

# "The Promises, Challenges, and Future of Integrating Generative AI into Survey Research"

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5/2/24

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# Are You Using Gen-AI Daily?

*Image created using generative AI*



# Digital Tool or Research Assistant?

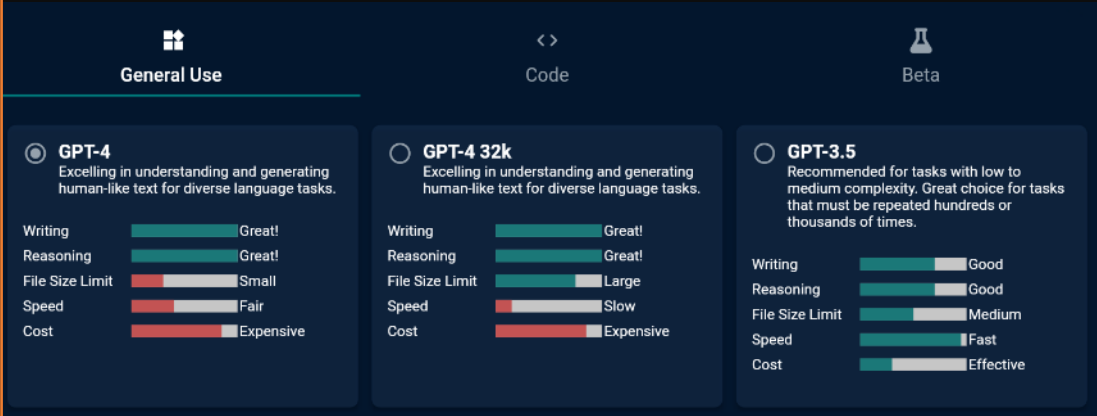
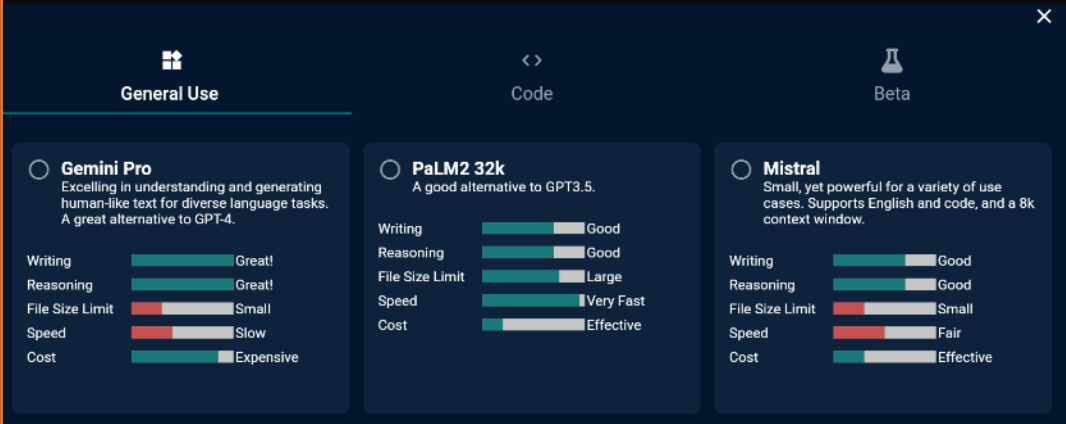
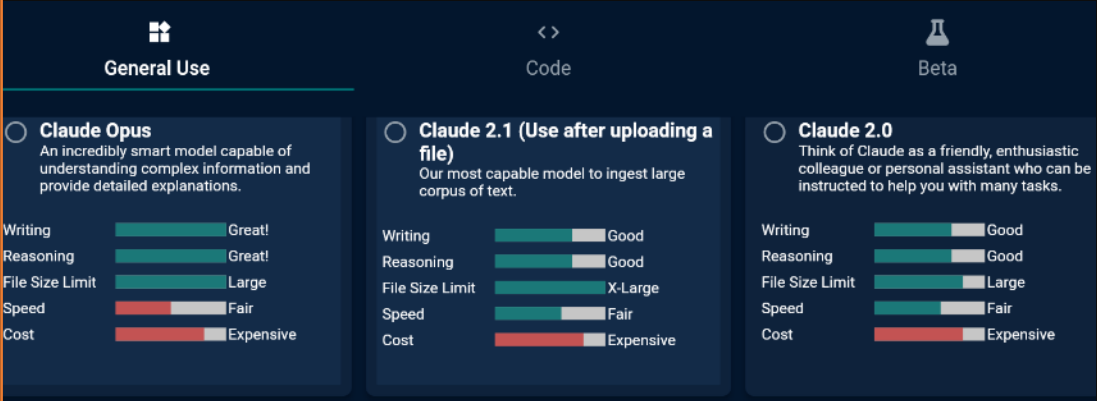
*Image created using generative AI*



# Advancement Isn't Always about New “Methods”

*Image created using generative AI*





# Ipsos Facto

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## My Initial Query ...

“You are a survey researcher interested in learning about adult’s attitudes towards human-induced climate change using 5 questions; write an example generative ai prompt you would use first.”



# Response from ChatGPT 4.0 ...



"Generate a set of five survey questions aimed at assessing the attitudes of adults towards human-induced climate change. The questions should:

1. **\*\*Measure Awareness\*\***: Include one question that assesses respondents' awareness about human-induced climate change. This should gauge their knowledge of how human activities contribute to climate change.
2. **\*\*Assess Concern\*\***: Develop a question that evaluates the level of concern respondents have about the effects of climate change on the environment and human societies.
3. **\*\*Determine Behavioral Impact\*\***: Create a question that asks respondents about changes they have made or are willing to make in their lifestyles to reduce their carbon footprint.
4. **\*\*Gauge Responsibility\*\***: Include a question that investigates who respondents believe should be most responsible for addressing climate change (e.g., individuals, governments, corporations).
5. **\*\*Evaluate Policy Support\*\***: Craft a question that probes respondents' support for specific governmental policies aimed at combating climate change (e.g., carbon taxes, renewable energy subsidies).

Each question should be clear, concise, and designed to avoid leading the respondent towards a particular answer. Aim for a balance of closed-ended (e.g., multiple-choice, Likert scale) and open-ended questions to capture both quantitative and qualitative data."

# When I submitted that prompt ...



Here is a set of questions that fit your criteria:

1. Measure Awareness:

"To what extent do you agree with the following statement: 'Human activities, such as burning fossil fuels and deforestation, are major contributors to climate change.' (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)"

2. Assess Concern:

"How concerned are you about the impacts of climate change on the environment and human societies? (Not concerned at all, Slightly concerned, Moderately concerned, Very concerned, Extremely concerned)"

3. Determine Behavioral Impact:

"Which of the following actions have you taken to reduce your carbon footprint? (Select all that apply: Recycling, Reducing air travel, Using public transportation, Consuming less meat, Investing in energy-efficient appliances, None of the above)"

Follow-up open-ended question: "Please describe any other changes you have made or are considering to reduce your impact on the environment."

4. Gauge Responsibility:

"Who do you believe should be primarily responsible for addressing climate change? (Individuals, Local governments, National governments, International bodies, Corporations, Other)"

Follow-up open-ended question: "Please explain your choice."

5. Evaluate Policy Support:

"Please indicate your level of support for the following government policies aimed at combating climate change. (Use a scale from 1 to 5 where 1 means 'strongly oppose' and 5 means 'strongly support'):

- Carbon taxes on high-emission industries
- Subsidies for renewable energy sources
- Stricter emissions regulations for vehicles
- Government investments in climate research"

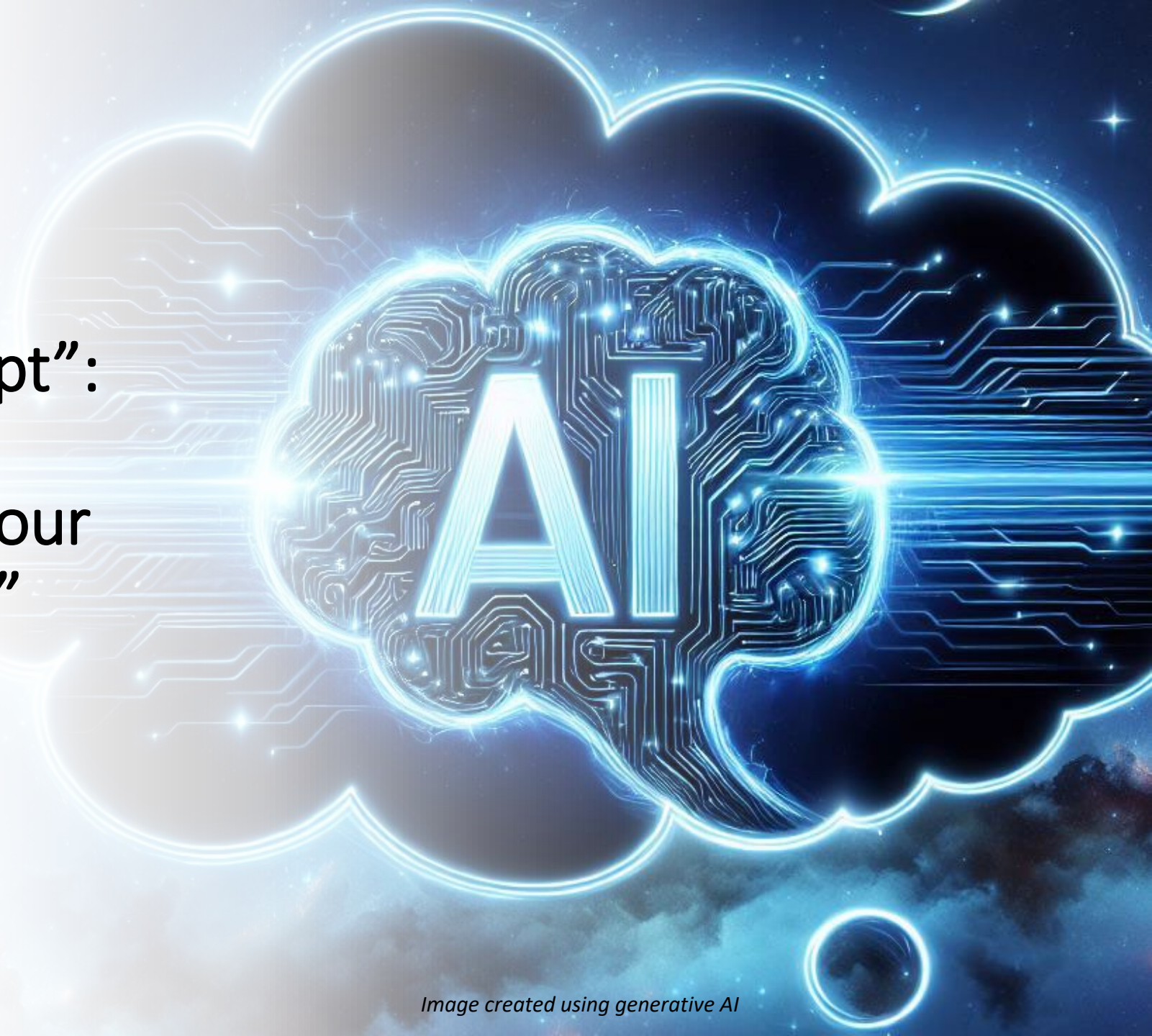




“Show Me Your Prompt”:

The New “Show Me Your  
Questionnaire / Code”

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*Image created using generative AI*





# Simple Test : Coding Open-Ends Using Different Versions of OpenAI ChatGPT



Rank	GPT 3.5	GPT 4.0	GPT 4.0 32k
1	Satisfaction with rewards and compensation: 26%	Satisfaction with Surveys and Participation: 40%	Satisfaction with earning potential and rewards: 42%
2	Enjoyment of surveys & contribution: 24%	Rewards and Compensation: 25%	Enjoyment of the surveys: 38%
3	Ease and simplicity of surveys: 17%	Desire for More Surveys: 10%	User experience with the surveys: 35%
4	Appreciation for being heard and valued: 13%	Discontent with Survey Length and Repetition: 10%	Dissatisfaction with rewards: 30%
5	Desire for more surveys: 9%	User Interface and Accessibility: 5%	Dissatisfaction with survey frequency and content: 28%
6	Dissatisfaction with rewards and compensation: 7%	Issues with Rewards System: 5%	Trouble with user interface and technical issues: 15%
7	Interest in topics and learning: 6%	Language and Cultural Consideration: 5%	Desire for more transparency and communication: 12%
8	Technical issues and concerns: 5%		
Total %	<b>107%</b>	<b>100%</b>	<b>186%</b>

Q; “What do you like / dislike about participating in the Ipsos KnowledgePanel?”




# Variability as a Feature



*Image created using generative AI*





# How Important is Replicability?



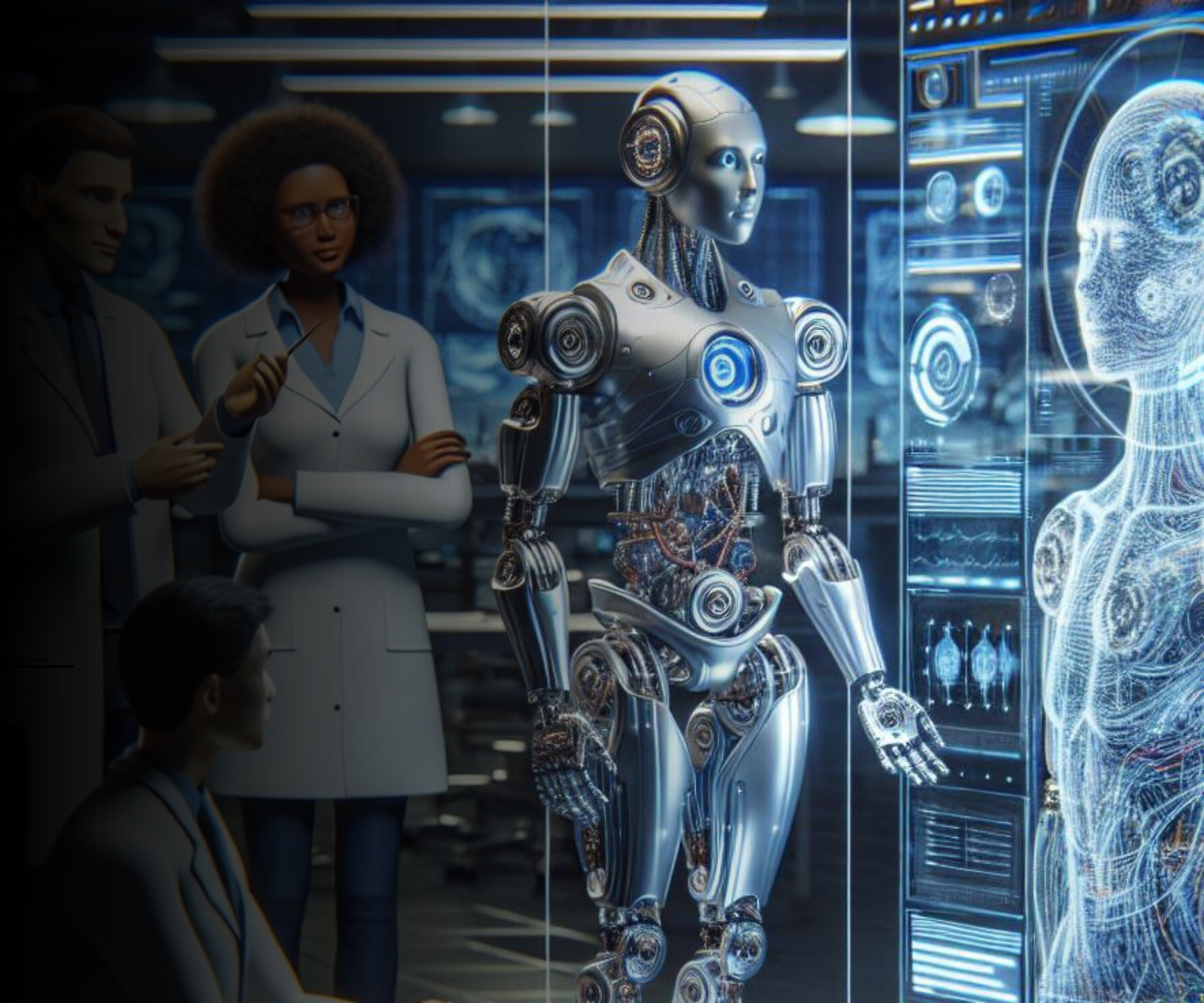
The background is a complex, abstract digital artwork. It features a dark, almost black, space filled with vibrant, glowing lines and patterns. These lines are primarily in shades of blue, purple, orange, and yellow, creating a sense of movement and energy. Some lines form concentric circles, while others are straight and intersecting, resembling a network or a data flow. Scattered throughout the composition are various mathematical symbols, including the Greek letter sigma ( $\Sigma$ ), the Greek letter mu ( $\mu$ ), and the Greek letter lambda ( $\lambda$ ). There are also some geometric shapes like rectangles and circles, some of which are outlined in white. The overall effect is a high-tech, futuristic, and somewhat chaotic visual representation of complex systems or algorithms.

# Perpetual Dynamic Algorithm Problem



# Embracing Our New Gen-AI Research Assistant with Eyes Open

*Image created using generative AI*





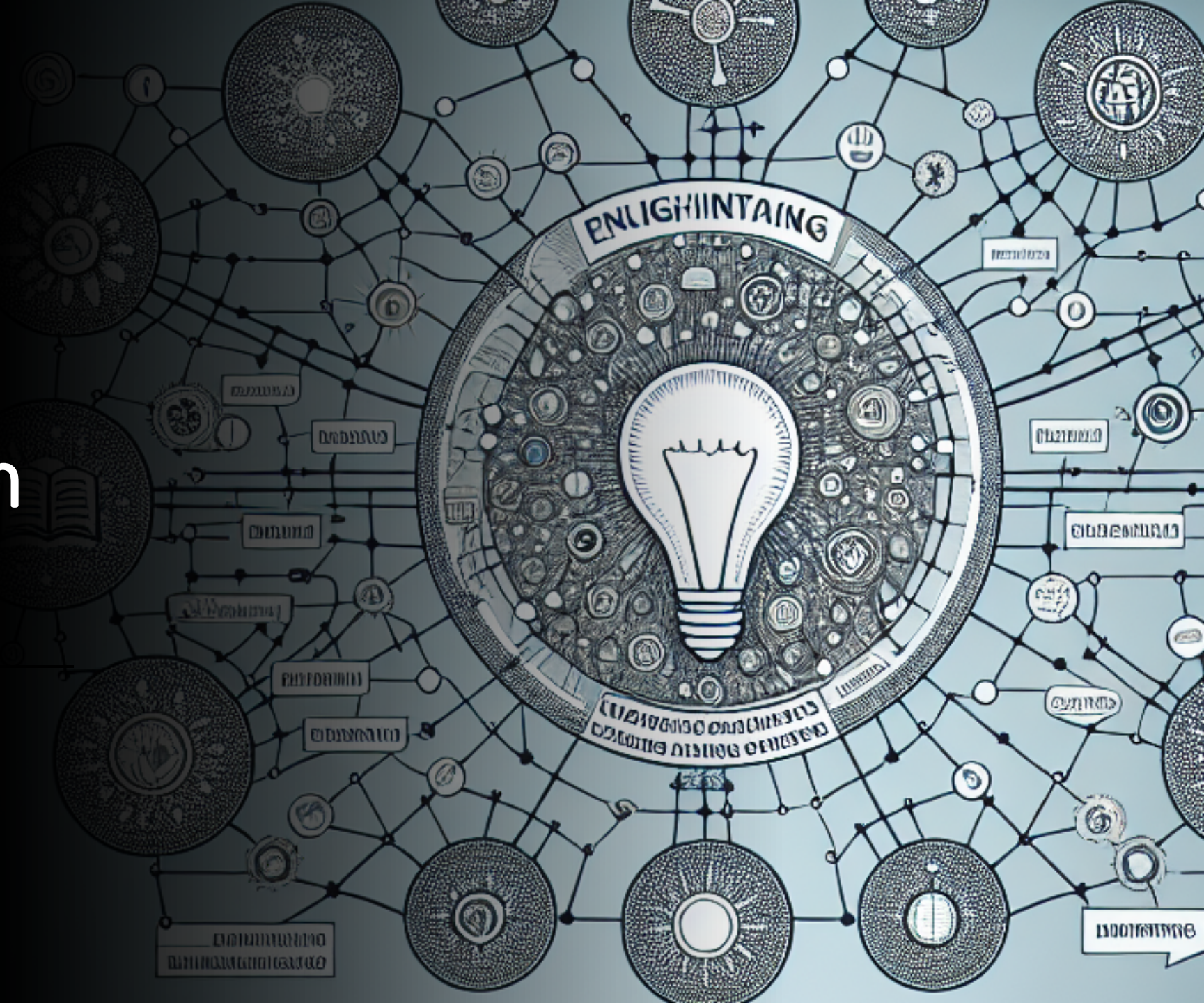


And This Is Just the First  
Generation of Gen-AI ...



# What I Hope You Share with Others

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# Your Time & Attention is Much Appreciated!

Michael Link, Ph.D.

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