



MSRA 2014 CONFERENCE

**'Technology In Research: – The Good,
The Bad, The Opportunities'**

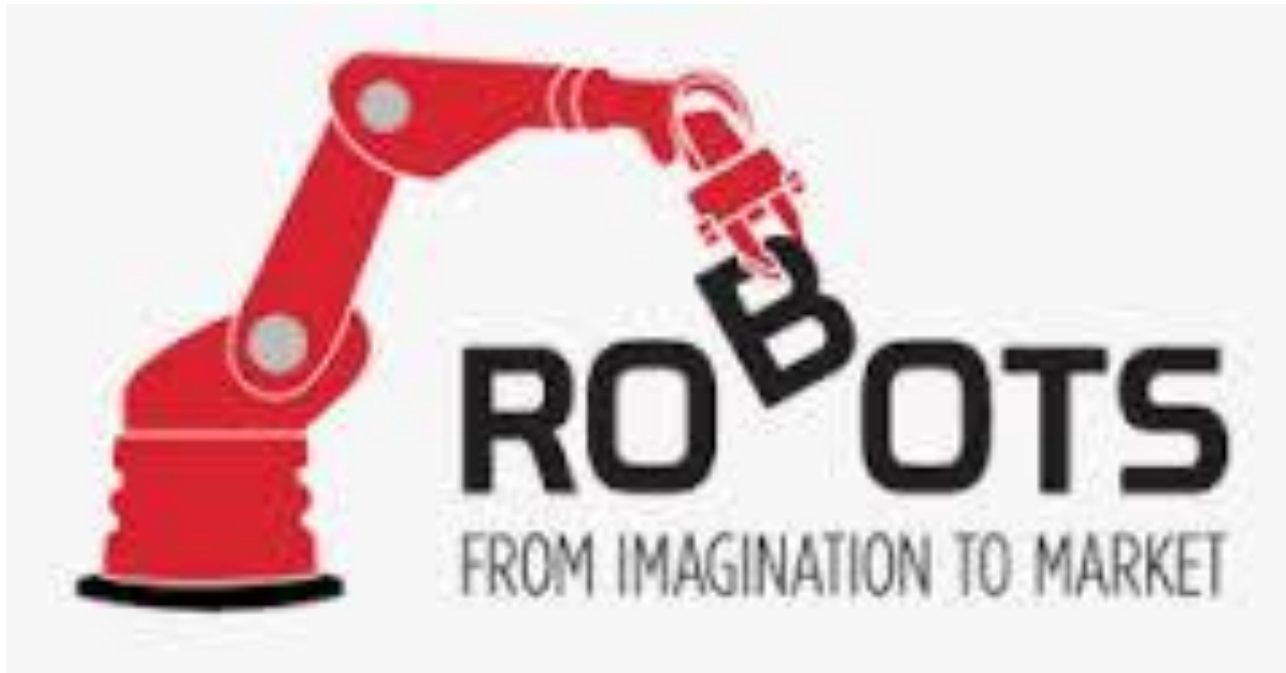


...Here Comes the Market Research Robots...

Presented By:

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Introduction



The idea of a robot is not new

- For thousands of years man has been imagining intelligent mechanized devices that perform human-like tasks
- He has built automatic toys and mechanisms and imagined robots in drawings, books, plays and science fiction movies

What is a Robot?

Common Definition:

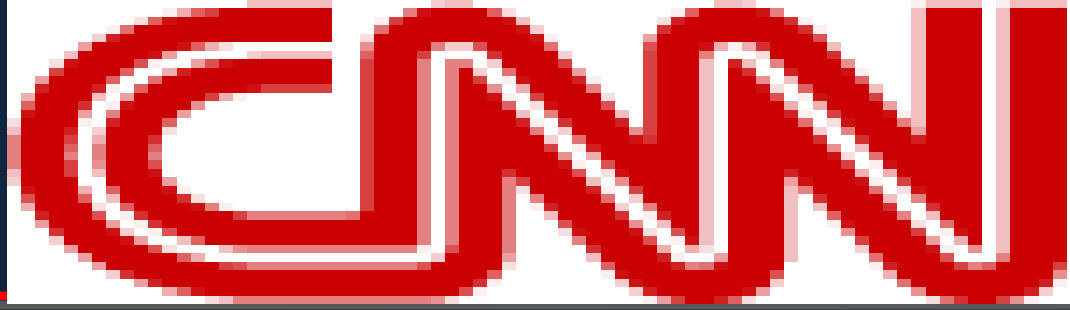
- An automatic device that performs functions normally ascribed to humans or a machine in the form of a human."
- An Artificial intelligence model of how people see things

Robots are:

- Machines
- Automatic
- Programmable &
- Responsive

In the News...

Robot Headlines



'Talking robots take control of Kinshasa's traffic problems'



Kinshasa may have found an answer to its traffic problems – robots. The eight-foot talking androids directing drivers and pedestrians, and the engineer behind the machines is eyeing the global market.

The Economist

APRIL 26TH–MAY 2ND 2014

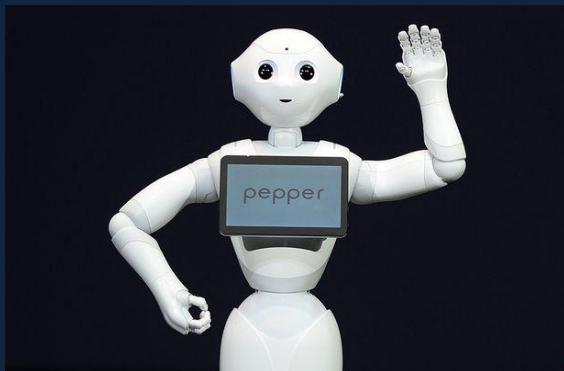
Economist.com

Robocopulation-How Robots have Sex

A researcher at Neural Computation Unit of Japan is at the heart of discovering Why and How multiple mating strategies evolve within the same population of a species.



First robot with 'a heart' can read your emotions and dance like a human



KSH 200,000

WEIRD NEWS First robot with 'a heart' can read emotions

Japanese firm, Softbank has unveiled Pepper, 'world's first robot with a heart'. It can recognise and analyse gestures, expressions and tone of voice through an artificial intelligence program, 'emotional engine', according to its makers. Softbank say people could communicate with the robot 'just like they would with friends and family' and that it can perform various tasks. Masayoshi Son, chief executive of Softbank, said:

"People describe others as robots because they have no emotions, no heart. For the first time in human history, we're giving a robot a heart, emotions."

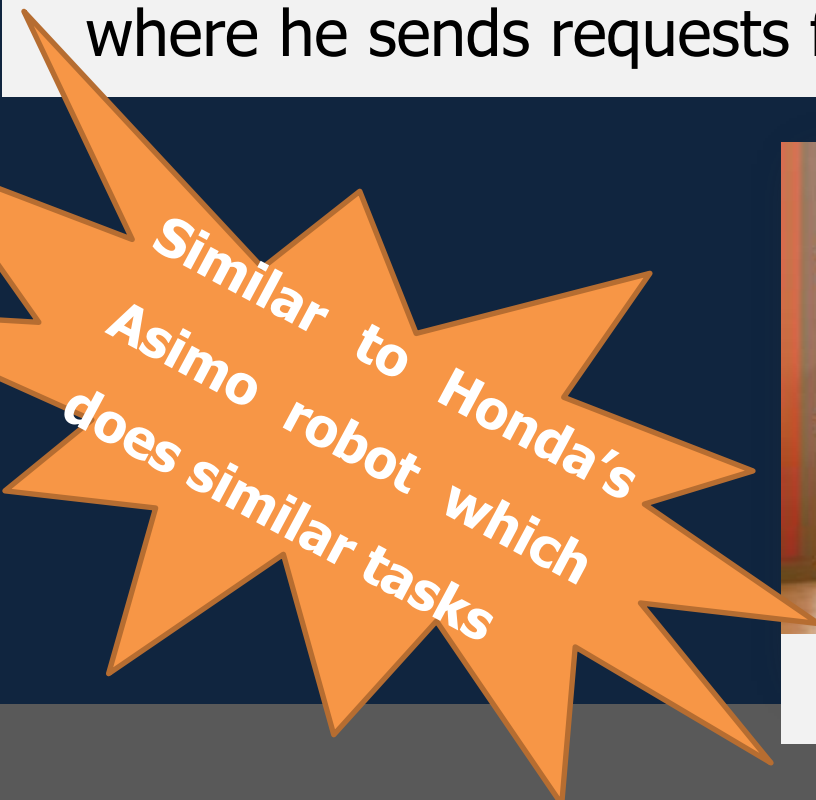
Pepper is designed to help with everyday tasks, and could replace care for the elderly who make up the majority of the population of Japan. The robots will go on sale next year for 198,000 yen (£1,150).

— Mirror Online

County News

In Kenya Kiambu County...

A young man has designed a robotic system with a sim- card, where he sends requests for simple tasks such as making tea.



Honda's - Asimo

The global robotic industry grow at a slow pace in the immediate future

Slow And Steady

Heavy investments and lengthy R&D times will see the global robotics industry grow at a slow pace in the immediate future.



According to a University Don...
“Today’s robots are mostly like what mainframes were once to the computer industry”

NB:/ real growth will be led by start-ups

FINANCIAL TIMES

Friday August 14 2015

ONE KILOBYTE CHANGES EVERYTHING. IT'S THE FUTURE OF THE WORLD. IT'S SO.

Mercedes online ads viewed more by fraudsters robots than humans

A case of fraudster robots being used by an online advertising company. The robots are computer programs used to create the impression that the advert has been viewed by more people than it actually happened.

This is misuse of artificial intelligence though it implies that this can be turned upside down and used positively.

2030 Vision ...

Developments related to robotics from the 2030 report :

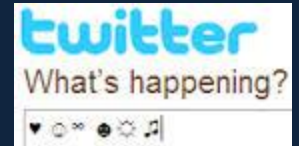
- 2013-2014 — [agricultural robots](#) (AgRobots).
- 2013-2017 — robots that care for the elderly
- 2017 — [medical robots](#) performing low-invasive surgery
- 2017-2019 — [household robots](#) with full use.
- 2019-2021 — [Nanorobots](#)
- 2021-2022 — [Transhumanism](#)



According to research commissioned by the UK Office of Science and Innovation's , robots could one day demand the same citizen's rights as humans.



Research News



Digi-Viduals observe social media content and tailor their own personality

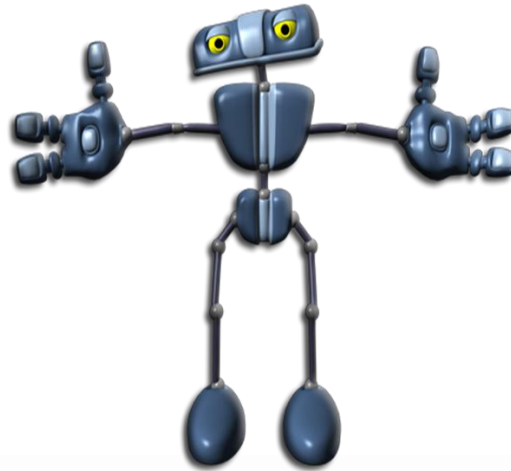
- Brain Juicers experiment with an army of robot-respondents, created research robots that would constantly search the web for people like them, picking their thoughts, blogs and photos

MSRA Newsletter



June 27, 2019

HEAR ME
OUT!....Respondents are
dead...Long live MR
robots



**Here Comes the Market
Research Robots...**

What's the Big Idea?...

- In the past few years, there has been massive growth in new and exciting cheap or free AI tools; gone are the days of using expensive recruitment firms, to conduct qualitative research

Advantages of conducting research using robo-respondents AI tools

- No questions asked
- No respondents required
- ONLY keywords and emotions representing a particular type of person are required

The Good



- Affordable research with immediate results

The Bad

- As in all other professionals; "it's the knowledge that comes with training and years of experience that guides the hand that uses the tool."s

Examples of an Eye Tracking Tool

Robo-Respondent 1

- An interesting AI tool that uses algorithms to simulate a real user

01

The Good

- A low cost alternative to human-based eye tracking studies
- No respondents required

02

The Bad

- Its hypothesis - the belief that human eye movement can be replicated
- Its predictive only in the extent that the algorithm enables it
- Images have to be uploaded, and html pages screen-captured

Examples of an Eye Tracking Tool...

Robo-Respondent 1

- An interesting AI tool that uses algorithms to simulate a real user



The Opportunities

- Very useful in advertising research
- Can generate eye tracking heat maps using their artificial intelligence algorithms that predict what a human eye would when presented with the image

Demo – Spot Test



The poster features a woman in a white lab coat using a laptop with the M&SRA logo. A hand holds a smartphone displaying the 'Technology in Research' theme. The background is purple with text overlays: 'MOBILE DATA COLLECTION', 'GEO MAPPING', 'EYE-TRACKING', 'PSYCHO-ANALYSIS', and 'SCIENCE'.

You are cordially invited to the Marketing & Social Research Association Conference, 2014

Chief Guest Speaker
Joe Mucheru
*Google Sub-Saharan Africa
Ambassador and East Africa Lead.*

Keynote Speakers
Amolo Ng'weno
MD, Digital Divide Data Kenya Ltd.
Louis Otieno
*Director, Legal & Corporate Affairs - Africa
Initiatives – Microsoft Corporation.*

26TH JUNE 2014 | SAROVA PANAFRIC | 7.15AM

Charges (Conference & Cocktail)
Members Ksh 6,500 | Non Members Ksh 8,000
Students Ksh 4,000

Technology in Research
The Good | The Bad | The Opportunities

RSVP before 20th June 2014 to book your place with Sylvia Radido
Tel: 020- 8024830 | Email: Info@msra.or.ke | www.msra.or.ke

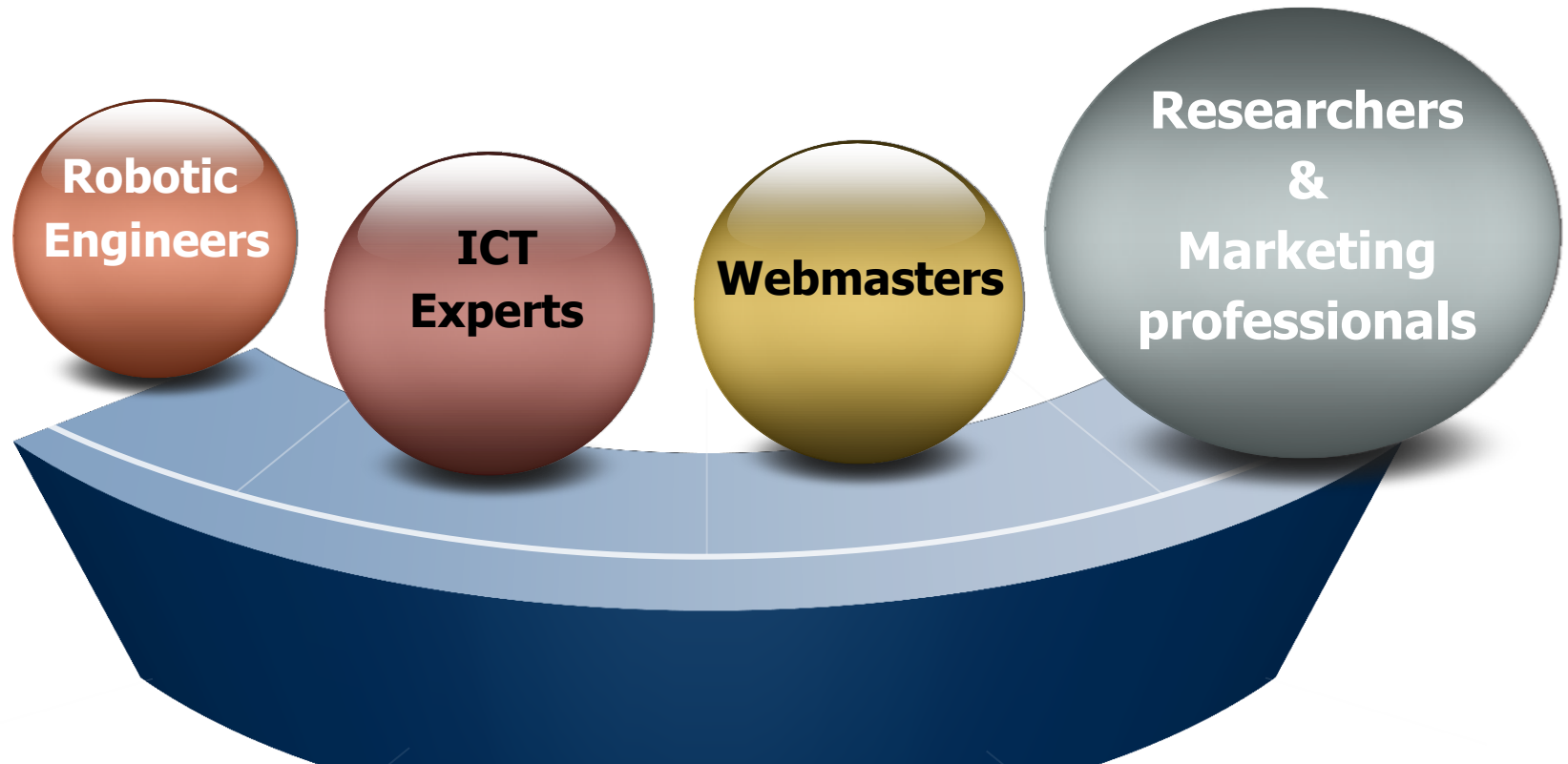
Robo-Respondent 1

Demo - Attention Analysis



Robo-Respondent 1

- Informal dialogues with experts revealed that, an artificial intelligence model in market research is a good place to start. They expressed high interest and excitement in using this kind of a methodology



*"It will take heavy investment, a lot of passion and patience for this kind of methodology to be implemented"...*Said the experts

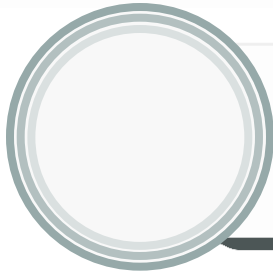
- As one of the respondents said - this is not for the faint hearted

The 'Good' side ...



- Speed, accuracy and cost efficient
.....
- Do not get bored; works without salary or food
.....
- Can work in dangerous environments
.....
- Doesn't need experience; can do repetitive tasks
.....
- Uses Artificial Intelligence for analysis
.....
- Has Telepresence
.....

The 'Bad' side ...

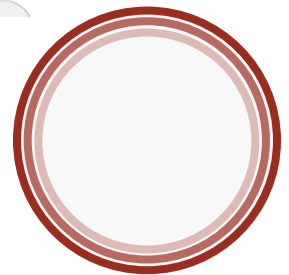


- Can rapidly become super intelligent
- Cannot answer the question 'WHY'

- Privacy would limit the access to respondent profiling

- Requires a heavy investment in IT and HR

- There is need to use humans to collect information, develop patterns and create unique models for each



The 'Opportunities'...

The exploratory nature

- Its a practical tool to enhance consumer understanding

In-depth analysis -Pap!

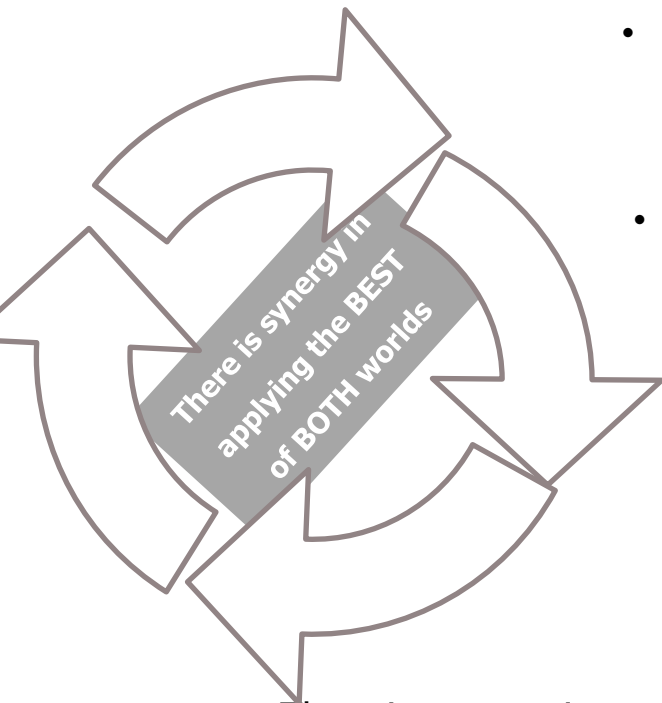
- Provides a deep and empathetic understanding of people's attitudes, passions and behaviors at the '**Click of The Mouse**'

Big Data Analytics

- Very useful in Volume projection models , Consumer trends and market analytics

Best of BOTH worlds

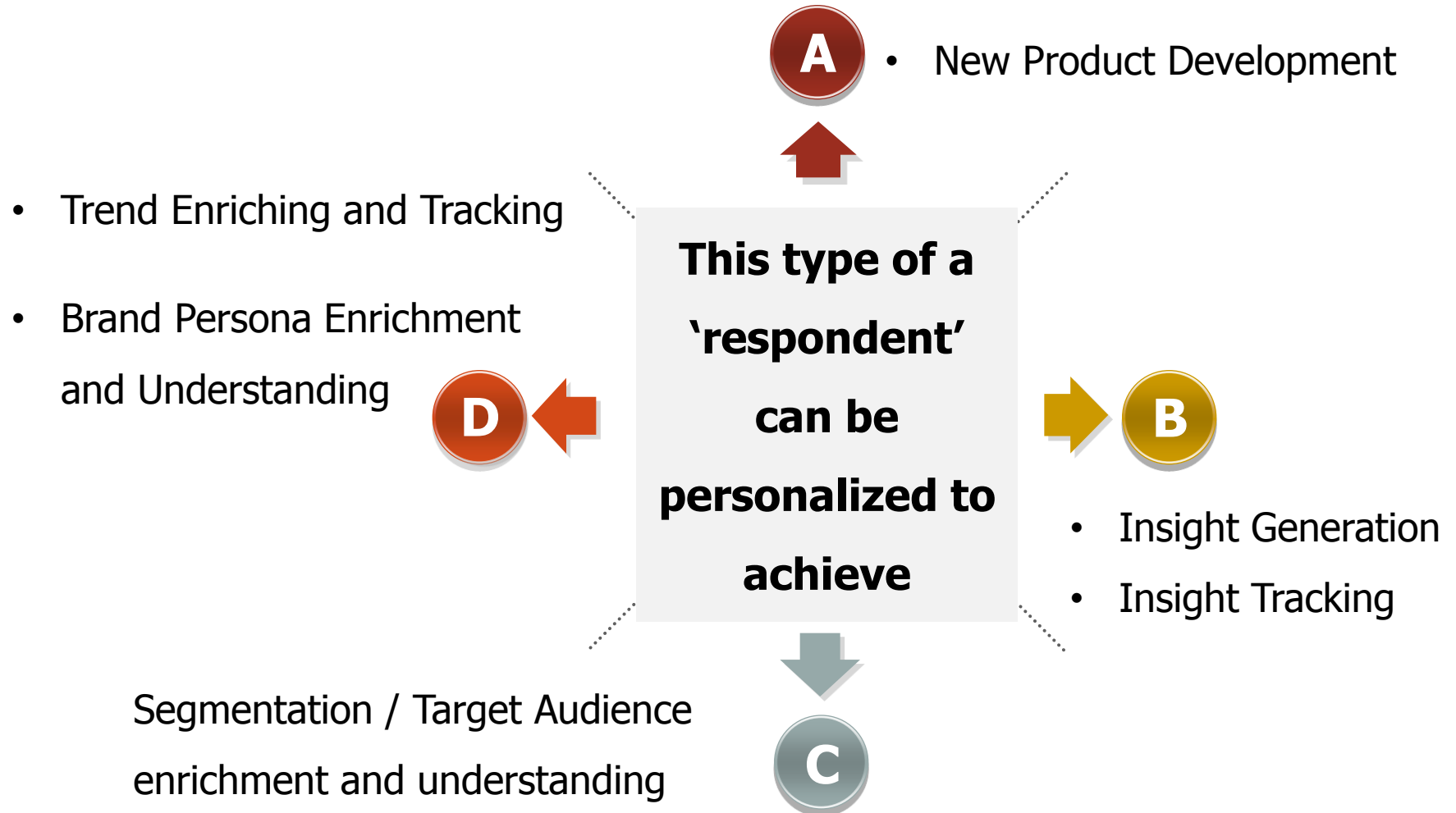
- There is synergy in applying the BEST of BOTH worlds
- The role of the researchers will not be taken up by the robots, since they will be required to be more intellectual in extracting actionable knowledge from the insights



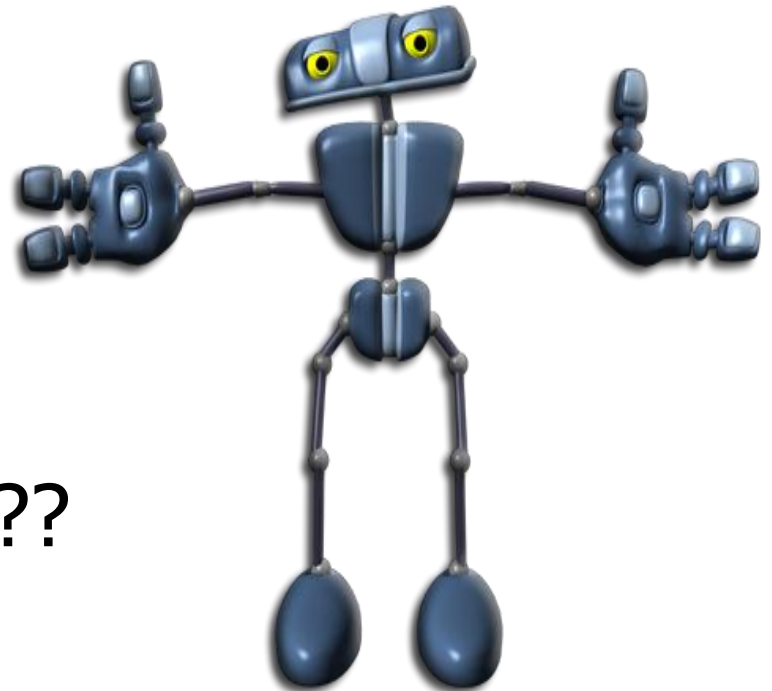
In Conclusion...

- AI tools as used in market research presents opportunities for new types of research and understanding, and the potential to conduct research without either questionnaires or respondents – the very fabric of the industry since it began.
- From this new thinking, new approaches to research are emerging providing new levels of insights
 - For example Digi-Viduals a brain child of BrainJuicers; is a fresh new research approach that is inspired by changes in social media, advances in technology and shifts in research philosophy.

In Conclusion...



...Here Comes the Market Research Robots...



Any question

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