



What Do Participants *Really* Think About Talking to an AI?

A Deep Dive into Participant Experience
Across Quant, AI-Moderated, Video, and
Human Interviews.





“Oh please. The minute you tell me I have to talk an AI I’m going to swear way more and try to break it.”

- Mark, senior IT manager, 46 y.o.

“Yeah. I use Gemini everyday.”

- Mark, senior IT manager, 46 y.o.... 5 minutes later



Great to meet you 🖐️

- **Why AI moderation matters** (it's not just money)
- **A (fair) experiment**
- **What did and didn't learn**



Betsy Shaak
VP of Product

(Tech nerd)



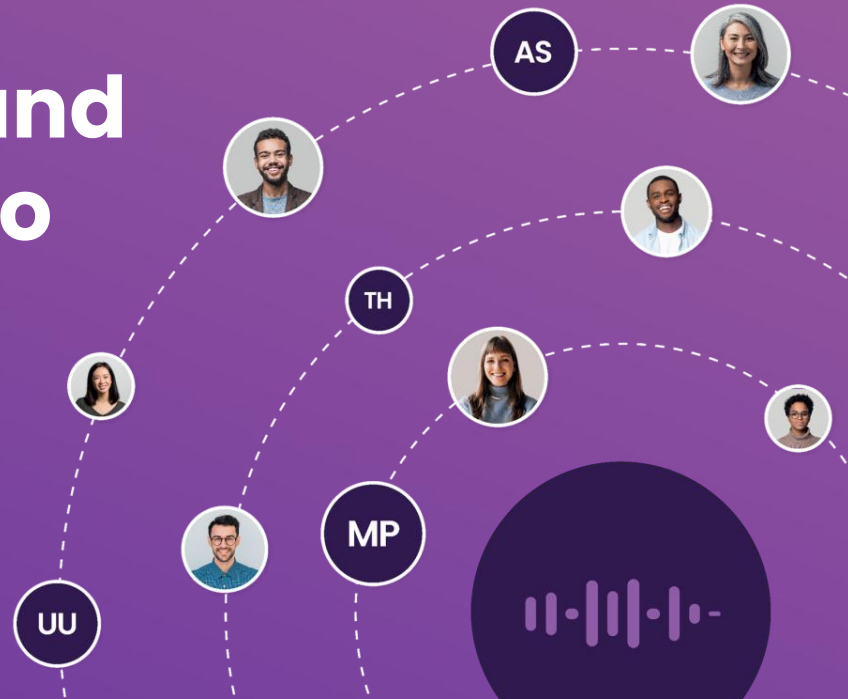
Michelle Lager
AI Insights Lead

(Ex-Clorox, Ex-Meta contractor)



Why does this matter?

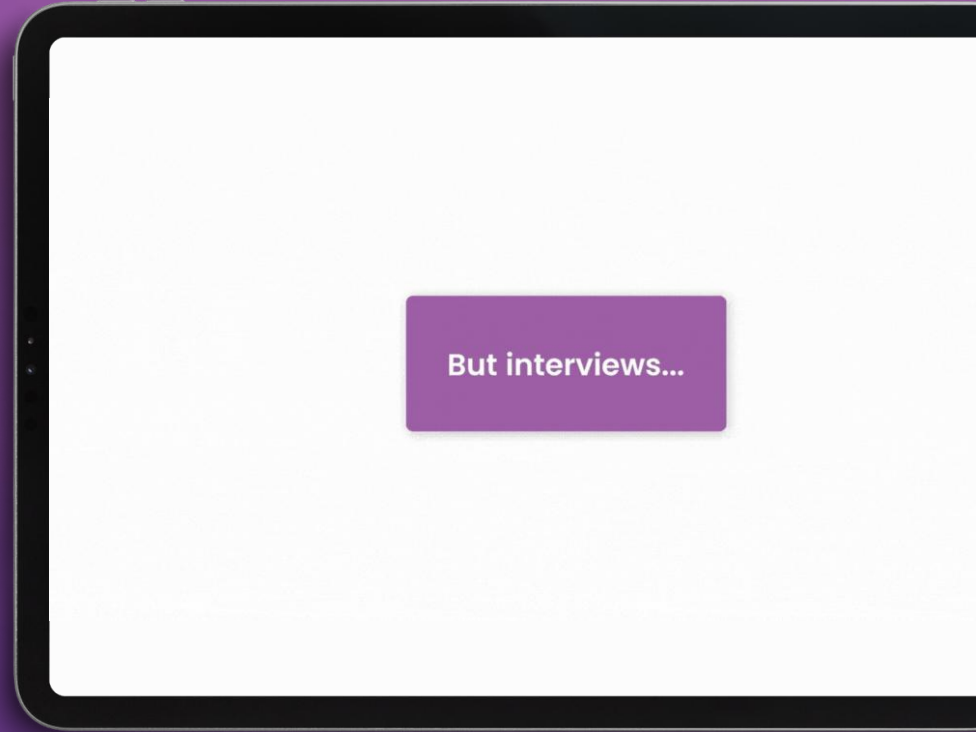
We all want insights
that are deep, fast, and
scalable... but how do
we choose *the right
method?*





The established way *(is not for everyone)*

- Slow to schedule
- Hard to scale
- Resource intensive
- Needs big budgets





**Prime
participants,
now available.**



The Experiment

We asked a series of questions on perceptions of talking to an AI moderator

100

Asynchronous
Videos in
1 day

50

AI-Moderated
Sessions in
1 day

5
3

Human
Moderated
Across 4 days

5

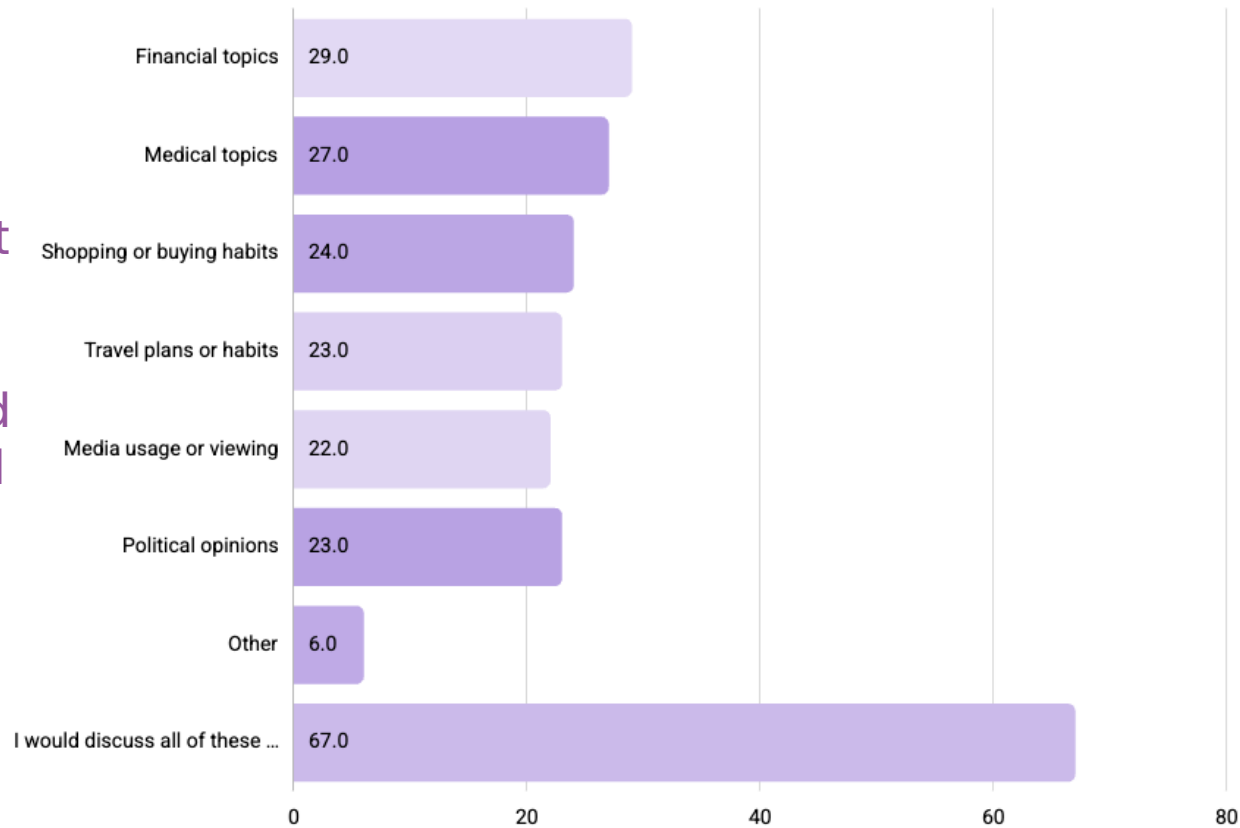
In Person
Across 3 days

Scan & book
your pilot with
the team.





Which of the following topics would you **not** want to discuss with an AI moderator in a survey interview where you would share your own views and information?





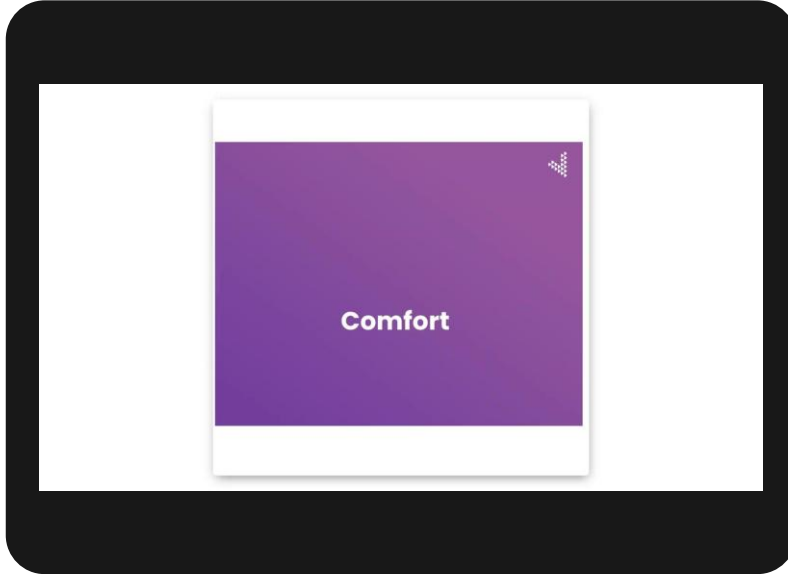
What participants *like, dislike,*
and worry about when engaging
with AI moderators.

Scan & book
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What we learned...



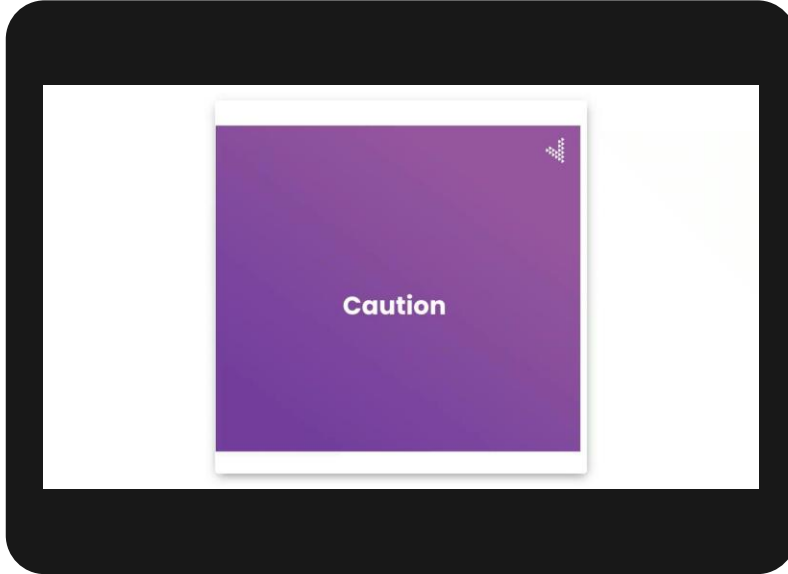
Theme:
Comfort

What we heard:
“No judgment from a bot.”
“I can schedule anytime.”

In situations where timing is tight, offer options.



What we learned...



Theme:

Caution & Expectations

What we heard:

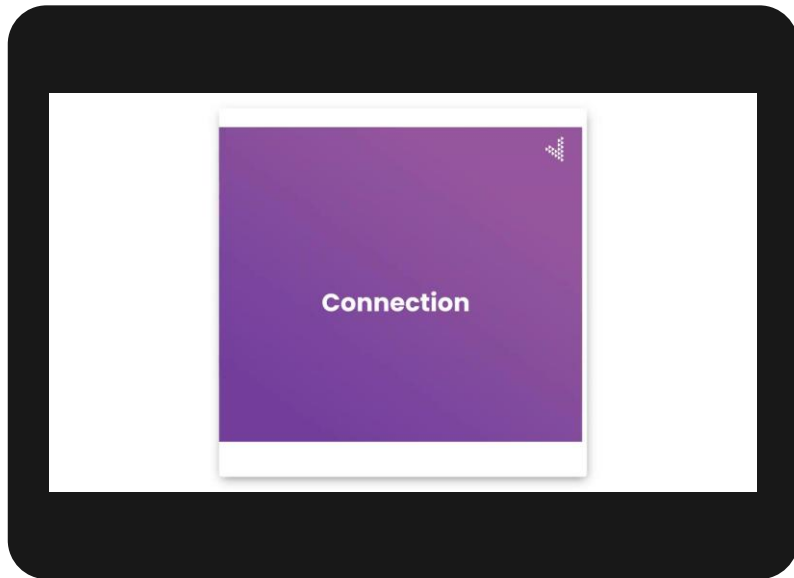
"Just don't surprise me."

"I'm scared my info will train ChatGPT."

Be transparent. Reassure. Invite feedback.



What we learned...



Theme:
Connection

What we heard:

"Sometimes I want real feedback."

"A nod from a human means a lot."

DON'T pretend.



What we learned...

Use Case	Async Video	AI Moderator	Human	Quant
Setup Effort (1-10)	2	2	50	6
Emotional Expression (1-10)	7	7	10	1
Quick reactions	✓	✓	✗	✓
Deep exploration	✗	✓	✓	🔄
Sensitive topics	✓	✓	🙄	✗
Scaling	✓	✓	✗	🔄

Scan & book
your pilot with
the team.





Tips for designing better AI-led experiences

**Tell respondents
that even with an
AI moderator, a
human reviews
their responses**

**Shorter is always
better- avoid
jargon**

**Don't stack
questions- let AI
know when you
want to probe**

**Be clear about
what you're
looking for in their
responses**

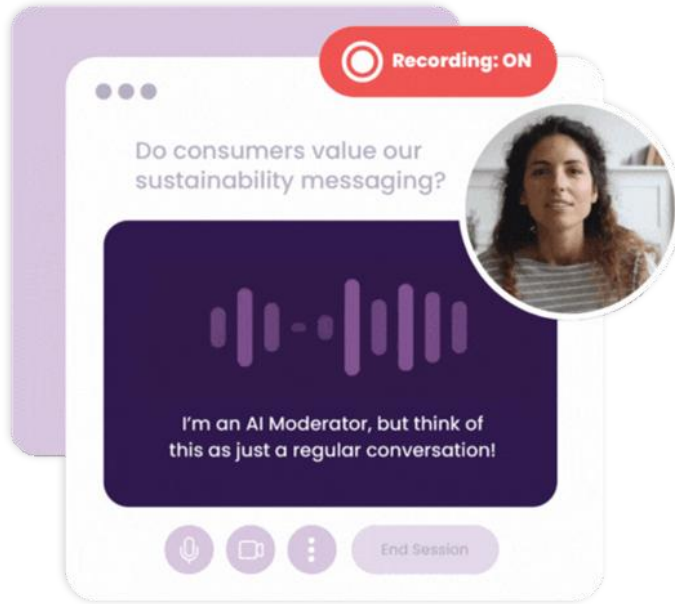
**Test the AI
moderator with
your team and
yourself**

**Run a pilot- start
small and get
stakeholders
excited**

Get 85% of the human touch with AI *



How can we *realistically* use AI Moderation?

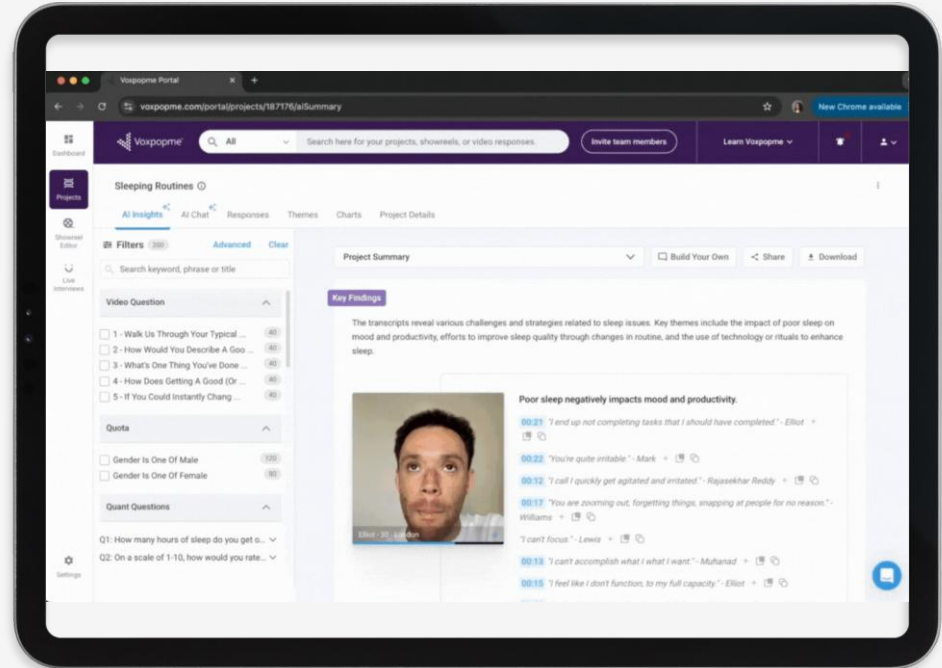


- Stakeholder rodeo and pre-screening
- Side-by-side (part human part AI)
- Sensitive Topics
- Buying Motivations
- Buyer Persona (segmentation studies)
- Current events (Ozempic, Tariffs etc)



You have 50 AI-moderated sessions... now what?

Analyze with AI.
Find insights.
Share stories.





Let's run a side by side...



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Head of Product



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Let's Chat

We'd love to answer any questions.



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your pilot with
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