



# Seduced by Data, Ghosted by Emotion Rekindling Human Intimacy in the Age of AI



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# Shifting Expectations

Evolving roles in research

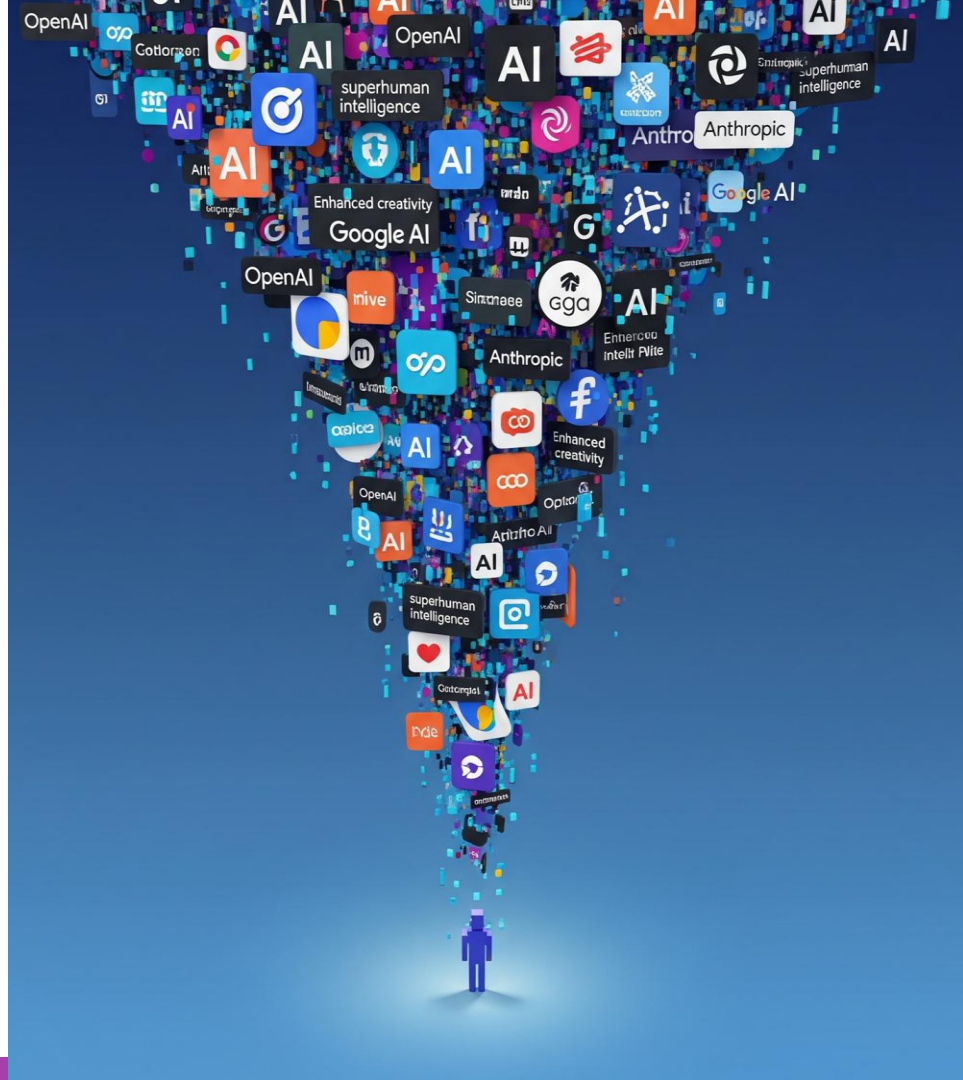
# Consumer & AI Evolution

- Consumers change rapidly with culture
- Pressure for speed, scale, and automation
- AI transforms research methods
- Rise of self-service research

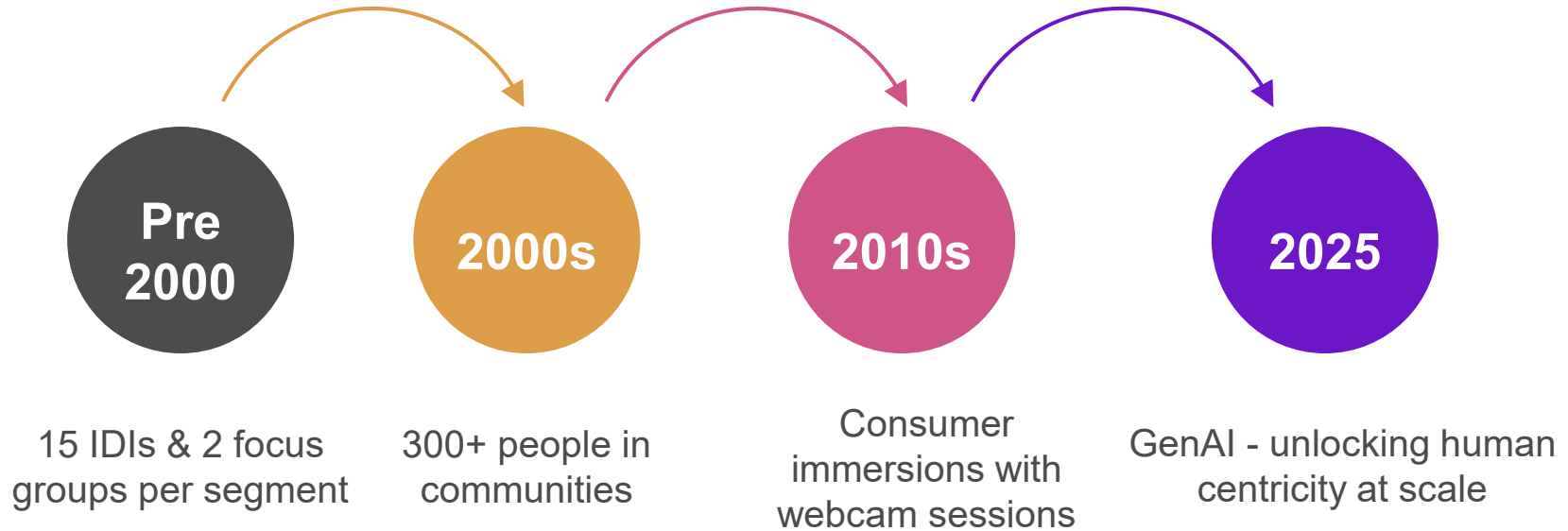


# AI Company Overload

- Avalanche of AI-focused companies emerging
- All use similar benefit descriptions
- Hard to distinguish unique offerings
- Challenges the insight space
- Everyone touting Qual at scale



# The Qual at Scale Definition is Ever Evolving



# The New Qual at Scale

Adding more breadth to depth

01

Obtain open-ended responses from 50+ respondents

02

Conduct thorough segmentation analysis



03

Gain confidence in the frequency of themes

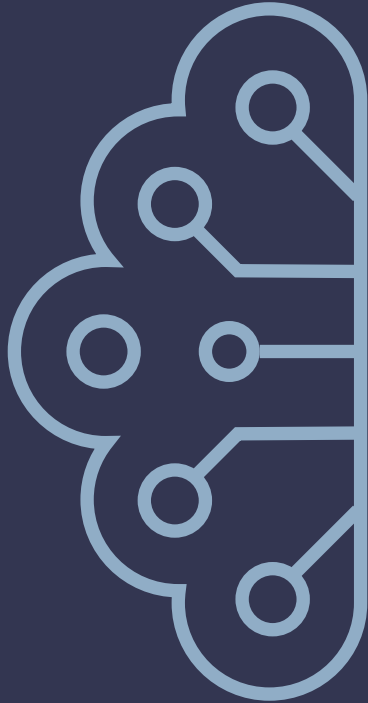
04

Ensure representativeness of the data



# Speed Kills!

Using AI as an accelerant and not a shortcut



**Artificial**  
+  
**Human**





Artificial Intelligence + Human Intelligence

# Augmented Intelligence





# Bridging AI with Human Intimacy

# Transform your approach to consumer insights

- AI offers efficiency through automation
- AI handles large data sets quickly
- Humans provide essential emotional intelligence
- Interpret nuances beyond AI's capabilities
- Validate AI findings with real-world understanding



# 2-in-1 Intelligence: Where AI Meets Humans



- Researchers skills are evolving
- Insights professionals become insights orchestrators
- Humans become curators, interpreters, and empathy engines
- AI empowers more intentional human interactions

# AI-led or human-led interviews: the best of both worlds

Different needs and use cases will drive which will be used

## AI-led interviews

### Ideal for:

- Brief engagements with a large global audience
- Deeper insights beyond tasks or surveys
- Anytime participation for the individual
- Topics where respondents appreciate anonymity

## Human-led interviews

### Ideal for:

- Going in-depth with a smaller audience
- Uncovering nuanced insights
- Focus groups with several invisible observers
- Topics that benefit from seeing body language & other non-verbal signals in real-time

**Vibe coding for market insights** is central with Discuss in both interview types  
Leverage AI to explore more topics more quickly across more teams - find the right people, create screeners and questions, and summarize key learns quickly

# Thank you!

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