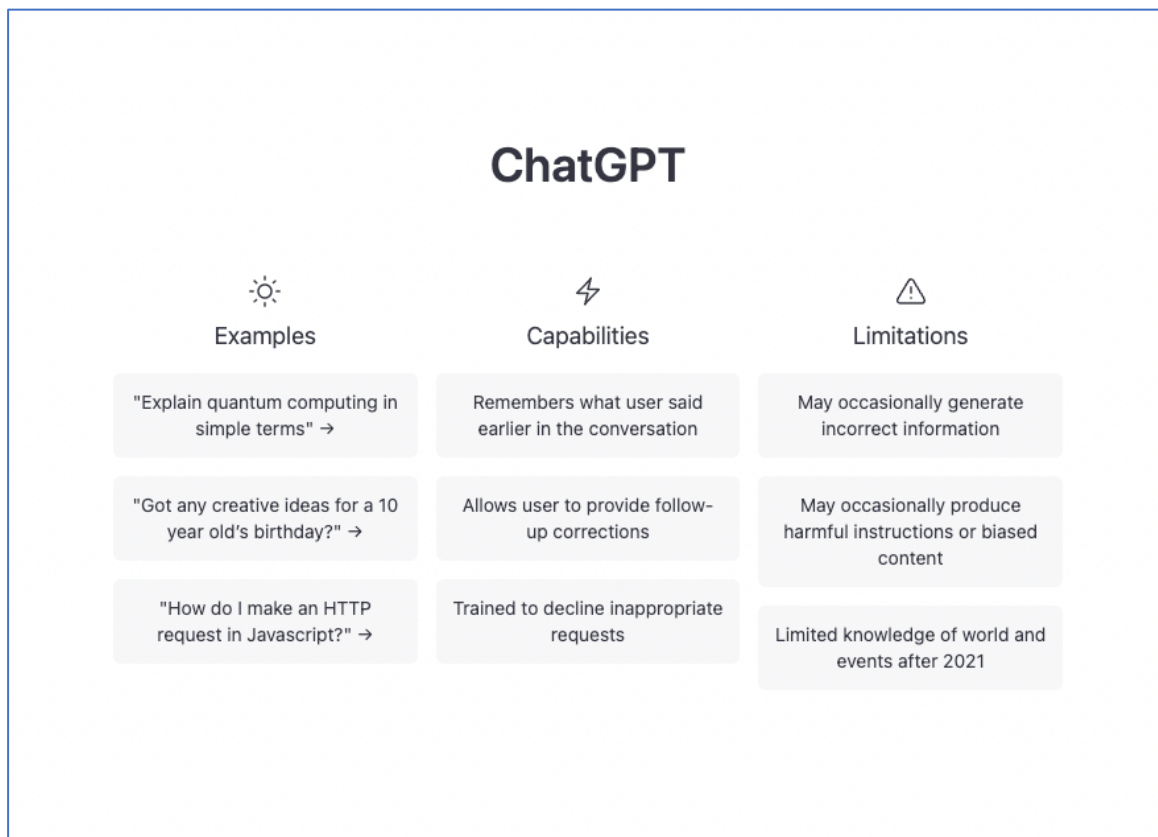


# #NewMR

## ChatGPT and Market Research the First 100 Days



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## Introduction

This brief report centres on the data collected by NewMR about ChatGPT usage in the 100 days since it was launched. You are free to copy and share this research, provided you cite the source.

Note, the survey was conducted with 268 people who are connected with NewMR (for example, connected on social media or receive NewMR's newsletter). The study reflects the experiences and views of these people, it is not a representative study of the whole market research and insights industry.

## What is ChatGPT?

I asked ChatGPT "What is ChatGPT?" and it said

*"I am ChatGPT, a large language model created by OpenAI. I use artificial intelligence and natural language processing to understand and generate human-like responses to questions and conversations. Essentially, I am a computer program designed to simulate conversation with humans. You can ask me almost anything, and I'll do my best to provide you with a helpful and informative response!"*

To break that down a bit, large language models are a type of Generative AI and a type of Conversational AI. ChatGPT has been trained on a large amount of text so that if you ask it a question it gives you back an answer that seems like a human response.

The current version of ChatGPT was made available to the public on 30 November 2022, so it is about 100 days old. At the moment, the basic ChatGPT is free to use, but it has often been oversubscribed.

ChatGPT acquired its first one million users in just five days, making it the fastest growing new technology platform ever. Current estimates are that ChatGPT is attracting about 100 million new users a month.

## The Stochastic Parrot

The aim of a large language model, like ChatGPT is to be able to engage in a conversation with a human. But that does not mean it 'understands' what it is saying. Some people have used the term stochastic parrot to describe what is happening.

As an example of what we mean by stochastic parrot, consider my prompt and ChatGPT's response.

I asked, "Describe market research in 12 words". ChatGPT processed the question and decided the most probable first word of an answer should be "Collecting", it then worked out that the most probable next word should be "and", and then "analyzing". In full the answer was *"Collecting and analyzing data to understand a market and its opportunities."*

## Researchers' Experiences with ChatGPT

In order to discover what market research and insight professionals were doing with ChatGPT NewMR conducted a study with a short questionnaire, shared widely with our connections, which generated 268 responses.

In our survey, we asked ‘Have you used or experimented with ChatGPT?’ The answers are summarised below.

Have you used or experimented with ChatGPT?	Total	Participant Type				Region		
		Research Buyer / User	Research or Consultancy Supplier	Supplier to the Research Industry	Other type	Europe	USA & Canada	Other Region
Yes	76%	70%	73%	97%	82%	75%	73%	81%
No	24%	30%	27%	3%	18%	25%	27%	19%
<b>Total</b>	268	40	182	35	11	105	93	70

About three-quarters of the participants in our study say they have used or experimented with ChatGPT during its first 100 days of existence. Note, this period is not only short, but covers a range of holidays, such as Christmas, Western New Year, and Chinese New Year. Of course, running a study on ChatGPT is potentially of more interest to early adopters, and the NewMR community are probably more forward-focused than the average researcher. Nevertheless, I feel that three-quarters is a remarkably high percentage and reflects a substantial interest in ChatGPT.

There is a suggestion in the data that the percentage who have used or experimented with ChatGPT is higher amongst suppliers to the research industry. For example, amongst software and fieldwork suppliers. Variations by region and by the agency/client divide seem small.

## What have people done with ChatGPT

We asked those people who said they have used ChatGPT, “What have you done with ChatGPT so far?”. The activities the participants mentioned fell into the following groups:

1. Just exploring and playing with it. For example, check what it is, how it works, and whether it might be useful. This included asking about movies, writing poems, and tackling school homework.
2. To help design research projects, for example, create questionnaires, screeners, discussion guides, personas etc.
3. Conducting desk research into a topic.
4. Summarizing text, including articles and interviews.
5. To aid brainstorming, for example coming up with concepts to test, new methods of working, or ideas for strategies.
6. To generate code for analysing data.
7. To generate copy, for example, blogs, articles, and proposals.
8. To translate text from one language to another.

The word cloud below was generated with [Word Cloud Plus](#) and highlights how these eight themes interact.



Some of the participants had engaged in research-related tasks as an experiment. However, other participants have started using ChatGPT on a regular basis. For example, one participant commented that they would be *"Continuing to use it to research topics, write better, etc."*

### How well has it gone so far?

After people had told us what they have done with ChatGPT, we asked them and *"And how well did it work for you?"* These responses were hand coded into three categories Good, Bad and Other.

About two-thirds of the 200 people who had tried ChatGPT, said it had gone well. For example, *"If you break down tasks and give clear instructions it can be of tremendous help. It saves tons of time for desk research and is wonderful at compiling and summarizing topics, and uncovering things / ideas that one would usually come about only in an IDI or FG."* and *"Very impressed with how it has helped to write options / statements for questions."*

About a quarter of the participants gave responses that were more equivocal. For example, *"Generally pretty well, with the caveat that it's not always correct. But as an assistant it works well. Experimentation has been limited by the fact we can't provide and client or company confidential information to it, until there is an enterprise agreement with the required safeguards."* and *"Okay. About 80% accurate. Generally very bland and lacking personality. Requires heavy rewriting but I will keep using it because it saves time and is easier than Google search. It gives me a good head start and sources I can follow up with for more details"*.

And about one in eight of the participants were not impressed with ChatGPT. For example *"It was inaccurate, said my business had won some awards it hadn't. Apparently this is called 'a hallucination.'"* and *"It's rubbish. I think the industry is all over it because it's a new thing."*

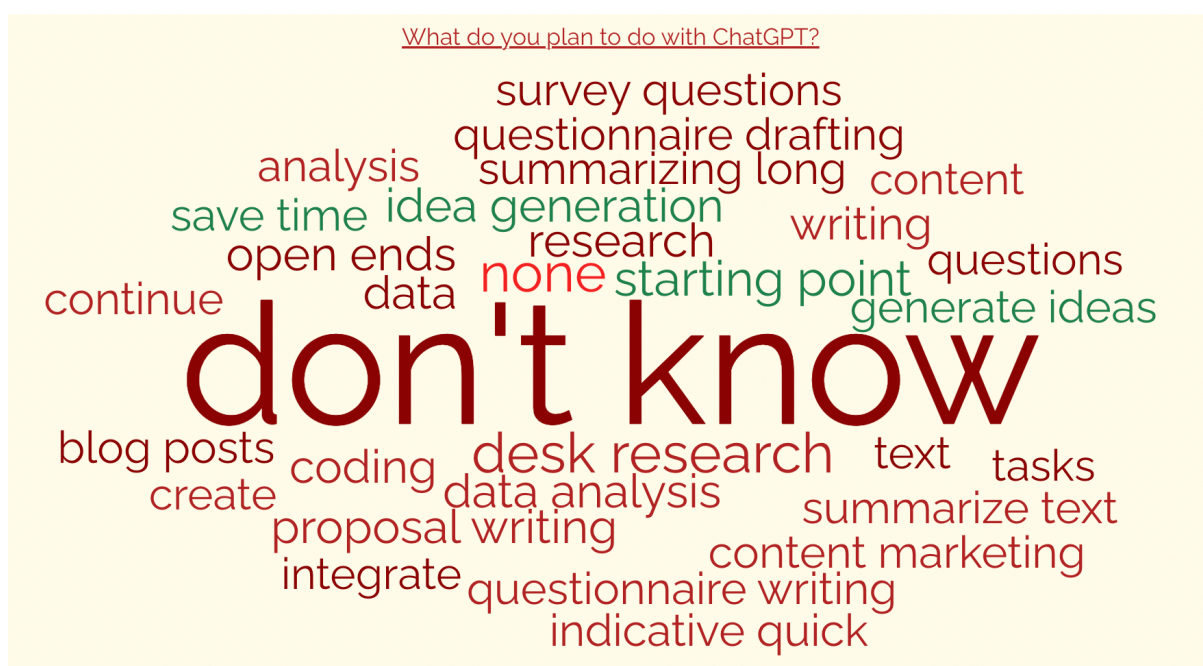
The main benefit that was mentioned was the amount of time and effort ChatGPT was able to save. The people who were happy with their experience and the people who were unhappy tended to agree that in generating research designs and in interpreting information ChatGPT did not provide a finished result. The people who were happy with ChatGPT saw this as giving them a faster start to their end product. Many of the people who were unhappy with ChatGPT saw its failure to produce a finished, accurate, complete result as a major problem.

The biggest negative that people mentioned, especially those unhappy with their experience, was the errors it generates, or lies or hallucinations as some call them. For example, when I asked it to list the books that the market researcher Ray Poynter had written, it included several that were not written by Ray Poynter. This appears to be because its aim is to produce a plausible conversation, it is not acting as a look-up interface to a knowledge bank.

Other negatives included the difficulty in getting bandwidth from ChatGPT and the limited size of data that can be uploaded.

## What are people going to do next with ChatGPT?

We asked all the participants in the study “How do you intend to use systems like ChatGPT over the next 9 months?” The responses were summarized using [Word Cloud Plus](#).



The single most common response was ‘Don’t know’. This is reassuringly honest at this early stage and noting that 25% of the participants have not tried ChatGPT yet. ‘None’ was a relatively common response, with 31 participants typing it in.

The range of tasks people intend to use ChatGPT for is wide and includes:

- Writing questionnaires
- Writing proposals
- Using it for content marketing and blogs

- Data analysis
- Summarizing text
- Desk research

The expectations, amongst those planning to use ChatGPT, are focused on saving time. ChatGPT is seen as being a starting point, related to generating ideas, with an expectation that the results from ChatGPT will need human intervention.

## Other Feedback on ChatGPT

We also asked the participants in the study “What else would you like to tell us about systems such as ChatGPT?” Key themes that were mentioned were:

- This generation of AI could impact qual as much as computers impacted quant.
- We need to work out how best to use AI, we are still at the early stages.
- The best research still needs to have a human at the centre, but fast, cheap, quick research will grow, aided by AI.
- A few people think it is over-hyped, but most people think something significant is happening.
- People are worried about ChatGPT being inaccurate and about biases.
- A few people seem scared about the impact on them and the industry in terms of their ability to earn a living.
- A few people seem to think the future is already here.
- Several people raised concerns about AI being used to create fraudulent responses.
- Many see its key strength as being a tool to create a starting point, rather than being an end-to-end replacement for current ways of working.

## Other AI Platforms

As well as ChatGPT, we asked the participants about other AI tools that were broadly in the same space. People mentioned: AI-Writer, Bard, Jasper AI, Open Assistant, DALL-E, Midjourney, and GitHub Copilot. It is likely that the number of tools will expand in number and power over the next few years.

Generically these platforms are referred to as Generative AI. You can read more about AI content generators from this article in TechTarget, [“29 AI content generators to explore in 2023”](#) by Ben Lutkevich.

## The Ethical Issues

Generative AI in general and ChatGPT in particular, raise a number of ethical issues.

1. If we upload text for summarizing, what then happens to the intellectual property in the text? If you upload your client’s data to ChatGPT, does ChatGPT store it? Does it assert any form of ownership etc?
2. If we generate content using ChatGPT, who owns that intellectual property? Do we need to declare that we used ChatGPT to create it.?

3. How do we know whether the information from ChatGPT is correct? What confidence can our clients have in the information we give them if it is sourced from ChatGPT?
4. What biases are in the data? There are broadly two types of biases that we might need to watch out for, inserted bias and acquired bias. Inserted bias relates to things that the creators of ChatGPT wanted the system to do, and things they wanted it not to do. The acquired biases are those that are embedded in the text used. For example, if the training data contains racist and sexist biases, then an AI system based on this data will have the same biases, but often in a stronger form.

## **The Shadow of a Falling Piano Analogy**

My analogy about the impact of ChatGPT is based on the shadow of a falling piano. Imagine you are walking down a street and from the 25<sup>th</sup> floor of a skyscraper a piano falls towards the street. As you walk along, you spot a small shadow on the floor, cast by the piano. You look at the shadow and it gets bigger and bigger. The shadow is harmless, but if you stand still and watch the shadow, you risk being hit by the real problem, the falling piano.

ChatGPT, is not the piano, it is, in my opinion, the shadow of what is coming. Market researchers and insight professionals should focus on what ChatGPT is showing us about what is coming next.

## **My Main Message**

The main message of this report is that ChatGPT has arrived with a bigger bang than any recent change or innovation. Bigger than when the internet arrived, bigger than when mobile phones first arrived and much bigger than say blockchain or cryptocurrencies. ChatGPT has made many people aware of what the experts have known and been doing for years. ChatGPT has also provided an easy (if somewhat limited) access to an interface to generative AI.

In terms of market research, the questionnaires it creates, the discussion guides it produces, the concepts it suggests, and the blogs it writes are not great. However, they are probably better than the material being produced by at least 25% of market researchers, and they can provide a starting point for many more.

The main limitations of ChatGPT at the moment are:

1. The lack of accuracy – especially for desk research.
2. The concerns over intellectual property.
3. The limited bandwidth.
4. Concerns about bias.

If you have not tried ChatGPT yet, then I think you need to. My recommendation is to get a copy of the book Prompt (see the further reading section in the Treasure Chest) and work your way through the examples in Chapter 1.

This technology (not necessarily ChatGPT itself) is going to transform the way we (market research and insight professionals) work at least as much as the introduction of personal computers did.

## Treasure Chest

The Treasure Chest is my name for all those useful and interesting things that are nice to have, but do not make it into the main report.

## Study Details

The study was conducted with people who have some connection with NewMR, for example, they are on the NewMR mailing list or they are connected to NewMR via social media. The Study comprises 268 completed interviews, collected between 25 February and 9 March 2023.

The key data totals for the closed questions are:

Region	Total	%
Africa & Middle East	14	5%
Asia Pacific	47	18%
Europe	105	39%
Latin America	8	3%
USA & Canada	93	35%
Other	1	0%
<b>Total</b>	<b>268</b>	<b>100%</b>

Participant Type	Total	%
Research Buyer / User	40	15%
Research or Consultancy Supplier	182	68%
Supplier to the Research Industry (eg software or fieldwork)	35	13%
Academic	5	2%
Other	6	2%
<b>Total</b>	<b>268</b>	<b>100%</b>

Have you used or experimented with ChatGPT?	Total	%
Yes	204	76%
No	64	24%
<b>Total</b>	<b>268</b>	<b>100%</b>

How would you rate this survey?	Total	%
Very Unsatisfied	3	1%
Unsatisfied	3	1%
Neutral	69	27%
Satisfied	127	49%
Very Satisfied	57	22%
<b>Total</b>	<b>259</b>	<b>100%</b>

## The Questionnaire

The questionnaire was created and administered using NewMR's sponsors, QuestionPro's system.

Hi, this is a short questionnaire to explore whether and how ChatGPT has impacted the world of insight and research. Given the early stage of ChatGPT adoption, most of the questions are open-ended questions. The results will be presented at a NewMR webinar on 16 March and will be shared via NewMR's website, newsletter and social media channels. Your participation in this study is completely voluntary. There are no foreseeable risks associated with this project. However, if you feel uncomfortable answering any questions, you can withdraw from the survey at any point. The study is being conducted using QuestionPro's strict anonymity setting, we will not know who you are. If you have questions at any time about the survey or the procedures, you may contact Ray Poynter & NewMR by email at [ray@new-mr.com](mailto:ray@new-mr.com). Thank you very much for your time and support. Please start the survey now by clicking on the Start button below.

Which if the following best describes your relationship to research and insights?

1. 1. Research Buyer / User
2. 2. Research or Consultancy Supplier
3. 3. Supplier to the Research Industry (eg software or fieldwork)
4. 4. Academic
5. 5. Other (please type) \_\_\_\_\_

Which region best describes where you are currently based?

1. 1. Africa & Middle East
2. 2. Asia Pacific
3. 3. Europe
4. 4. Latin America
5. 5. USA & Canada
6. 6. Other \_\_\_\_\_

Have you used or experimented with ChatGPT?

1. 1. Yes
2. 2. No

What have you done with ChatGPT so far?

And how well did it work for you?

What other tool/programs/systems etc do you see as offering something similar or better than ChatGPT?

How do you intend to use systems like ChatGPT over the next 9 months? (to help with our coding, please type None if you do not intend to use it during 2023, and DK if you are unsure)

What else would you like to tell us about systems such as ChatGPT?

How would you rate this survey?

- 1. 1. Very Unsatisfied
- 2. 2. Unsatisfied
- 3. 3. Neutral
- 4. 4. Satisfied
- 5. 5. Very Satisfied

Please tell us why you picked that rating

Many thanks for helping, the results will be presented via a NewMR Webinar, NewMR.org, social media, and our newsletter. Please click Done to ensure your answers are submitted.

## An example of playing with ChatGPT

### Question:

I need to conduct market research into the UK's public transport sector. What are the main forms of public transport in the UK?

### Answer:

1. Buses: Buses are the most commonly used form of public transport in the UK, and they are widely available throughout the country.
1. Trains: The UK has a well-developed railway network that connects cities and towns across the country. This includes regional trains, intercity trains, and high-speed trains such as the Eurostar.
2. Underground or metro systems: The London Underground is the oldest and most extensive metro system in the UK, with 11 lines serving the Greater London area. Other cities such as Glasgow, Newcastle, and Liverpool also have underground or metro systems.
3. Trams: Trams are a form of light rail system that operates in a number of UK cities, including Manchester, Nottingham, and Edinburgh.
4. Taxis: Taxis are widely available in urban areas and can be hailed on the street or booked in advance.

5. Ferries: Ferries operate in many coastal areas of the UK, and they are an important form of public transport in some areas, such as the Scottish islands.
6. Cycling: Cycling is becoming increasingly popular in the UK, and many cities have introduced cycle hire schemes and dedicated cycle lanes to encourage more people to cycle.
7. Walking: Walking is also an important form of public transport, particularly for short journeys in urban areas.

**Question:**

Please describe 10 personas that describe different sorts of users of public transport in the UK

**Answer:**

1. Commuter Chris: Chris is a busy professional who relies on public transport to get to work. He uses the train or bus to commute to the city every day and values punctuality and reliability above all else.
2. Student Sarah: Sarah is a university student who uses public transport to get around her college town. She's always looking for ways to save money, so she appreciates discounts and student fares.
3. Family Fiona: Fiona is a mother of two who uses public transport to take her children to school and run errands. She needs a reliable and safe service that accommodates strollers and children.
4. Senior Sam: Sam is a retired person who uses public transport to visit friends and family, go shopping, and attend appointments. He values a comfortable and affordable service that's easy to use.
5. Tourist Tom: Tom is a tourist visiting London for the first time. He relies on the Underground, buses, and taxis to get around the city and explore its attractions.
6. Business Traveler Beth: Beth is a business traveler who uses public transport to get from the airport to her hotel and attend meetings. She values a fast and efficient service that gets her where she needs to be on time.
7. Eco-friendly Emma: Emma is an environmentalist who chooses to use public transport over driving a car. She appreciates services that are eco-friendly and sustainable.
8. Disability Dave: Dave is a person with a disability who relies on public transport to get around. He needs a service that's accessible, reliable, and accommodating to his needs.
9. Leisurely Lucy: Lucy is a person who uses public transport to explore new places and enjoy leisure activities. She values services that are easy to use and offer scenic routes.
10. Nightlife Nathan: Nathan is a person who uses public transport to enjoy the nightlife in urban areas. He values services that operate late at night and are safe and reliable.

**Question**

Please write a short questionnaire using closed questions to help allocate people to these personas.

**Answer:**

Here is a short questionnaire using closed questions that could help allocate people to these personas:

1. What is your main reason for using public transport?
  - a. Commuting to work
  - b. Running errands or doing chores
  - c. Attending appointments or meetings
  - d. Exploring new places and leisure activities
  - e. Other (please specify)
2. How often do you use public transport?
  - a. Daily
  - b. Weekly
  - c. Monthly
  - d. Rarely
  - e. Never
3. Which type of public transport do you use most often?
  - a. Bus
  - b. Train
  - c. Underground or metro
  - d. Tram
  - e. Taxi
  - f. Other (please specify)
4. How important is punctuality and reliability to you when using public transport?
  - a. Very important
  - b. Somewhat important
  - c. Not important
5. Are you currently a student?
  - a. Yes
  - b. No
6. Do you have children under the age of 18?
  - a. Yes
  - b. No
7. Are you retired?
  - a. Yes
  - b. No

8. Do you have a disability that affects your mobility?
  - a. Yes
  - b. No
9. Are you visiting the UK as a tourist?
  - a. Yes
  - b. No
10. Do you prefer eco-friendly modes of transport?
  - a. Yes
  - b. No

**Question:**

Please write a short summary of this article on HS2 <https://www.bbc.co.uk/news/business-64901985>

**Answer:**

The UK government has announced that the opening of the HS2 high-speed rail line between Birmingham and Crewe will be delayed by two years to reduce costs. The decision is part of an effort to control inflation and reduce government debt, with Transport Secretary Mark Harper blaming significant inflationary pressure and increased project costs. The opening of Euston station may also be delayed as an affordable design is developed. The cost of HS2 has risen from £33bn in 2010 to £71bn, and the delays have been criticised by business groups and Labour.

**Question:**

*Write a blog about why personas are a good tool for segmenting the users of public transport*

**Answer:**

*As public transportation systems become increasingly complex and diverse, it is essential for transport planners and operators to understand their users better. Personas can be an effective tool for segmenting users of public transport, helping to create more targeted and tailored services.*

*Personas are fictional characters that represent specific user groups, based on research and data. They help transport planners to develop a deep understanding of their users' needs, behaviors, and preferences, and to design services that cater to those needs.*

*One of the main advantages of using personas in public transport planning is that they can help to identify and understand the different needs of different user groups. For example, older people may require more comfortable seating, accessible boarding, and simplified fare structures. Commuters, on the other hand, may need fast and reliable services, with plenty of space for luggage and electronic devices.*

*By developing personas for different user groups, transport planners can tailor services to meet their specific needs, leading to higher levels of satisfaction and improved customer loyalty. This, in turn, can result in increased ridership, as users become more likely to choose public transport over other modes of transportation.*

*Another benefit of using personas is that they can help transport planners to identify gaps in the existing service offering. For example, if a persona for young professionals identifies a need for a fast and reliable service between the city center and a nearby business park, transport planners can work to develop such a service, which would likely be popular with this user group.*

*Finally, personas can help transport planners to identify opportunities for innovation and improvement. By understanding the needs and preferences of different user groups, transport planners can develop new and innovative services that cater to those needs. For example, a persona for tourists might identify a need for guided tours of the city, which could be delivered via a mobile app or an onboard audio guide.*

*In conclusion, personas are an excellent tool for segmenting the users of public transport. They help to identify and understand the different needs and preferences of different user groups, allowing for the development of more targeted and tailored services. By using personas, transport planners can improve customer satisfaction and loyalty, increase ridership, and identify opportunities for innovation and improvement.*

However, the questions we ask are one of the factors shaping the answers we get. Let's see what happens if we want ChatGPT to attack personas.

**Question:**

Write a short blog about why personas are a bad tool for segmenting the users of public transport

**Answer:**

While personas are often praised for their ability to segment users of public transport, they may not be the best tool for this purpose. Here are a few reasons why personas may not be the best approach to segmenting public transport users:

**Lack of accuracy**

Personas are fictional characters created based on research and data analysis. However, there is no guarantee that these personas accurately represent the diverse range of people who use public transport. Factors such as age, gender, and income may not be sufficient to capture the unique experiences and needs of each user group.

**Oversimplification of user behavior**

Personas tend to oversimplify user behavior by creating generalized profiles based on certain characteristics or preferences. This may result in a failure to capture the complex decision-making processes and behaviors that users engage in when choosing to use public transport.

**Difficulty in keeping up with changing trends**

Public transport trends and user behavior are constantly evolving, making it difficult to keep personas up to date. Transit agencies may need to continuously update personas to ensure they remain relevant and representative of the users they serve.

**Potential for stereotyping and bias**

Personas run the risk of reinforcing stereotypes and biases. The creation of personas may perpetuate assumptions about certain user groups based on preconceived notions or limited data. This may result in a failure to understand the diverse needs and preferences of different user groups.

In conclusion, while personas can be a useful tool for understanding the needs and preferences of certain user groups, they are not without limitations. Transit agencies should be cautious when using personas and recognize their potential for inaccuracy, oversimplification, outdatedness, and bias. Ultimately, a more comprehensive and nuanced approach may be needed to segment the diverse range of public transport users.

## Resources

[\*\*PROMPT - A practical guide to brand growth using ChatGPT\*\*](#). If you have not already read it, I recommend this book by Richard Bowman and David Boyle. The book is crammed full of practical examples of things you can do with ChatGPT.

[\*\*Using ChatGPT for innovation: User personas & focus groups\*\*](#). In this post Christian Graham looks at using ChatGPT to create synthetic personas to test ideas. HT Janet Standen.

[\*\*ALIGNMENT PROBLEM- HOW CAN MACHINES LEARN HUMAN VALUES?\*\*](#) This is a useful book looking at what machine learning is and what it isn't. HT Tom Woodnutt.