CRIC Guiding Principles for AI use in Market Research

Introduction

The purpose of these guiding principles is to provide a framework for the use of Artificial Intelligence[1] (AI) and Generative Artificial Intelligence[2] in market research, given the increasing implementation and use of AI. The aim is to ensure the strategic, ethical and responsible use of AI tools.

Guiding Principles:

1. **Transparency:** Ensure transparency and accountability in the use of AI (any organization using AI should have open and clear communication with clients, respondents, and the general public about any AI integration into processes, explaining how, why and when AI is used). It is recognized that AI has been a tool in the industry for many years, however, in the wake of the widespread adoption of Generative AI models, a revisiting of our transparency standards is necessary. The updated approach to transparency will incorporate detailed communication about the specific nature, application, and potential impact of these advanced Generative AI models, and where appropriate, the use of traditional AI systems already in use.

2. **Data security:** Use of many AI tools could raise data security considerations. Ensure adherence to relevant CRIC standards, essential security practices in the CRIC Information Security Toolkit, and client contracts in terms of data transmission, storage and security. Researchers should pay particular attention to how information entered into AI applications will be used by the application for data learning and/or the production of other output. In situations where multiple standards or contracts may apply, the one that sets the highest bar for data security should be the guiding document.

3. **Protecting participants from harm:** As with all research tools, adhere to the principles of a strong privacy management program as required by the CRIC Standards and outlined in the CRIC Privacy Toolkit when using AI. Ensure any data and inputs used by AI systems are lawfully collected, used, and disclosed, taking account of applicable privacy and respondent rights to understand how their data is being captured and stored. Specifically, in the context of Generative AI applications such as chatbots, AI moderators, or AI prompting, it is essential to clearly inform respondents when they are interacting with an AI system and not a human being.

4. **Work to minimize biases:** Understand the potential biases of AI and prioritize the needs of individuals and communities, including equity-deserving groups. Researchers must remain vigilant about the inherent biases and limitations of AI, taking steps to minimize their impact while fostering accountability. Evaluate the outputs of AI systems, including generative tools, to minimize biases and inaccuracies. In addition, when content is predominantly or entirely generated by AI, it should be explicitly identified as such to maintain transparency. This ensures that clients are fully aware of the source and method of content creation.

5. **Ensure oversight:** CRIC members should ensure effective monitoring is in place and are encouraged to conduct regular bias audits of their AI systems, create test environments; and establish human oversight mechanisms for AI systems to ensure accountability. Teams should be multidisciplinary, including data scientists, ethicists, and legal experts to ensure a comprehensive understanding.

Definitions

Attribution: These definitions are sourced from the "Key Terms for AI Governance" produced by the International Association of Privacy Professionals. They originally appeared in the IAPP Resource Center and are used with permission. This version was published October 2023.

1: **Artificial intelligence**: is a broad term used to describe an engineered system that uses various computational techniques to perform or automate tasks. This may include techniques, such as machine learning, where machines learn from experience, adjusting to new input data and potentially performing tasks previously done by humans. More specifically, it is a field of computer science dedicated to simulating intelligent behavior in computers. It may include automated decision-making.

2: **Generative AI**: A field of AI that uses deep learning trained on large datasets to create new content, such as written text, code, images, music, simulations and videos. Unlike discriminative models, Generative AI makes predictions on existing data rather than new data. These models are capable of generating novel outputs based on input data or user prompts.