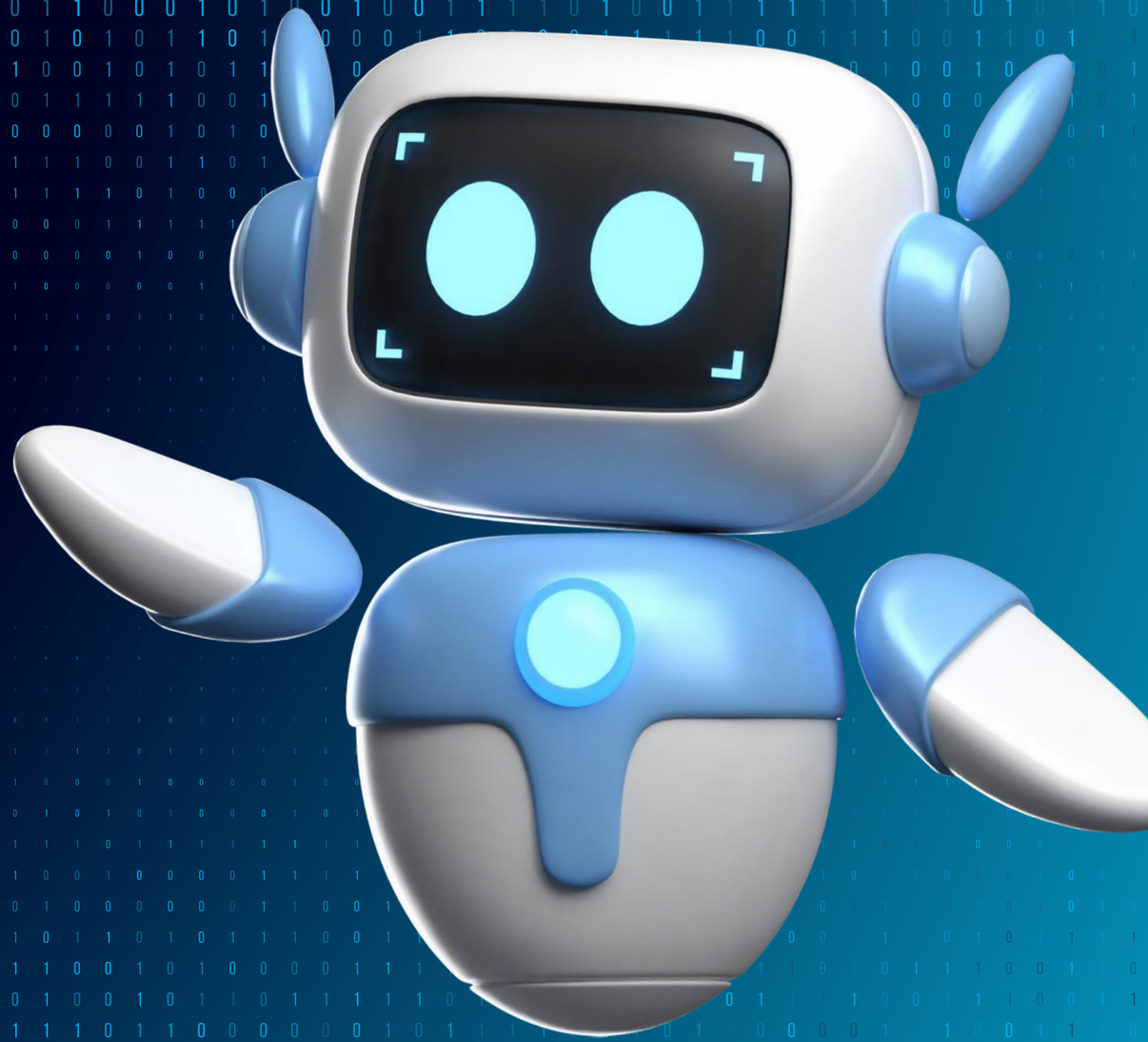
AI INTERVIEWERS

GenAI-mediated qualitative research



AUTOMATED INTERVIEW SYSTEM

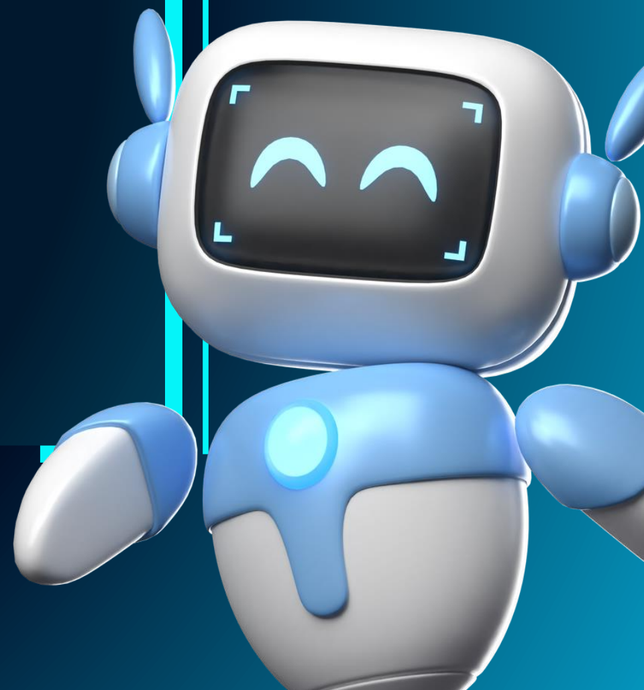
MIMITALK

https://mimitalk.app

CONTENTS

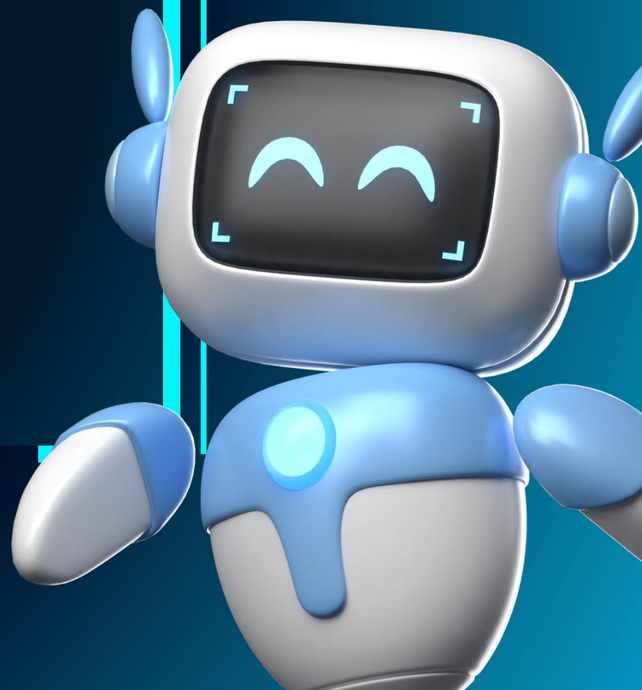
1 CHALLENGES OF TRADITIONAL INTERVIEW METHODS?

- Resource intensity
- Geographic limitations
- Interviewer bias
- Scalability challenges
- Time-consuming data processing



1 WHY AI INTERVIEWERS?

- Reduced resource requirements
- Geographic flexibility
- Consistency across interviews
- Scalability
- Reduced participant stress
- Real-time analysis
- Accessibility benefits
- Time efficiency
- Multi-language capability



2 RESEARCH IN AI INTERVIEWERS

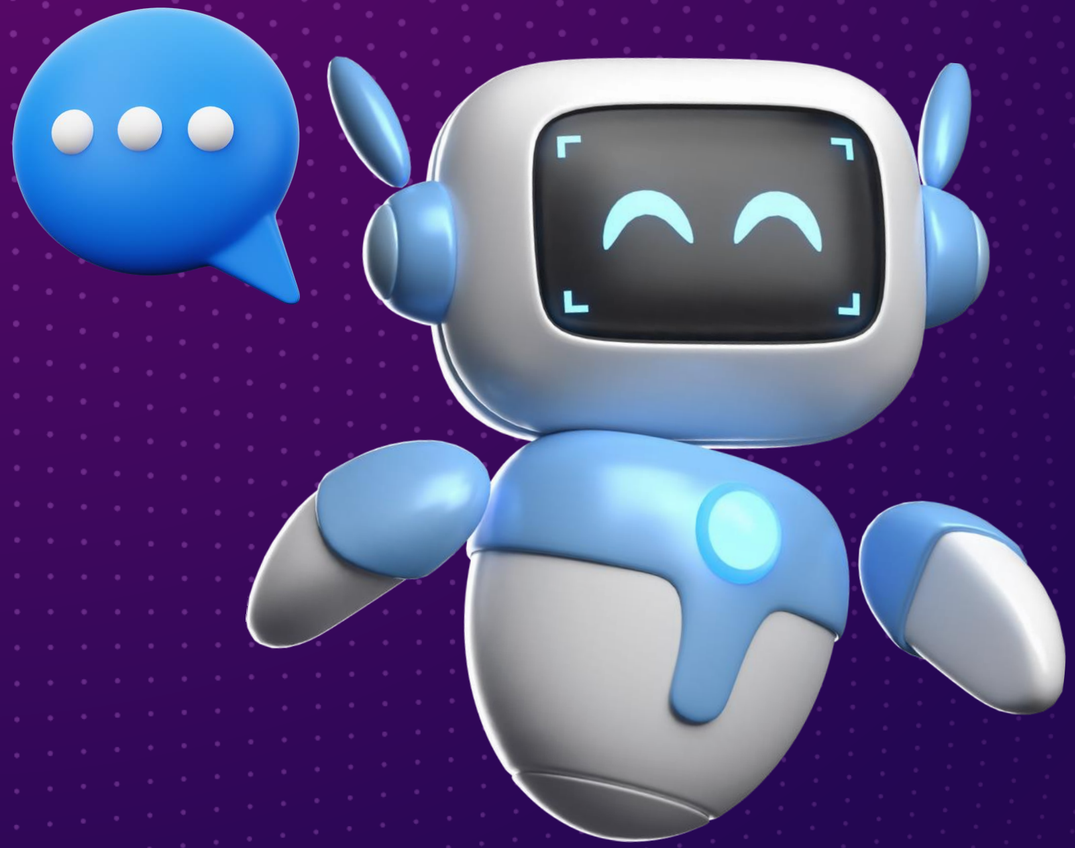
WUTTKE, A., ABENMACHER, M., KLAMM, C., LANG, M. M., WÜRSCHINGER, Q., & KREUTER, F. (2024). AI CONVERSATIONAL INTERVIEWING: TRANSFORMING SURVEYS WITH LLMS AS ADAPTIVE INTERVIEWERS. ARXIV PREPRINT ARXIV:2410.01824.

- AI interviews produced data quality comparable to human-led interviews
- Humans struggled with active listening; AI had issues with appropriate follow-ups
- Participants gave notably longer responses to AI interviewers compared to humans
- Similar overall response quality between AI and human interviews across multiple quality metrics
- Most users preferred written input over audio due to technical issues with recording/transcription
- Input mode significantly affected responses: audio responses were longer but possibly less thoughtfully constructed
- Participants found both AI and human interviewers clear and understanding
- **Lower interest in repeating AI interviews, potentially due to technical challenges**

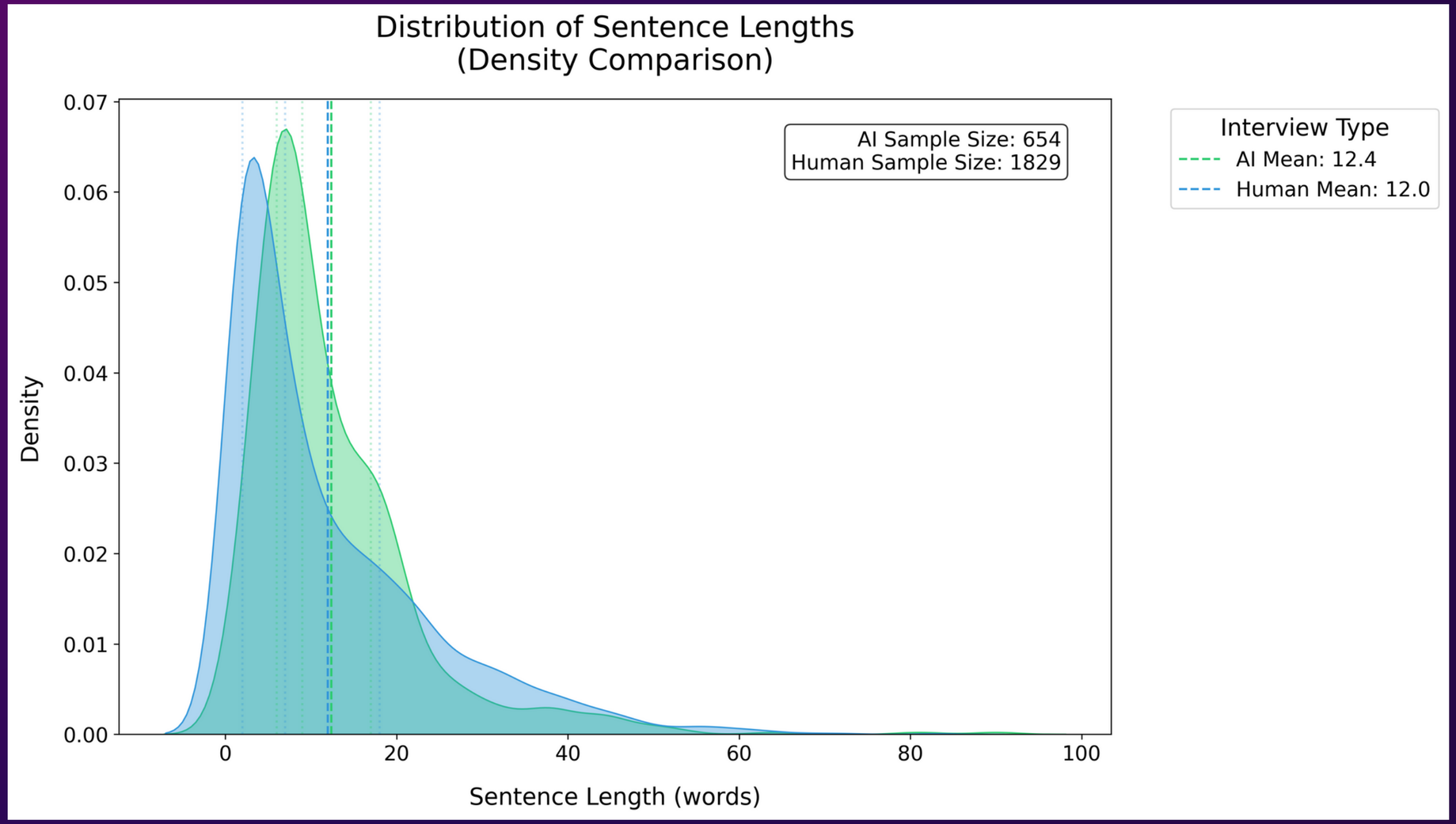
CHOPRA, F., & HAALAND, I. (2023). CONDUCTING QUALITATIVE INTERVIEWS WITH AI.

- Participants showed strong engagement, completing interviews voluntarily with detailed answers and minimal fatigue
- **Majority of respondents expressed preference for AI interviews over human interviews**
- Generated rich, novel insights into stock market non-participation, revealing multifaceted reasoning
- Identified high co-occurrence between different reasons for non-participation, showing complex decision patterns
- Traditional small sample interviews (n≈20) failed to capture the full richness and co-occurrence patterns found in large-scale AI interviews
- AI interviews produced more detailed and nuanced responses compared to traditional open-ended survey questions

3 MIMITALK.APP

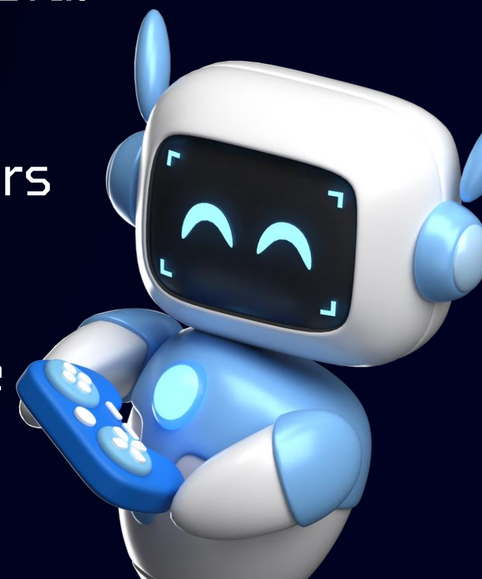


- TEXT TO VOICE FEITURE
- RESEARCH-BASED PROMPTING
- EASE OF USE


Distribution of Sentence Lengths
(Density Comparison)
AI Sample Size: 654
Human Sample Size: 1829
Interview Type
AI Mean: 12.4
Human Mean: 12.0
Density
0.00
0.01
0.02
0.03
0.04
0.05
0.06
0.07
0
20
40
60
80
100
Sentence Length (words)

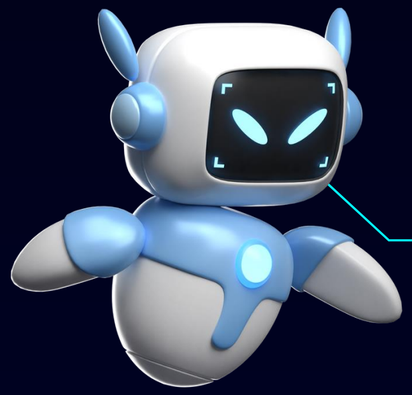
4 OUR FINDINGS

COHERENT CONVERSATIONS	High semantic similarity scores 0.82
COMPREHENSIVE TOPIC COVERAGE	Key topics identified from the interview scripts
EASE OF USE	Easy to use and less stressful
RESOURE REDUCTION	20 interviews within 1 hours
COST EFFICIENT	Only cost 10 dollars for the interview



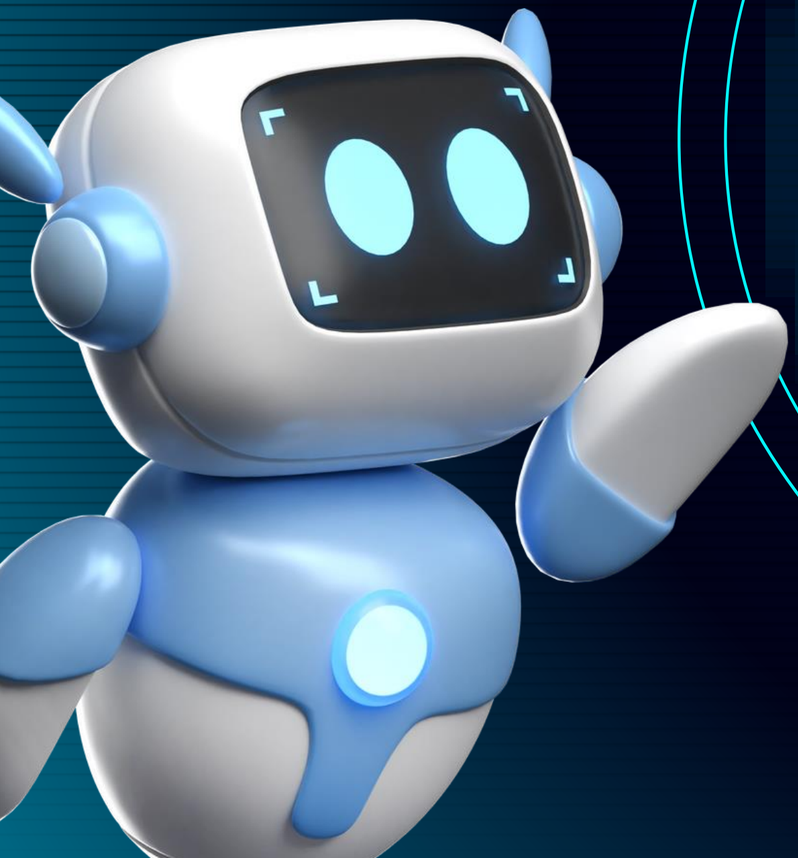
4 POTENTIAL PROBLEMS

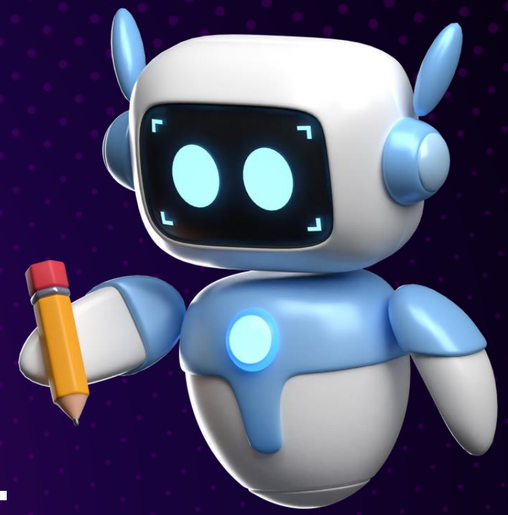
LACK OF HUMAN TOUCH



FOCUS DEVIATION

OUR NEXT STEP...





- Large scale tests (semi-structural vs. structural interview, sensitive topics...)
- Modality (voice to voice, voice to text, text to voice, text to text, avatar to voice)