



CRIC

CANADIAN RESEARCH
INSIGHTS COUNCIL
LE CONSEIL DE RECHERCHE
ET D'INTELLIGENCE
MARKETING CANADIEN

Ethical AI in Market Research: Balancing Innovation and Trust

Who we are,
and how we are
using AI in our
organizations



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CRIC's Guiding Principles on use of AI

The aim of the Guiding Principles is to ensure the strategic, ethical and responsible use of AI tools, and cover the following areas:

- Transparency
- Data security
- Protecting participants from harm
- Minimizing bias
- Ensuring oversight when using artificial intelligence in market research



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).

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.

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.

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.

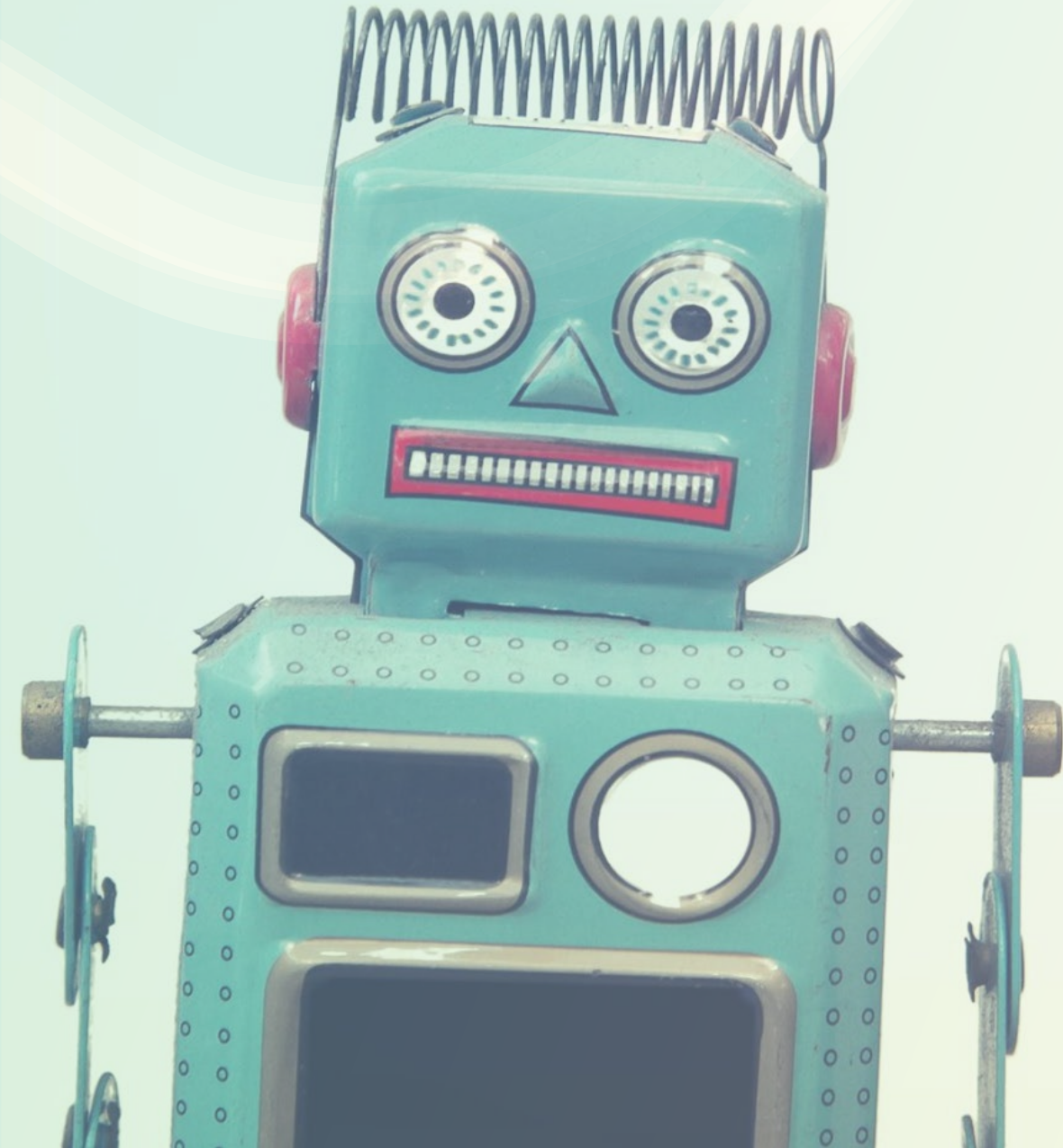
Evaluate the outputs of AI systems, including generative tools, to minimize biases and inaccuracies.

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.

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.



Real life questions
“What do I do if...?”



Do I tell respondents they are being interviewed by an AI interviewer?

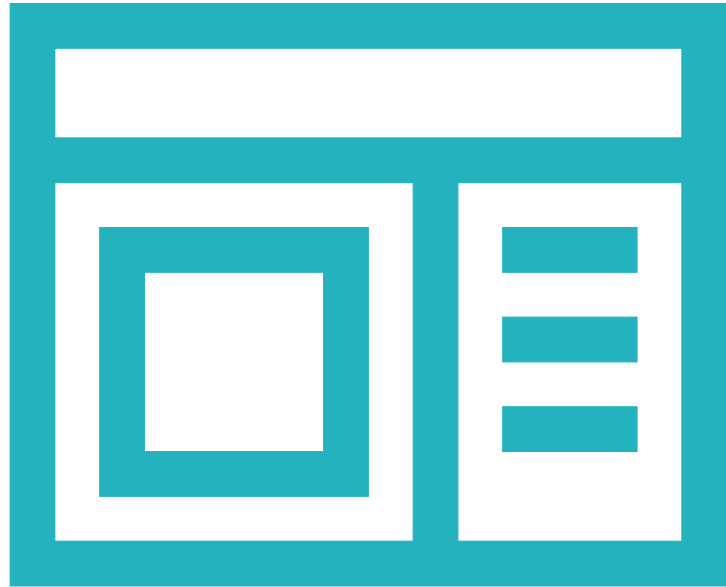
Do I tell clients that
some of the analysis
was done by AI?

Do I tell clients that I
used AI to draft the
questionnaire?





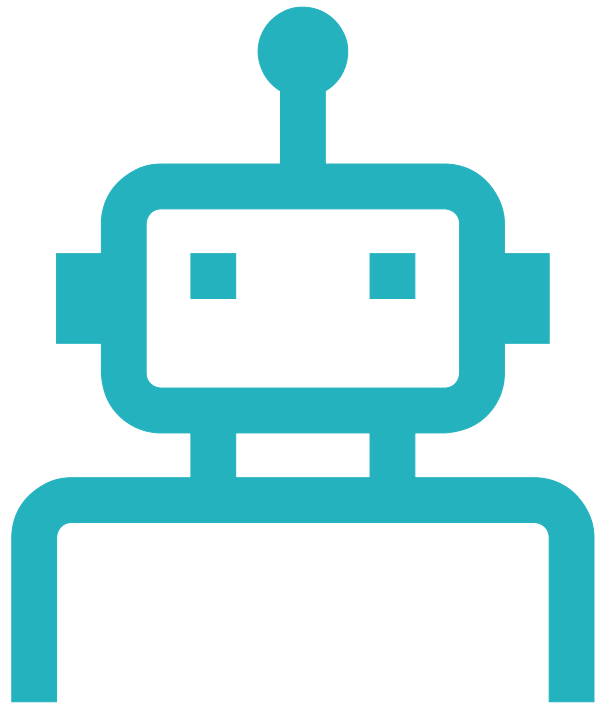
Do I tell clients that the coding was done by AI?



What steps can be taken to ensure that the AI I am using is giving me fair and representative question development, analysis or coding?



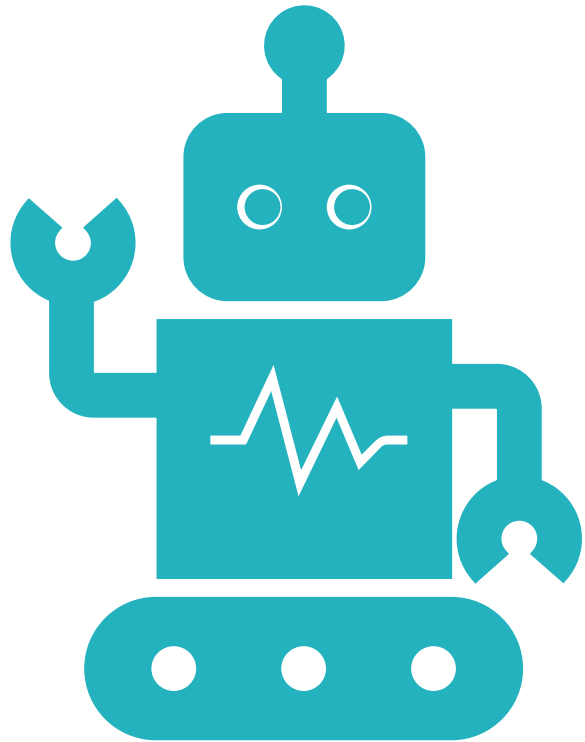
How do we handle
situations where AI
generates unexpected or
potentially biased results?



How specific do we need to be when disclosing AI use to clients? Is a general statement sufficient, or should we detail each AI-assisted step?

What kind of documentation should we maintain regarding our AI use?





Are there any specific AI applications that CRIC recommends or cautions against for market research?

Why should I bother disclosing that I am using AI when it's just as ubiquitous as using Microsoft Word?

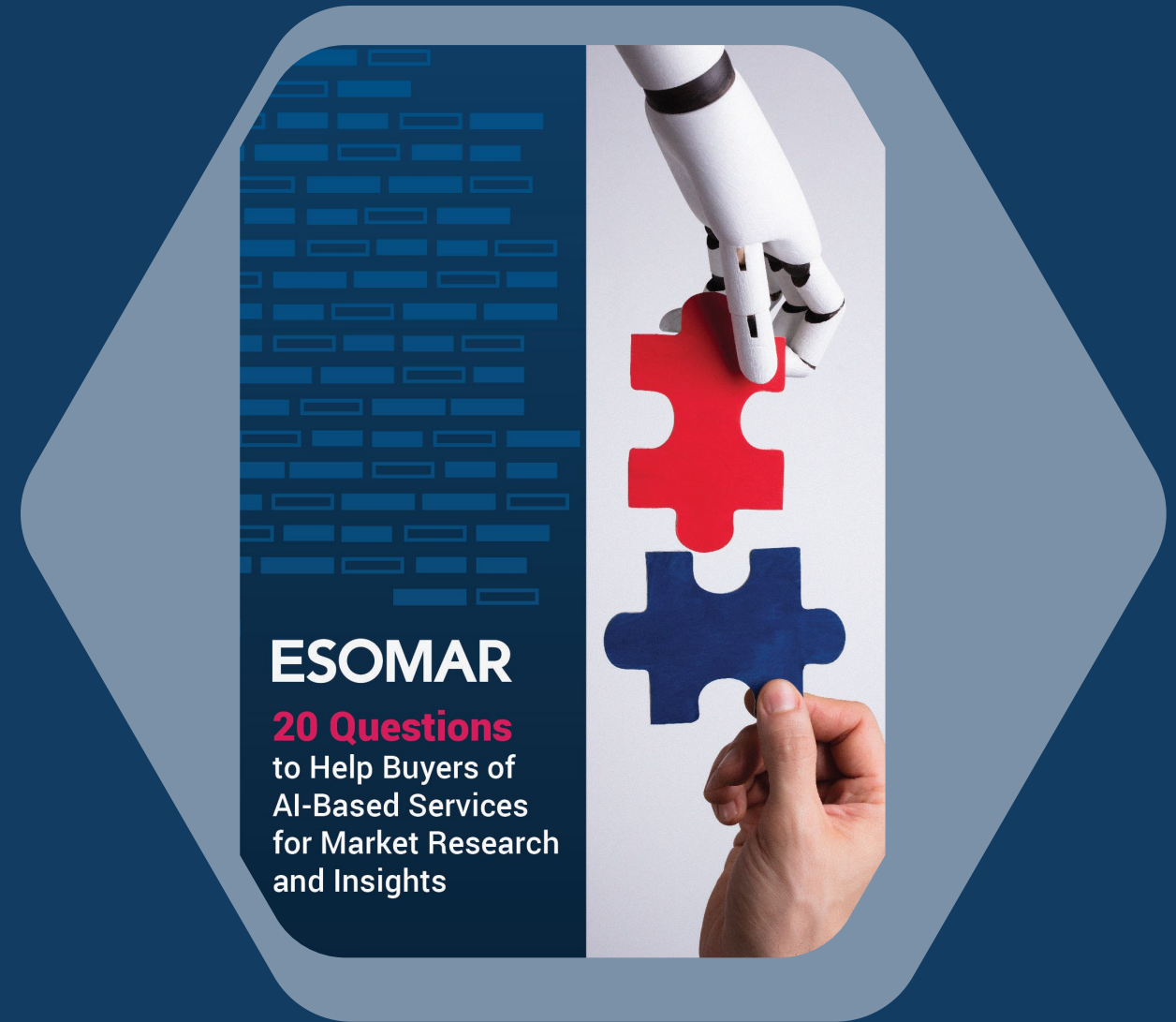


Thank you!

<https://www.canadianresearchinsightsconsulting.ca/wp-content/uploads/2024/05/CRIC-Guiding-Principles-for-AI-use-in-Market-Research.pdf>

20 Questions to Help Buyers of AI-Based Services

for Market Research and Insights



Question

You heard of a fantastic product built on an AI platform
This product promises to cut analysis times by half
But you haven't heard of them, and don't know much about AI

Where do you look in order to perform your due diligence?

Areas of focus

A. Company Profile

B. Is the AI Capability/Service explainable and Fit for Purpose

C. Is the AI Capability/Service Trustworthy, Ethical and Transparent

D. How do you provide Human Oversight of your AI systems?

E. What are the Data Governance protocols?

A. Company Profile

Company
experience and
know how in
providing AI
based
solutions for
research



A perspective
on where AI
based services
can help
research



Discussion of
the practical
issues
encountered

B. Is the AI Capability/Service explainable and Fit for Purpose



Explainability
Non-technical
Easily understood
Key functionalities



Model used
Internal/External
Open-source
Use of 3rd parties

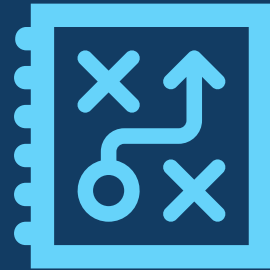


More detail
Use of training data
Use of algorithmic
processes

C. Is the AI Capability/Service Trustworthy, Ethical and Transparent



Generative AI
Making up data
Hallucinations
Bias



Synthetic data
Real data validation
Identification



Limitations
Transparency
Honesty
Technical info.



Duty of care
Human impact
Misinformation
Prejudice

D. How do you provide Human Oversight of your AI systems?



Transparency
When is AI used?



Ethical principles
Governing AI



Responsible innovation
Human oversight
Compliance

D. How do you provide Human Oversight of your AI systems?

Human in the loop

Ethical review boards/process

Participatory design

Cultural sensitivity

Human guided data curation

Human engineered ontologies



Transparency

When is AI used?

Ethical principles

Governing AI

Responsible innovation

Human oversight

Compliance

E. What are the Data Governance protocols?



Data quality



Data lineage



Privacy notice



Compliance
+ consent



Adversarial
+ disruption



Data + Output
ownership

E. What are the Data Governance protocols?



Data quality



Data lineage



Privacy notice



Compliance
+ consent



Adversarial
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Suitable as a
standalone
checklist



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