

inspirient × **verian** 

Intelligent Documents

Pitch for MRS / Research Live Innovation of the Year 2024



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Senior Consultant at Verian

The Problem —

Artificial Intelligence is widely regarded as having the potential to revolutionize how we conduct **market research / opinion polling...**

- **Deeper Insights** — “*AI can help get through that data*”
Tom Ellis, Brand Genetics at MRS Annual Conference 2024
- **Faster** — “*AI impressed us with speed and efficiency*”
Lucy Davison, Keen as Mustard at ESOMAR Research World
- **Innovative** — “*It is revolutionising the research offer*”
Dharmendra Jain, Kantar at ESOMAR AI Taskforce

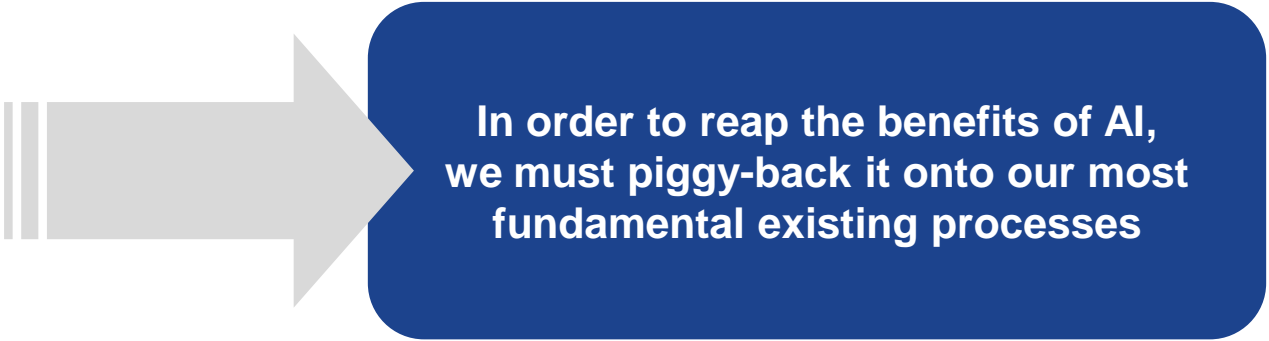


...but, just as in any other industry, **adoption** of this new technology is slower than it could be due to **stickiness of existing processes**

- **Fear** — “*Glass half empty mindset in workforce*”
Chris Lindsley, Reckitt at MRS Annual Conference 2024
- **Trust** — “*[...] could misinterpret and misuse data*”
Kevin Cowan, BBC World Service at ESOMAR AI Taskforce
- **Data Protection** — “*[AI] contributes to risks for individuals [...], such as pervasive surveillance*”
Panel for the Future of Science and Technology, EPRS

...and no rational argument or KPI will fix this

Sources: [MRS 2024: AI should be a 'no brainer'](#) (MediaCat), [The human effect? Putting AI to the storytelling test](#) (Research World), [AI impact on insights providers](#) (Research World), [The impact of the General Data Protection Regulation \(GDPR\) on Artificial Intelligence](#) (European Parliamentary Research Service)



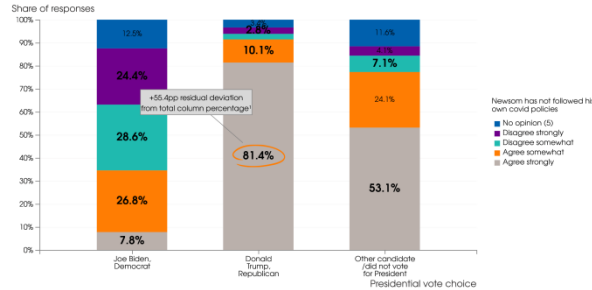
**In order to reap the benefits of AI,
we must piggy-back it onto our most
fundamental existing processes**



AI Must Become Integral Part of the Documents We Deliver to Our Clients

Sharp Divide in Newsom's COVID Policy Perception by Presidential Choice

Share of responses by 'Presidential vote choice (Q45)' for different values of 'Newsom has not followed his own covid policies (Q10_10)'

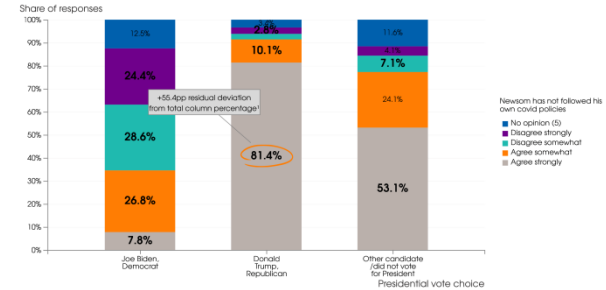


¹ Contingency table contains ten deviations. Most notable deviation has a Pearson residual of 45.360 (n = 1417) and deviates from the total column percentage by +55.4 percentage points.
 Note: 1541 missing values out of 9809, i.e., 15.7%, excluded from analysis; chi-square test of independence yields $\chi^2(8, N = 8358) = 4,113.932, p < 0.001$
 IGG Post 2021 04.tazw

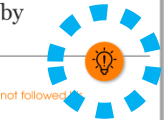
S10-116 (based on #97-800)

Sharp Divide in Newsom's COVID Policy Perception by Presidential Choice

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 IGG Post 2021 04.tazw



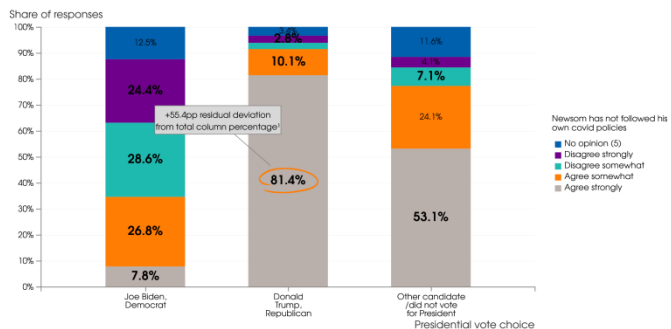
Can you give me a quick summary of the details of this result?

What is the most interesting insight here, and what makes it so interesting in its larger context?

Sharp Divide in Newsom's COVID Policy Perception by Presidential Choice



Share of responses by 'Presidential vote choice (Q45)' for different values of 'Newsom has not followed his own covid policies (Q10_10)'



1. Contingency table contains ten deviations. Most notable deviation has a Pearson residual of 45.360 (n = 1417) and deviates from the total column percentage by +55.4 percentage points. Note: 1541 missing values out of 9807, i.e., 15.7%, excluded from analysis; chi-square test of independence yields $\chi^2(8, N = 8268) = 4,113.932, p < 0.001$. 510-116 (based on 497-820)



Discussion of Results

Focused on 17 insights matching your search

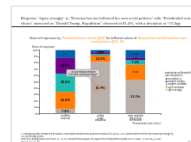
Can you give me a quick summary of the details of this result?

Sure! The analysis shows a strong connection between people's perception of Governor Newsom's adherence to COVID-19 policies and their presidential vote choice [504-678]. Respondents who voted for Donald Trump had a higher tendency to "agree strongly" that Newsom did not follow his own COVID policies [497-819], while those who voted for Joe Biden were more likely to "disagree strongly" with this statement [497-819e]. Additionally, respondents who chose other candidates or did not vote for president also demonstrated a higher level of agreement with the statement [497-820b].



What is the most interesting insight here, and what makes it so interesting in its larger context?

The most interesting insight is the highly notable positive deviation of +55.4pp for those who voted for Donald Trump and "agree strongly" that Newsom did not follow his own COVID policies [497-820]. This finding is particularly interesting because it highlights a strong association between political preference and the perception of a governor's adherence to health policies during the pandemic. In the larger context, it could indicate a potential influence of political bias on the interpretation of a public official's actions, and how this may affect public opinion during a crisis situation.



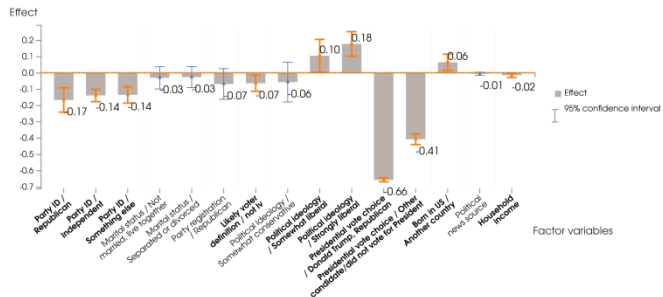
How were these results derived and can I trust them?

What about potential AI hallucinations?

Party Affiliation Affects Views on California's Direction



Average Marginal Effect (AME) analysis of multivariate logistic regression for binary variable 'Direction of California (Q12): Right direction'



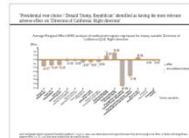
Note: Multivariate logistic regression fits with McFadden R²=0.522, n=6986; 2823 invalid values were ignored because they were missing or non-finite; 23 factors with insignificant marginal effect (i.e., p > 0.05, have been omitted from the chart for brevity
IGS Poll 2021 04.sav 510-113 (based on 003-770)

Discussion of Results

Focused on 4 insights matching your search

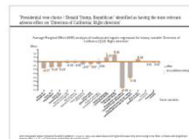
How were these results derived and can I trust them?

These results were derived using Average Marginal Effect (AME) analysis of multivariate logistic regression for the binary variable 'Direction of California (Q12): Right direction' [003-770h]. The model fits with a McFadden R² of 0.522, and a sample size of 6986, with 2823 invalid values being ignored due to missing or non-finite data [003-770i]. Factors with insignificant marginal effect (p > 0.05) have been omitted for brevity [003-770j]. While no analysis can be considered perfect, the methodology used is a standard approach in social science research, and the results provide a solid basis for understanding the factors influencing people's perception of California's direction.



What about potential AI hallucinations?

To minimize the risk of AI hallucinations, I am required to cite the exact corresponding citation ID in square-bracket notation for any information related to or derived from the list of findings provided. This ensures that my answers can be traced back to the source data and helps maintain the accuracy and reliability of the information provided [003-770h], [003-770i]. By adhering to this guideline, the chances of AI hallucinations are substantially reduced.



Given these results, which potential actions should we consider?

Executive Summary



- The political landscape in California features differing opinions along party lines on topics like state direction, recall process, and COVID-19 response^(003-770, 003-771, 494-577, 495-664, 497-820, 003-728)
- Age groups show varying perspectives on the recall election, with the 65-74 age group being more critical of the process^(498-318, 498-266, 498-258, 496-460, 496-462, 496-464, 496-064)
- Ethnic backgrounds influence opinions, with differences between tribal affiliation and Latino/Hispanic origin responses on the recall election's democratic nature and cost^(499-600, 499-580, 497-382)
- Union status plays a role in views on the recall election, with union members having higher shares of strong agreement on its undemocratic nature and wasteful cost^(497-816, 497-724)

Governor Newsom can increase his chances of winning the recall election by:

- Mobilizing his Democratic Party base^(495-656, 495-660, 495-662)
- Engaging with union members who show strong support^(495-870, 495-864, 495-858, 495-874)
- Leveraging popularity among 65-74 age group voters^(496-056, 496-058, 496-060)
- Maintaining high support in the Bay Area^(496-704, 496-700, 496-702)
- Addressing concerns among Latino/Hispanic origin respondents^(495-712, 495-708, 494-679)

Note: Analytical results summarized by OpenAI GPT-4 32k, referencing specific results by ID where applicable

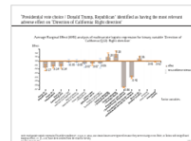
510-155

Discussion of Results

Given these results, which potential actions should we consider?

Based on these findings, you may consider the following actions:

- Focus on addressing the concerns of voters who feel that California is heading in the wrong direction [003-770], especially those who voted for Donald Trump [003-770a], are strongly conservative [003-770c], or identify as Republican or Independent [003-770d, 003-770e].



- Tailor messaging to emphasize the importance of voter turnout, particularly among those who are not likely voters [003-770f] and those born in another country [003-770g].



- Target campaign efforts to specific demographics that have a high likelihood of supporting certain candidates or expressing strong opinions on specific issues. For example, focus on strongly conservative voters [496-602b, 496-602c, 496-602d] and Republican-leaning voters [496-600b, 496-600c].



- Pay attention to the news sources where voters get their political information, as this may influence their candidate preferences [495-652, 495-652b, 495-652c, 495-652d, 495-652e, 495-652f, 495-652g, 495-652h, 495-652j].



We have embedding AI in our most widely-used client-facing documents...

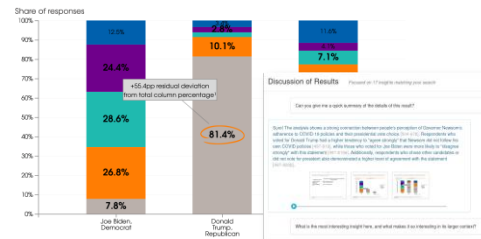
...to explore alternatives for action that follow from the survey results

...to answer contextual questions about the survey, e.g., why the results can be trusted

...to explain analytical results and allow follow-on questions

Sharp Divide in Newsom's COVID Policy Perception by Presidential Choice

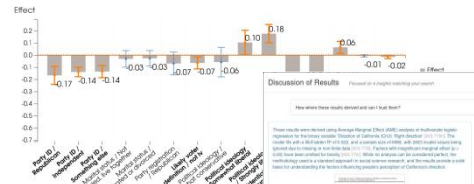
Share of responses by Presidential vote choice (Q45) for different values of 'Newsom has not followed his own covid policies (Q10_10)



1. Contingency table contains ten deviations. Most notable deviation has a Pearson residual of 43.0 (deviation points). Note: 1541 missing values out of 9800 (i.e., 15.7%, excluded from analysis: chi-square test of independence Post 2021 04:00)

Party Affiliation Affects Views on California's Direction

Average Marginal Effect (AME) analysis of multivariate logistic regression for binary variable 'Direction of California (Q12): Right direction'



Note: Multivariate logistic regression fit with McFadden R²=0.522, n=6986, 2623 invalid values. Marginal effect (i.e., p < 0.05, none been created from the chart for brevity. IG Post 2021 04:00)

Executive Summary

- The political landscape in California features differing opinions along party lines on topics like state direction, recall process, and COVID-19 response^{Q33-770, Q33-771, 494-577, 495-564, 497-620, Q33-728}
- Age groups show varying perspectives on the recall election, with the 65-74 age group being more critical of the process^{498-518, 499-506, 499-526, 499-620, 499-662, 499-664, 754-504}
- Ethnic backgrounds influence opinions, with and Latino/Hispanic origin responses on the cost^{499-600, 499-580, 497-382}
- Union status plays a role in views on the recall, with higher shares of strong agreement on its cost^{497-816, 497-724}

Governor Newsom can increase his chances of

- Mobilizing his Democratic Party base⁴⁹⁵⁻⁶⁵⁴
- Engaging with union members who show support⁴⁹⁵⁻⁶⁵⁴
- Leveraging popularity among 65-74 age group⁴⁹⁵⁻⁶⁵⁴
- Maintaining high support in the Bay Area⁴⁹⁵⁻⁶⁵⁴
- Addressing concerns among Latino/Hispanic voters⁴⁹⁵⁻⁶⁵⁴

Note: Analytical results summarized by OpenAI GPT-4 GPT, referencing specific results by ID where applicable.

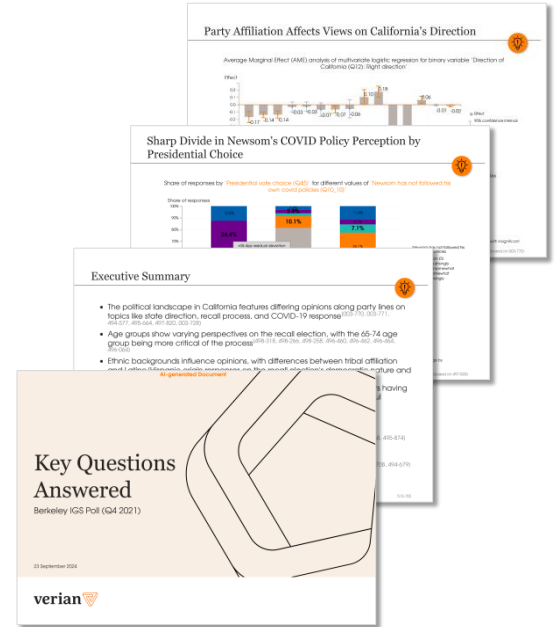
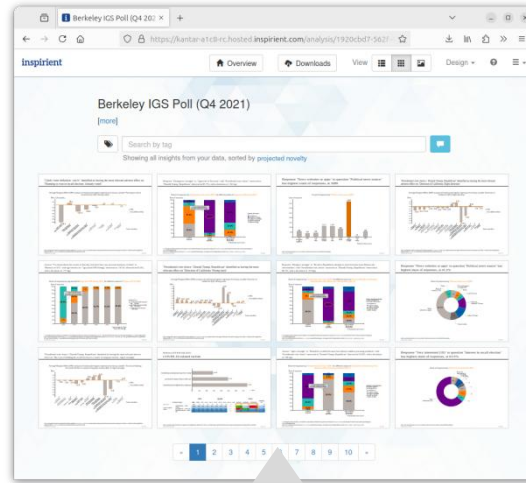
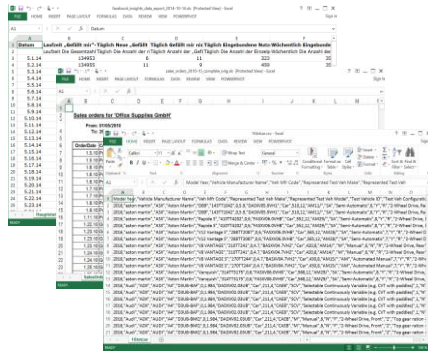
How do we create these documents?
Won't this be very complicated?

Intelligent Documents Can Be Generated by AI...

Raw Survey Data
(Excel, SPSS, CSV, SQL)

Fully Automated Statistical Analysis
incl. pattern detection and visualization

Intelligent Documents
in Word / Excel / PowerPoint / PDF formats

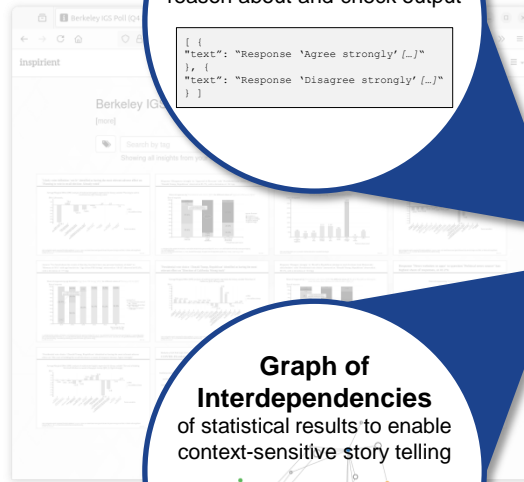


...with Two Key Innovations over Our Automated Statistical Reasoning

Raw Survey Data
(Excel, SPSS, CSV, SQL)



Fully Automated Analysis
incl. peer review



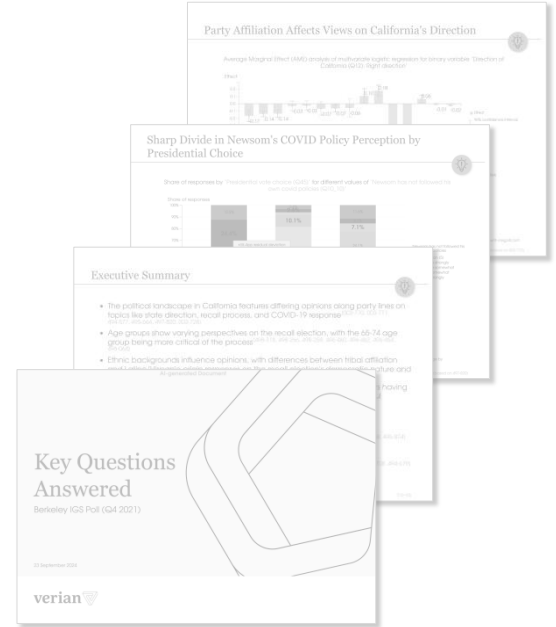
“Speaker notes”
for Large Language Models
(LLMs) to control which facts to
reason about and check output

```
[{"text": "Response 'Agree strongly' [-]"}, {"text": "Response 'Disagree strongly' [-]"}]
```

Graph of Interdependencies
of statistical results to enable
context-sensitive story telling



Intelligent Documents
in Word / Excel / PowerPoint / PDF formats



So What Is Special About This Innovation?

Speed

Press the button and get text and charts immediately, instead of writing up results for days

Trustworthiness

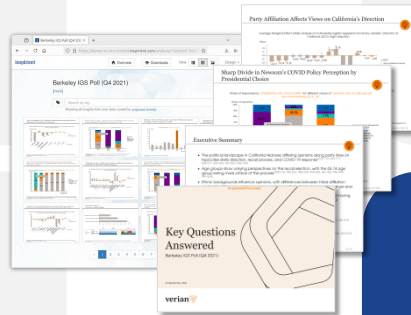
Accuracy is key for any data analysis and with Inspirient, we'll ensure that all analyses are robust.

Comprehensiveness

We discover insights that we would have never found before, delivering more value at the same price

Blend of Old and New

- Preliminary / final hand-over documents are core to every market / social research project
- With Intelligent Documents we deeply embed AI into existing workflows, thereby making it broadly accessible und useful





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Appendix

About Inspirient

Inspirient is a B2B SaaS company with the mission to help companies gain insights from data more efficiently than ever before. As salaries of data analysts reach all-time highs, we offer a unique way forward: Automated Analytics. Our AI reasons autonomously about business data, just like a self-driving car reasons about road conditions. For our clients, this means faster insights at lower cost!

Key Company Facts

- Founded in 2016 by Dr. Georg Wittenburg and Dr. Guillaume Aimetti in Berlin, Germany
- Achieved a “world first”, as one of our AI-generated slides was presented in a board meeting in 2018
- Won 2023 Market Research Society (MRS) Operations Award for Best Data Solution and Highly Commended for Innovation of the Year

“We were particularly impressed by their Automated Analytics Engine. This tool massively reduces the time needed to conduct the project end to end. It validates the responses ensuring rapid quality control checks and enables deep statistical dives on the data. It also incorporates the benefits of ChatGPT. In summary delivering better insights, quicker to their clients.”





Verian is a world leading, independent research, evidence, evaluation, and communications agency, providing services to government and the public realm.

We work with our clients to help solve the next generation of public policy challenges.

With offices across Europe, APAC and in the US, our consultants and researchers are supported by our unique global data ecosystem. We provide gold standard data on the economy and society to decision makers and engage directly with many millions of citizens each year on their behalf.

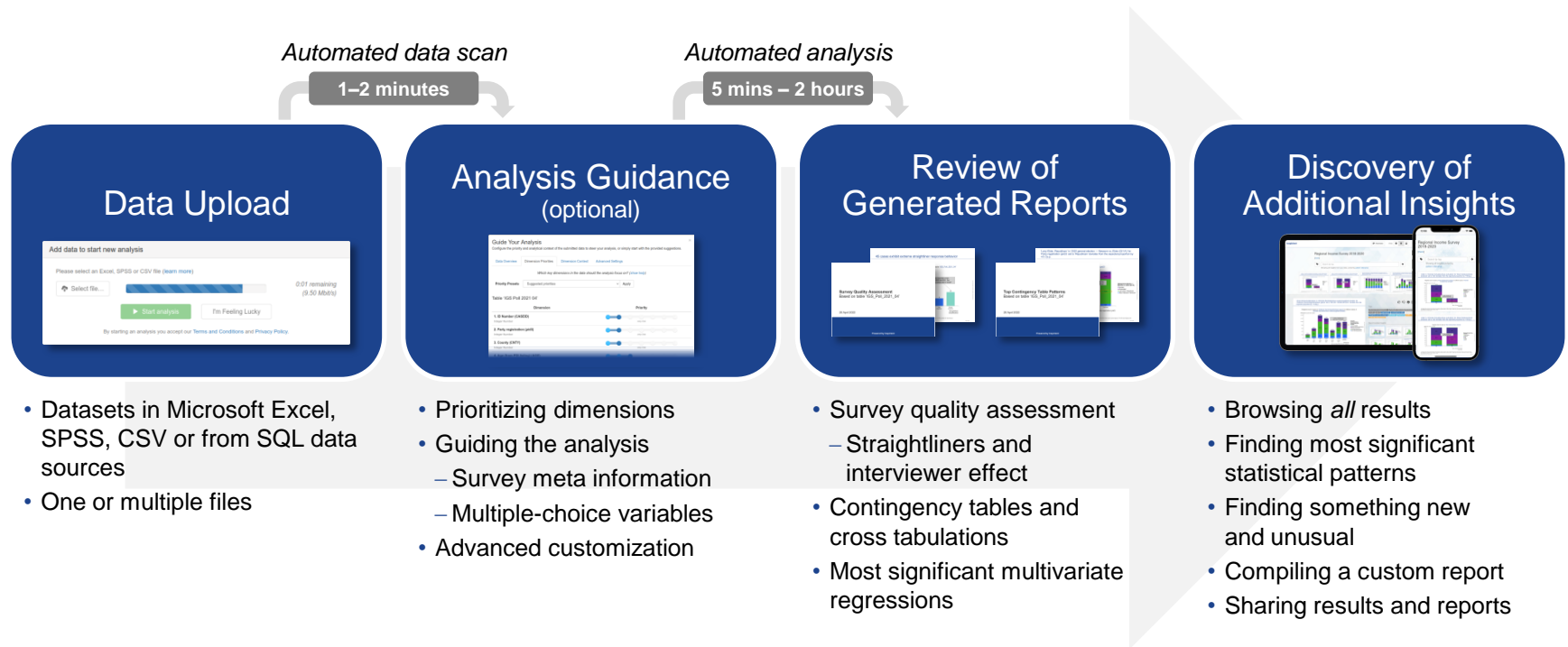
Combining expertise in human understanding with advanced technologies and data science, our work with clients creates policy interventions, designs better public services, and unlocks behaviour change.

We support the rapid development of policy thinking in moments of urgency. We implement policies on the ground. We build communications to reach diverse and complex audiences.

We bring global best practice and local expertise.

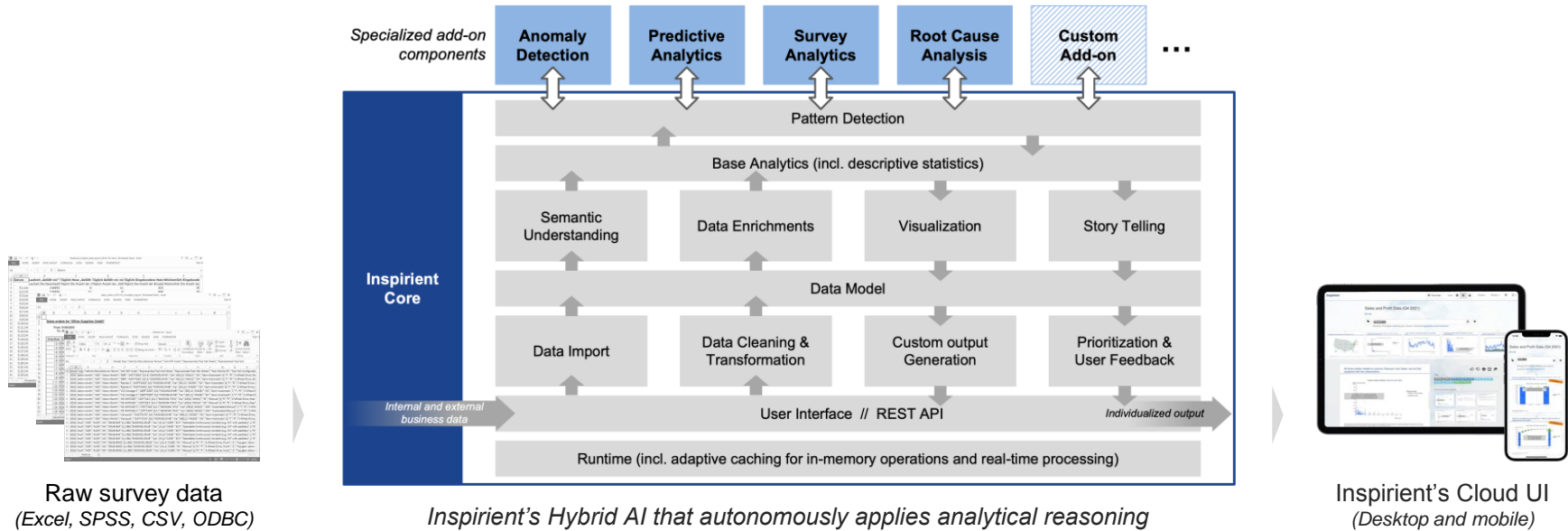
**We are Verian.
Powering decisions that shape the world.**

Inspirient's End-to-End Automated Analysis of Market Research / Survey Data



Underlying Technology

The Award-winning Inspirient Automated Analytics Engine



This system autonomously generates all survey deliverables from data—no analyst required