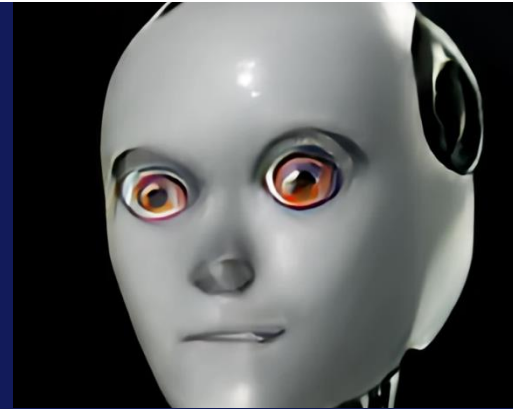
Indexing transcripts

Time Stamps



Sentiment analysis from audio, video, text

Analyse the sentiment, emotion, or meaning of text
Facial coding
Tone analysis
Eye tracking
Neuro



Reporting

Summarizing large qualitative data and other sources including open ended questions in quantitative surveys



Process Automation

AI assisted project management - questionnaire / DG development / reminders sent out to respondents

For communities - Respondent updates and reminders to complete tasks



Text, Photo and Video Analytics

Extract and Analyze Consumer Insights through text, photos & videos collected, Image analysis, object, logo identification etc.



Tagging, Theming Content Analysis, Video search

Creating tags, theming content to make it searchable in video,

Ability to search / data mine / filter across projects for meta learnings



Knowledge Management & Curation

Leveraging client and Ipsos data to find and curate the story

Finding meta-themes and learnings across multiple projects and studies



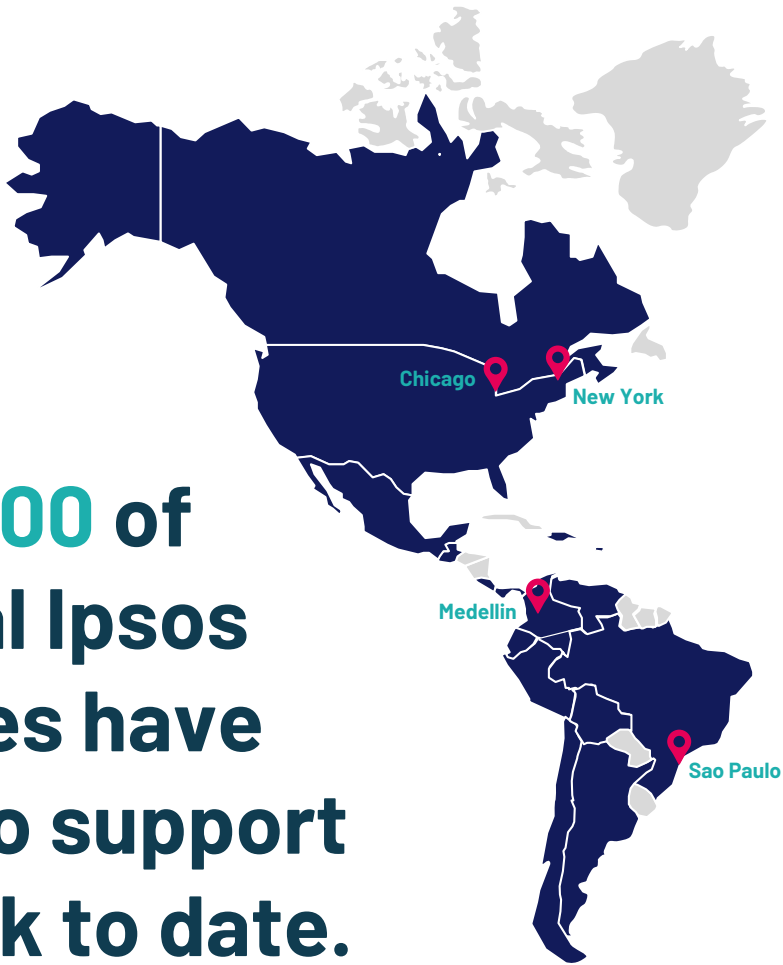
Analysis, Modeling, and Code Development

Analyzing tabular and quantitative data along with pattern recognition and other elements directly and paired with auto-coded analytics

Autogenerate code to accelerate dev & scripting

Over **10,000** of our global Ipsos colleagues have used AI to support their work to date.

We wanted to know how.
So we asked them.



They told us that there are five ways in which AI is supporting their work...

Q: How are you using AI to support your work? (% of respondents) (n=96)

1 "Supporting thematic analysis"

67%



EFFICIENCY

2 "Making my writing better"

66%



CREATIVITY

3 "Speeding up manual processes"

65%



SPEED

4 "Helping me work more efficiently"

62%



EFFICIENCY

5 "Providing inspiration for creative tasks"

61%



CREATIVITY

Efficiency is still a huge reward

DOING THINGS FASTER AND BETTER

Administrative tasks

Desk Research

Translation

Questionnaires, Interview
Guides & Queries

Data Processing Statistical
Analyses

DISCOVERING & CREATING

Creation of Texts, Images
& Videos

Reports & Meta-Learnings

Discovery of insights

3 Promises of AI

Efficiency

If only we knew what we knew

Speed

If only we knew what the world knew

Creativity

If only we knew how to innovate better

**The efficiency
promise in a nutshell:**

**Leverage
your entire
corporate
knowledge
with one
click.**



AI Shows Promise – Like a Novice Researcher



Where AI Was Good

- Straightforward and clear questions, e.g., how to improve a single ad across KPIs
- Summarizing findings – solid summary of what was said to answer prompt questions
- Writing quality – good grammar and sentence structure
- Accuracy – with this limited data set, didn't see hallucinations

Where Human Was Better

- Broader, more ambiguous questions, e.g., improve overall campaign
- Elevating insights – making additional connections

At Ipsos, we champion the **unique blend of HI + AI** to propel innovation and deliver impactful, human-centric insights.

HI HUMAN INTELLIGENCE

Imagination | Creativity | Curiosity



AI ARTIFICIAL INTELLIGENCE

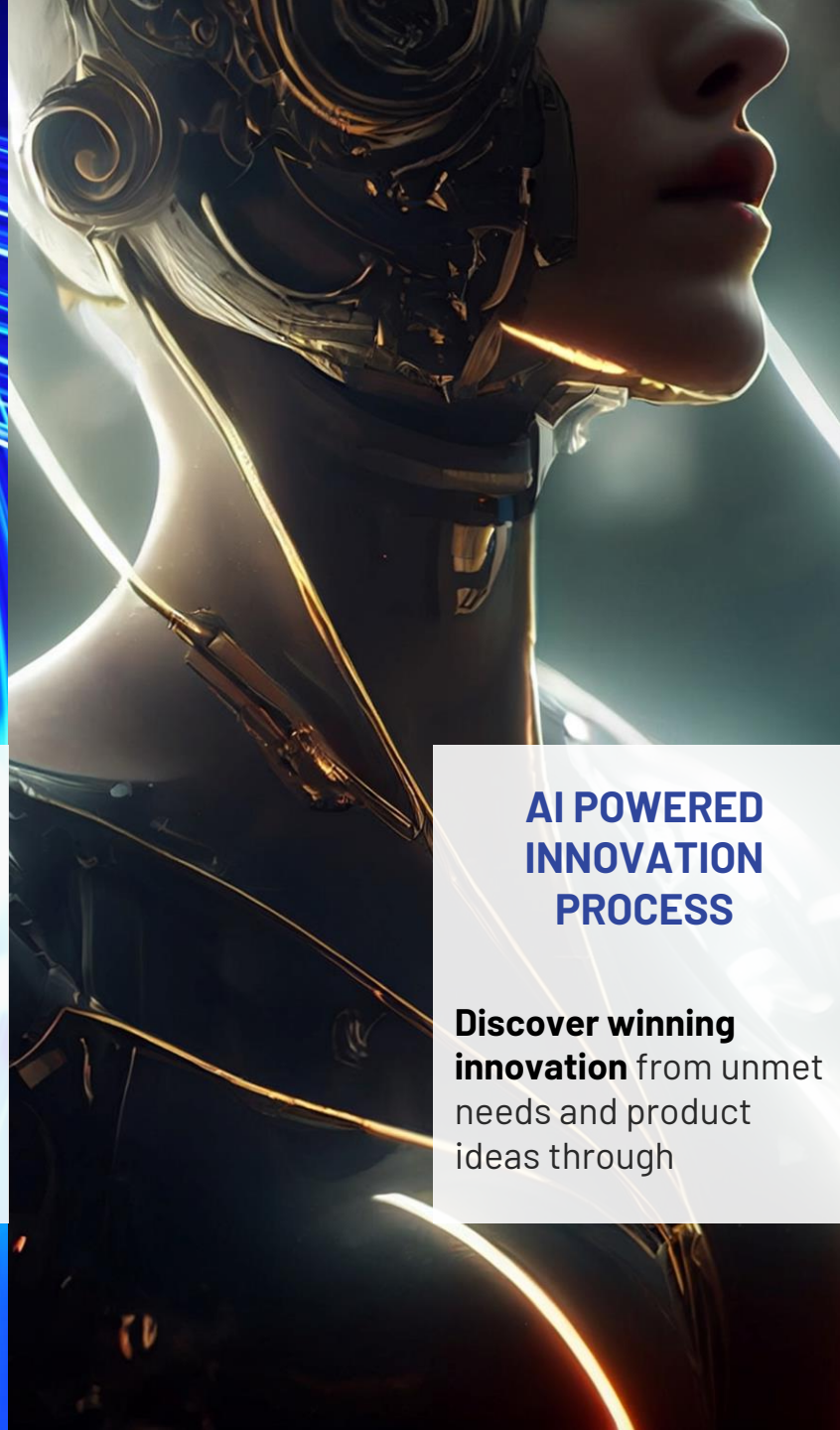
Efficiency | Inspiration | Scale

WHAT'S NOW



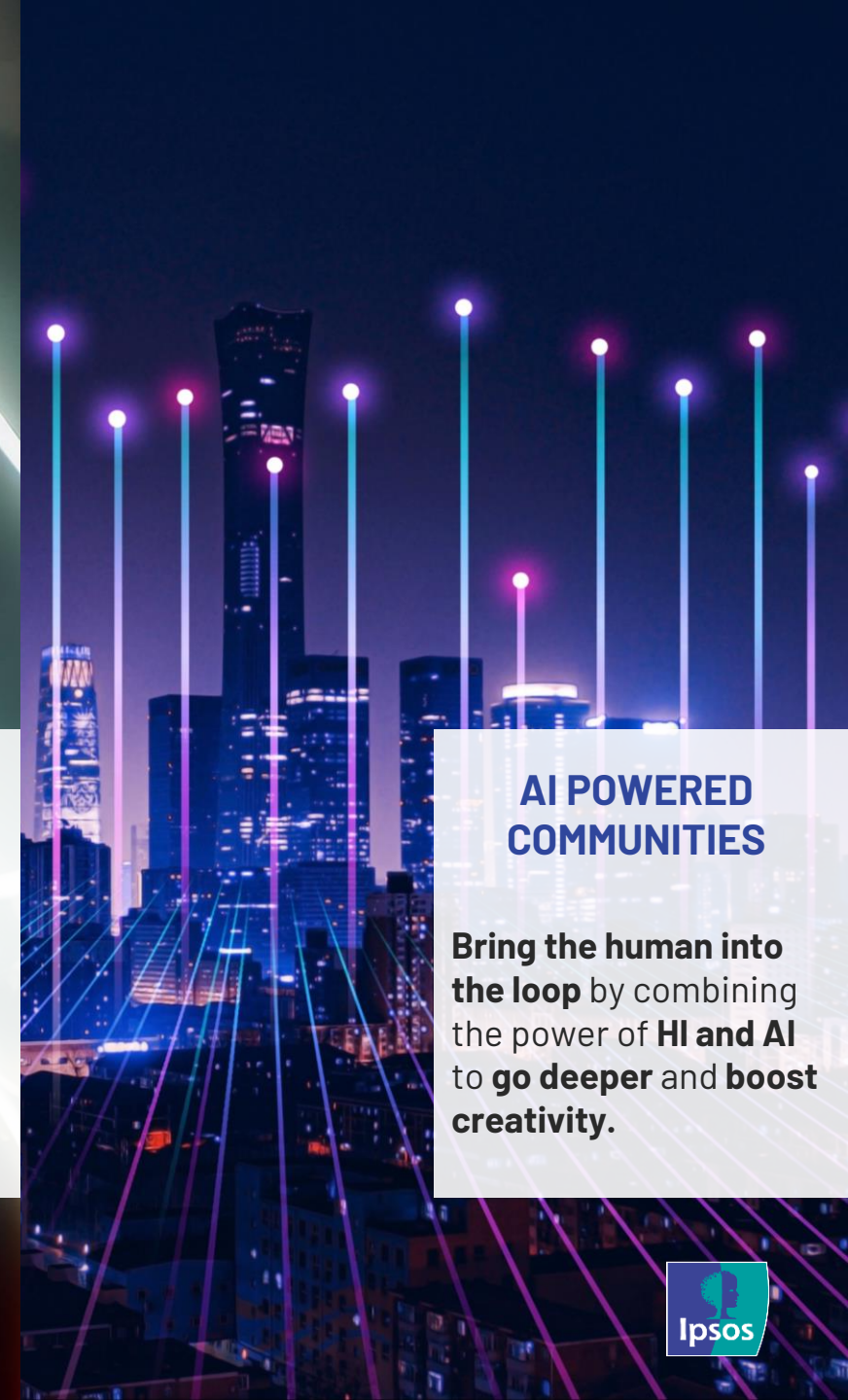
AI POWERED SOCIAL INTELLIGENCE

Stop spending time to find actionable insights within social conversations.



AI POWERED INNOVATION PROCESS

Discover winning innovation from unmet needs and product ideas through



AI POWERED COMMUNITIES

Bring the human into the loop by combining the power of **HI and AI** to **go deeper** and **boost creativity**.

FOUR WATCH-OUTS...



**Keep the human
in the loop**

AI + HI = success



**Beware:
hallucination**

Fact check



**Collaborate,
don't delegate**

Iterate, iterate, iterate



**AI is a 'rear
view mirror'**

Grounded in the past

A close-up profile of a woman's face, looking to the left. The image is heavily stylized with digital and futuristic elements. The background is a dark, blurred cityscape at night, with bokeh light effects in shades of blue and purple. Overlaid on the woman's face and the background are numerous horizontal lines of light in red, orange, and yellow, resembling data streams or digital code. The overall aesthetic is high-tech and modern.

THANK YOU

Usana CHANTARKLUM