Learning QualiaInterviews – where to start

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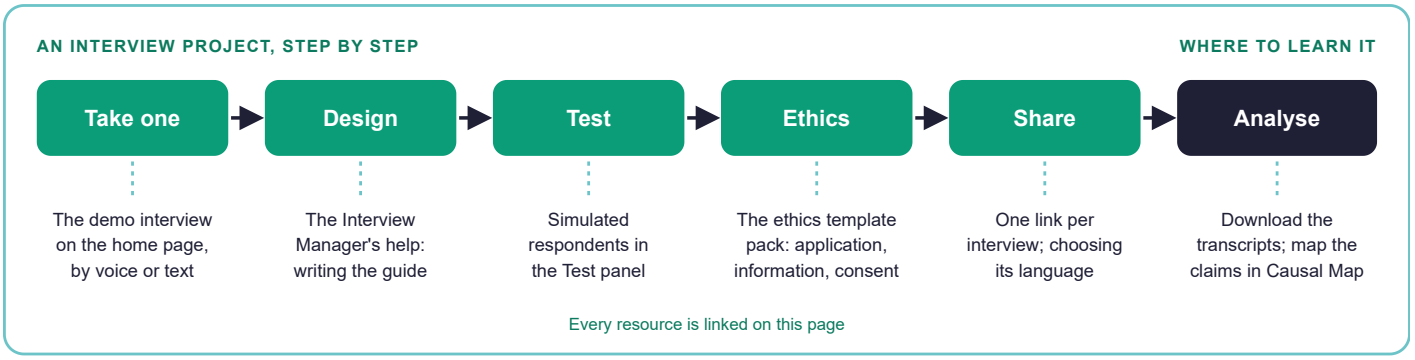
For researchers, evaluators, students and lecturers who want to run qualitative interviews with an AI interviewer. QualiaInterviews (Qualia for short) is the one we build: you write an interview guide, share a link, and respondents talk or type to it, in many languages. Below is what to try, read and watch at each step of a project.



Try

- Take the demo interview from the QualiaInterviews home page, by voice or by typing, to see what a respondent sees. Another, What do you do all day?, asks about your work and how you feel about it, after Studs Terkel's *Working*. Neither needs an account.
- Open an account at the Interview Manager, with a Google account or an email address. New accounts start with free credits.
- Write your interview, then try it in the Test panel: answer it yourself, or let the Auto Respondent, a simulated respondent whose personality you describe, answer it for you.

Set it up properly

- The Interview Manager's help goes through every tab: see its tips for writing interview instructions, deciding the interview language and exporting transcripts and reports.

- The ethics template pack: text to adapt for an ethics application, a participant information sheet and a consent screen, with a checklist for a data protection impact assessment.
- Qualia the multi-linguist: how switching language mid-interview works, and when to send a separate link for each language instead.

Read and watch the method

- Background on data collection with Qualia and the potential of AI interviewing and conversational research.
- People are often more candid with machines than with other people. Why?, with the risks that come with it.
- Using an AI interviewer for the first round of Outcome Harvesting.
- Worked examples: the seamless stories workflow in practice, Spanish-language interviews in Chile analysed in Causal Map; feedback on doctoral students' learning experiences; and Qualia asks about USA problems, again.
- Coleta de Dados Qualitativos com Entrevistas Conduzidas por IA (73 min, in Portuguese): a whole training session on AI-led interviews, recorded at gLocal Evaluation Week in June 2026.

Read the papers

- Chopra & Haaland (2023): 395 AI-assisted interviews on why people do or do not invest in the stock market; most respondents said they preferred them to interviews led by a person.
- Geiecke & Jaravel (2024): an open-source platform for AI-led interviews, compared with human experts and assessed on respondent-based quality measures.
- Lucas et al. (2014): in health-screening interviews, people who believed the virtual interviewer was automated reported less fear of disclosing.
- Our own: Powell et al. (2025), a workflow for gathering and analysing stakeholders' stories at scale; Ferretti & Powell (2026), AI interviewing in a strategic evaluation in South Sudan; and Rassmann et al. (2026), on AI interviewers in evaluating and promoting democratic processes.

Then analyse what people said

Download the transcripts from the Interview Manager and code the causal claims in them with Causal Map: see **Learning causal mapping**.

I sometimes use AI to help draft these pages, but the final text is ours.

References

Chopra, & Haaland (2023). *Conducting Qualitative Interviews with AI*. https://doi.org/10.2139/ssrn.4583756.

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Rassmann, Powell, Caldas Cabral, & Müllegger (2026). *The Role of AI-Driven Interviewers in Evaluating and Promoting Democratic Processes*. In *Demokratie Im Zeitalter Künstlicher Intelligenz: Praxis Und Ethik KI-Gestützter Evaluation*. https://doi.org/10.14361/9783839465424.

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