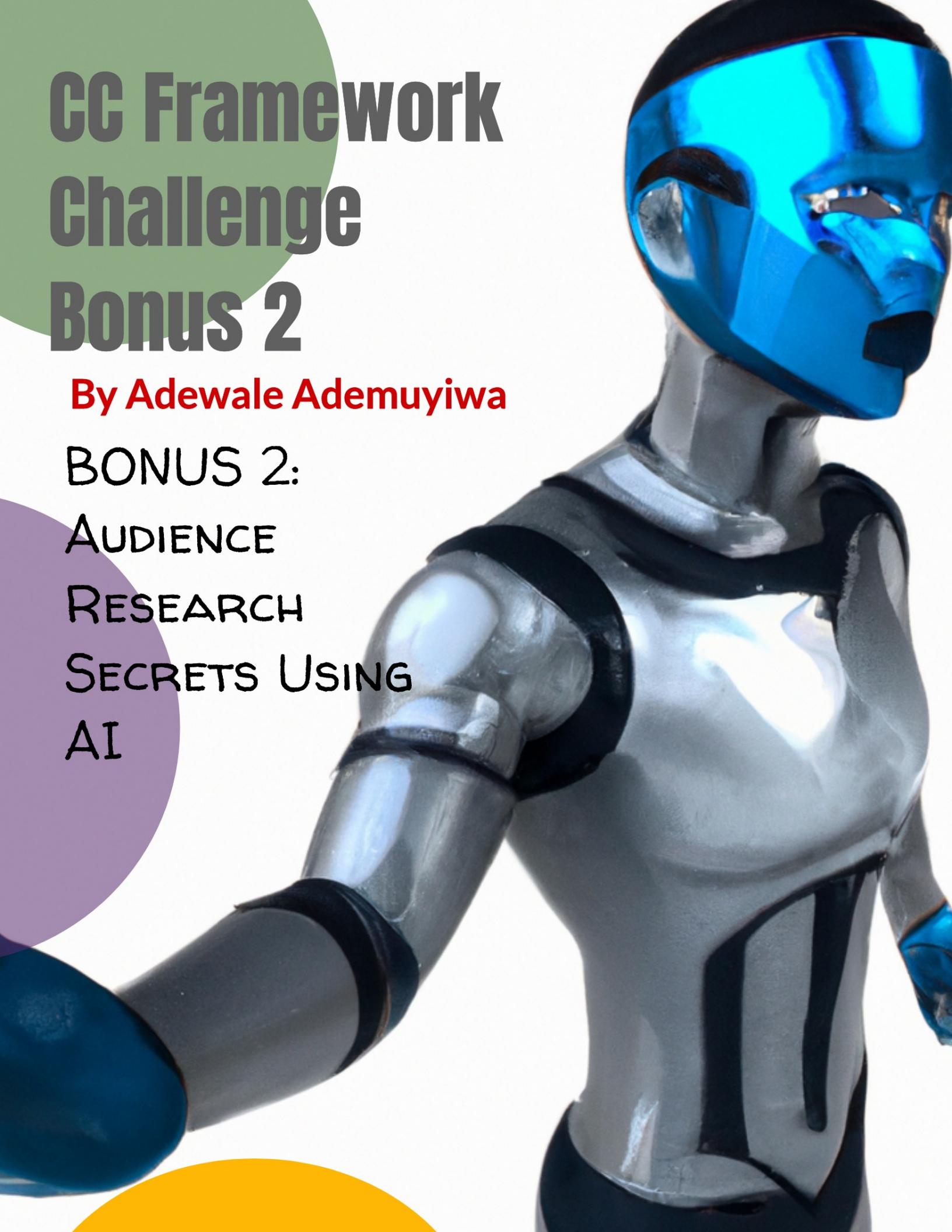


CC Framework Challenge

Bonus 2

By **Adewale Ademuyiwa**

BONUS 2:
AUDIENCE
RESEARCH
SECRETS USING
AI



Audience Research Secrets Using AI

"The power of artificial intelligence is not in replacing humans, but in augmenting and amplifying our abilities to learn, understand, and solve problems. By leveraging AI, we can gain insights and perspectives that were previously unimaginable and unlock new opportunities for growth and innovation."

"As the saying goes, 'know your audience, know your success.' Understanding who your audience is, what they care about, and how they behave is essential for any business or organization. That's where audience research comes in.

By gathering and analysing data about your target audience, you can gain valuable insights that can inform your marketing and communication strategies, product and service design, and customer experience.

And with the power of artificial intelligence (AI), you can take your audience research to the next level. AI models can help you to analyse and interpret data faster and more accurately, and to uncover patterns and trends that may be hidden or overlooked by humans. In this article, we will explore how you can use AI to enhance your audience research efforts, and to drive growth and innovation for your business or organization."

Ready, let's dive in...

Defining audience research

Audience research is the process of gathering and analysing data about a target audience in order to understand their characteristics, attitudes, behaviours, and preferences. It is a crucial step in the development of marketing and communication strategies, as well as in the design and evaluation of products, services, and experiences.

Why AI frameworks can be useful for audience research

- AI frameworks can process large amounts of data faster and more accurately than humans, enabling more comprehensive and timely analysis. This is particularly useful for audience research, where the data sources can be diverse and voluminous, such as social media posts, customer reviews, online surveys, web traffic data, and more.
- AI frameworks can provide unbiased and consistent results, reducing the risk of human bias or error. This is especially important in audience research, where the results can have significant implications for business decisions and marketing strategies.
- AI frameworks can discover patterns and trends that may be hidden or overlooked by humans, leading to new insights and opportunities. For example, an AI model trained on customer reviews can identify common themes and sentiments that may not be immediately apparent to a human reader.
- AI frameworks can enable personalized and targeted communication and experiences, based on individual preferences and behaviours. For example, an AI model trained on a customer's purchase history and browsing data can recommend relevant products and offers, leading to a more personalized and engaging shopping experience.

The use of AI in audience research can also bring cost-saving benefits, as it can reduce the need for manual data processing and analysis and enable faster and more efficient decision-making.

Preparation for building an AI-powered audience research framework tool

Identifying the research questions

The research questions should be clear, specific, and measurable, and should address the information needs of the business or organization. They should identify what is being studied, and why it is important.

Example questions to consider:

- What type of content resonates most with our target audience, and why?
- What are the common pain points and frustrations experienced by our target audience when consuming content, and how can we address them?
- What solutions are our customers after

Consider basing questions around: Problems/pain points, obstacles, traps, myths, solutions, results & dreams...

Gathering and preparing the data for training and testing

The data sources for training and testing the AI model should be carefully selected and validated to ensure that they are relevant, representative, and reliable. Some common data sources for audience research include:

1. Customer surveys and feedback
2. Forum Discussion
3. Social media posts and reviews
4. Website traffic comments
5. Popular YouTube video comments

The data should be cleaned and pre-processed to ensure that it is in a usable format and free of errors or inconsistencies. This may involve tasks such as removing duplicates, correcting spelling errors, and handling missing or incomplete data. This may also involve removing words, numbers or date that are not relevant to the type of outcome you are after.

Creating the appropriate AI framework for the task

As with everything we create for frameworks the steps to create research frameworks are similar.

Step 1. Collect examples

Example: Go to a popular YouTube video in your niche (This means finding a video with extremely high views and comments). Copy some of the comments. It should look something like this...

Kaylee Haase

7 years ago

I remember watching videos like this, or commercials for antidepressants when I was younger and thinking, "oh how silly! That will never be me!" A couple of years later the "black dog" came ringing my door bell and life just hasn't been the same.

Tomsk

9 years ago

An incredibly accurate visualisation of depression and generally my life at the moment. A few months on medication has made a very noticeable and welcome improvement for me and I'm in the processes of arranging therapy. As always, IT doesn't get better. YOU get better.

Francesca

8 years ago

This made me cry so much. It's important for people to know that depression is not merely feeling "gloomy" or "under the weather". It's an awful, awful illness that makes you feel scared of everything and everyone, of going to bed, getting up, meeting people or staying by yourself, and makes your heart as heavy as a stone and your life devoid of all pleasure.

Hermetic Kitten ASMR

9 years ago

when I suffered from Depression I hated I was depressed but my recovery started when I admitted it, accepted it and went to the doctors. I'm a head strong person and I didn't want to take medication. So I started doing thing's I never usually did and I soon started to feel better about myself. I used to ride 20 miles a day and it helped me. Riding 10 miles 1 way and 10 miles back everyday for 3 months I free'd my mind and I soon recovered. The first step for me was accepting and admitting, the next was excising and forgetting about what brought me down. I hope this helps, even if it helps only1 person.

Steve Cooper

7 years ago

This helped me look at my depression in a different way. I also have an actual black dog who helps me too.

Cathy Chester

8 years ago

I think I am in love with whoever wrote this video. I don't mean "in love" but in love with how he/she took depression and explained it so beautifully, artistically and truthfully to the world. This is such a beautiful video, and I sincerely thank you.

Life Performance Strategies

6 years ago

As a coach and therapist myself I just want to say thank you for making such a fantastic video.... I have forwarded this on to so many people I know and have worked with and it has been an awesome help! Many people lives are better because you put the effort into making this video :) So again...THANK YOU :)

Step 2. Clean the samples

Comment: I remember watching videos like this, or commercials for antidepressants when I was younger and thinking, " oh how silly! That will never be me!" A couple of years later the "black dog" came ringing my door bell and life just hasn't been the same.

Comment: An incredibly accurate visualisation of depression and generally my life at the moment. A few months on medication has made a very noticeable and welcome improvement for me and I'm in the processes of arranging therapy. As always, IT doesn't get better. YOU get better.

Comment: This made me cry so much. It's important for people to know that depression is not merely feeling "gloomy" or "under the weather". It's an awful, awful illness that makes you feel scared of everything and everyone, of going to bed, getting up, meeting people or staying by yourself, and makes your heart as heavy as a stone and your life devoid of all pleasure.

Comment: when I suffered from Depression, I hated I was depressed but my recovery started when I admitted it, accepted it and went to the doctors. I'm a head strong person and I didn't want to take medication. So I started doing things I never usually did and I soon started to feel better about myself. I used to ride 20 miles a day and it helped me. Riding 10 miles 1 way and 10 miles back every day for 3 months I freed my mind and I soon recovered. The first step for me was accepting and admitting, the next was excising and forgetting about what brought me down. I hope this helps, even if it helps only 1 person.

Comment: This helped me look at my depression in a different way. I also have an actual black dog who helps me too.

Comment: I think I am in love with whoever wrote this video. I don't mean "in love" but in love with how he/she took depression and explained it so beautifully, artistically and truthfully to the world. This is such a beautiful video, and I sincerely thank you.

Comment: As a coach and therapist myself I just want to say thank you for making such a fantastic video.... I have forwarded this on to so many people I know and have worked with and it has been an awesome help! Many people's lives are better because you put the effort into making this video :) So again...THANK YOU :)

Step 3. Structure the samples using handles like we discussed in video 2 of the challenge

Question: Pull out Problems and pain points from these comments

Comment: I remember watching videos like this, or commercials for antidepressants when I was younger and thinking, "oh how silly! That will never be me!" A couple of years later the "black dog" came ringing my doorbell and life just hasn't been the same.

Comment: An incredibly accurate visualisation of depression and generally my life at the moment. A few months on medication has made a very noticeable and welcome improvement for me and I'm in the processes of arranging therapy. As always, IT doesn't get better. YOU get better.

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Problems:

- Depression
- Feeling "gloomy" or "under the weather"
- Fear of everything and everyone
- Difficulty with social interactions
- Difficulty finding pleasure in life
- Difficulty with daily activities such as sleeping and getting up
- Heavy heart
- Difficulty recovering from depression
- Difficulty accepting and admitting to having depression
- Need for medication and therapy to manage depression
- Need for physical activity to improve mood and mental health
- Difficulty finding effective ways to cope with and manage depression

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Step 5: Test and troubleshoot the AI frameworks (See video 2 of the challenge)

This example will be useful for synthesizing a list of problems for an audience gravitating to a specific video.

You could then write articles focused on those problems to meet the need of that audience.

Some examples of Research related frameworks workflows in the ClosersCopy Community

Researching your customer Avatar:

<https://www.closerscopy.com/fastaccess/w/UFONCPWU>

Researching customer questions and pain points to come up with a webinar outline
<https://www.closerscopy.com/fastaccess/f/LU2U6LWU>

Now you can unleash the full potential of AI in audience research and drive growth and Innovation for your business or Organization

In conclusion, the use of artificial intelligence in audience research has the potential to revolutionize the way we understand and connect with our target audience. By leveraging the power of AI, we can gain insights and perspectives that were previously unimaginable and unlock new opportunities for growth and innovation. No longer limited by human bias or the constraints of manual analysis, we can delve deeper into the data and uncover patterns and trends that may have been hidden from our view. With the ability to personalize and target our communication and experiences, we can create a truly engaging and meaningful connection with our audience. So let's embrace the power of AI and use it to take our audience research to the next level, driving growth and innovation for our businesses and organizations.