

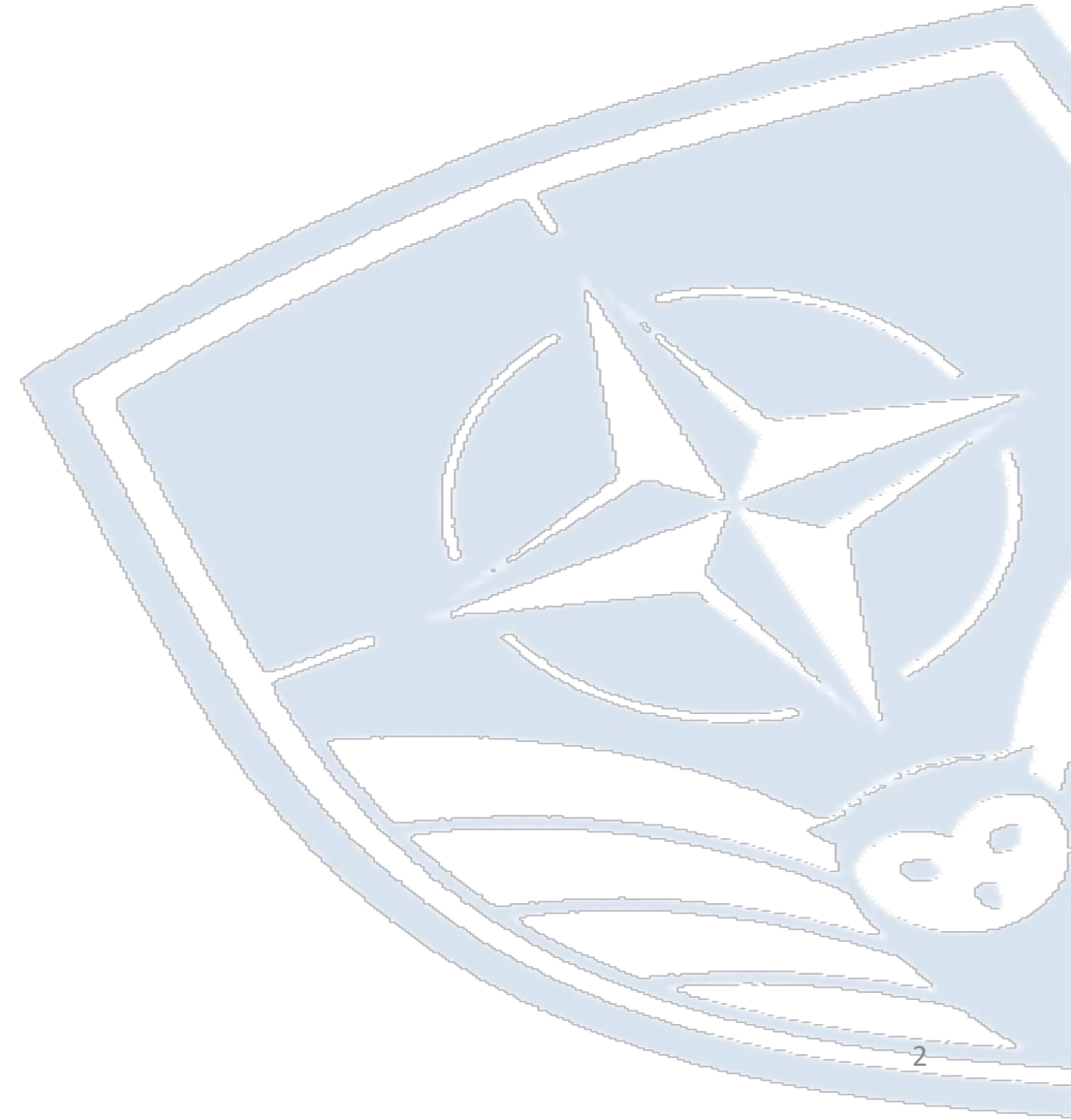
Does Artificial Intelligence conduct better research interviews than you?

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- 1. Introduction**
- 2. Analytical method**
- 3. Results**
- 4. Conclusions**



1. INTRODUCTION

➤ LL Capability and New Technologies

- Absorptive capacity:

(knowledge acquisition – management – dissemination – transformation)

- New technologies in support of Lessons Learned

➤ Current Approaches to LL Knowledge Acquisition

- Passive collection
- Reactive collection
- After-action collection
- Active collection

➤ Value of Interviews for LL knowledge Acquisition

- Qualitative analysis / Narrative data
- 4 types of interview

➤ AI/ML technologies for Interviews and Surveys:

- Recruitment
- Customer service
- Customer feedback

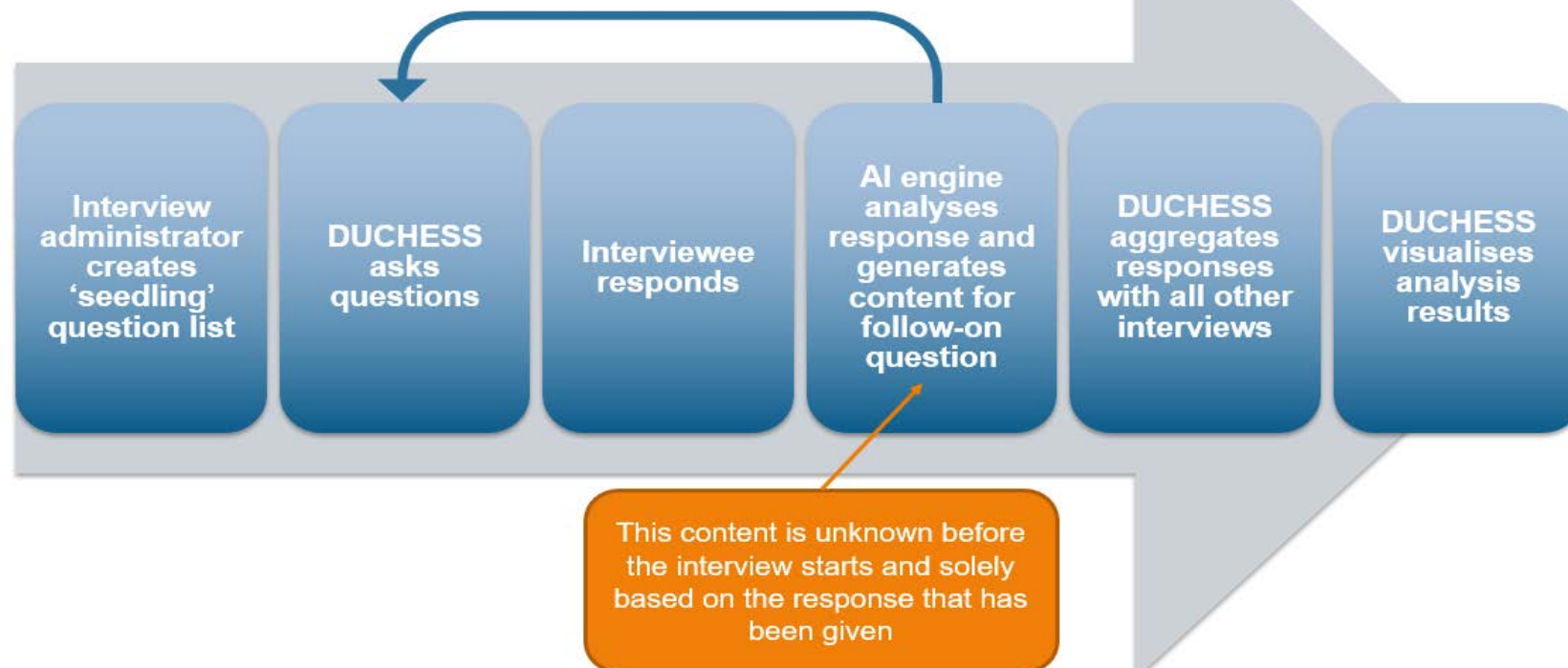
2. ANALYTICAL METHOD (1)

Collaboration Tools Analysis Project

- NCI Agency effort for NATO HQ
- JALLC effort for military HQs

Methodology

- AI/ML procurement
- Interviews set-up



2. ANALYTICAL METHOD (2)

➤ Testing and collection

- Sample:250 – Return: 20
- Letter to COS HQ
- Interview link distribution: NCS; Training Organizations; Agencies
- Post-interview Survey

➤ Results and Analytics

- Dashboard
- Analytics report

➤ JALLC analysis and Reporting

- Data analysis (Interview and NLLP)
- Report writing



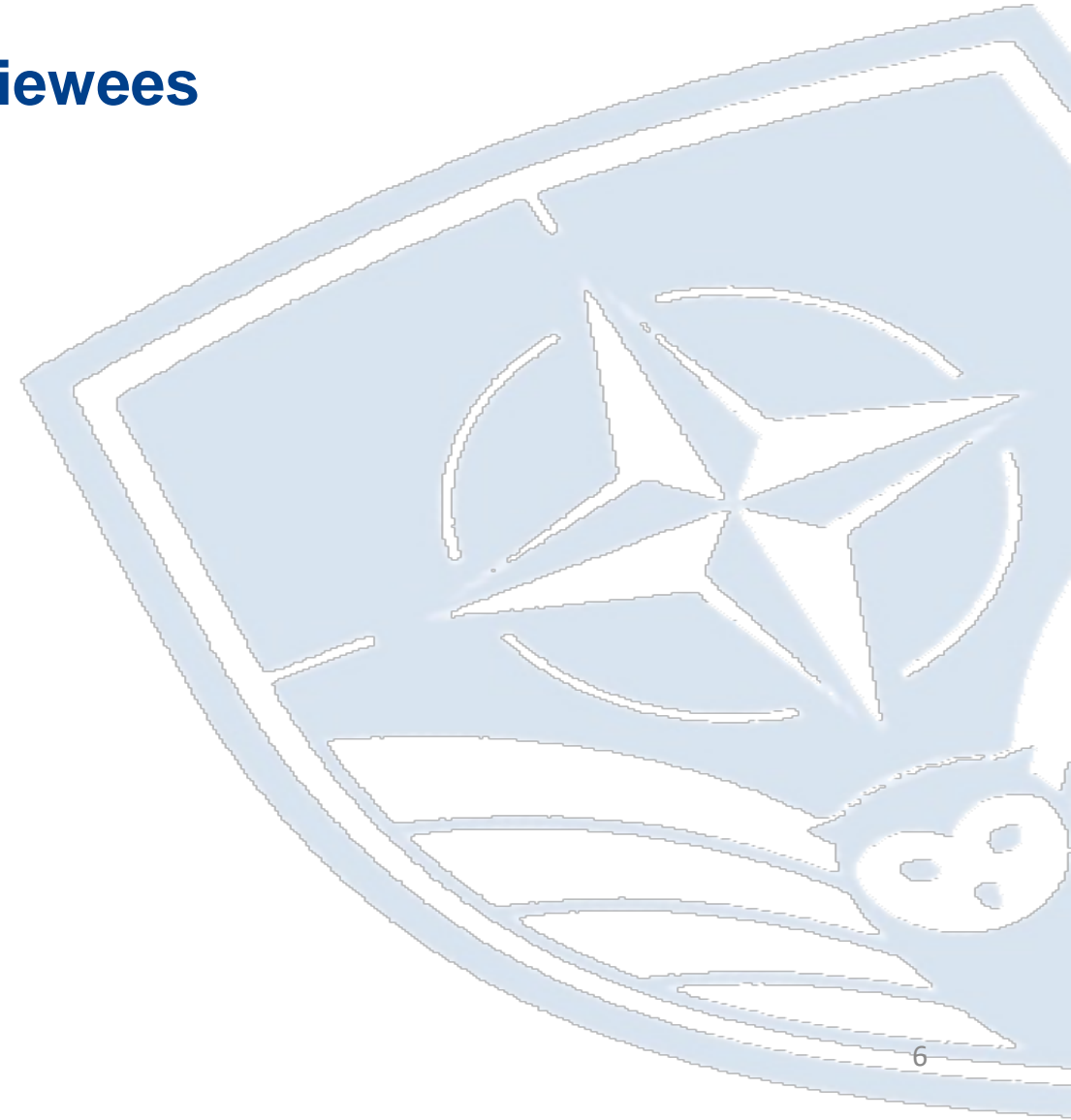
3. RESULTS

3.1 Number and diversity of interviewees

3.2 Practical implementation

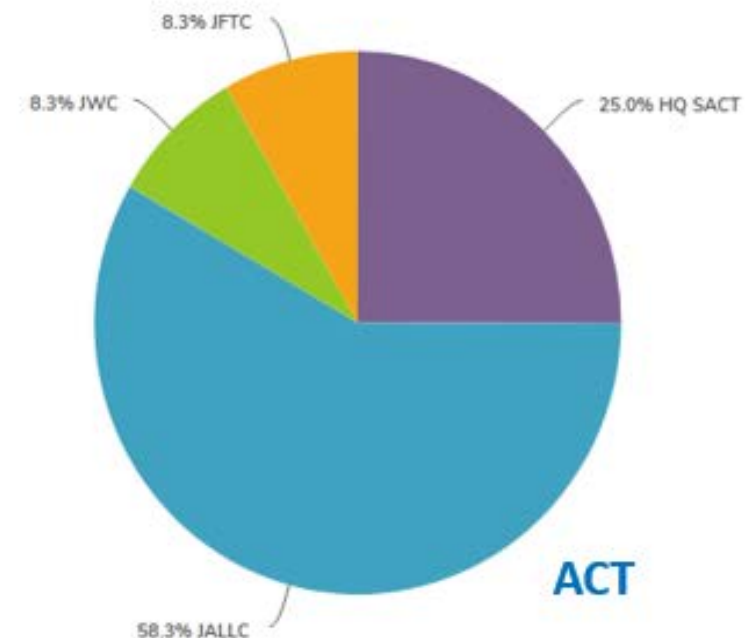
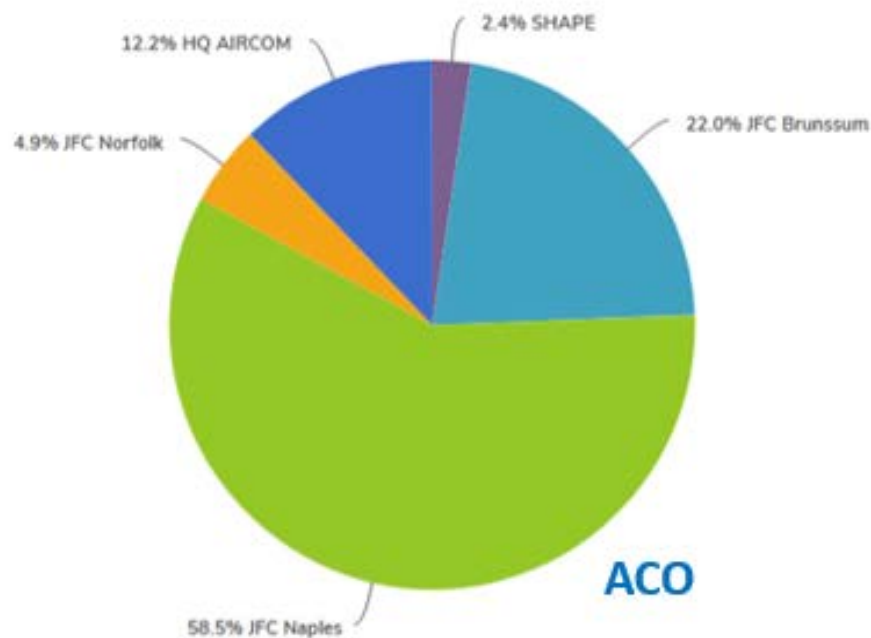
3.3 Quality of responses

3.4 Level of engagement



3.1 NUMBER AND DIVERSITY OF INTERVIEWEES

- Invited 2000+ / Return 73: 11 (partially); 47 (content questions); 15 (all questions)
- Factors: link availability; technical limitations



- ✓ *Take away: larger and more diverse audience*
- ✓ *Sustain: engagement with HQs*
- ✓ *Improve: extended period*

3.2 PRACTICAL IMPLEMENTATION

➤ Technical dimension: accessibility; devices; comfort

➤ Level of effort

✓ *Take away: less effort; technical set-up is a critical barrier*

✓ *Sustain: pre-deployment test*

✓ *Improve: find alternatives; use professional networks; data protection*

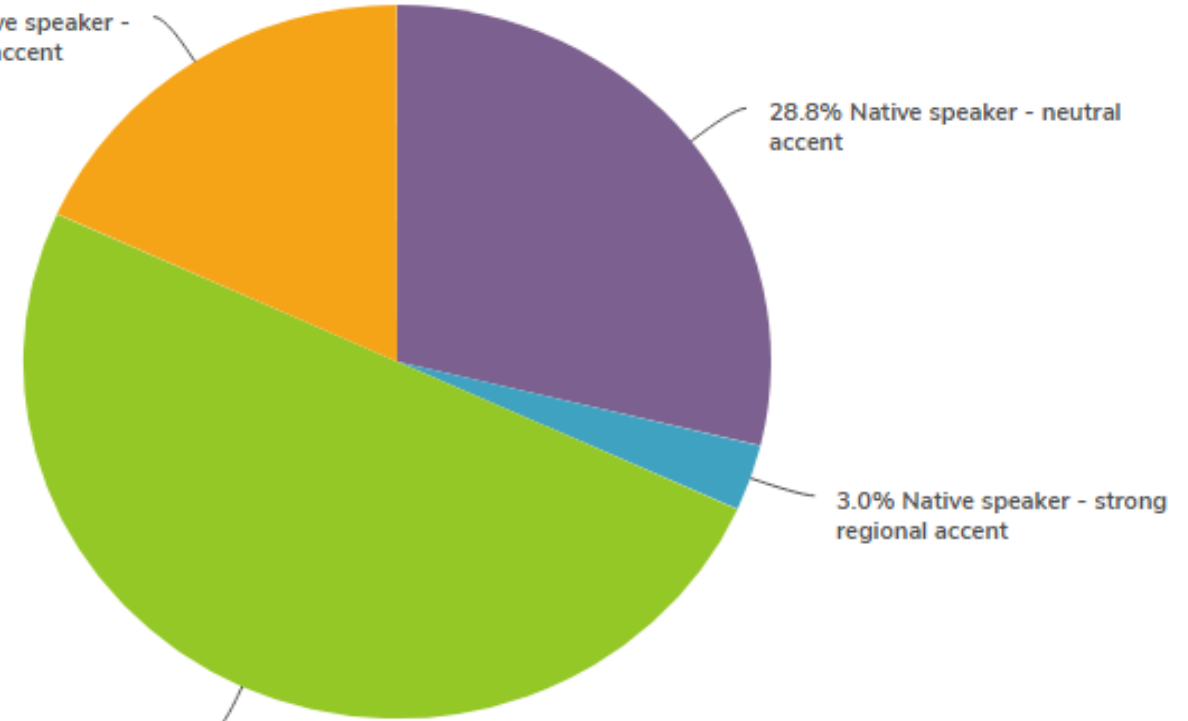
Interviewer task	Level of effort	
	Traditional interviews	DUCHESS interviews
Define open questions	3 hours	3 hours
Test the questions and update	3 hours	30 min
Plan and administrate (audience permission, communications; venue; approvals; booking; travel)	0.5 hour (30 min +) / interview	30 min
Conduct interview	0.5 hour (30 min +) / interview	0
Transcribe interview	2 hours + / interview	0
Analysis of each interview	0.25 hour (15 min +) / interview	0
Analysis of aggregated interview data	1 hour + / interview	0

3.3 QUALITY OF RESPONSES

- Very good to poor responses
- Quality of transcripts : English language accent; errors

Intent	Transcript
..them all...	The mall
..phones and that was....	..phones. Anne. That...
..Zoom...	..Zune...
...his colleagues...	...it's colleges...
?????	...bikes account define talk made, some meetings with disease.

18.2% Non-native speaker - strong national accent



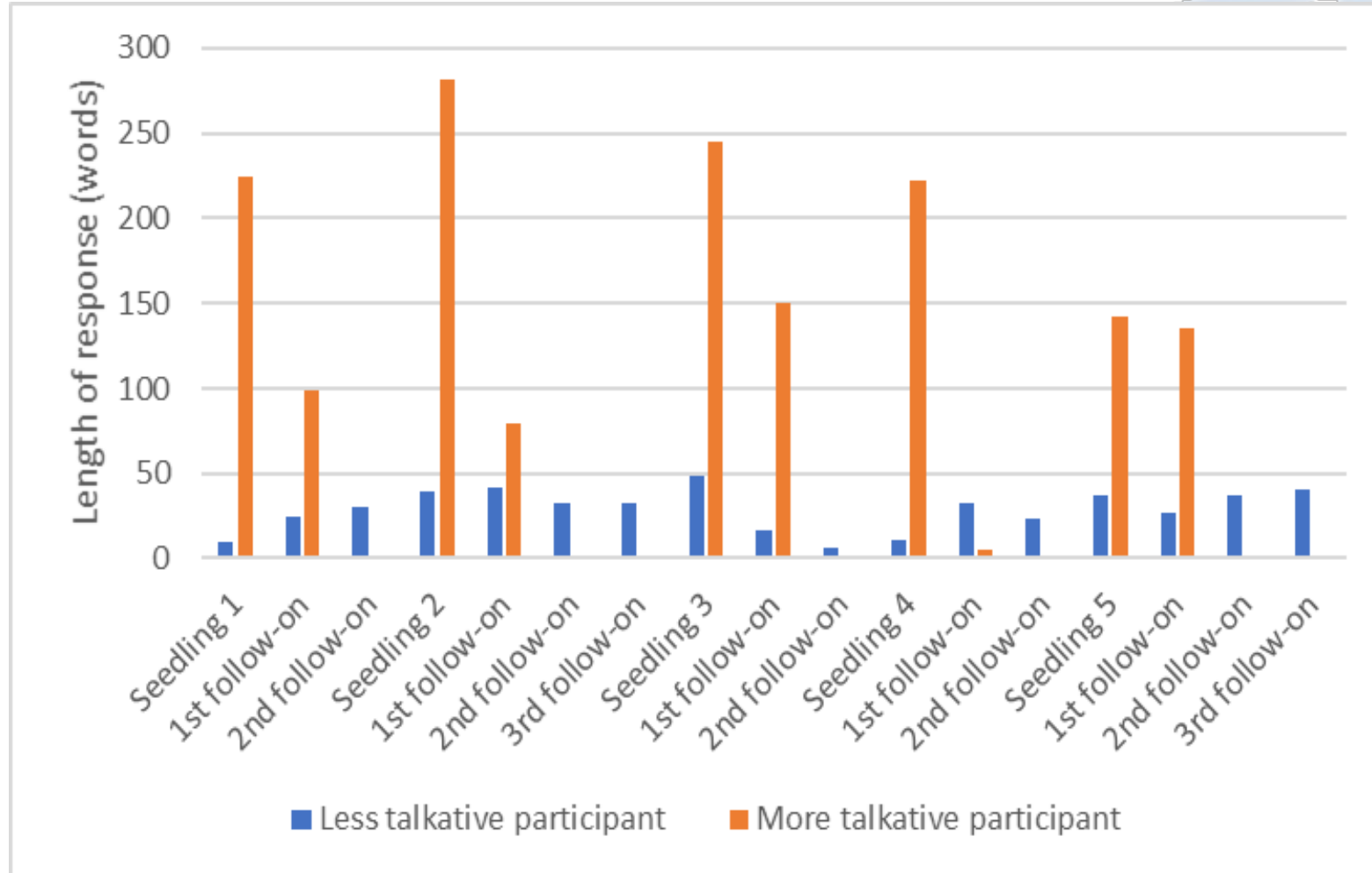
50.0% Non-native speaker - neutral accent

- ✓ *Take away: English language accent impacts the transcripts*
- ✓ *Sustain: include open question(s)*
- ✓ *Improve: potential training of the Ai voice-bot*

3.4 LEVEL OF ENGAGEMENT

- Quality of follow-on questions
- Length of responses
- Going Off-topic

- ✓ *Take away: responses impact the follow-on questions*
- ✓ *Sustain: 3 follow-on questions*
- ✓ *Improve: pause the response; avatar; progress bar; review transcript; background; control the interview*



4. CONCLUSION

Question: Does Artificial Intelligence conduct better research interviews than you?

PROS

- Suited for structured interviews
- Large and diverse sample
- Anonymity
- Auto-transcription
- Text analytics
- Flexibility and minimum resources / costs

**Self-booking*

**Auto-translation*

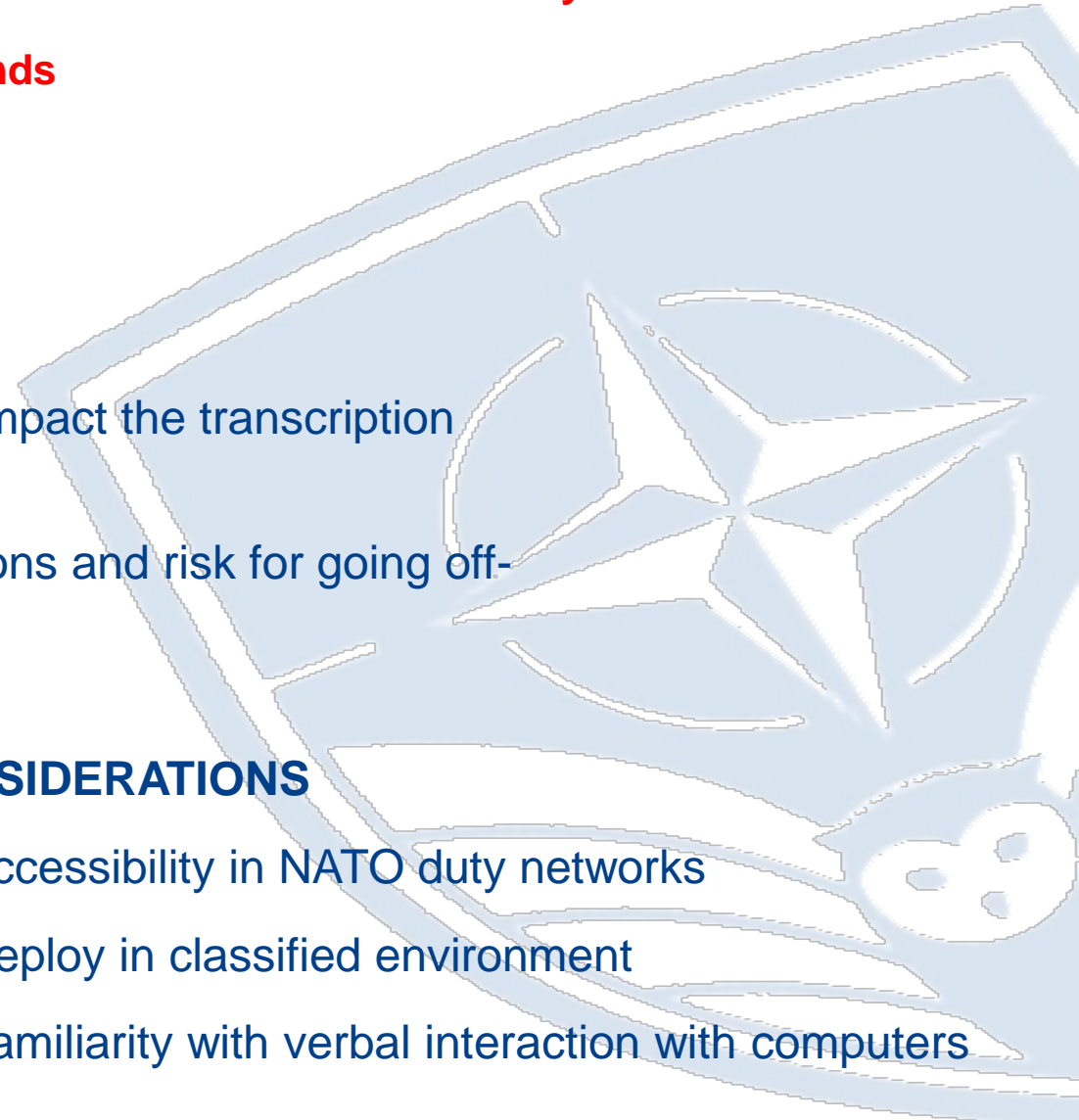
Response: It depends

CONS

- English language accent impact the transcription and weight of responses
- Quality of follow-on questions and risk for going off-topic

CONSIDERATIONS

- Accessibility in NATO duty networks
- Deploy in classified environment
- Familiarity with verbal interaction with computers



QUESTIONS?

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