AI Tools for Summarizing Qualitative Data



Presented by Kathryn Korostoff
Research Rockstar Training

Cautious Catalysts

While these teams include some AI enthusiasts, low leadership commitment means they prioritize risk management over being among the leading edge. For now, their focus is on evaluating potential applications, such as avatars, image analysis, and synthetic data.

AI Disruption Level



Leadership Commitment

Revolutionary Trailblazers

These teams aren't just about speeding up existing processes; they're transforming the field. Teams in this quadrant are committing real resources and embracing the change management needed to acheive first mover success.

Task Enhancers

Leadership in these teams is neither blocking nor promoting AI. When AI is used, it's typically at the initiative of individual employees seeking to enhance their own productivity.

Efficiency Escalators

These teams aim to do what we do now, but faster, like using AI to speed up research planning, instrument design, programming, text analysis, data visualization, and report generation. Look for bold promises about fast insights.

Source: Research Rockstar Training & Staffing

AI Challenges in Market Research

- Growing number of AI platforms—it's overwhelming!
  - Extensive time investment required to evaluate these tools so big gains are not immediate
- How can we get some quick wins?
  - Free trials!



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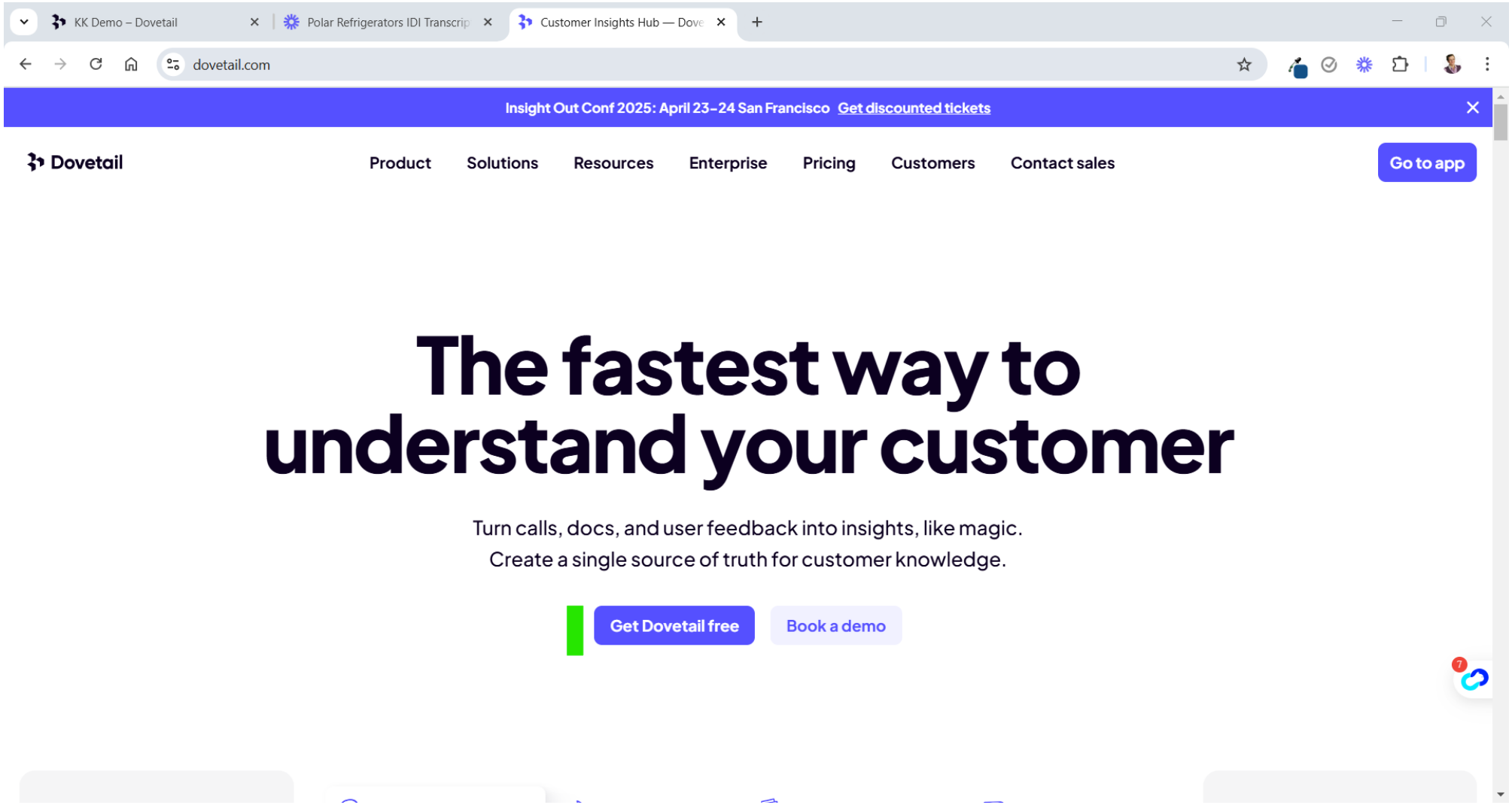
AI to Support Qual Data Summarization: Have You Tried Any of These?

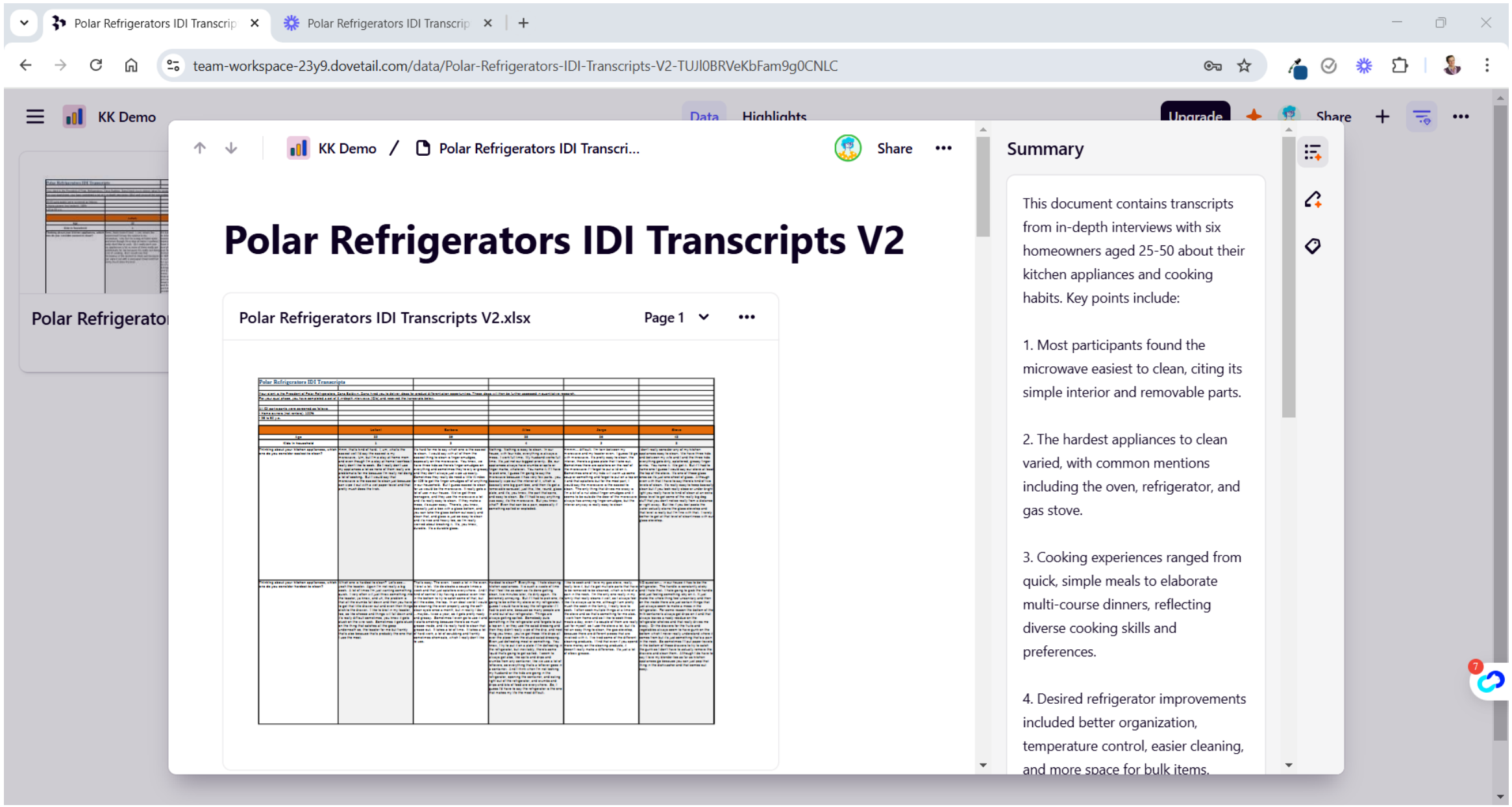
- **Dovetail**
- CANVS
- **AddMaple**
- **QInsights**
- **Thematic (GetThematic.com)**
- Clarabridge (Qualtrics XM)
- Atlas.ti
- And more….

Bold: Items demonstrated

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Dovetail


KK Demo – Dovetail
Polar Refrigerators IDI Transcrip
Customer Insights Hub — Dove
dovetail.com
Insight Out Conf 2025: April 23–24 San Francisco Get discounted tickets
Dovetail
Product
Solutions
Resources
Enterprise
Pricing
Customers
Contact sales
Go to app
The fastest way to understand your customer
Turn calls, docs, and user feedback into insights, like magic.
Create a single source of truth for customer knowledge.
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Page 1
Summary
This document contains transcripts from in-depth interviews with six homeowners aged 25-50 about their kitchen appliances and cooking habits. Key points include:
1. Most participants found the microwave easiest to clean, citing its simple interior and removable parts.
2. The hardest appliances to clean varied, with common mentions including the oven, refrigerator, and gas stove.
3. Cooking experiences ranged from quick, simple meals to elaborate multi-course dinners, reflecting diverse cooking skills and preferences.
4. Desired refrigerator improvements included better organization, temperature control, easier cleaning, and more space for bulk items.

This document contains transcripts from in-depth interviews with six homeowners aged 25-50 about their kitchen appliances and cooking habits. Key points include:

1. Most participants found the microwave easiest to clean, citing its simple interior and removable parts. TRUE

2. The hardest appliances to clean varied, with common mentions including the oven, refrigerator, and gas stove. TRUE BUT AS WORDED MISLEADING ("COMMON")

3. Cooking experiences ranged from quick, simple meals to elaborate multi-course dinners, reflecting diverse cooking skills and preferences. TRUE

4. Desired refrigerator improvements included better organization, temperature control, easier cleaning, and more space for bulk items. TRUE BUT INCOMPLETE

5. Feelings when opening the refrigerator varied from frustration to happiness, often depending on the organization and food waste concerns. TRUE

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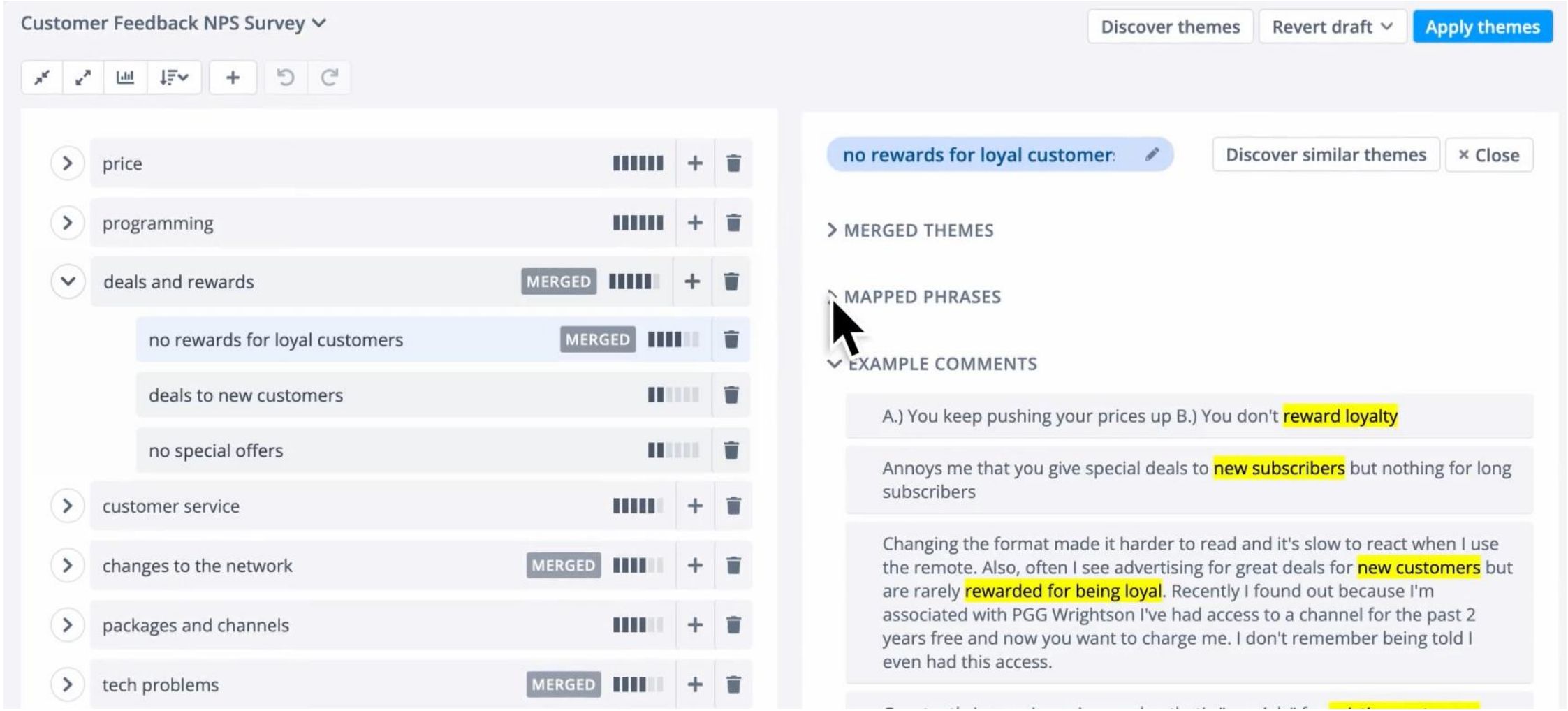
6. Common refrigerator issues included difficulty cleaning, wasted food, and challenges with storing bulk items from warehouse shopping. TRUE

7. Several participants mentioned struggles with keeping fruits and vegetables fresh, leading to food waste. TRUE BUT MISLEADING (“SEVERAL”)

8. Some expressed guilt about wasting food or not using their refrigerator efficiently. TRUE

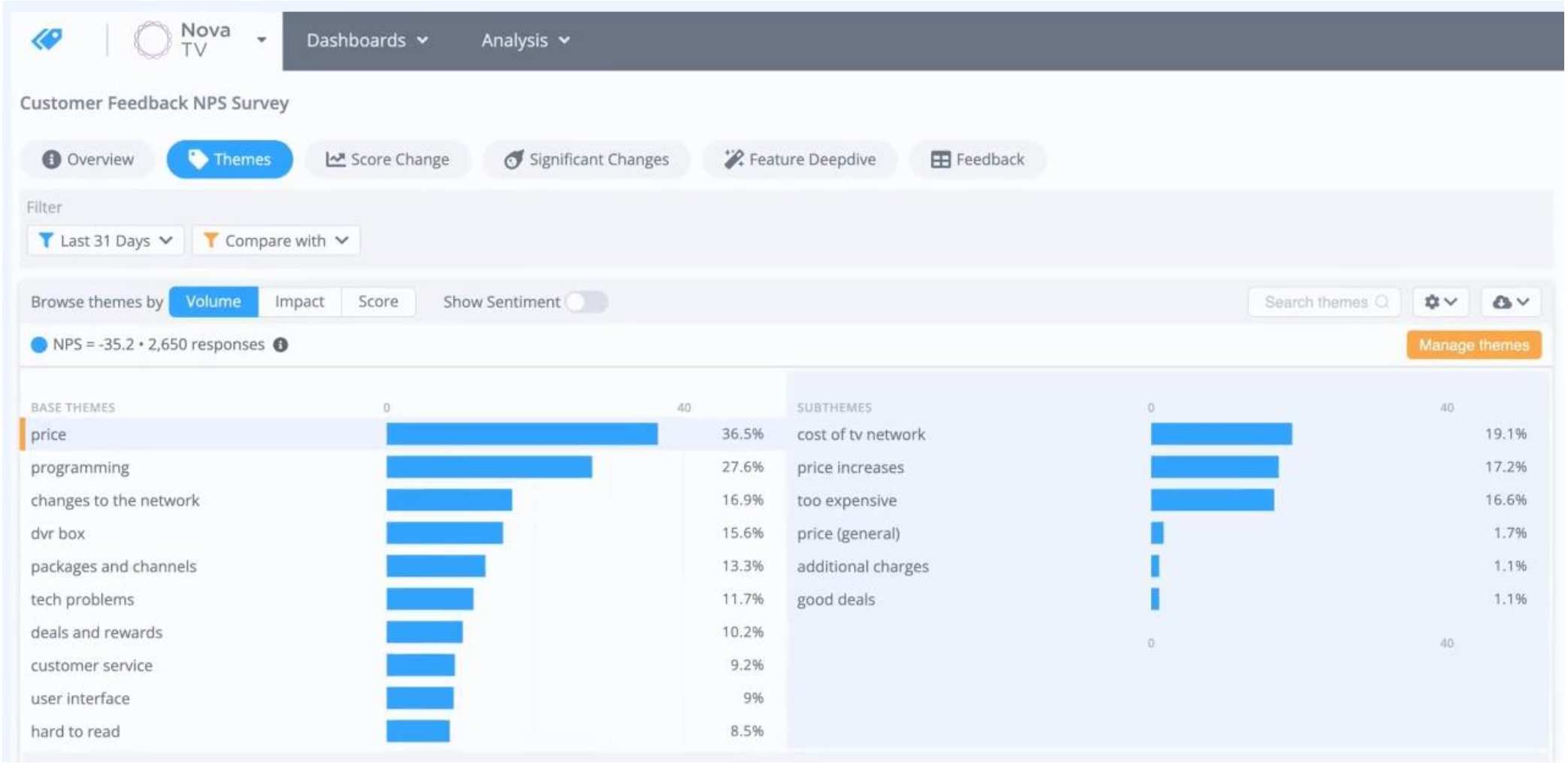
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Thematic: NPS Text Responses



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AI Summarization of Qual Data: Pros

- **Speed:**
  - AI can process qualitative data exponentially faster than a human researcher.
  - **Example:** A set of 20 in-depth interview (IDI) transcripts might take a human researcher hours to analyze, but an AI tool can generate a thematic summary in seconds. Similarly, thousands of open-ended survey responses or online reviews can be processed in minutes rather than hours.
- **Thoroughness:**
  - AI doesn't get tired or distracted—it processes every word of every transcript without skipping details.
  - **Example:** A human researcher might skim over repetitive parts in a focus group transcript, missing subtle but important nuances in participants' responses. AI, however, will consistently tag and categorize every mention of a theme, no matter how small.

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AI Summarization of Qual Data: Cons

- **Over-generalizations:**
  - AI models sometimes overstate patterns, treating occasional mentions as significant trends. They also tend to generate insights that "sound good" but aren't always precise. **Human review is needed to catch these errors.**
  - Example: If three out of 20 interviewees mention "convenience" as a priority, an AI tool might claim that "users widely prioritize convenience," when in reality, it's just a minor theme.
- **Errors & Misinterpretations:**
  - AI lacks human judgment and cultural context, sometimes leading to misinterpretations of sarcasm, humor, or jargon. While an AI tool can generate a thematic summary in seconds, **human review is needed** to ensure accuracy and contextual depth.
  - Example: In an analysis of customer feedback, if someone writes, "Oh great, another useless update," the AI might misclassify it as positive sentiment instead of sarcasm.
- **Data Privacy & Security Risks:**
  - AI tools should be treated as public utilities unless we 100% know otherwise—sensitive or confidential information must be anonymized.
  - Example: If a company uploads transcripts containing customer names or proprietary product details, that data could be stored, used for AI model training, or even exposed in a security breach.

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www.ResearchRockstar.com

KKorostoff@ResearchRockstar.com

877-Rocks10 ext. 705

