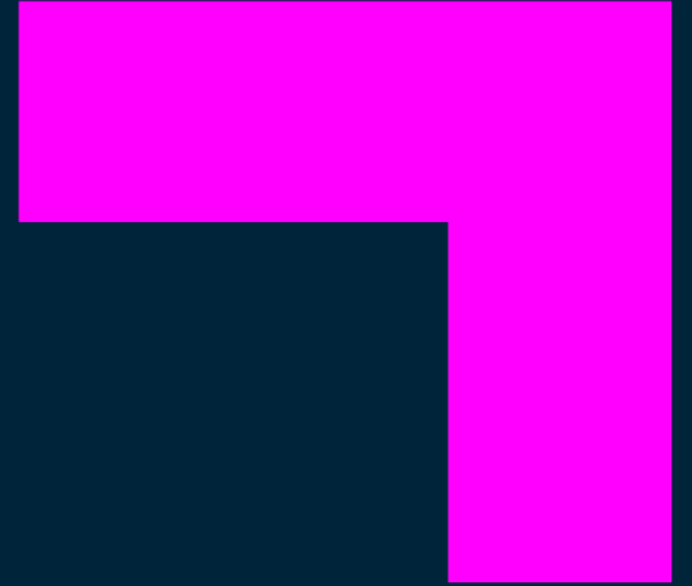




# Master your AI era: The map to evolving roles





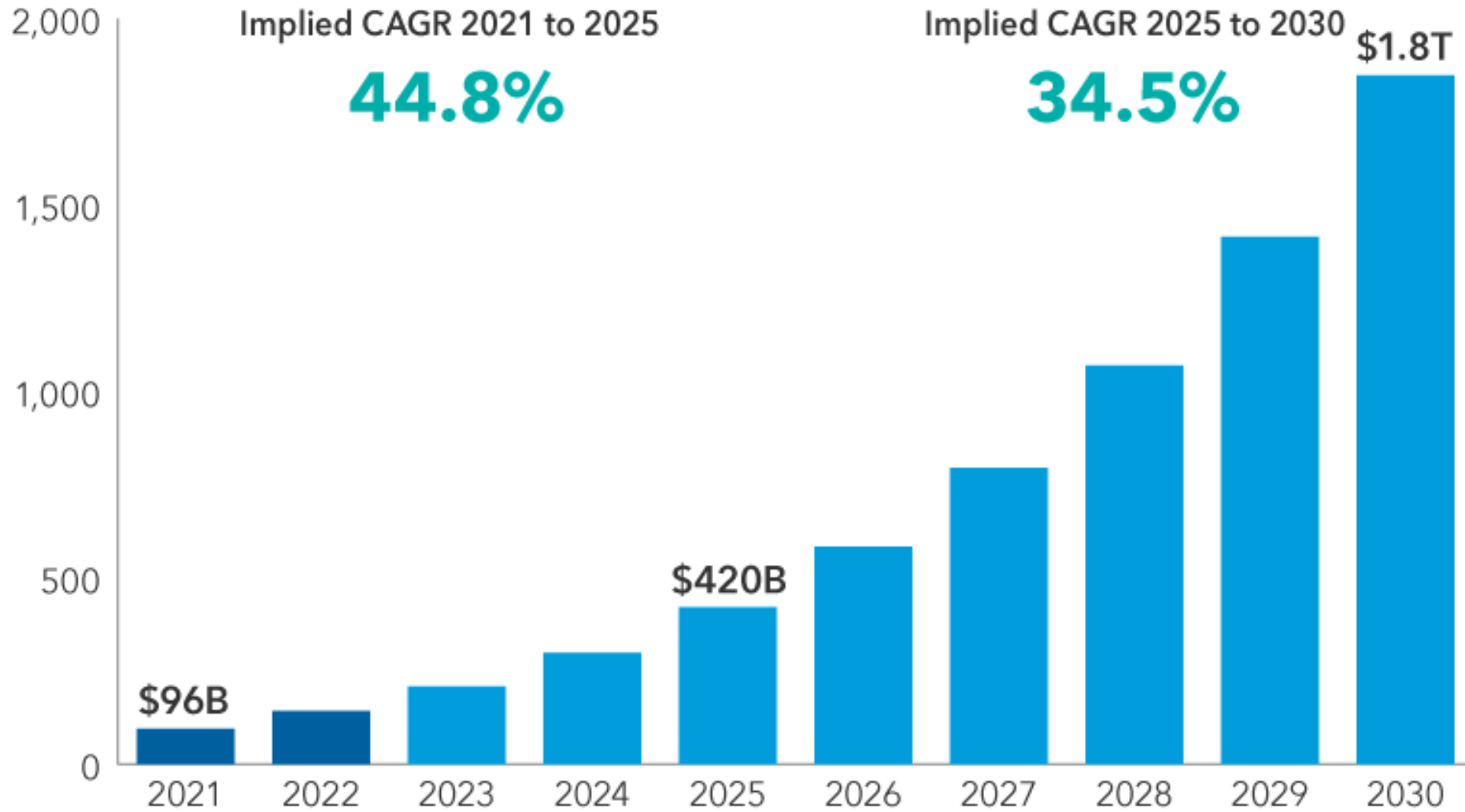
# Manny Rodriguez

Managing Director, Market Research





Billions (\$)



Source: Capital Group

# The researcher's paradox

91% of agency and in-house teams are favorable on AI

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91% of agency and in-house teams are favorable on AI

71% believe AI will improve their jobs

65% of research teams are already using AI

**47% fear that automation will take their job.**

# These are the jobs most likely to be taken over by AI: report

A.I.

## Amazon is laying off 16,000 more workers as AI accelerates tech job losses

"Jobs are going to be impacted by what's happening with AI over time," Amazon CEO Andy Jassy said before the layoffs were announced

## What White-Collar Jobs Are Safe From AI—And Which Professions Are Most At Risk?

## AI Is Starting to Threaten White-Collar Jobs. Few Industries Are Immune.

Leaders say the fast-evolving technology means many jobs might never return

THE WALL STREET JOURNAL

ECONOMY | JOBS

## Tens of Thousands of White-Collar Jobs Are Disappearing as AI Starts to Bite

Layoffs at companies ranging from Amazon to Target are sending young and experienced workers alike into unwelcoming market

AI • LAYOFFS

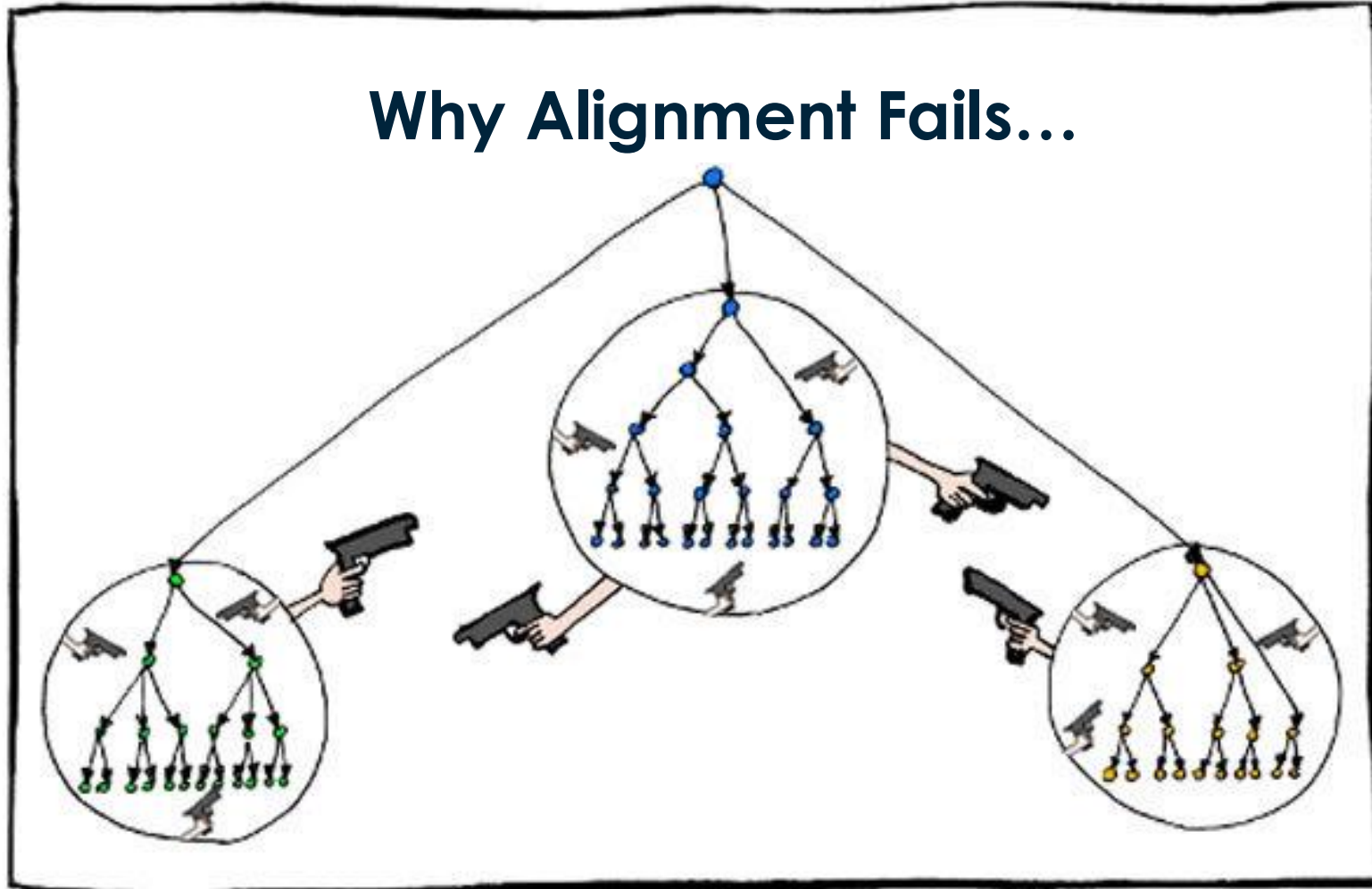
Block CEO Jack Dorsey lays off nearly half of his staff because of AI and predicts most companies will make similar cuts in the next year

Failure rate:

95%

Source: MIT

# Why Alignment Fails...





**AI is “still” a threat to research/ers.  
Apparently.**

Your time...

40 - 60%

Source: Forsta

- **Survey scripting**
- **Field Management**
- **Data cleaning**
- **Coding verbatims**
- **Analysis workflows**

– **Throughput**

**versus**

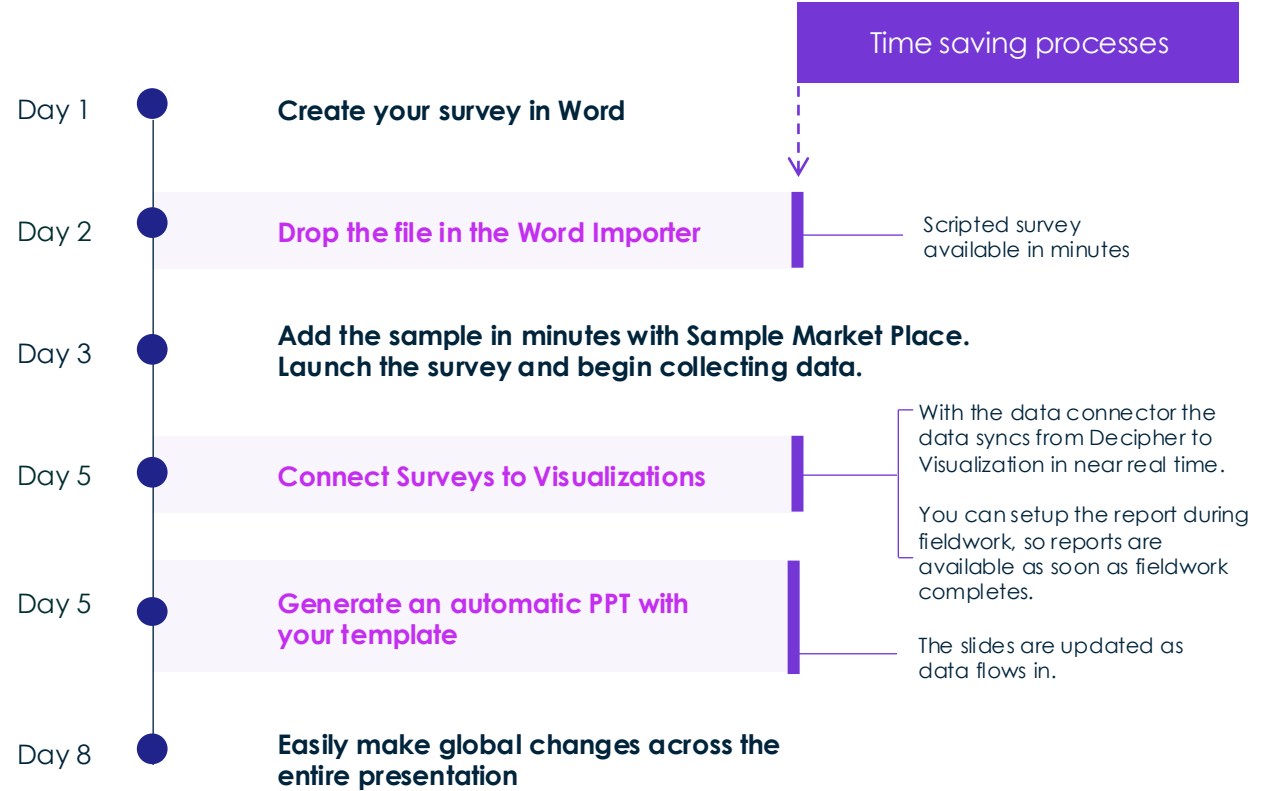
– **Innovation**

# The Research HX Philosophy

## traditional way



## with Research HX



Side by side comparison producing a project where questionnaire is 30 questions, sample 5000 respondents, 100 slides in ppt and tables where demographics are crossed by all questions is the deliverable, fieldwork is 10 days.

# New skills that define the next generation of researchers





**Human curiosity + intelligent automation**

# So what does this mean for research agencies?

Agencies will be enhanced by AI, not replaced by AI

There is time to learn, experiment and adapt

AI offers scope for both efficiency and growth

# WANT MORE DATA?

