



AN AI INTERVIEWER CAN SUCCESSFULLY GATHER CAUSAL INFORMATION AT SCALE

An AI interviewer can successfully gather causal information at scale

Question for Step 1 - can an AI interviewer successfully gather causal information at scale?: Our AI interviewer was able to conduct multiple interviews with no researcher intervention at a low cost, reproducing the results of (Chopra & Haaland, 2023); (Andersson, 2024). The interview transcripts read quite naturally and the process seems to have been acceptable to the interviewees.

References

- Andersson (2024). *Theory of Change for Sustainable Business*. In *Theories of Change in Reality*.
<https://doi.org/10.4324/9781032669618-9>.
- Chopra, & Haaland (2023). *Conducting Qualitative Interviews with AI*.
<https://doi.org/10.2139/ssrn.4583756>.