



AI-Conversational Surveys

# Explore the Power of AI Conversational Surveys

Learn more about how Engage can transform your research.



## ARE THE COUNTRY'S BEST DAYS BEHIND US?

In partnership with



### Case Study:

Engage is redefining political polling by blending rigorous quantitative survey data with rich qualitative interviews. A Siena College poll of New Yorkers' economic attitudes found that 47% believe America's best days are behind us and majorities doubt Social Security, Medicare, or government leadership on economic recovery. Engage goes further by conducting hundreds of AI-driven interviews that reveal personal stories around financial strain, political disillusionment, and voter sentiment. Participants explore highly sensitive topics—from job loss and health issues to frustration with both parties—demonstrating surprising comfort with the AI interface and providing depth beyond traditional polls.



LEARN MORE

## Real-Time, In-Depth Conversations

**Topic:** New Yorkers' opinions on the Economy and Politics

What changes would make you feel more optimistic about your financial future?

Raises should match inflation over the past 6 years, NYC should cut taxes and regulations, stop funding illegal immigration and electing leaders like Mamdani.

How much of your pessimism stems from your personal situation versus the broader economy or world events?

As I near retirement, I'm worried the economy, high taxes, and poor governance will erode my purchasing power.



## KEY FEATURES & BENEFITS:

### High-Quality Data Collection

- **Scalable AI Interviews:** Capture rich, open-ended responses through dynamic text or voice interviews with automated probing.
- **Enhanced Engagement:** Designed to reduce fatigue and foster meaningful, enjoyable interactions.
- **Empower Your Research:** Script, test, and refine interviews with clear instructions. Test the behavior with manual or simulated responses.

### Versatile Research Applications

- **Flexible Adoption:** Integrates easily with your surveys using common question types and logic functions (multiple choice, open-ended, images, instructions, skip logic, display logic, randomization, and blocks).
- **Global Reach:** Collects rich qualitative data in any language through interactive online formats.
- **Coding and Analysis:** AI-driven insights support thematic, sentiment, and other qualitative analyses.
- **Data Visualization:** Automatically generates editable charts from qualitative analyses.
- **Quote Mining:** Quickly search transcripts to extract quotes that support your findings.
- **Data Export & Integration:** Export quantitative data and qualitative analyses to CSV format for analysis or use in other tools and workflows.

### Building Trust in AI

- **Increased Anonymity/Decreased Social Desirability:** Provides a safe and anonymous space for honest responses on sensitive political topics and emotional experiences of people across the political divide.
- **Research Support:** Aids in data collection and analysis while keeping researchers in full control.
- **Data Reliability:** Advanced AI tools detect inattention, improper usage of ChatGPT, and prevent fraud, ensuring reliable and high-quality data.

### Practical Examples

- **Research Assistance:** Helps interview potential research assistants or interns and creates and pilots new stimuli.
- **Classroom Integration:** Supports student projects involving quantitative, qualitative, or mixed methods research.

## LOVED BY PARTICIPANTS

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*"This is one of the most solid studies I've taken part in. The site runs smooth; everything works as intended. So I have nothing to critique. Great job."*

Engage Participant