

## Artificial Intelligence / Data Science in Research & Beyond

At an ESOMAR Meeting in London on July 11<sup>th</sup> 2019, attended by a number of Research Network Members, a total of 4 Presentations were made.

One of the surprising initial charts from ESOMAR on the share of Market Research Spend by Method in 2017 quoted the following,

Analytics = 45.6%

On Line = 24.5%

Other Methods = 29.9%

What a difference to when most Research Network Members started in Market Research!

The 1<sup>st</sup> Presentation covered “The Impact of AI on Market Research “, given by Simon Reed from EDIT. One of the key questions asked, was “will robots take my job”. One was pleased to note that while Robots are watching”, there was only a 62% probability of Automation. Things done with AI covered many instances of Brand Identity, Personality Insights, including the Writing of Christmas Cards. The conclusion at the end was that “AI is coming and it is unstoppable”!

The 2<sup>nd</sup> Presentation was entitled “How AI can help us be more human” given by Johnathon Williams of Discover.ai. It posed the following controversial question. “If you were designing the insight industry model from scratch today, what would it look like?” From the Client viewpoint, the industry presented today in a more complex and fragmented world, has to work with implications of greater time and cost, to explore in breadth and depth, and finally with less budget and time with which to explore it. Currently, AI has an image problem, it is too closely associated with Automation, when it should be about Acceleration. It was suggested that AI can help us to be more human. Not less! In conclusion, it was felt that using AI could help accelerate the discovery phase of brand growth projects. The Case Study shown for De Beers, introduced me to the new idea of “Springboards” as opposed to “Concept boards”. The paper left us with 3 key thoughts,

1. AI is something exciting that can and should be embraced for Insight
2. It's about accelerating expertise, not about machines replacing people
3. This is something that's happening right now, not just in the future

The 3<sup>rd</sup> Presentation was entitled “Commercialising Machine Learning & AI”, given by Grace Sinclair and Amanda Lee of Merkle Aquila. There were 3 Myths exposed about AI and Machine Learning.

1. AI and Machine Learning can solve anything! The paper suggested that AI and ML works best in improving our existing features, as an enabler for entirely new features, and as an enabler for entirely new products (such as Driverless Cars)
2. AI and ML doesn't need extensive investment. One can be too agnostic, and also you don't need a team of expensive data scientists.
3. AI and ML are not academic exercises or only work in tec companies

Finally, the Case Study presented showed that using Artificial Intelligence (AI) / Machine Learning (ML) with Driver Segmentation, it was possible to improve Driver Retention for a Cab Company

The 4<sup>th</sup> and final Presentation was an award-winning paper called, “Can Chairs Talk?” given by C Davanzo, Arper and P Sousa, PSA Consultants. Arper is an Italian Design Company that creates chairs, tables, textiles, and furnishings for Community, Work, and Home. Design is used to improve relationships between people and spaces. The Research Methodology involved extensive Text and Visual Mining. Linguistic Libraries of influencers, common design aspects, furniture delighters, pinpoints, hygienics etc., media portals, and finally brands and their collections. In total, 70,000 terms, phases, and patterns were added to the linguistic data base. In preparation for text mining:opinion, 500+ linguistic rules (created using NLP and Machine Learning, ML . In conclusion, the Text Mining was able to show, Strengths and Weakness of each brand, collection and others, functional, emotional and creative attributions, Opinions, Impact of Influencers, Country Specific Nuances, and the Influence of Marketing

As you can see from the above, there was a lot communicated at this Meeting. If you would like a copy of the specific papers, please contact Frank Winter directly.

**Frank Winter, July 2019**