Case Study: Using Qualia for Gender Gap Evaluation in STEM – DuocUC, Chile

The study was led by President <person>, based in <LOC> and <LOC>. That is in Chile. Also assisted by <person> who is Vice President.

DuocUC, a higher education institution in Chile, hired Causal Map to conduct Qualitative Impact Protocol (QuIP)-style interviews with Qualia - an AI-driven web-based application that helps users collect stories from stakeholder. The project employed an AI-supported workflow combining the automated interviewer Qualia and the analysis platform Causal Map to explore gender disparities affecting women in STEM careers. The objective was to conduct QuIP-style qualitative interviews and analyse causal relationships within the responses. Interviews were conducted in <redacted> and focused on three domains: educational experiences, professional development, and relationship dynamics. The process included designing interview instructions, distributing personalized links to 50 participants, and analysing 32 completed interviews using AI-driven causal mapping.

Key Successes

* Language Capability: Qualia successfully conducted in-depth interviews entirely in Spanish.
* Efficiency: The AI workflow enabled faster and more cost-effective qualitative research without compromising depth or quality.
* Causal Insights: Causal Map identified and labelled 251 causal links, including sentiment analysis (positive and negative).
* Client Satisfaction: The client praised the approach as “the future of research.”
* Data Utility: Even incomplete interviews yielded valuable insights, demonstrating the robustness of the Qualia tool.

Issues

* Incomplete Interviews: Some participants exited the interview process prematurely.
* Anonymity Challenge: Due to Qualia’s default anonymity, it was initially difficult to track which participants had dropped off.

Mitigating Actions

* Pilot Testing: The team began with a small group to monitor performance before full deployment.
* Tracking Mechanism: A key-based system was implemented to track participants without compromising anonymity.
* Instruction Refinement: Interview instructions were revised for clarity, and a test link was shared with the client for validation.
* Data Preservation: All transcripts, including partial ones, were shared to ensure no data was lost.

Overall Learnings

* Prompt Design: Effective QuIP-style prompts require <redacted> of design, testing, and refinement.
* Client Collaboration: Understanding client goals and maintaining clear communication were critical to success.
* AI Potential: The project validated that AI tools like Qualia can deliver meaningful qualitative insights from the very beginning of a conversation.