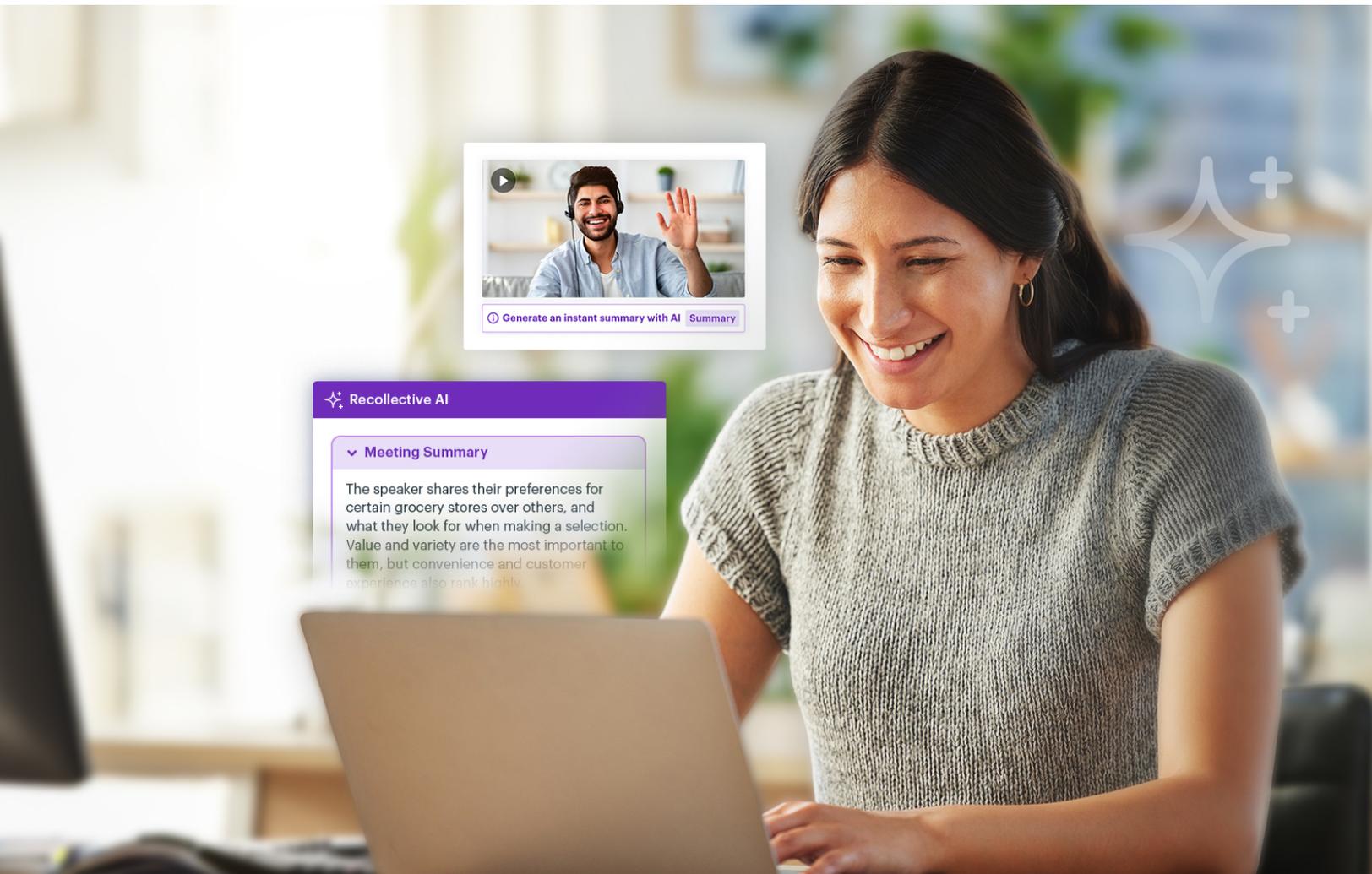# Mastering AI for Qual Research

A Market Researcher's Guide to Transforming Qualitative Insights with Recollective AI

Generate an instant summary with AI | Summary

✦ Recollective AI

⌄ Meeting Summary

The speaker shares their preferences for certain grocery stores over others, and what they look for when making a selection. Value and variety are the most important to them, but convenience and customer experience also rank highly.

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Skip the fluff about an AI future. Here's how to harness AI now.

This guide shows you how to harness AI throughout the qualitative research process —from study design to moderation and data analysis. At each step, we'll highlight the real-world advantages of using Recollective's AI tools in your everyday work.

AI transforms qualitative research using advanced algorithms and machine learning to quickly process data, identify patterns and deliver actionable insights. From study design to reporting, AI streamlines the research process, allowing for faster, more agile studies while maintaining high-quality results and driving better business decisions.

Learn how to harness AI throughout the qualitative research process:

- Study Design
- Fielding and Moderation
- Finding Answers to Business Questions
- Data Analysis

We aim to help you maximize the potential of these tools and integrate them seamlessly into your research practices, ultimately leading to more successful and impactful qualitative studies.

Design Your Study

With Clear and Specific Study Objectives

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Design Your Study

Begin with clear and specific study objectives

Set a Course for AI Precision

Define Specific Objectives: When you define what you aim to achieve with your study, you provide the AI with a framework to identify relevant patterns, themes and sentiments aligned with your research goals. This ensures that the insights generated are accurate and relevant to your specific research questions.

Study Objectives in AI Output: The Study Objectives feature in Recollective's Study Settings enables you to select your Research Area and Target Industry and optionally specify your Study Objectives. By incorporating these details into the AI prompts, Recollective can tailor its analysis to fit your study's aims better.

This approach enhances the AI's effectiveness and ensures that your research outputs are aligned with your goals, leading to more actionable findings. For instance, if your study focuses on consumer attitudes toward a new product, you can configure the AI to detect themes related to product features, benefits and customer satisfaction.

Set clear and specific study objectives in Recollective to deliver precise and relevant insights.

Research Area: Specify the broader context of your study. It helps Recollective understand the scope of your research, whether it's consumer behavior, market trends or another area of interest.

Target Industry: Identify the specific group of participants or businesses you're focusing on. This information is essential for the AI to filter and analyze data relevant to your target demographic or industry sector.

Study Objectives: Elaborate on your study's specific goals. Clearly outlining what you hope to achieve and the insights you intend to gain will guide the AI in focusing on pertinent themes and insights.

STEP 2

Improve Your Fielding and Moderation

With Recollective's AI Transcription, AI Summaries and AI Key Takeaways

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Ensure Accuracy
With AI Transcription

Accurate transcription is essential for unlocking the full potential of your research data. Recollective's AI Transcription technology provides precise, automated transcriptions of both live and asynchronous audio, video and screen recordings for better quality and accuracy.

- **No Time Wasted:** AI Transcription automatically transcribes your multimedia so that you don't have to spend hours transcribing things manually. This lets you quickly access and review data from live meetings and recorded sessions.

- **Simplify Data, Maximize Impact:** With accurate transcripts, you can create excerpts, highlight reels and powerful video montages to make your findings more impactful. And there's no need to use external tools – you can do it all in the same study space to ensure quality and efficiency.

> *With the new AI functionality, not only is my time to insight even faster, but it's also giving me the ability to understand my data in a deeper and wider context that I might have missed previously.*

Tom Glover
Senior Qualitative Research Analyst

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Synthesize Data
With AI Summaries

AI Summaries helps you easily sift through live and user-submitted videos by providing concise and reliable overviews of your data. This ensures that critical insights are captured and easily accessible.

- **Accelerated Analysis:** Eliminate hours of video watching by relying on AI to generate detailed summaries. This lets you focus on the most actionable insights without missing any essential information.

- **Debrief and Collaborate:** Use AI Summaries to debrief mid-project with stakeholders and end clients, providing them with timely updates and allowing for more informed and interactive discussions. This enables you to be more agile and flexible in the field rather than waiting to review the data until the end of the study.

> *Recollective AI is speeding up our remaining analysis to an incredible extent. Honestly, you guys have nailed it!*

Natasha Wallace
Qual Director

Highlight Insights

With AI Key Takeaways

AI Key Takeaways dives deeper into your live focus group and IDI sessions to extract the important insights as high-level bullets. This feature highlights prominent topics and uses a fresh lens to reveal patterns that may not be immediately obvious.

- **Objective Insight:** AI Key Takeaways offers a new lens on your data by reducing potential biases and uncovering significant patterns across your research.

- **Informed Fieldwork:** Use the extracted key takeaways to guide your upcoming interviews and sessions. This ensures that each interaction is more focused and rooted in the insights gained from previous data.

> **"** By integrating Recollective's AI tools into your fielding and moderation processes, you save time, improve collaboration and the flexibility of your research.

Alfred Jay, CEO
Recollective

STEP 3

Find Answers Faster

With Recollective's AI Questions Feature

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Find Answers Faster

With Recollective's AI Questions Feature

Recollective's AI Questions empowers anyone, including non-researchers, to easily engage with study data by asking specific, context-driven questions and quickly receiving answers to their most pressing business inquiries. By leveraging AI, this tool delivers accurate, actionable insights based on the research data, streamlining the analysis process and reducing the need for manual data sifting.

Engage With Your Data With AI Questions

1. **Validate Insights Faster** – Test hypotheses and ensure the accuracy of your conclusions without waiting for the entire data analysis cycle, leading to more timely and reliable decision-making.

2. **Enhance Data Exploration** – Probe deeper into your data, uncovering insights that may not be immediately apparent. By asking targeted questions, you can explore specific themes or trends to better understand the data.

3. **Improve Collaboration** – AI Questions fosters collaboration by enabling stakeholders and end clients to engage directly with the research data. Non-researchers can use this feature to ask questions and gain insights, making the research process more inclusive and transparent

During the Study
Use AI Questions to explore emerging themes or clarify unexpected findings. For instance, if you uncover a new trend, you can pivot and ask follow-up questions to understand its implications better.

Post-Study Analysis
After data collection, use AI Questions to validate findings and probe deeper into key insights. This helps to confirm the relevance and accuracy of the data before finalizing reports.

Key Functions

Contextual Understanding
AI Questions understands the context of your research and provides answers that are most relevant to your study's objectives.

Dynamic Interaction
Engage with your data in real-time by asking questions throughout the study, allowing you to adapt your research strategy by responding to what you discover.

Trusted Insights
AI Questions attribute answers to specific verbatims from your data, ensuring every insight is backed by concrete references and giving you confidence that the AI is not "hallucinating."

Get Stakeholders Involved
Allow stakeholders to ask questions about the study data, providing them with direct insights and keeping them included in the research process while enhancing their understanding of the project.

Microsoft

Microsoft's AI-Enhanced Research Journey

Microsoft's research team faced challenges with traditional research methodologies – lengthy processes and limited depth in surveys and quantitative methods hindered the team's ability to gain comprehensive insights. With focus groups and in-depth interviews (IDIs) being resource-intensive and time-consuming, Microsoft sought a more agile and in-depth approach.

Microsoft's goals for its research process:

- **Depth at Scale:** The ability to engage large customer communities and gather detailed insights effectively.

- **Elevated & Customized Experience:** The freedom to create research communities that reflected Microsoft's brand and delivered high-quality, enjoyable experiences.

- **Speed & Data Access:** The capability to achieve rapid responses and real-time data visibility to support quick decision-making.

Results and Key Achievements

Streamlined data analysis by getting immediate, source-verified answers to research questions, saving time and improving insight accuracy with Recollective AI Questions.

Quicker, more informed decision-making by identifying key patterns and emotions from data, consolidating information from various formats into comprehensive analyses with Recollective AI Themes and AI Summaries.

Upgrade Your Data Analysis

With Recollective's AI Themes

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Upgrade Your Data Analysis

Recollective's AI Themes automatically identifies and categorizes recurring patterns, trends and sentiments in the data you've collected. By analyzing text, audio and video content, AI Themes generates a comprehensive view of the key themes emerging from your research. This enables you to streamline your analysis process and make data-driven decisions with confidence.

Key Functions:

- **Automatically Detect Themes:** AI Themes automatically identifies and categorizes important themes and patterns in your data, reducing the manual effort required for thematic analysis.

- **Back Up Your Findings:** AI Themes provides specific verbatims to support its findings, enabling you to explore participants' statements for deeper insights or revisit original questions for further investigation.

How AI Themes Elevates Your Research Strategy

Streamlined Analysis

AI Themes simplifies the data analysis process by automating the identification of key themes and trends. This lets you quickly grasp the overarching narratives in your data, saving time and effort.

- **Real-Time Insights:** During the research process, AI Themes continuously analyzes incoming data to highlight emerging themes. This enables you to adapt your approach based on real-time insights.

- **Post-Study Review:** After data collection, AI Themes consolidates and organizes themes from the entire dataset, providing a structured overview of the findings.

Enhanced Research Flexibility

By using AI Themes, you gain the flexibility to adjust your analysis as new themes emerge. This dynamic approach allows for more agile and responsive research strategies.

- **Adaptive Research:** If AI Themes reveals a new, unexpected trend, you can pivot your focus to explore this emerging theme in greater detail and dive deeper using AI Questions.

- **Informed Decision-Making:** With a clear understanding of key themes, you can make informed decisions about future research directions or adjustments to current studies.

Johnsonville's Brand Integration Story

After Johnsonville acquired the Gilbert's chicken sausage brand, the company was faced with the challenge of integrating and positioning this new brand effectively. With initial research showing similar perceptions across chicken sausage brands, Johnsonville needed insights on its consumers to differentiate Gilbert's and align it with its preferences.

Johnsonville's objectives for its project:

- **Deep Consumer Understanding:** Explore user consumption patterns and preferences to define the target market.

- **Consumer Passions and Values:** Investigate how personal passions and values influence sausage consumption.

- **Brand Evaluation:** Assess Gilbert's unique attributes and market fit.

This research gave Johnsonville a rich understanding of Gilbert's target market, informing potential positioning strategies for the brand. This project's success marked a new era for Johnsonville's research practices.

- Quick and accurate analysis of over 600 minutes of video content, streamlining data review and enhancing reporting efficiency.

- AI Themes helped uncover key trends and sentiments, making it easier to focus on significant findings.
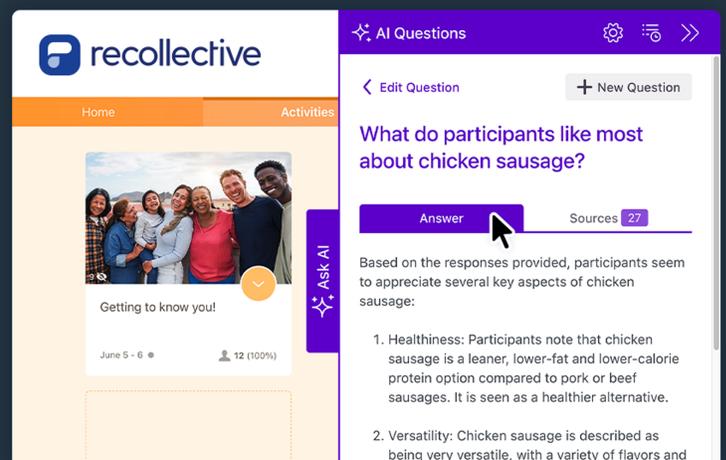
Conclusion

Integrating AI into qualitative research can significantly streamline your research process and enhance the efficiency of your analysis.
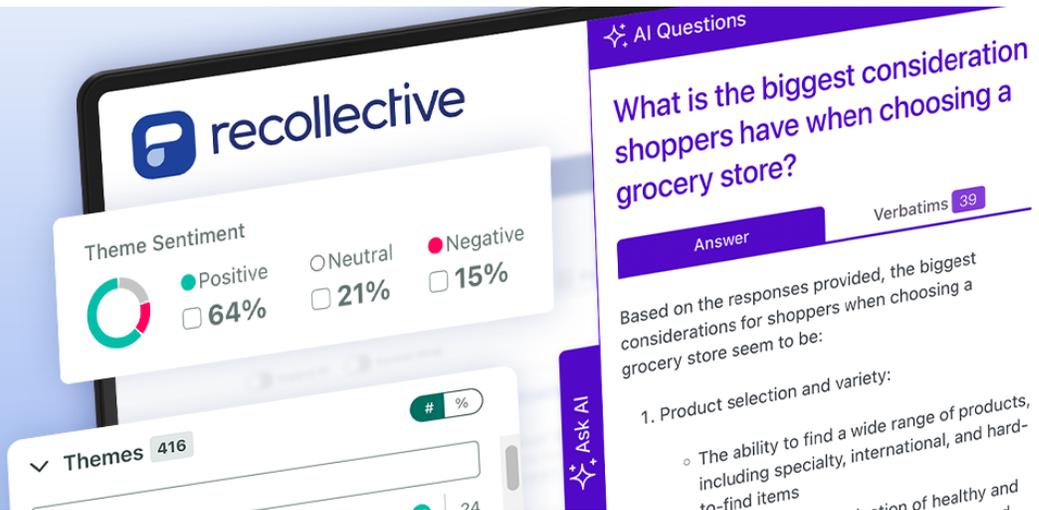
Throughout this guide, we've explored how AI can transform various stages of qualitative research:

- **Designing Your Study:** Setting clear Study Objectives allows AI to align its analysis with your research goals, ensuring more relevant and actionable insights.

- **Improving Your Fielding and Moderation:** Recollective's AI Transcription, AI Summaries and AI Key Takeaways save time and provide immediate, helpful information that can guide subsequent phases of research.

- **Finding Answers to Pressing Business Questions:** AI Questions enables dynamic interaction with the data by researchers and non-researchers alike for deeper understanding and accurate, actionable answers.

- **Upgrading Your Data Analysis:** AI Themes offers powerful ways to identify key patterns, trends and sentiments in your data to help you categorize and track emerging topics.

Using AI tools in qualitative research enables **faster data processing, more accurate theme identification** and an interactive approach to data interpretation. By automating repetitive tasks and offering sophisticated analytical capabilities, AI allows you to focus on what you do best as a researcher – exploring insights and making **impactful research decisions**.

Ready to Learn More?

We encourage you to explore Recollective's AI features and integrate them into your research projects.

Whether you're designing a new study, analyzing data or looking to improve your fieldwork process, our AI tools are designed to support your needs and enhance your research capabilities.

Get a Demo