

# HUMAN INTELLIGENCE + GENERATIVE AI

Powered by  
Human Experts &  
**Ipsos Facto**

In Ipsos UU, we tap into Generative AI as a powerful collaborator, enabling human researchers to elevate their contributions and results.

## Qualitative Generative AI Toolkit

Ipsos UU has evaluated and prioritized dozens of use cases. We have conducted side-by-side quality pilots to inform the optimal roles for AI and the human researcher.

### Everyday AI – Researchers leverage Ipsos Facto for ongoing efficiencies and inspiration

- Inspiration for Workshops and Discussion Guides
- Basic thematic analysis of research
- Screener drafts

### Field Flash AI flash summary gives a quick steer coming out of field

- AI-driven 1-3 slide flash summary of high level findings in aligned template
- Timing pre-planned for end of field
- Influence immediate decisions or next steps

### Workshops + AI move your team forward, faster

- Ideation AI – Expert facilitation + prompt engineering enables the team to generate more ideas, faster
- Sprint AI – Rounds of facilitated iterative stimulus development and optimization, in collaboration with Ipsos Facto, with consumer input between rounds
- Activate AI mini workshop module – 1-3-hour activation module jump-started with Ipsos Facto

### Curation AI delivers insight from large document sets

- Ipsos Facto AI enables us to ingest more information, more efficiently. Documents are inputted and vectorized, with knowledge graphs created to facilitate retrieval
- Human curators use prompt engineering to retrieve information, review findings, vet accuracy, and deal with complexity and nuance

## Why Ipsos UU for Generative AI



### SECURITY

Ipsos Facto provides a secure environment - your data is NOT used to train the model.



### TECHNOLOGY

Ipsos Facto is technologically agnostic and was developed using Generative AI tools across suppliers – including Open AI, Google, and Anthropic



### EXPERTISE

In addition to the Ipsos experts in Data Science, Statistics, and Data Modeling, our Prompt Engineers are trained to maximize the human-AI partnership.



Ongoing thought leadership

For more information please contact:

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