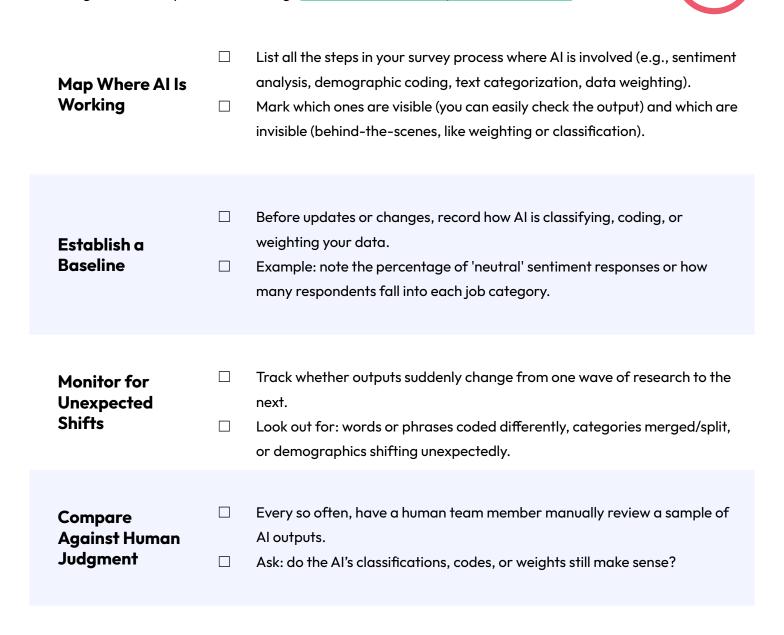




This guide is a companion to the blog "When the Fourth Firefly Lives in Your Data"





Check Across Groups	 Look at how Al treats different demographic groups. Are certain groups being coded or classified differently in ways that don't make sense?
Keep Good Records	 Save prompts, outputs, and version notes whenever you use Al in analysis. This creates a paper trail so you can track what changed if something looks off later.
Build in Oversight	 Decide in advance which AI decisions always need a human check. Example: if the distribution of a key demographic shifts by more than a few percentage points, review it before moving forward.
Decide: Keep It or Correct It	 Not every change is bad—sometimes Al picks up on real-world shifts (e.g., new ways people talk about 'value' and 'price'). When you spot a change, ask: Is this an error, or an insight worth keeping?
Train Your People and Al	 Make sure your staff know what to look for: sudden jumps in satisfaction, odd category groupings, or demographic inconsistencies. Encourage them to ask, "Could this be a fourth firefly?" Review why the AI makes mistakes, give it clearer context or prompts, and refine how you use it so it improves over time, reducing rework on future projects.
Share What You Learn	 □ Talk with peers and vendors about your findings—both problems and successes. □ The more we share, the better our field becomes at handling Al responsibly.

Quick Start for Any Team

- This month: Audit where AI is being used and set a baseline.
- **Each quarter:** Manually review a sample and check demographic consistency.
- Ongoing: Document, monitor, and share what you find.