

Insights, AI and HI:

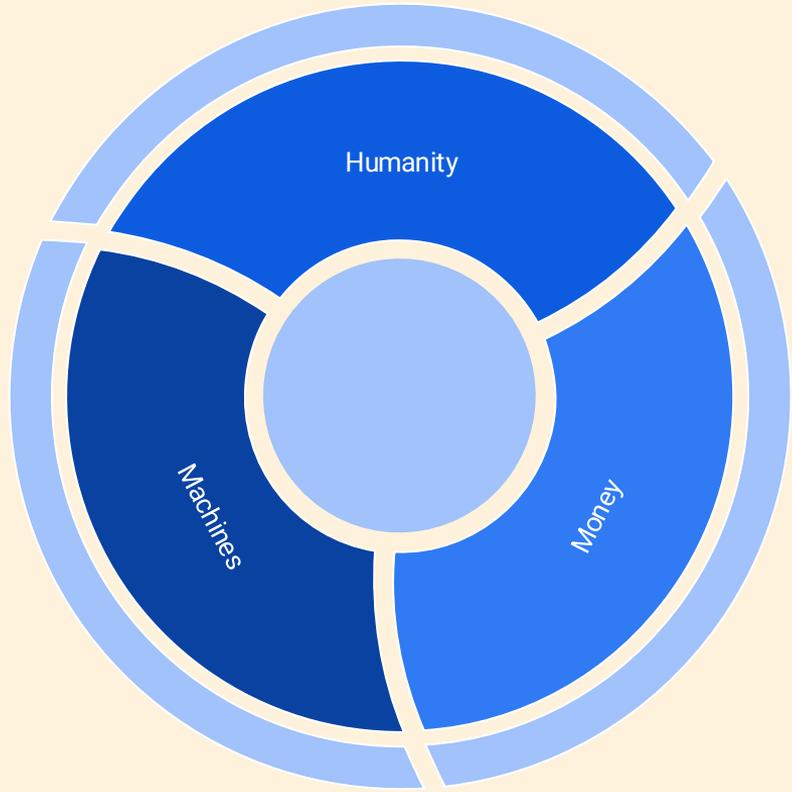
Managing innovation, people and budgets to drive research excellence and integrity

Wednesday March 11, 2026

2:15 PM – 2:45 PM

Session Room: Room 1





You fuel this astronomical investment and inevitable litigation.

Minimize your risk now.

Know what you are buying.





• The Wild West

Laws are absent at the US Federal level

Proposed ethics are actively ignored and variably applied

Precedent will be coming fast

Protect yourself with an **HI audit** and super clear documentation, developed with humans in mind and customized to your business

Have we reached
the point where
“Good” is good
enough?

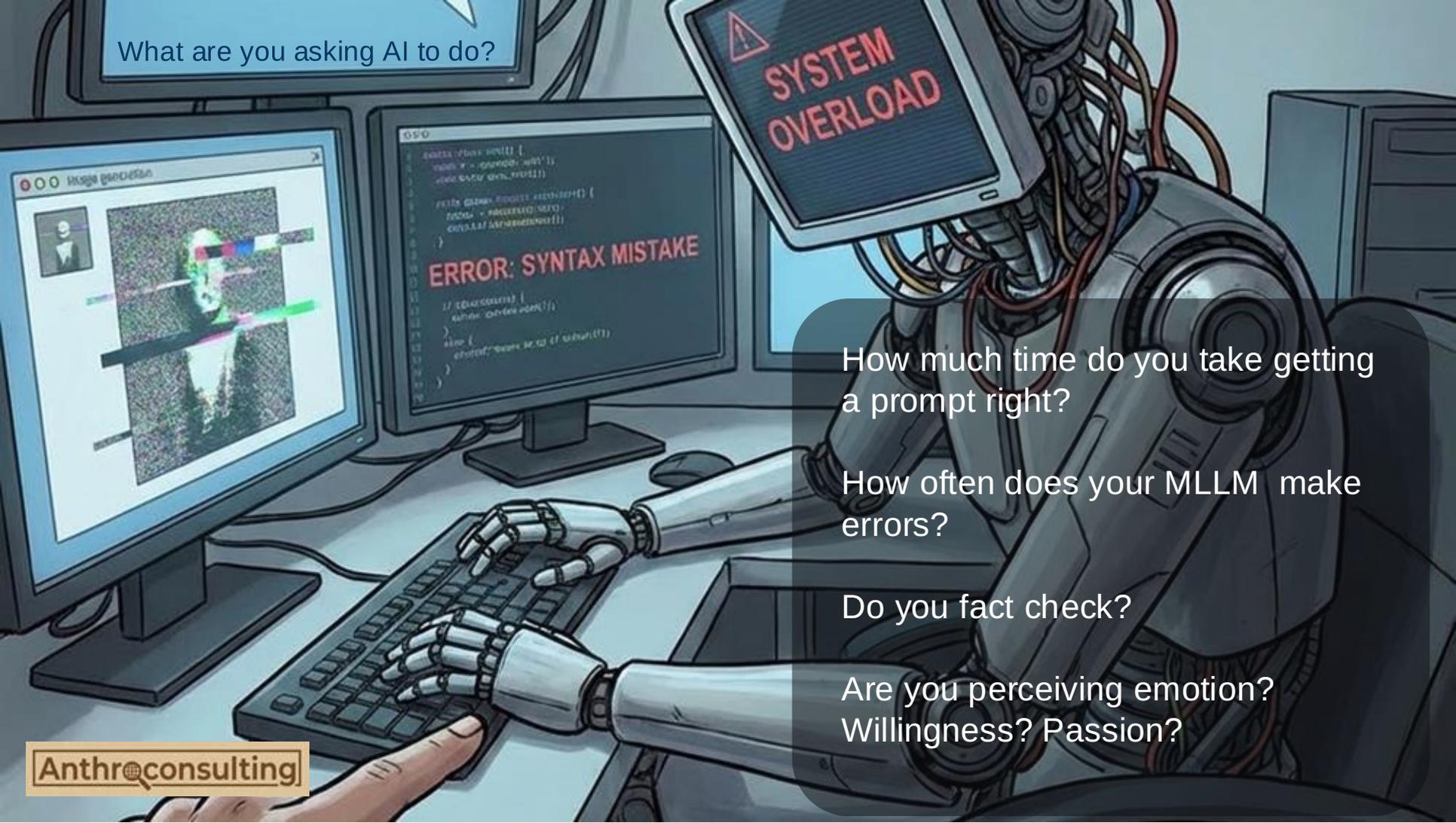




AI Software



1. Still just code
2. Ultimate surveillance tool
3. Irresistibly addictive

An illustration of a robot sitting at a desk with multiple computer monitors. The robot's head is a tablet displaying a red warning triangle and the text 'SYSTEM OVERLOAD'. One monitor shows a code editor with a red error message 'ERROR: SYNTAX MISTAKE' and some code snippets. Another monitor shows a video call window with a distorted, glitched image of a person. A human hand is pointing at the robot's keyboard. The background shows server racks.

What are you asking AI to do?

How much time do you take getting a prompt right?

How often does your MLLM make errors?

Do you fact check?

Are you perceiving emotion?
Willingness? Passion?

Are you willing to let mediocrity be the standard by which excellence is judged?





HI People



1. Critically Think
2. Experience Joy and Trauma
3. Deliver Real Kindness

The world needs applied social science more than ever.

We need to be courageous and rigorous when seeking insights. Ethics matter.

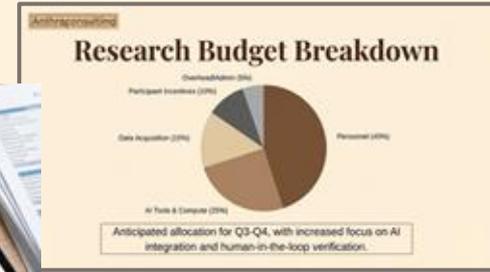


Have you
decided that
ideology is more
important than
fact?





Economic Impacts



1. Labor Market Changes
2. Massive AI Investment
3. Cost Benefit Analysis

Labor Market Chopping Block

Service Workers •
Call Center Agents,
Rideshare Drivers,
Administrative Support

Will this include researchers?
We are already being sold on
fake respondents!



Labor Market Chopping Block



● **Supply Chain**
Inventory Management,
Logistics

Would it have predicted
face masks in 2020?

Labor Market Chopping Block

Fraud Prevention

Cyber Security Experts,
Forensic Accountants

I'm sorry, Dave.
I'm afraid I can't do that.



Labor Market Chopping Block



- **Illustrators**

Graphic Designers, Artists,
Marketing Creatives

Just throw a little of “Concept A” and
“Concept B” together
Dude was weird anyhow.

Labor Market Chopping Block

Paralegals

Automated legal discovery,
administrative tasks

That's cool, I am sure my automated
defense attorney is published in
Harvard Law Review



Labor Market Chopping Block



- **Coders**

Junior Developers, UX designers

I can't read vibe code either...
Also saving money on pizza,
coffee, and blue light glasses

AI Data Centers Are Sending Power Bills Soaring

Wholesale electricity costs as much as 267% more than it did five years ago in areas near data centers. That's being passed on to customers.

By Josh Saul, Leonardo Nicoletti, Demetrios Poulos, Dion Bass and Naureen Malik
for *Bloomberg Technology* | The Big Take
Photography by Leonardo Nicoletti
September 20, 2025

McKinsey Quarterly

The cost of compute: A \$7 trillion race to scale data centers

April 26, 2025 | Article

ARTIFICIAL INTELLIGENCE

Why AI Companies May Invest More than \$500 Billion in 2026

Dec 18, 2025 Share <

PROJECT ON GRID INTEGRATION POLICY BRIEFS

from Belfer Center for Science and International Affairs, Power and AI Initiative at the Harvard Paulson School of Engineering and Applied Sciences

AI, Data Centers, and the U.S. Electric Grid: A Watershed Moment

Gartner Says Worldwide AI Spending Will Total \$2.5 Trillion in 2026

STAMFORD, Conn., January 15, 2026

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AI Shopping Spree!

Generative AI reduces M&A costs by 20%, McKinsey says

Dealmakers using the technology have also shortened their transaction timelines, the firm's research found.

Published Feb. 18, 2026

Tired of hold music? The 'annoyance economy' costs consumers \$166B



Daniel de Visé
USA TODAY

March 2, 2026 Updated March 3, 2026, 4:29 p.m. ET

FINANCE

JPMorgan will spend almost \$20 billion on technology this year

By Alice Tecotzky

"I think the hardest thing to measure has always been tech projects," Dimon said. "That's been true my whole life."

?\$?

ROI and Measurement Error

HI IN ACTION

Your Starting Line



Clean Data

Clear Use

Mitigate Risk

Fact Check

Be Excellent

Certify

Six hurdles for every program

Your Starting Line



Clean Data

Clear Use

Mitigate Risk

Fact Check

Be Excellent

Certify

Sanitized Input

- No brainer with public LLMs
- Consider any use of enterprise algorithms
- No PII - We should be the best at this

Your Starting Line



Clean Data

Clear Use

Mitigate Risk

Fact Check

Be Excellent

Certify

Informed Consent

- Anthropology 101
- You must have express permission to use data
- Know the limits on that use
- ANY data obtained using untargeted scraping to seed an AI is a violation

Your Starting Line



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Fact Check

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Human Focused (HITL)

- Supervised sentiment analysis on sensitive topics
- Avoid Fully Automated Coding
- Emotion recognition in workplace or academia
- Cognitive Bias (250 types)
- Conceptual Frameworks

Your Starting Line



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The AI Error Engine

- Data Drift, Poisoning
- Sounding right not being right
- Never autonomous
- Black Box Programming
- “In God we trust. All others we verify”

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AI Mediocrity

- Programmed against controversy
- Amplifies or ignores outliers
- No accountability
- “Close enough” stakeholders
- Learn and apply new techniques

Your Starting Line



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Mitigate Risk

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Industry Leading Standards

- Laws
- Guidelines
- Ethics Review Governance Plan
- Local Department By-laws
- Third Party Supported

AI IN ACTION

Protect Insights Integrity



1. AI Value & Cost

Does AI add to or extract value?

Are you a cash cow for research vendors?

How much less are you spending on research?



Human Growth & Invention

Are you growing?
How is AI making you a better researcher?

What did you invent today?



Rigor & Methodology

What rigor did you add to documentation?
How is your methodology excellent?

What are you doing that other programs are not?



Data & Respondent Safety

How safe is your data?

Are your respondents protected?



Legal & Ethical Compliance

Read new laws, standards, and guidelines with 10% of your time.

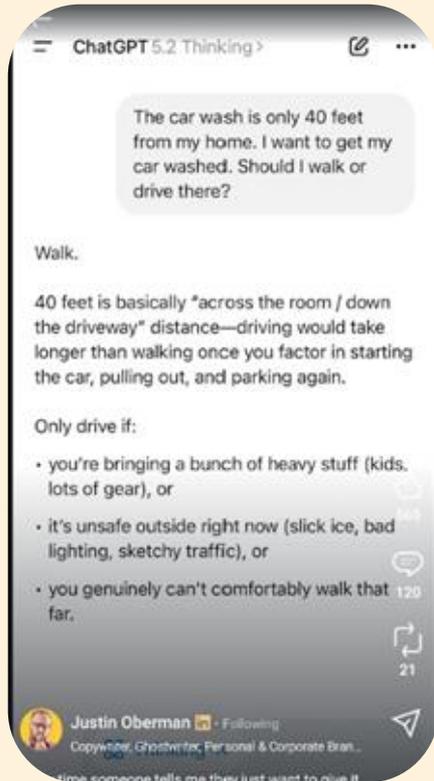




- an excellent human

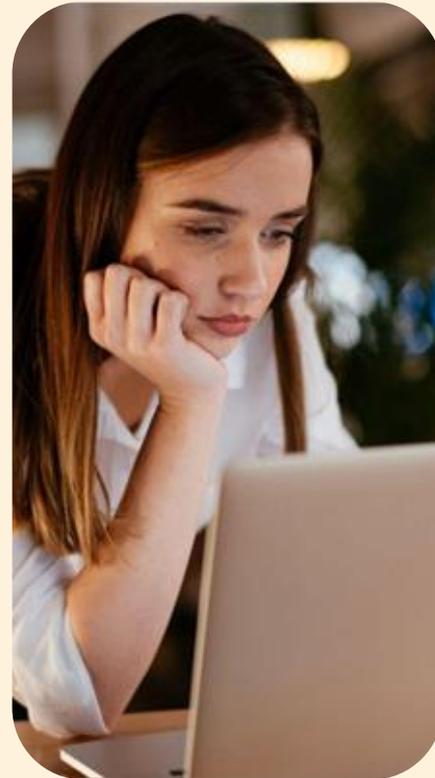
(Generated by Gemini)

Fact, Feelings, Connection



Critical Thinking

Market Research used to be about thoughtful analysis, revelatory insight, creativity, nuance, and discernment



Common Feeling

People respond to people

Key takeaways

1

This is going to cost you

The revolution will be monetized

Measure twice, cut once

Just like your food, your synthetic data needs a label.

Eat GMO, Buy SDP

2

Critical thinking is not negotiable

It is not magic, it is math

Be able to “show your work” because AI will not

Scrutinize your vendor

3

People are your biggest asset

Creativity

Methodological rigor

Intuitive Instinct

Look around corners

4

Time does not exist

Relativity rules everything

The speed it takes for a chatbot to respond to a hasty prompt may cause hours in rework or legal argument.



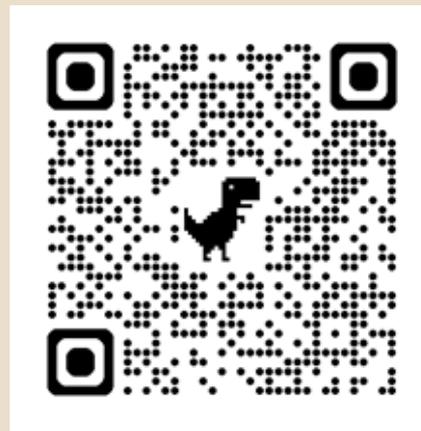
Gemini Generated Certification Sign-Off

"I certify that the outputs of this study have been subjected to the 5-step AICP, that all PII was redacted prior to processing, and that a qualified human researcher has verified the factual accuracy of all AI-generated claims against primary source data."

- ★ The EU AI Act (Fully Applicable August 2026)
- ★ Colorado AI Act (Effective June 2026)
- ★ Texas Responsible AI Governance Act (TRAIGA)
- ★ California SB 243
- ★ ICC/ESOMAR International Code (2025/2026 Update)
- ★ MRS (Market Research Society) & GRBN

Resources

Get your digital download: The Wild West: There's a New Sheriff in Town



Questions?
Please reach out to
eddie@anthroconsulting.com

Thank you!



Anthroconsulting

Ask anything!

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eddie@anthroconsulting.com

Thank you!