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Interview innovAltion days 2024, Web-Seminar

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"Privately, ChatGPT has already partly become a Google replacement for me."

Dr. Julia Nitschke, VP Digital & Consulting, eye square

In our interview with Dr. Nitschke from eye square, you will learn how artificial intelligence is revolutionizing the industry and the exciting insights offered by the AI Experience Model. Read about how AI is changing human experience, why ChatGPT has become indispensable for Dr. Nitschke, and what new opportunities are opening up in user experience research.

Dr. Nitschke, it's great that you are participating in the InnovAltion Days by marktforschung.de. To start, can you share your personal opinion on how AI is changing market research and which areas of your private life you no longer want to miss AI?

Dr. Julia Nitschke: It is still difficult to predict how the use of AI will really change market research. There are established methods based on algorithms that we are already successfully using, especially for implicit procedures. Regarding the new tools of large language models and how we can utilize them: there is a hope, of course, that our work will be easier. Like other institutes, we are currently experimenting a lot, especially in data analysis. However, testing is usually more work than saving time.

Another hope is to gain completely new insights that have previously remained 'hidden.' In terms of new tools, we are still in an exploration phase, for example, in emotion recognition. The research subject is also changing due to AI developments: Like in our AI Experience Research, AI applications are increasingly becoming the research topic itself. This aspect will be discussed in the webinar.



Privately, ChatGPT has already partly become a Google replacement for me, asking for information- instead of searching for it – it's often really easier and more efficient!

You will be presenting the AI Experience Model and the experience of ChatGPT in the webinar. Can you give us a brief overview of what participants can expect from this model?

Dr. Julia Nitschke: It was important for us to not only focus on new application possibilities but also to research the human experience of dealing with AI. Our model is based on in-depth interviews and describes and explains psychologically the patterns of human experience and behavior in dealing with AI. In the webinar, I will explain the model and describe the different psychological 'conditions' that AI encounters in people.

Based on the model, we developed an online survey to examine attitudes toward ChatGPT and the experience of interacting with ChatGPT. I will also present some results of this.

How does the AI Experience Model differ from other approaches to studying human-AI interaction?

Dr. Julia Nitschke: There is a lot of research and literature on human-AI interaction, especially chatbots. Our approach differs in the psychological approach to describing the conflicts and emotions that AI evokes.

How has eye square's work in user experience and digitization changed with the integration of AI? What new opportunities have arisen as a result?

Dr. Julia Nitschke: As mentioned above, I would still describe the current phase as one of exploration, at least concerning the new tools that have been accessible since the launch of ChatGPT. We are testing many applications, especially in data analysis, within our studies. However, everything has to be thoroughly tested, so many things are not an immediate relief for our teams. The quality of datasets, for example, categorizations or calculations, is getting better. But content interpretations, for example, based on transcripts, still need to be handled with the utmost caution. It is evident that language models do not really understand what they are talking about.



Can you tell us more about the role and goals of the AIX Lab at eye square and how it contributes to the further development of interaction research with AI?

Dr. Julia Nitschke: We founded the AIX Lab to work on these strategically important future topics across teams. On one hand, we share our experiences with different tools, gather our knowledge, and develop guides (e.g., on proper prompting) for the rest of the team, so that not everyone has to try everything out themselves. On the other hand, we are advancing the research on the experience of AI, which is the actual AI Experience approach. For example, we are currently planning a study with MetaDesign to investigate the difference in the experience of interacting with a chatbot, depending on how much it is branded and speaks the language of the brand.

What developments and innovations do you expect in the coming years in AI-supported user experience, and how does eye square plan to utilize these trends?

Dr. Julia Nitschke: I can imagine significant changes in user experience and interaction with digital offerings and services in the coming years. This was also concluded in a foresight process we dedicated ourselves to last year. If people start interacting more with personal agents instead of searching for information or offers themselves, it would be a revolutionary change in usage behavior – with significant impacts on digital offerings and business models of many companies. If voice becomes a more important interaction channel, user experience and thus user experience research must be completely rethought.

Generative AI also makes creating designs and prototypes much easier. This enables much more UX research to compare different variants.

We want to be well-positioned for these developments, both in content and methodology, so we can support our clients in further developing their offerings user-centrally and successfully. Understanding the human experience in dealing with these new offerings is crucial for this.



In your online survey on the experience of ChatGPT, you surely collected a lot of interesting data. Can you share some surprising or particularly insightful results with us?

Dr. Julia Nitschke: For example, I was surprised that some evaluations and attitudes towards ChatGPT do not differ significantly depending on whether people have already used ChatGPT or not. There are users, for instance, who have concerns and fears even though they use ChatGPT themselves.

What challenges do you see in researching human-AI interaction, and how can the AI Experience Model address these challenges?

Dr. Julia Nitschke: There are many challenges, such as the rapid development, which also affects the attitudes and experiences of users. The research subject is thus a 'moving target,' and research results can quickly become outdated. I think our model is helpful in understanding and classifying the underlying feelings of users when dealing with AI – this does not fundamentally change depending on the product you interact with.



Julia Nitschke has a doctorate in psychology and heads the department of digitization and consulting at eye square.

She has many years of experience in market research and on the customer side in the area of product management and business development. Dr. Nitschke offers advice on the topics of digitization, business development, user experience and agile processes.

Dr. Julia Nitschke

VP Digital & Consulting
eye square