

# When AI Bonds: Realising the Promise, Avoiding the Perils in Social Research

A purpose designed experiment to test if conversational AI has unique benefits in a social research setting

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## Approach

- N=3,800 online survey
- 3 data collection methods tested across 3 survey waves
- Complex social issue: Australians' attitudes to gender equality
- Participants segmented using Gender Compass framework

## Standard open-ended prompt

"What are your thoughts and feelings about the current state of gender equality in Australia? What influences your thoughts and feelings about this?"

## Standard conversational AI

OE prompt + AI conversation, topics probed

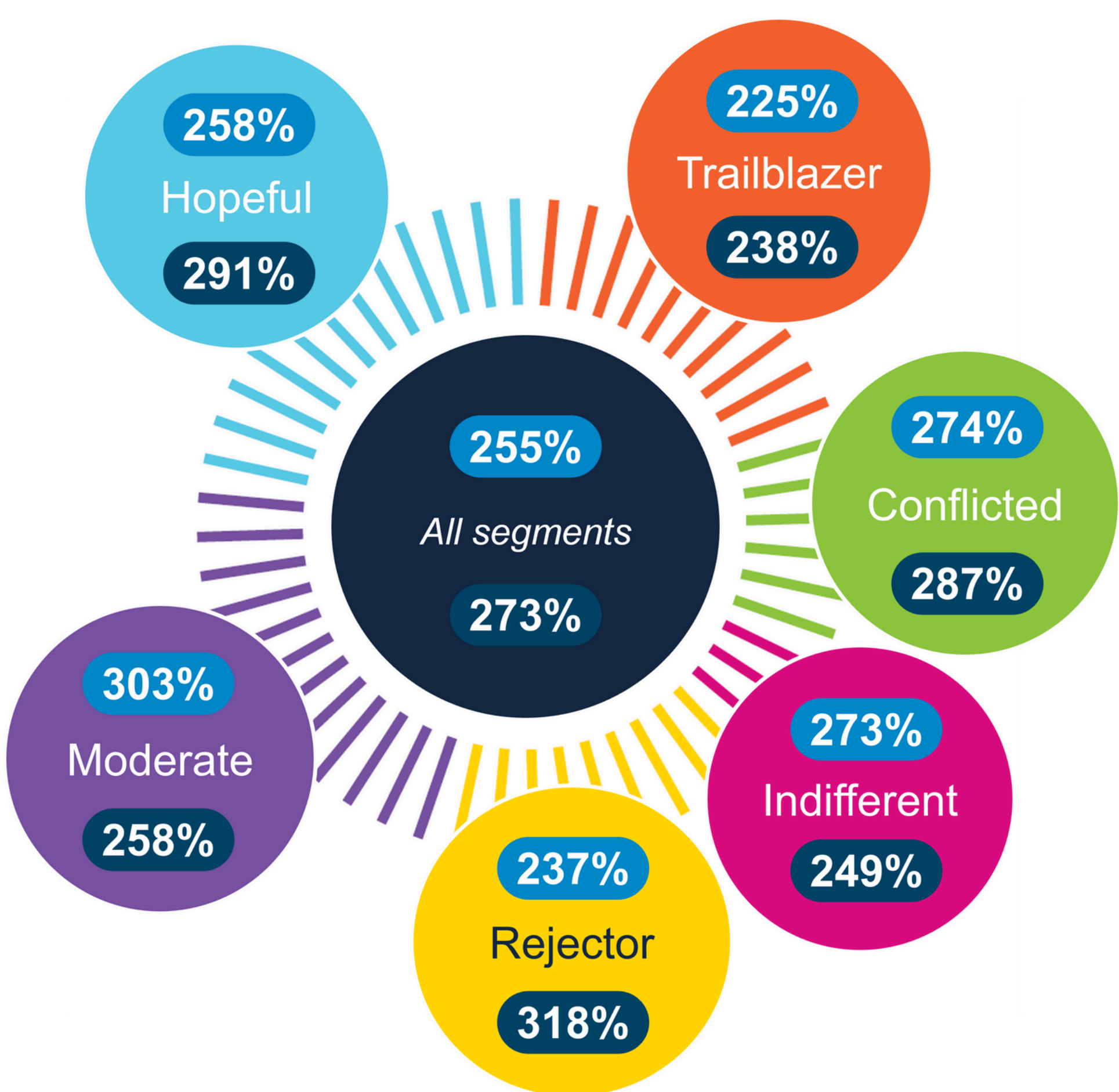
## Tailored conversational AI

OE prompt + AI conversation based on training on segment characteristics

### FINDING 1:

#### Increased quantity of input

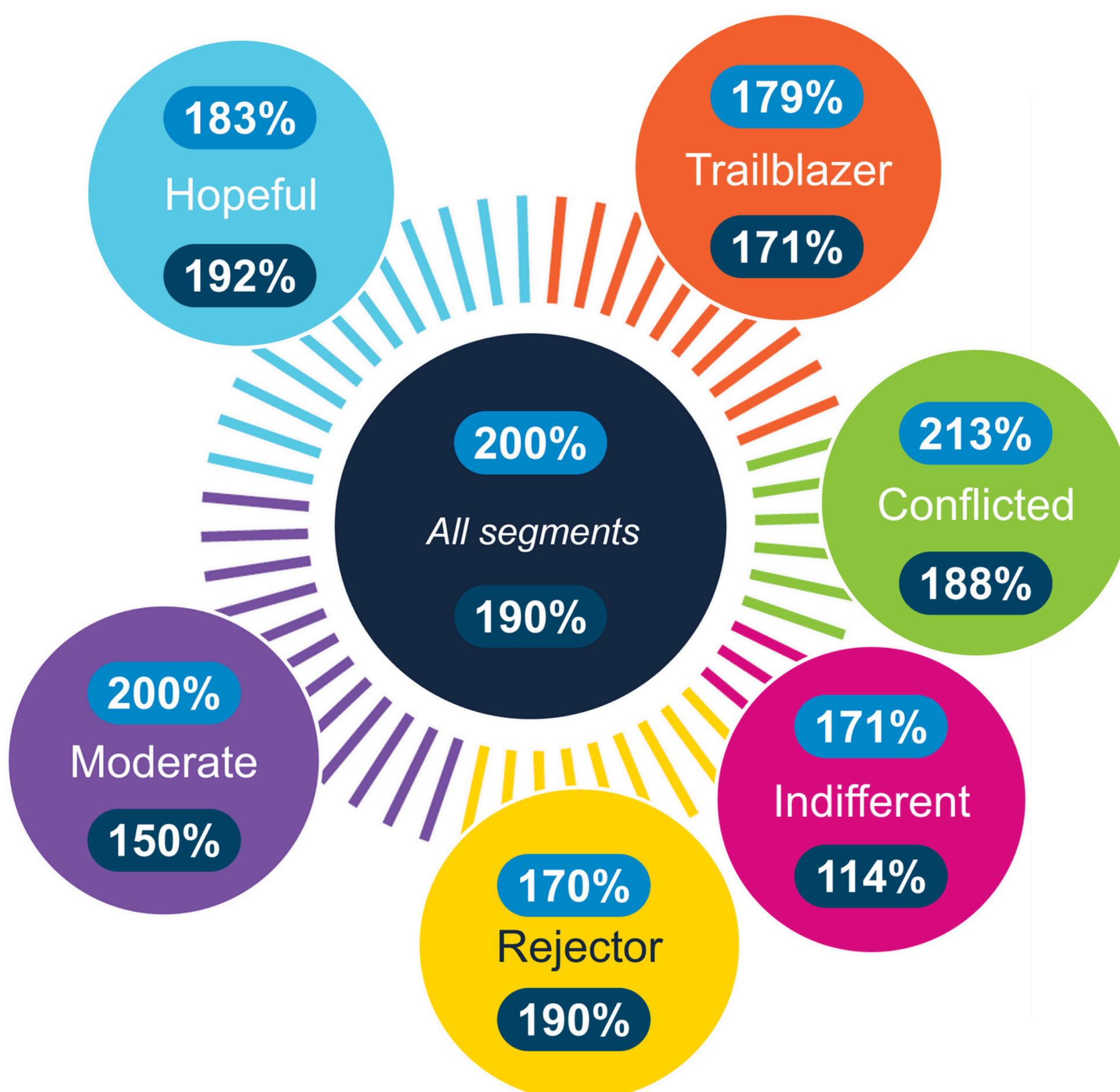
% uplift in words versus standard open ended



### FINDING 2:

#### Increased quality - diversity of topics

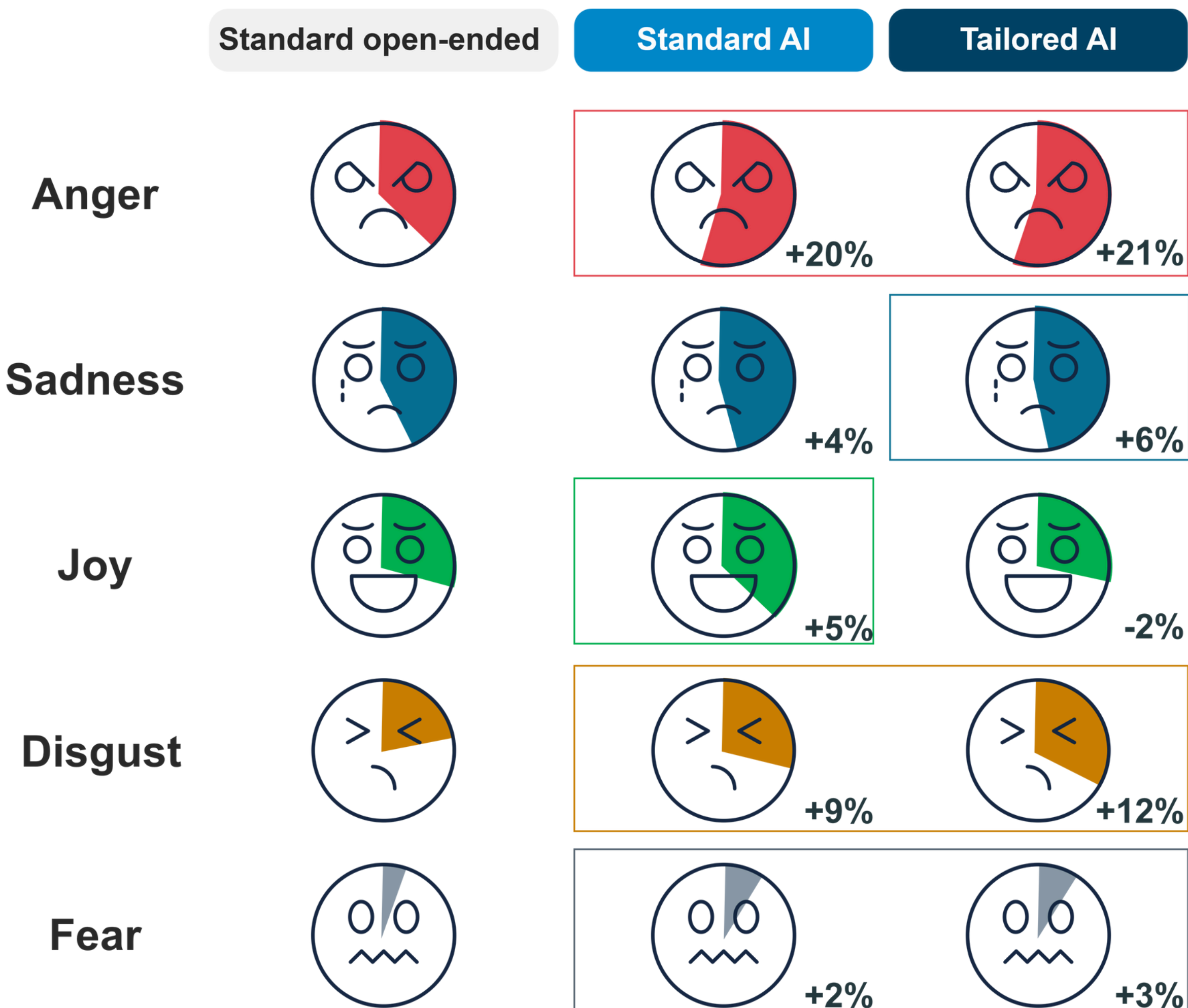
% uplift in topics mentioned versus standard open ended



### FINDING 3:

#### Increased quality - emotional engagement

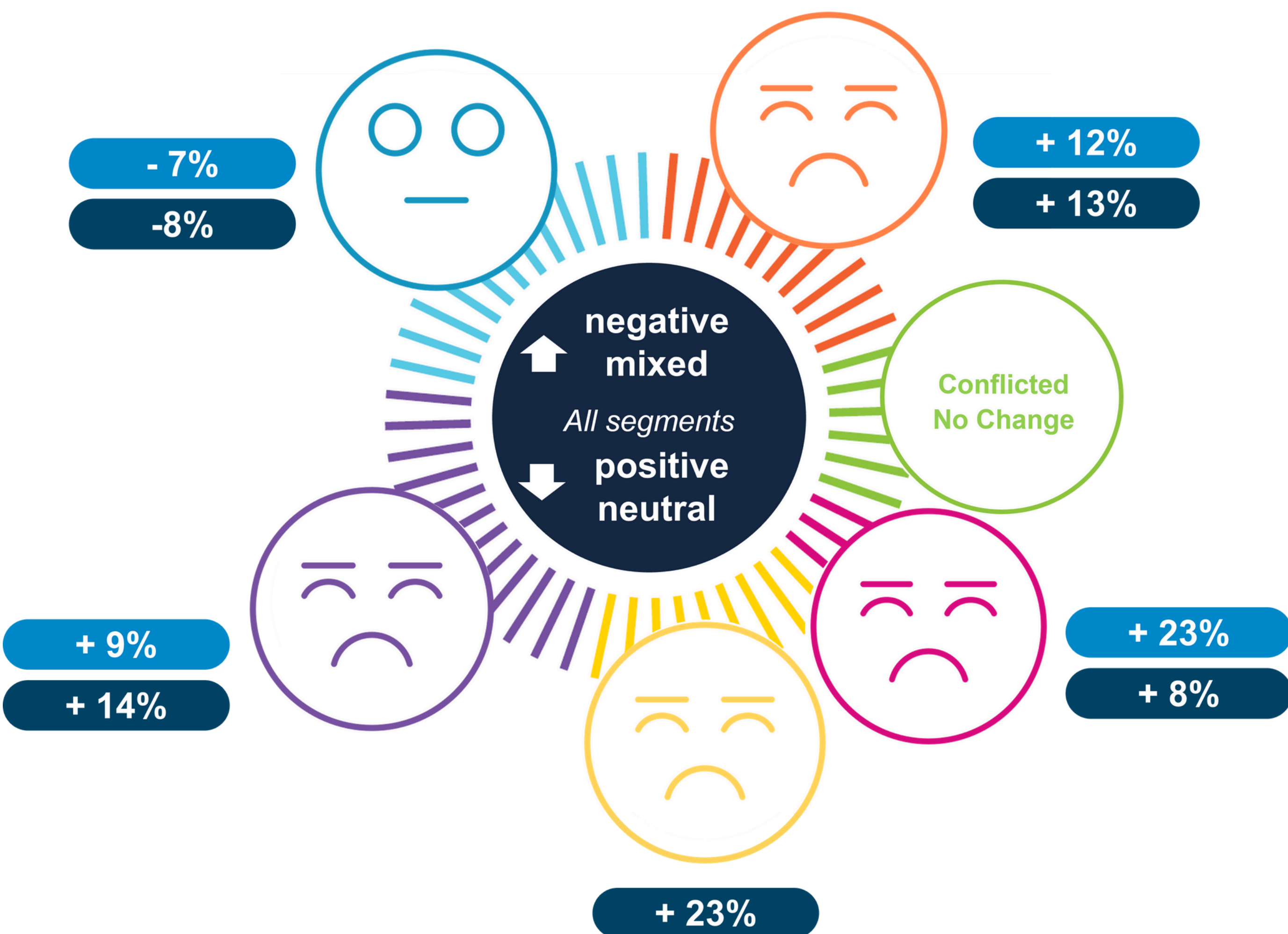
% displaying different emotions versus standard open ended (% points gap)



### FINDING 4:

#### Increased quality - candour & underlying views

Largest change (% point gap) in each sentiment category for each segment



## Overall conversational AI can:

- Elicit a greater volume of data for minimal investment
- Cover a more diverse range of related topics
- Stimulate greater emotional engagement
- Access more controversial or hidden views

## Unique benefits of the two AI approaches tested:

- Tailored probes can support those with strong views to share less socially acceptable opinions
- New topic prompts can help draw out views of those who appear indifferent