USE CASE STUDY

Market Research: AI Perception Study

Intelligent conversational surveys powered by Curious AI with comprehensive analytics through Fusion Analytics

160
Participants

100%
Anonymous

Multiple
Topics

The Challenge

Understanding public perception of AI requires gathering nuanced feedback across multiple dimensions. Traditional surveys often feel rigid and fail to capture the depth of participant perspectives.

Rigid Structure

Fixed questions don't adapt to individual responses

Surface-Level Data

Fail to explore deeper motivations and perspectives

Limited Analysis

Difficult to extract meaningful patterns and statistical output from text

Data Collection

Curious AI

Adaptive Conversations

AI-led survey covering multiple topics with responses tailored to each participant while maintaining research focus

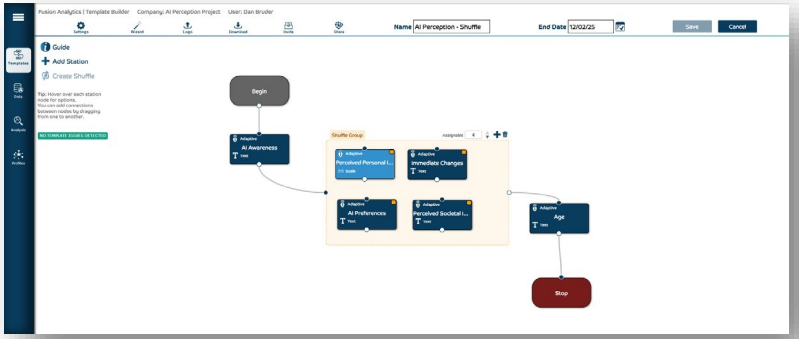
Smart Topic Shuffling

Topics shuffled to ensure comprehensive coverage without overwhelming participants

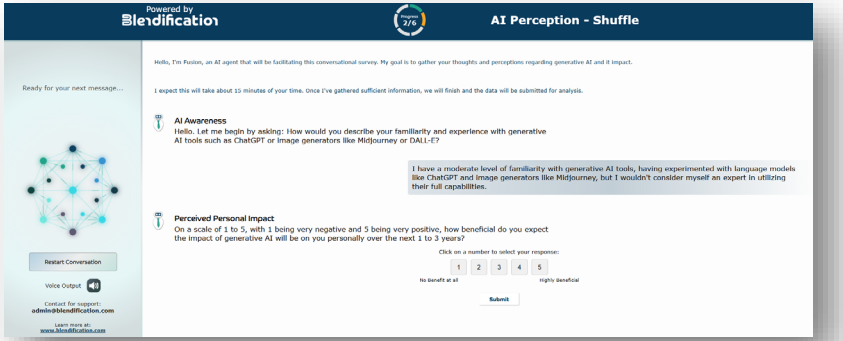
Efficient Deep Dive

Thorough exploration of each topic without requiring excessive time from participants

Conversation Setup



Dialogue Interface



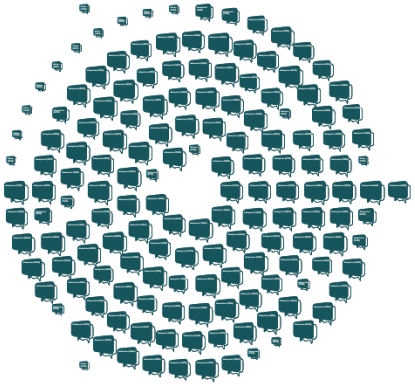
Data Analysis

Fusion Analytics

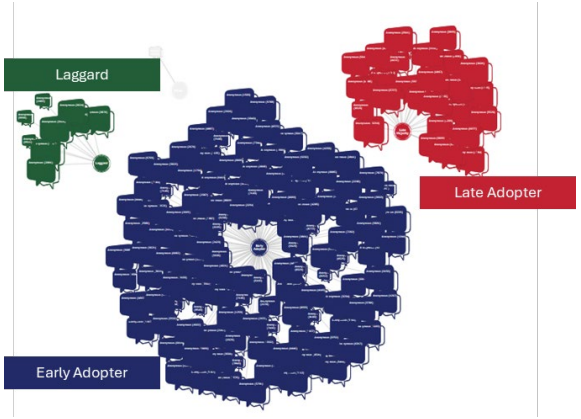
Conversational data is broken into atomic units (smallest meaningful level), enabling both statistical reliability and thematic depth.

Analysis Capabilities:

- Data Aggregation & Segmentation
- Emotional Tone Analysis
- AI-Human Collaborative Topic Generation
- Response Distribution Mapping
- Second-Level Relationship Discovery
- Correlation Analysis



Data Aggregation



Data Segmentation

Unique Advantage: Conversational data analyzed with statistical traceability, combining the depth of qualitative insights with the precision of quantitative analytics.

Data Analysis

Fusion Analytics

Emotional Tone Analysis

Engaged Reactions: Mostly Neutral-to-Positive Sentiment with High Emotional Intensity

Key Insight

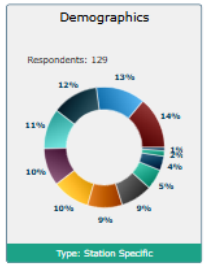
The chart maps each response by sentiment direction (negative to positive on the x-axis) and emotional strength (low to high intensity on the y-axis). Most responses cluster around neutral-to-positive sentiment with moderate-to-high intensity, meaning people are engaged and expressive even when their overall sentiment isn't extreme, while the fewer negative responses tend to be more strongly felt.

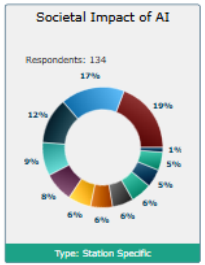
Data Analysis

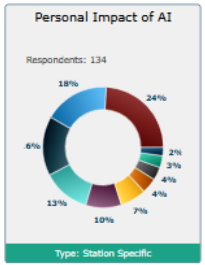
Fusion Analytics

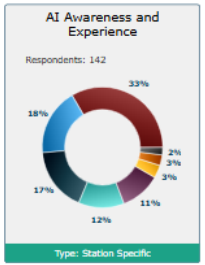
AI-Human Collaborative Topic Generation

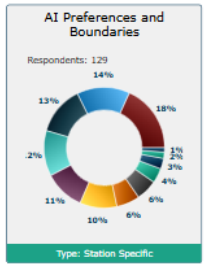
AI and humans work together to identify key topics for analysis, combining algorithmic pattern recognition with human domain expertise.

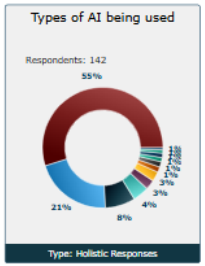


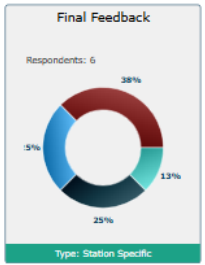










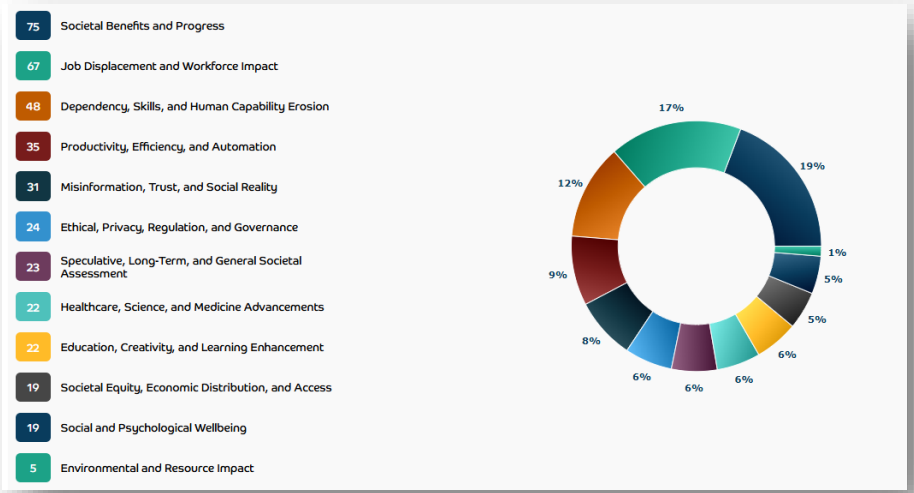


Data Analysis

Fusion Analytics

Response Distribution Mapping

Social Impact of AI | First-Level Topic Response



Key Insight

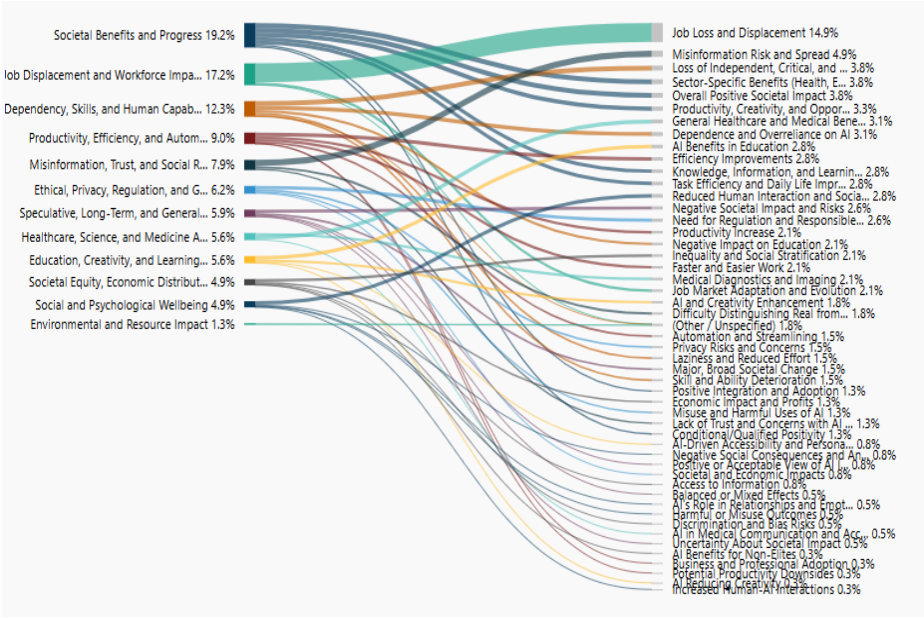
Responses concentrate on two dominant themes: Societal Benefits and Progress (19%, 75) and Job Displacement and Workforce Impact (17%, 67), highlighting a clear mix of optimism about AI-driven advancement and worry about economic disruption. A strong secondary cluster around Dependency/Skills/Human Capability Erosion (12%, 48) plus Misinformation/Trust (8%, 31) and Ethics/Privacy/Governance (6%, 24) shows that concerns about human capability, trust, and oversight are central to how people weigh AI's impact.

Data Analysis

Fusion Analytics

Second Level Relationship Discovery

What Lies Beneath the First Level Responses



Key Insight

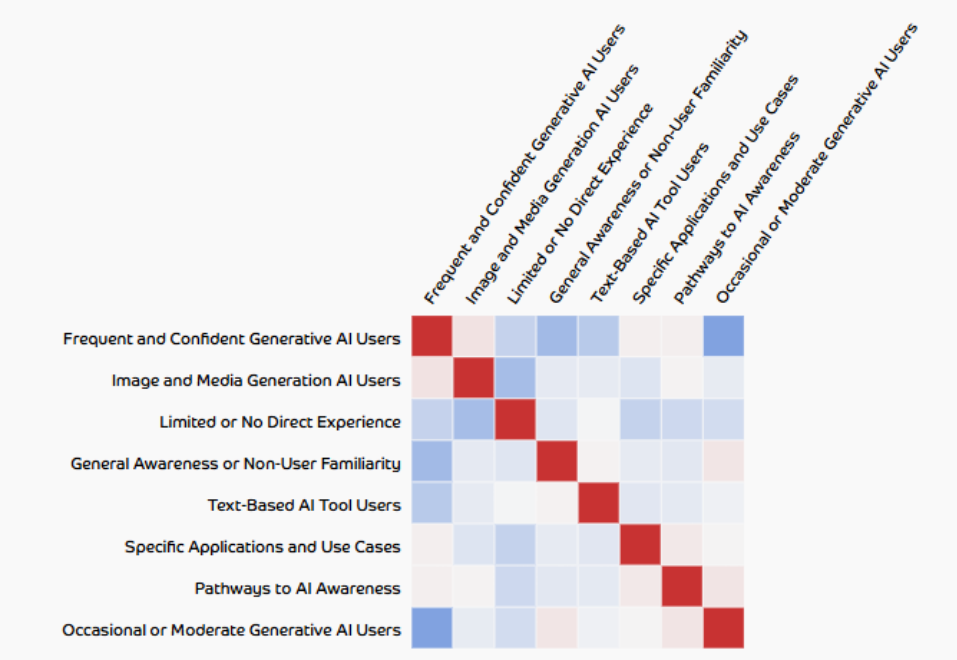
The chart shows broad themes like Societal Benefits and Progress and Job Displacement and Workforce Impact breaking into second-level issues, with the strongest flow landing on Job Loss and Displacement (14.9%), alongside smaller benefit nodes like AI Benefits in Education and Efficiency Improvements. In contrast, Dependency/Skills/Human Capability and Misinformation/Trust concentrate into repeatable risk concerns such as Misinformation Risk and Spread (4.9%), Loss of Independent/Critical Thinking (3.8%), and Privacy Risks, showing that benefits disperse across many outcomes while risks cluster around a few dominant worries.

Data Analysis

Fusion Analytics

Correlations Analysis

AI Experience Clustering: Two Distinct User Groups



Key Insight

People who are similar in AI experience tend to move together: the strongest positive correlation is between Limited/No Direct Experience and General Awareness/Non-User Familiarity (and there's also a positive link between Specific Use Cases and Pathways to Awareness). The strongest negative correlation is between Frequent/Confident Users and Occasional/Moderate Users, meaning the heavy users and lighter users show up as clearly different groups.

Key Findings

80-90% cite efficiency and productivity gains as primary GenAI benefits

65-75% express concerns about job loss and economic disruption

60-70% demand regulation and oversight with transparent guardrails

45-55% worry about misinformation, deepfakes, and trust erosion

60-70% report meaningful improvements vs 10-20% with limited benefit

Blendification Platform Advantages

Curious AI

- Adaptive conversations maintain engagement
- Natural dialogue captures deeper insights
- Efficient exploration without participant fatigue

Fusion Analytics

- Atomic-level data enables statistical reliability
- Qualitative themes and emotions with quantitative precision
- Full traceability from insight to source

Advance your research with intelligent conversations and comprehensive analytics