

There is an emerging consensus on the role AI can play in today's market research process



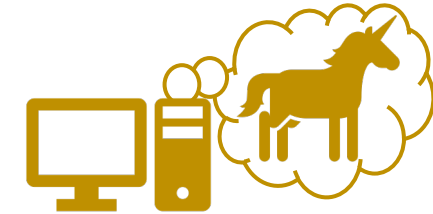
Consider AI a Tool

Generative AI cannot replace a human market researcher, but experienced researchers can leverage AI to work *better, faster and smarter*. Researchers must inspire chatbots with smartly-asked questions and curate the resulting output into useful content.



AI Yields a First Draft

Today's generative AI output almost always requires editing. In many cases, refining the input or iterating with a chatbot can yield improvements but there are diminishing returns, and eventually the researcher is better served by editing their go-forward version.



Verify AI Output

The current generation of AI chatbots are eager to please and will answer almost any questions, but it *cannot* be taken for granted that the answers are correct. A human researcher still needs to use judgement, cite references, and triple check everything.