



 user interviews | FEATURED USE CASE

# AI Research

Recruit qualified participants for research and testing about Artificial Intelligence.



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## Use Case Overview

User Interviews makes it easy to recruit participants for research and testing about Artificial Intelligence (AI). Our panel has supported nearly 5,000 AI-related research sessions over the last five years. This research has been undertaken by companies operating in a range of industries including technology and consulting.

Some examples of AI research we recruit for include:

- Building AI models and technology
- Testing AI products and features
- Productivity use cases for AI
- General attitudes toward AI

With our panel of 5 million participants, an ML-powered matching system, and in-depth screening capabilities, we are able to source participants for AI studies across a range of occupations, industries, and levels of technical experience.

If you're sourcing participants for a particular AI study, the best way to gauge feasibility is to [sign up for free and launch a project](#).

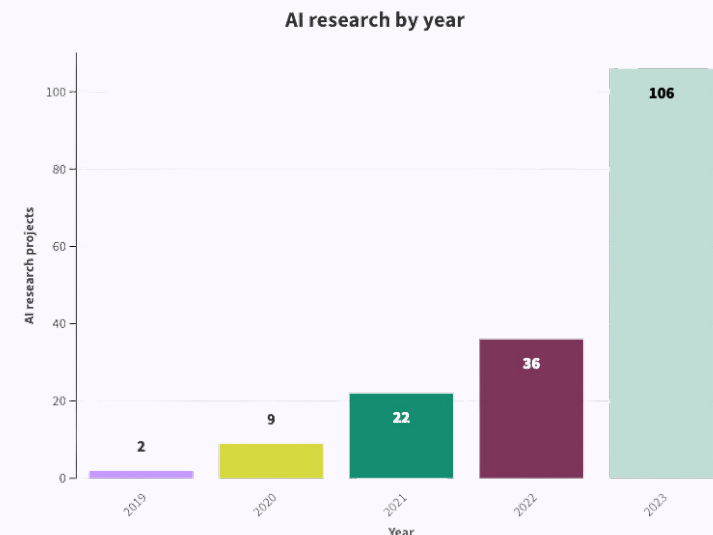
👉 **Note:** The data included in this report is accurate at the time of publication, October 2024.

## KEY STATS

- 4,947 AI research sessions sourced from our panel
- 290% annual growth rate in AI research on our platform
- 74% of AI research is run by enterprise companies and agencies
- 67% of AI research targets professionals based on occupation
- \$98 was the average incentive, with some specialized studies paying \$400+

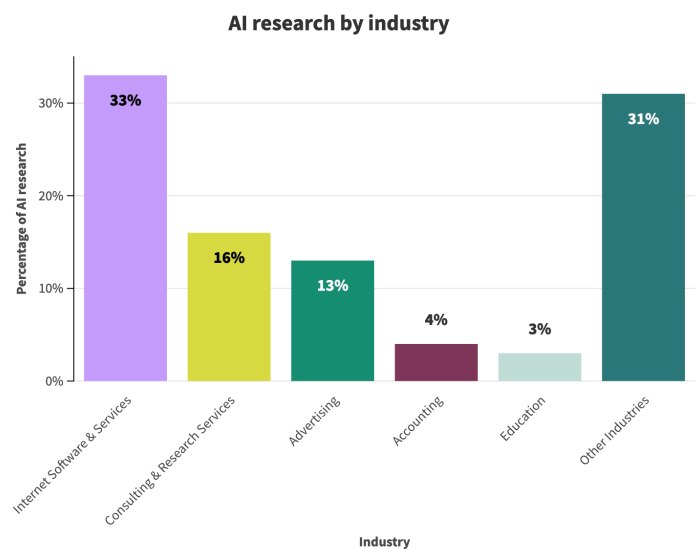
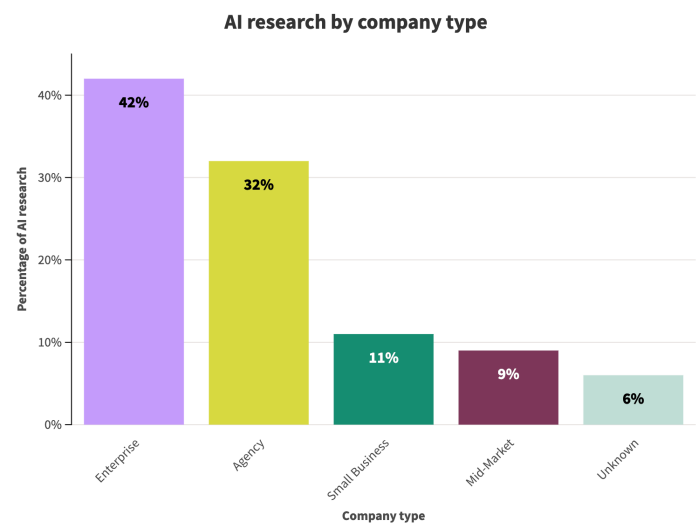
## Growth in AI Research

With the rise of AI tools and mass adoption across almost every industry, it's no surprise that AI-related research has grown exponentially on our platform.



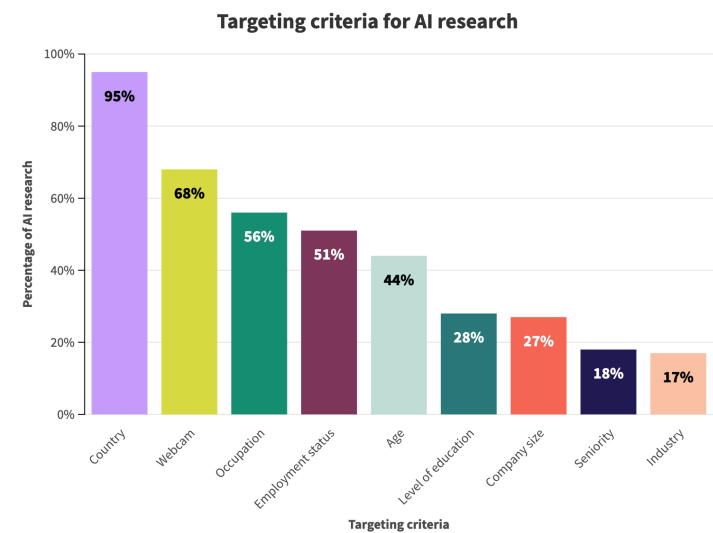
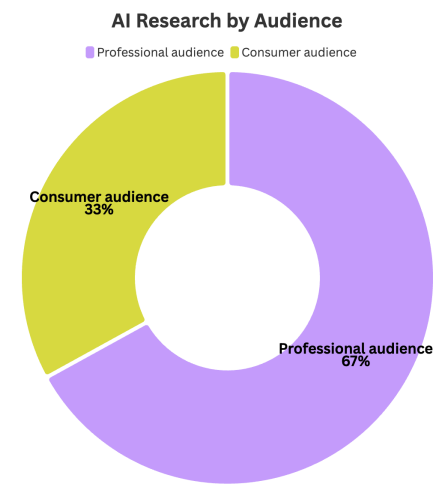
Who’s conducting AI research

74% of AI research is conducted by enterprise companies and agencies, across a range of industries including technology and consulting. Research teams in 23 unique industries have launched AI research studies on User Interviews.



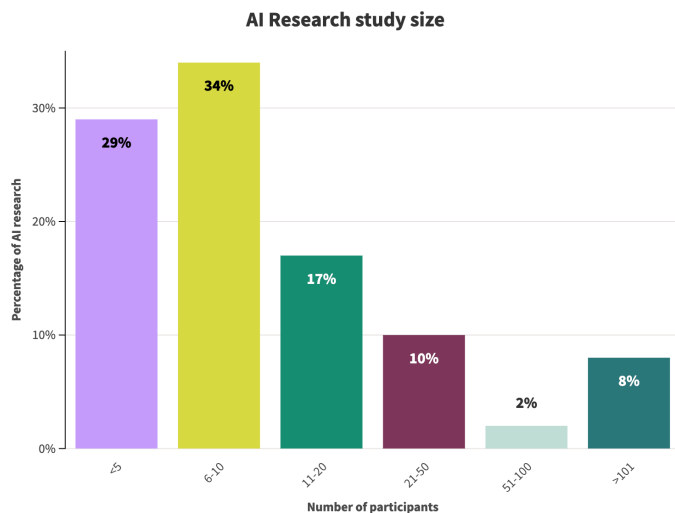
Who does AI research target

67% of AI research targets a professional audience using occupation-based criteria. Common criteria includes location, job title, computer with webcam, age range, and other professional characteristics like employment status, company size, seniority, and industry.

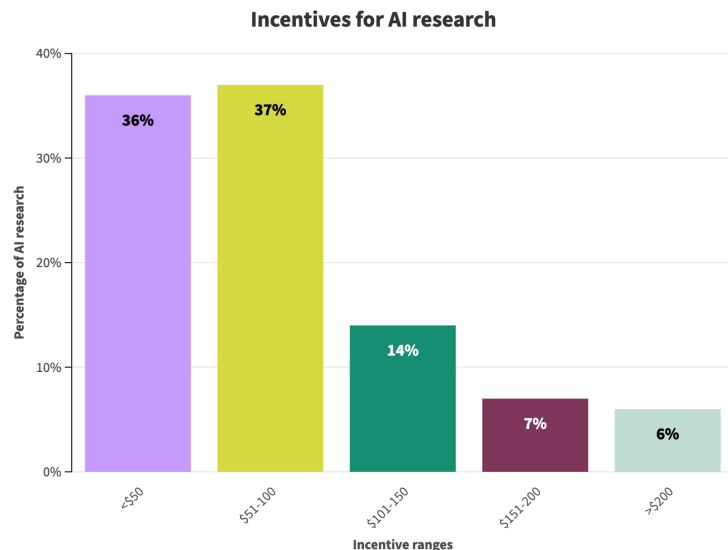


## AI study set up

Three-quarters of all AI studies conducted were unmoderated. 63% of studies were relatively small with under 10 participants, while some of the largest studies targeted several hundred consumers.



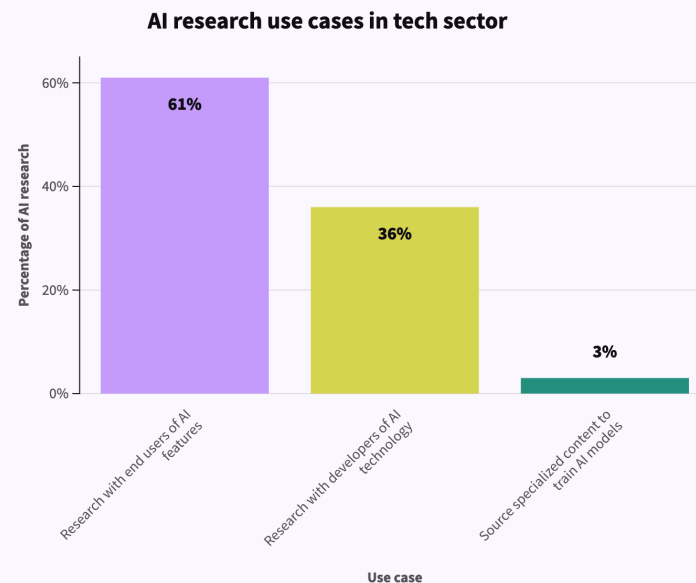
The average incentive offered was \$98, but there was quite a large range. 73% of studies paid incentives up to \$100, while more specialized studies paid over \$400. The highest paying studies targeted specific occupations or involved more complex research tasks, spanning multiple days.



## Deep dive: AI research in the tech sector

Technology companies were well represented in the dataset, accounting for 33% of all AI research run on our platform.

Of these studies, there were two main use cases: research with end users of AI features, and research with developers of AI technology.

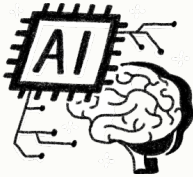


In this section, we'll take a closer look at these two use cases, including common screening questions and real examples of recent projects.





## Deep dive (cont): AI research in the tech sector



### Popular screening questions: Research targeting end users of AI features

These studies focused on how AI can be used to increase productivity in a variety of occupations and industries.

#### End user studies commonly screened participants for:

Undertaking specific tasks at work
Working for specific companies
Using specific software applications
General attitudes toward AI

### Popular screening questions: Research with developers of AI technology

These studies targeted a technical audience involved in some aspect of developing, training, deploying, monitoring, or managing AI applications.

#### Technical studies commonly screened participants for:

Using specific ML and application development platforms
Responsibility for specific roles within AI application development
Using specific languages, frameworks, and technologies
Working on specific AI use cases

## **Real case studies:** Recent AI projects in the tech sector, fulfilled by User Interviews

### CASE STUDY #1

#### **UNMODERATED SURVEY WITH CUSTOMER SERVICE AGENTS**

**Audience segment:** 80 full-time customer service or service desk agents

**Study details:** A 30-minute unmoderated survey capturing feedback on an AI-powered tool

**Project setup:** Manual participant review for more control over screening

**Research team:** A major workflow automation platform in the IT space

### CASE STUDY #2

#### **USABILITY STUDY WITH DEVELOPERS TRAINING AI OR ML MODELS**

**Audience segment:** 8 developers with experience training AI, ML, and/or Deep Learning models

**Study details:** A 90-minute moderated usability test with video and screen recording

**Project setup:** Premium screening add-on to call applicants and verify screener responses

**Research team:** A well-known multinational technology company





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