

Case Study: Open Ended Survey Question

Open Ended Survey Questions

- Don't limit number of questions
- Don't limit number of words in response
- Ask psychographic questions

Online Reviews

- Categorize with more confidence
- Increase quality of topic names

Customer Feedback

- Company research forums/platforms
- Chat, Email, Logged phone calls

Social Media Platform Conversations

- Categorize with more confidence
- Increase quality of topic names

Objectives

Can we defy the conventions of open-ended survey questions?

Conventions:

- Don't ask big lifestyle questions
- Limit number of words in the response
- It takes too long to analyze the results

Lifestyle question:

**When thinking about the idea of having children what comes to mind?
Please provide a couple paragraphs.**

Research Audience (Keep Simple)

- Women 25-34
- 169 Total Respondents
- 133 Respondents Used (removed one-word answers)

How Do We Measure Success?


- Are the responses correctly categorized?
 - Is the nuance and complexity being picked up?
- Are the topic names as meaningful as possible?
- Can we more quickly report meaningful knowledge to stakeholders?



ChatGPT Prompt vs SightAlchemy Categorization of Content

Topic Categorization

When responses contain two different dimensions, ChatGPT Prompt can't detect complexities and nuance

| Survey Responses | ChatGPT Prompt |  SightAlchemy |
|---|--------------------|--|
| "Lots of work but so fulfilling" | Unclassified | Anxiety and Happiness in Child Rearing |
| "A lot of work but hopefully being happy" | Unclassified | Anxiety and Happiness in Child Rearing |
| "Excited but also scared with the way that the world is going now. It's terrifying the things that are happening" | Concerns and Fears | Anxiety and Happiness in Child Rearing |



SightAlchemy *Categorization of Content*

Top Topics

| Volume | Named Topics |
|--------|--|
| 34 | Anxiety and Happiness in Child Rearing |
| 20 | Choosing Not to Have Children |
| 12 | Positive Parenthood Experiences and Feelings |
| 9 | Navigating Technology Use for Children |
| 9 | Definitely Want Kids |
| 6 | Considerations of Parenthood with Adoption |
| 28 | Outlier Content |



Look at Content by Topic

Anxiety and Happiness in Child Rearing

Topic Observations (Human Created)

Fulfillment in life achieved through children but a tension exists at the same time around the amount of work it takes and fear about the state of the world.

Representative Statements (Categorized by SightAlchemy)

"A little bit of chaos but overall happiness & getting to continue your legacy"

"A lot of work but hopefully being happy"

"Excited but also scared with the way that the world is going now. It's terrifying the things that are happening"

"A baby, a family, and marriage. I think of financial stability as well because it's necessary if you want to have many kids"

"Lots of work but so fulfilling"

"Bittersweet. I think about the possibilities and good times but worry about tomorrow's world"

Choosing Not to Have Children

Topic Observations (Human Created)

- They don't want children at all, or they don't want children at this time
- Some reasonings are the state of the world and financial readiness.

Representative Statements (Categorized by SightAlchemy)

"I do not want any children soon"

"I'm not thinking about having children at this point in life.
No comments, sorry."

"I don't personally want children, nor can I conceive them"

"I don't think I'm ready for children yet. I'm not quite financially stable and kids are expensive."

"This isn't a good time in the world to have kids. The world is a mess. I am also not in the proper spot in life to have any of them."

"I do not want to bring children into this world."

Positive Parenthood Experiences and Feelings

Topic Observations (Human Created)

This topic is primarily positive statements about parenthood experiences and children as a way to find true happiness and be “complete”

Representative Statements

“Children are lovely miracles”

“I have children. My kids, their happiness, reactions, successes, dreams, etc. are the absolute best. They are so grateful, and being able to take them on trips or surprise them with gifts, is one of the greatest.”

“Children scare me looking at my friends and family of my age with children. But, I know we will be complete only with children. I find happiness just in the thought of when we have kids.”

“I have two amazing children”

“I have children and love them.”

“I have kids and love it. Raising godly children is a huge privilege and responsibility.”

Navigating Technology Use for Children

Topic Observations (Human Created)

Concern about children using technology:

Impact on development, addiction, inappropriate content, balancing online with offline activities

Representative Statements (Categorized by SightAlchemy)

“Don’t want my children getting addicted to technology”

“I do not want them to engage with technology until a certain age”

“It’s so useful for the parent... answers to the millions of questions a parent can have is just a few clicks away Too much screen time isn’t good and unwanted ads and stuff are a worry for children.”

“If we are also considering technology and children, the thing that comes to mind is just how scary the CyberWorld can be. And trying to protect a future child, while also giving them space to discover themselves and navigate the world for themselves, and understand how to see the warning signs..”

Navigating Technology Use for Children

Representative Statement

“Children today are growing up in a digital age, surrounded by an ever-expanding array of technological tools and platforms. From interactive educational apps to social media, their early experiences are increasingly intertwined with screens.

While this digital immersion presents opportunities for learning and connectivity, it also raises concerns about the potential impact on childhood development. Striking a balance between harnessing technology for educational purposes and ensuring healthy offline activities is a challenge that parents and educators face.

Moreover, the modern digital landscape introduces new dimensions to parenting, with the need for navigating issues like online safety, screen time management, and cultivating a healthy relationship with technology. The evolving nature of communication and information access has transformed the way children perceive and engage with the world, influencing their cognitive and social development.

As we navigate this era, fostering digital literacy, empathy, and critical thinking becomes paramount to equip the younger generation with the skills needed to thrive in a rapidly changing and interconnected global society..”

Definitely Want Kids

Topic Observations (Human Created)

- This topic is characterized by statements that convey a definitive decision to have children

Representative Statements (Categorized by SightAlchemy)

“I was born to be a mother, everything in my life has prepared me for this. Being with my husband of 8 years and seeing the love he has for me has only fueled my want to have kids even more. I’ve been researching and doing hard work on myself to prepare for this time in life. I can’t wait to show and experience with them.”

“I can’t wait to have children of my own”

“I would like to have children later in life”

“I want kids, but not too many.”

“I would love to have children I want to build a family, but keep them away from the negative things in the world”

Considerations of Parenthood with Adoption

Topic Observations (Human Created)

- These respondents share different considerations of parenthood and include the idea of adoption

Representative Statements (Categorized by SightAlchemy)

"I don't want children, but if it does happen in the future, I want to be ready financially and emotionally. Having children, whether by birth or **adoption** is a big step and will change your life forever. I want to make sure that it is God's plan for me and my husband before having kids or considering them."

"I would like to **adopt** a child with my significant other if the time ever come, but for now I preferred to be alone or just enjoy some company. Taking care of a child takes a lot of time and effort and money, so I won't be commit to it until I'm in my thirty or forty."

I am never having a kid in this day and age. There's too many negatives to outweigh the positives. But the thought of **adoption** has crossed my mind. I enjoy the idea of a kid already being on the Earth with a tough life and having the opportunity to provide a better one.

"I believe it's a personal choice for everyone. Not everyone should have kids, not everyone needs to have kids. I wanted to **adopt**, but my son had other plans haha."