



# BACKGROUND ON DATA COLLECTION WITH QUALIA

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Qualia is our AI interviewer.

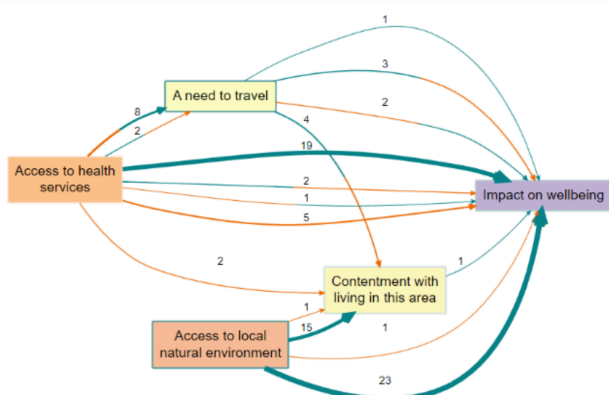
You can use Qualia to collect data for causal mapping: [Task 1 — Introduction](#). You can use it for other kinds of data collection too.

If you want to know what buttons to press for setting up, sharing and managing your interviews, look at the [Qualia technical documentation](#), including How do you [create a really great interview?](#) and [How to manage languages?](#)



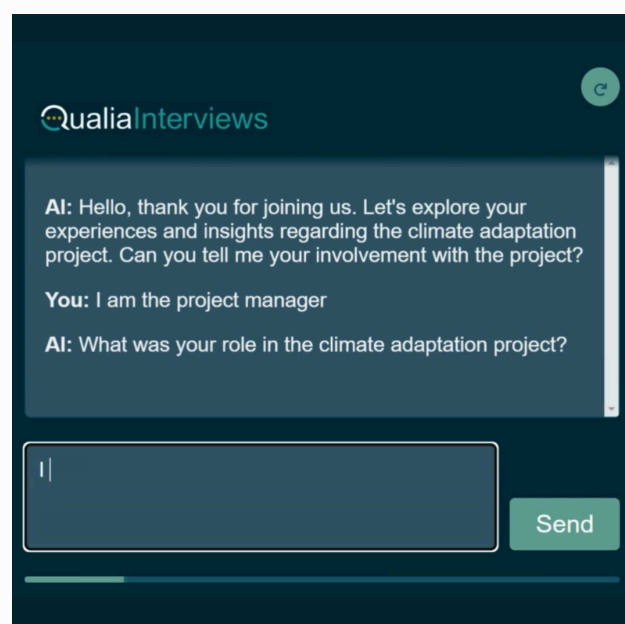
Go beyond questionnaires and “free text” answers. Find out what people are really thinking, in their own words:

- What worked and why?
- What didn’t work, and why?
- What new issues are emerging?



How does it work?

1. Design and test your Qualia interview online.
2. Send your respondents a link to the interview.
3. Your respondents click on the link. Our friendly AI-interviewer guides them through the whole interview. They can type or speak their answers.
4. Get an automated report. Or download the transcripts for further analysis.



This chapter (which is a constant work in progress) gives you the background, including research have we done on Qualia and some case studies.

#### PAGES IN THIS CHAPTER

#### The potential of AI interviewing and conversational research

#### Our paper on an inductive workflow to gather and analyse evidence at scale.

Our method comprised the following steps (following Tasks 1-3 according to [Powell, Copestake, et al. \(2023, p. 108-112\)](#)):

## **Case study – our 'seamless stories' workflow in practice**

At Causal Map we're thrilled because our [seamless AI-supported workflow](#) is finally coming together. Recently we helped colleagues at a University in Chile to complete a qualitative, explorative evaluation of the impact of a programme, using our automated interviewer **Qualia** to conduct the interviews and **Causal Map** to make sense of them.

## **Case study – Qualia asks about USA problems, again**

How can we capture and visualise people's mental models of a complex situation like the state of a nation? This week, as part of an EES [webinar](#) demonstrating our automated AI interviewer Qualia, we asked the participants to spend a few minutes being interviewed about problems facing the USA and the reasons for them, and the reasons for the reasons. Over 90 people did, with a mean of 13 messages per conversation. Details below.

## **Qualia the multi-linguist**

Qualia can switch between arbitrary languages on request. So if a user says "koennen wir auf deutsch weitermachen?", Qualia will just switch to German without missing a beat. It's a pretty amazing skill, which can go a long way to improve the reach and inclusivity of conversational research. Lots of respondents talk multiple languages but may be more comfortable in one than another.

## **People are often more candid with machines than with other people. Why?**

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