



AI ushers in Recruitment 2.0

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Intro

4+ years at User Interviews

Assisted SMB, Enterprise, Agencies, API partners +

- ★ Helping teams launch over 25k projects
- ★ Helped 4x the volume of research run
- ★ API partner implementation
- ★ Democratization Programs build, launch, sustain, grow
- ★ Multi Year market research projects





Agenda

- How has AI changed recruitment in 2026?

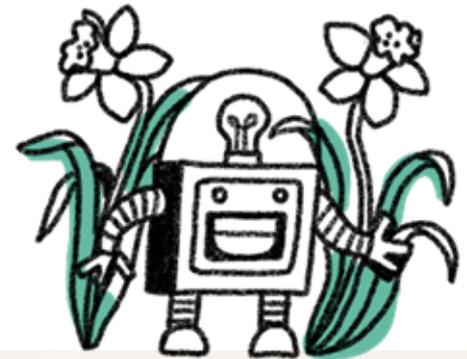
...Plot twist

- Here is what is NOT changing!



What is NOT changing?

- Human insight is still the center of research
- Recruitment is still the #1 pain point.
See the 2025 [SOUR Report](#)
- Therefore, attracting participants to our studies & making an appealing experience is paramount!

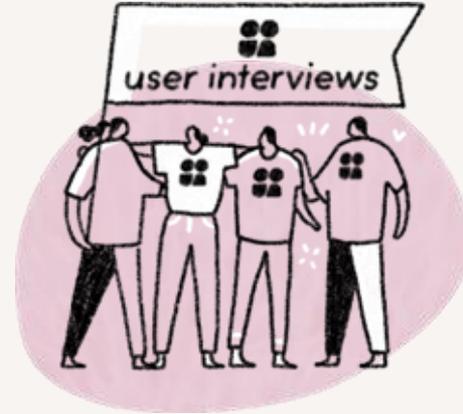




Recruitment Tips for 2026



**Create a Human
Centered Experience**



**Leverage the Humans
at User Interviews**



My Method

I spoke with six CSM's & PC's



who make up for **15+ years** of experience

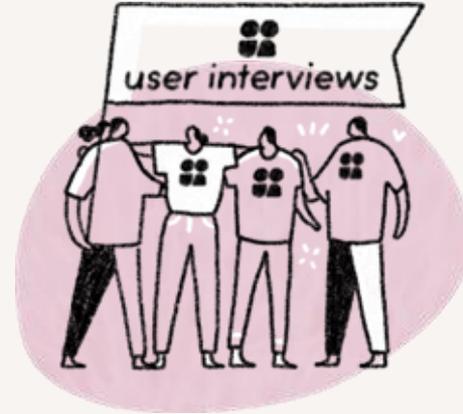




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Assumptions made all too often...

Folks read all their emails, or at least the important ones.

Folks are in it for the fun of it. They do not need to know the nitty gritty now.

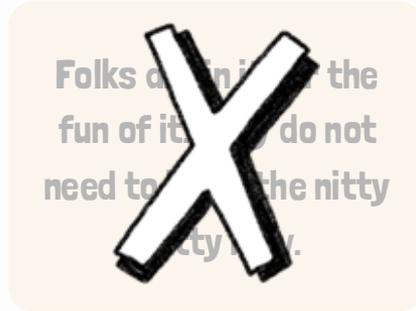
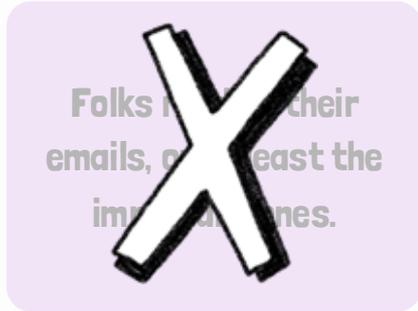
People will do anything for \$5.

Humans are always honest.





Assumptions made all too often...



Our attention is spread thin

Our time is limited

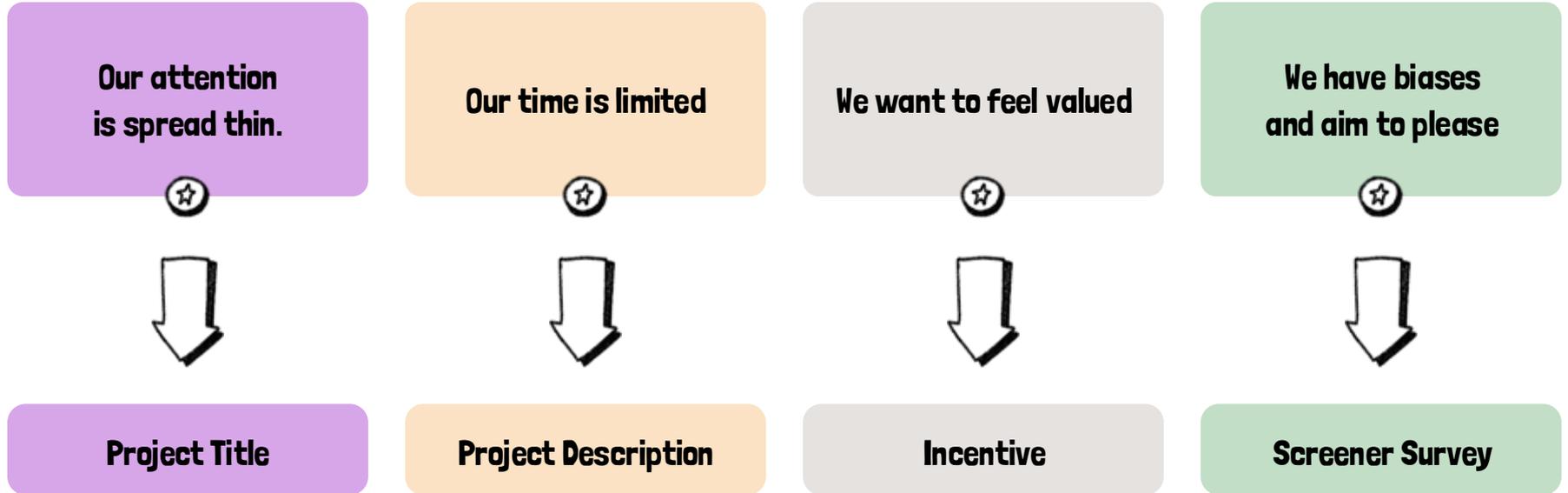
We want to feel valued

We have biases & aim to please

–These assumptions slow down recruitment with fewer applicants, more drop outs, & lower quality responses–



Build an experience to attract & engage quality insights



Project Title

- What keywords are going to catch their eye without giving away too much?
- Make it captivating and enticing using inviting, collaborative language
- Pull at the heartstrings – what do they care about?



WHY:

**Human attention
is spread thin.**

Project Description

- Why they should care about this?
- What will happen as a result of their feedback?
- What will be expected of them?
What will they experience?

Make it FUN!



WHY:

**Humans have
limited time.**

Quick Reference Summary



DO

- Make it captivating and stand out
- Tap into professional motivations
- Include the research goal/"why"
- Use inviting, collaborative language
- Add fun and creativity
- Keep title/description simple; put specifics elsewhere



DON'T

- Use internal codes or random markers
- Be boring or generic
- Reveal exact criteria (invites gaming)
- Put niche criteria upfront (introduces bias)
- Leave the description empty or sparse
- Rely on descriptions for critical requirements

Incentive

[Incentive Calculator](#)

Rule of Thumb:

- Consumer: \$1 per minute
- B2B: \$2 per minute

Compensation should reflect the effort you expect them to put in



The WHY:

**Humans want
to be valued.**



Which Study would you apply for?

A

IT Research Study

Unmoderated Task

Online

\$10 choice of dozens of digital gift cards

10 minutes

Description

Make sure to answer all screener questions accurately and honestly to avoid issues with your submission.

B

Developer Workflow Tools: User Experience Research

Unmoderated Task

Online

\$60 Tremendous Gift Card

30 minutes

Description

We're researching how developers interact with workflow automation tools and would love your insights. It will be a 30-minute unmoderated session, so you can complete at your own pace. It will involve exploring a new interface design and sharing your thoughts on usability and functionality.

Additional screening

The researcher may follow up via message, email, or phone to confirm if you're a fit for the study. Be sure to answer!



Screenner Survey

Make it be a WORKHORSE for you!

- Funnel from general to specific questions with skip logic.
- 10-20 questions max
- Use a variety of question types
- At least one open ended for quality & fraud deterrence.



The WHY:

**Humans have
imperfect memories
& seek to please**

Recap: Human Centered Experience



Project Title

- **Captivate their attention** in one line
- Pull at the heartstrings of what they care about
- Invite them in with collaborative language

Project Description

- **Build buy-in** in a few sentences
- Share how their feedback will be used
- Establish clear expectations & what comes next

Incentive

- **Show they are valuable** with fair compensation
- Their effort will mirror the amount
- No budget, play up the altruism & impact

Screening Survey

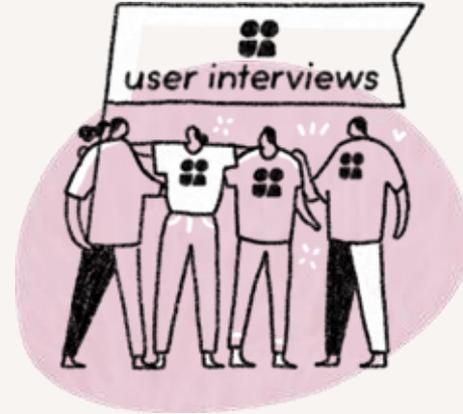
- **Weed out poor fits** in 10–20 questions
- Use skip logic to prevent bias & save their time
- Ask open ended questions for context & detail



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Leverage the Humans at User Interviews

We did not put AI here!

**Supporting researchers every day
is the phenomenal team
of Project Coordinators**

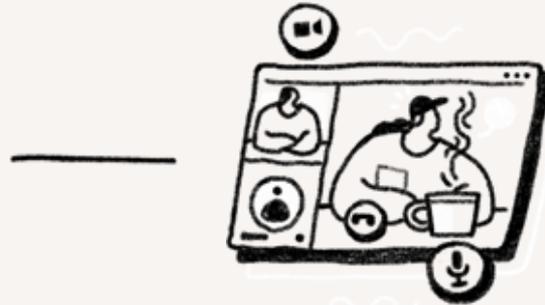




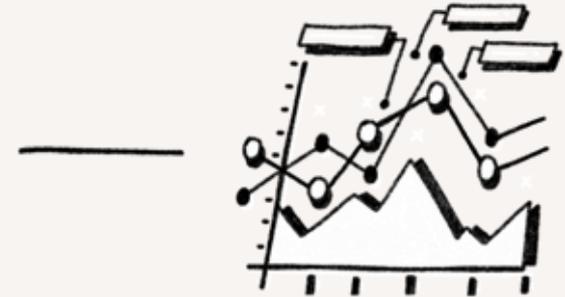
AI in Recruitment at User Interviews



RECRUIT



MATCHING



ANALYSIS

Leverage the Humans at User Interviews

The User Interviews Project
Coordinator





Quick Reference Summary

DO

- Fill out the “additional details” field
- Reach out early to check for feasibility
- Reach out via chat with questions – big or small
- Ask for a pulse check on your screener survey

DON'T

- Go it alone; we have a team of experts to help you
- Ignore their advice
- Close a project and relaunch if recruitment is slow.
- Hesitate to ask for help





QUESTIONS

THANK YOU!

AI in Action



Email me to join
the Project!

