

CASE: CAPITAL REGION OF DENMARK

SOCIAL INTELLIGENCE PROVIDES INSIGHTS INTO EVERYDAY LIFE WITH AUTISM

How can psychiatrists uncover the social lives of adults with autism and their own perception of barriers in their lives?

REGION **H** The Capital Region of Denmark



“

IPSOS' SOCIAL INTELLIGENCE IS A FANTASTIC AND UNIQUE WAY OF COLLECTING DATA ON THIS RELATIVELY UNDESCRIBED POPULATION, BY ENABLING US TO LISTEN TO THEIR DIGITAL INTERACTION AND DIALOGUE IN THEIR LIVED LIVES AS OPPOSED TO THE TRADITIONAL CONTRIVED PATIENT/DOCTOR SITUATION.

Director of Autism Research, Mental Health Services, Capital Region



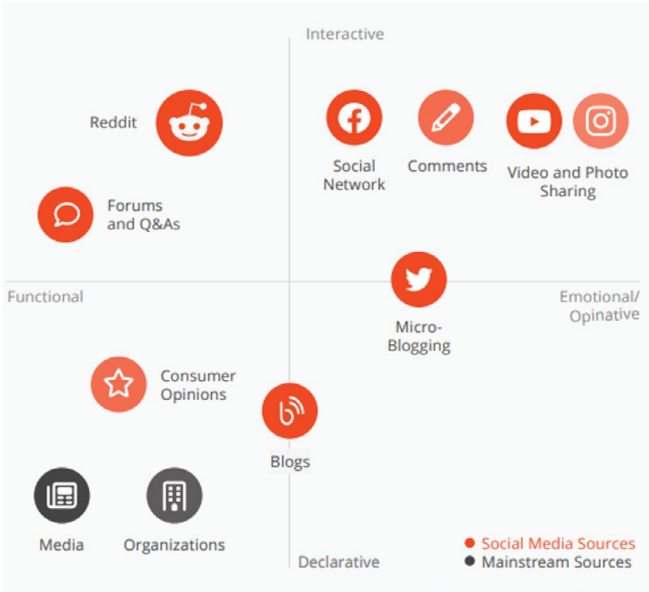


The collaboration with Ipsos has been incredibly effective. The team exudes professionalism and an ability to interact, listen, support and collaborate with us. It only took weeks from start to finish, and then we were gifted with insights that for us represent a huge breakthrough. ”

CAPITAL REGION OF DENMARK SOCIAL INTELLIGENCE ANALYTICS

The autism/ADHD outpatient clinic within adult psychiatry in the Capital Region is challenged in relation to both diagnostics and treatment of adults with autism. This is primarily because autism is a relatively new diagnosis, which until now has been rooted in child/adolescent psychiatry.

Using Social Intelligence Analytics (SIA), Ipsos collected large amounts of data from digital forums and internet searches, which have been processed with the help of AI tools. This gives new access into understanding both the social behaviour of the patient group and how they experience their own lives, which Ipsos has structured into solid insights. The results provide psychiatrists and researchers with solid new data that will help strengthen both diagnostics and treatment of adults with autism.



SOCIAL MEDIA IS USED FOR DIFFERENT PURPOSES.
[CLIENT REPORT, PAGE 16]

THE CHALLENGE

To get more solid data and a better understanding on how autism affect adults' lives. The study focuses on answering:

- What daily frictions and barriers are there in these people's lives – and what is needed to help them better overcome them?
- How do they act digitally and how do they describe their life-experiences. Both as patients and in relation to their surroundings?
- How are their perceptions and behaviour compared to people with other diagnoses e.g., depression and ADHD.

THE PROCESS

Ipsos' Social Intelligence Analytics (SIA) combine the latest advances in Artificial Intelligence (AI), which is able to process, decode and cluster large amounts of data, together with Human Intelligence – i.e., our research skills and expertise to answer key questions, explore insights and create engaging stories.

- Over 10 days, data was collected from social media, selected Reddit-forums and via Google-search data to establish search volumes.
- Top-down (pre-defined themes/topics) used to investigate whether hypotheses from the Capital Region were substantiated by online social data.
- Bottom-up approach used to identify key themes from online discourse around autism; in combination with Topic-modelling (using AI-tools) to combine words into topics which are grouped and ranked.
- The output is a quantification of the large amounts of data in combination with a qualitative extract of insights about issues, questions and thoughts that relate to the online dialogue about autism.

THE RESULT

Large scale, data-based and significant validation of a number of hypotheses:



Adults with autism use digital online media even more than people with other psychiatric diagnoses – to help compensate for their social needs.



Adults with autism are very motivated towards becoming 'good citizens' and making a difference through education and work.



Adults with autism are very well aware and clear when defining their specific needs, challenges and the general lack of understanding and ability from their surroundings to meet them.

The solid data backing these insights can prove pivotal to the further developing of better diagnostic tools and support for adults living with autism.

“ It is almost revolutionary for us to experience the potential of Ipsos' methods for listening, understanding and systematizing patient experiences. And on top of that, the results are put into perspective precisely with relation to the life situations and hypotheses that we had about the patient group in advance.”

“Ipsos structures their reporting so that we both get the necessary overview and still have the entire back catalog of data available. And they manage to present it to a group of professors and senior doctors in a highly qualified way. These are people who are skilled at what they do.”

Director of Autism Research, Mental Health Services, Capital Region

BE SURE. GO FURTHER.

Ipsos Social Intelligence Analytics (SIA) identifies consumer-generated content in the form of text, image and video coming from social media (e.g., Twitter, Instagram, YouTube, TikTok, and Facebook) as well as public online forums. SIA enables Ipsos to quantify what is talked about online as well as explore motivations and emotions in depth through what people write. Data can be established as a continuous timeline as well as tracking historical data.



Click here or
scan the QR code
to get more info
about the tool



Click here or
scan the QR code
to see all cases

PLEASE CONTACT

ipsoscommunicationsdk@ipsos.com
+45 33 19 39 00
www.ipsos.dk

GAME CHANGERS

