

# WHAT IS IT LIKE TO BE INTERVIEWED BY AI, AND HOW WILL IT TRANSFORM RESEARCH?

Large language models (LLMs) provide an opportunity to conduct qualitative interviews at a large scale, with thousands of respondents, creating a powerful bridge between qualitative and quantitative methods.

Researchers at STICERD have developed a simple and versatile open-source platform for AI-led interviews, exploring the benefits of such an approach, particularly when examining complex or polarising topics.

AI-led interviews can elicit views on multi-faceted and highly personal subjects. Respondents found the conversation with the AI a helpful guide through the complex topic of meaning in life.

**PROMPT:** *You are a professor at one of the world's leading research universities, specialising in qualitative research methods with a focus on conducting interviews. In the following, you will conduct an interview with a human respondent to find out what gives them a sense of 'having a meaningful life'.*

The richness of the transcripts and large sample size allowed analysis that drew out patterns including across sociodemographic groups and by political preferences.

AI PROVIDES A POWERFUL TOOL FOR POST-INTERVIEW ANALYSIS

It can identify the main themes of an interview and measure the occurrence of a concept in a set of interviews.

## THE BENEFITS OF AI-LED QUALITATIVE RESEARCH

- **Large-scale observation** (building a bridge between quantitative and qualitative research)
- **Overcoming polarisation** (AI allows non-judgemental interview styles)
- **Open-ended exploration**
- **Capturing diverse perspectives and enhanced representation** (AI facilitates vast sample sizes)
- **Cost-effective** (more efficient allocation of resources)

RESPONDENTS WERE POSITIVE ABOUT THE EXPERIENCE OF BEING INTERVIEWED BY AI

- Smooth interview
- Not judgemental
- AI seemed impartial and attentive
- Interaction with AI helped them better articulate their thoughts

**3.58/4**

RATING OF HOW WELL THE INTERVIEW CAPTURED THEIR THOUGHTS (1 "POORLY" TO 4 "VERY WELL")

## CURRENT LIMITATIONS

RELIANT ON PRIVATE AI MODELS

DATA PRIVACY CONCERNS

TEXT BASED

## FUTURE POTENTIAL

PUBLIC AI

MORE SOPHISTICATED AI MODELS

TEXT TO SPEECH

INTERVIEWS MEET THE HIGHEST SCIENTIFIC STANDARD FOR QUALITATIVE RESEARCH

Through comprehensive testing, a team of PhD students in sociology from Harvard and LSE estimated that AI-led interviews were comparable to an average human expert (subject to the same constraints, i.e. using a chat interface).

AI-LED INTERVIEWS CAN WORK IN MANY CONTEXTS

The open-sourced platform could be easily adaptable to different topics, schools of thought or languages.

**HR:** Quickly and effectively screen and shortlist large numbers of candidates.

**Market research:** AI-led interviews allow time to be redirected to product development and enhancing customer experience.

**Healthcare:** Pre-screening interviews with patients, prioritise cases based on urgency.

**Education:** Gather feedback from students and teachers across institutions. Resources saved and redirected towards improving curricula and teacher training.



Quit

**AI interviewer:** Hello! Can you tell me more about what aspects of having children contribute to your sense of a meaningful life?

**Respondent:** I feel like I'm positively contributing to the future generations

**AI interviewer:** That's an important perspective. Can you describe a specific moment or experience with your children that truly reinforced this feeling for you?

**Respondent:** just in general teaching them to be kind, thoughtful and helpful humans

**AI interviewer:** Teaching those values is certainly significant. Can you offer an example of a recent situation where you felt proud of how your children demonstrated kindness, thoughtfulness or helpfulness?

**Respondent:** my kids and I were at the park recently, and they made it a point to play with another child who didn't have anyone to play with. I was extremely proud.

**AI interviewer:** That's a heartwarming example. Can you expand on why witnessing this particular moment was so meaningful to you?

**Respondent:** Because it let me know I was doing something right with making sure they were thoughtful of others feelings and wanted to make another kid feel happy.

**AI interviewer:** It sounds like seeing your children embody the values you've taught them affirms your role as a parent.

**142%**

INCREASE IN NUMBER OF WORDS WRITTEN COMPARED TO OPEN-TEXT FIELDS

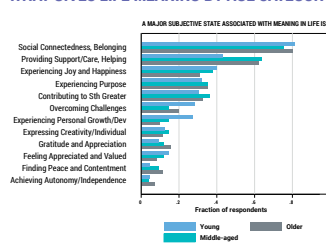
**TRUMP VOTERS**

3x MORE LIKELY TO MENTION RELIGION AS AN IMPORTANT SOURCE OF MEANING IN LIFE COMPARED TO BIDEN VOTERS

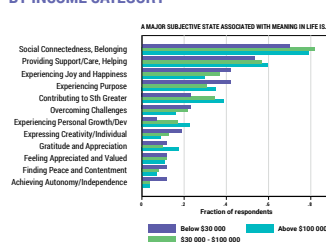
**PETS**

ARE MENTIONED AS FREQUENTLY AS RELIGION AS SOURCE OF MEANING IN LIFE

## WHAT GIVES LIFE MEANING BY AGE CATEGORY



## BY INCOME CATEGORY



RESEARCH BY  
DR FRIEDRICH  
GIEECKE AND  
PROFESSOR XAVIER  
JARAVEL. SCAN TO  
HEAR MORE

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