FAQ on AI research

1. **Do you comply with privacy regulations?**
   Yes. We access publicly available information shared on social platforms by consenting individuals. We do not access private communications.

2. **Isn't online research biased?**
   We measure natural engagement on different subjects shared by online users. We do not ask questions, we measure authentic engagement in the subjects at study. People do not self-select into our survey; rather, we construct an online sample of people whose opinions we want to understand.

3. **Is this the same as putting out a web survey?**
   No. We measure natural engagement with subjects among people in predetermined samples. Unlike in web surveys, we do not ask questions. Instead, we study how people feel about subjects without having to ask them directly. This measures the real engagement and eliminates opt-in bias.

4. **But not everyone is online?**
   True, but there are enough people online to generate representative samples. As technology evolves, fewer people are using landlines or are willing to respond to surveys on their mobile phones. Online platforms attract different age groups and interests, offering a wide range of users who are actively engaging with a large variety of topics.

5. **Is this the same as Social Media Listening?**
   Social media listening is a customer intelligence tool that informs on subjects being discussed. The results don't allow us to draw conclusions on a larger population because the gathered information does not come from a representative sample, and therefore cannot lead to scientifically accepted generalization.

   We study topics based on information gathered from large samples from targeted demographics. From this, we can draw scientifically approved conclusions on the larger population.

6. **Isn't traditional survey methodology more reliable – asking and getting direct answers from qualified sources?**
   Traditional market research methods, including phone surveys, focus groups, and other methods create bias because of the direct questions being posed. People often avoid answering questions about controversial topics; direct questions can also bring topics top-of-mind that the subject wasn't thinking about prior to the question being asked. Our AI doesn't ask direct questions, instead it interprets how a target groups feels toward a topic.

7. **How are your findings accurate in comparison to last year given you used an online Survey Methodology last year and AI this year? Isn't that comparing apples to oranges?**

   The AI-derived survey responses are calibrated to previous year results to allow a frictionless move to the new methodology and to make historical comparisons meaningful.

8. **How is the AI methodology considered statistically reliable?**
   The AI results use large sample sizes to create statistically meaningful results, in exactly the same way as traditional sampling-based surveys, just on a much larger scale.

9. **How do we know that the study represents the thinking of over 54,000 people?**
   Using the scaling enabled by AI-assisted survey technology, we can construct a sample of 54,000 people and follow the opinions (both current and in the past) of this large sample.

10. **Some regions/countries have very large sample sizes eg. North America and some quite small e.g. Latin America, how can these be deemed representative of the leader community?**
    The AI finds the number of people engaged on a certain topic within the date range of the study. Through projection and statistical analysis, the 'engagement' is calculated by the number of people discussing a topic followed by extrapolating the number of people in the population for each of those regions in the samples for each study.

11. **Can't you manipulate AI findings? How can we be sure the results are objective?**
    Unlike in traditional surveys, we do not pose questions to the people in our sample and thus cannot prime them with "leading questions". All opinions expressed by those in our sample are thus naturally occurring in the population being studied.

12. **How are you able to ensure the legitimacy of the people and opinions utilized in the survey?**
    Since we only listen to the voices in our pre-screened online sample of company leaders, we have access to the account information and full history of any person's opinion which we include.

13. **How do you know if the sources are really CEOs and CMOs/CCOs vs company sources?**
    By using people's personal online accounts, we get the opinions of the individuals, not the PR approved company line.

14. **How does machine intelligence compare to human intelligence and what role did human interpretation play in this study?**
    Machine intelligence is what enables our data to come from the full opinion history of 58,000 people. AI is able to go through this huge data set and make consistent choices in categorizing the information. Human interpretation is important during the training stage of the AI, to teach the AI how to categorize text by relevant subject.

15. **How can a machine/AI interpret a human "emotion" like confidence and concern?**
    Using the Stanford Sentiment Dictionary, we train Polly on how a language is used positively, negatively, and more neutral. This includes the use of slang terms, past and present. The way a sentence is constructed on social media will include terms or examples that imply an emotion,

such as confidence or concern. Having an AI that is trained on understanding a dictionary of words, the AI can assign a confidence or concern to different conversations.

16. **How can AI really tell what leaders are concerned about and confident about?**
In the same way a human would: by looking at what they say. However, it would take a human many years to go through the huge dataset of opinions we have in our sample to pick out those relevant to business concerns and confidence. Once an AI is trained to detect these opinions, it can quickly and consistently do this work.

17. **How do we know the AI results are a true representative of what's on the CEO/CMO's mind?**
We measure the natural engagement and can use longitudinal data to accurately assess the social media history of the CEO/CMOs. This also ensures that the measurements are truly accurate. To use an example, if someone is typically fairly positive towards cats in their social media, however one day expresses disgruntlement because they were bitten by a cat, if you were to call them and ask them that day how they feel about cats they would express a negative answer. Using AI, we have the longitudinal data that allows us to see that this person was overall more positive about cats and is just having an off day. This is more accurate and representative of what's on the CEOs and CMOs minds.

18. **In terms of predictions, what types of predictions could the Confidence Index provide in the future and how would the C Suite take advantage of those things?**
Currently, none of the work done in the Confidence Index is predictive in nature. Rather we are providing near real-time results of the concerns and affirmations of different regions. To provide predictions for the future, a predictive model could be built to determine how the confidence index can change in coming years. However, with the current results, C-Suites can see how the topics and confidence indexes have changed over time and see which topics have exponential growth.

19. **One region has a score for cybercrime that is only 0.55. Can the confidence levels of the leaders in this region really be this low?**
Yes. We expect to sometimes see large regional variations in confidence, as leader confidence is highly affected by the regional context in which the leaders are immersed.

20. **The change in attention for influencers seems very high. How can you be certain that this is an accurate change from 2019?**
In our sample of 54,000 business leaders, we see consistent numbers for "attention for influencers" across regions and different company sizes, leading us to be confident that influencers are a significant focus for attention.