



user interviews | FEATURED USE CASE

AI Research

Recruit qualified participants for research and testing about Artificial Intelligence.



AI Research

Use Case Overview

User Interviews makes it easy to recruit participants for research and testing about Artificial Intelligence (AI). Our panel has supported nearly 5,000 AI-related research sessions over the last five years. This research has been undertaken by companies operating in a range of industries including technology and consulting.

Some examples of AI research we recruit for include:

- Building AI models and technology
- Testing AI products and features
- Productivity use cases for AI
- General attitudes toward AI

With our panel of 5 million participants, an ML-powered matching system, and in-depth screening capabilities, we are able to source participants for AI studies across a range of occupations, industries, and levels of technical experience.

If you're sourcing participants for a particular AI study, the best way to gauge feasibility is to [sign up for free and launch a project](#).

Note: The data included in this report is accurate at the time of publication, October 2024.

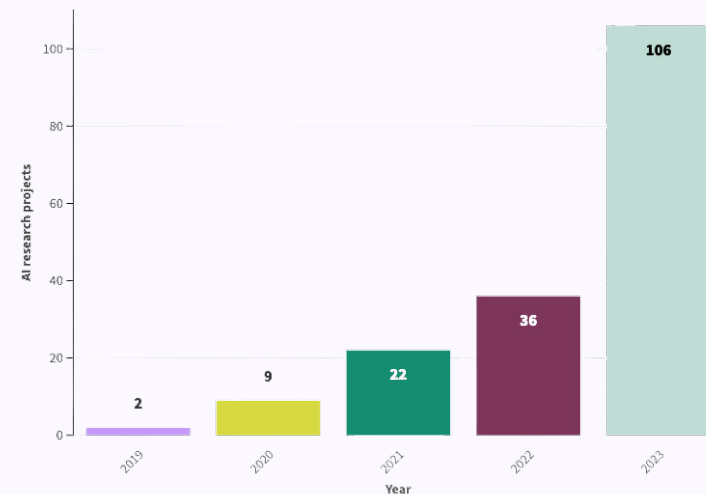
KEY STATS

- 4,947 AI research sessions sourced from our panel
- 290% annual growth rate in AI research on our platform
- 74% of AI research is run by enterprise companies and agencies
- 67% of AI research targets professionals based on occupation
- \$98 was the average incentive, with some specialized studies paying \$400+

Growth in AI Research

With the rise of AI tools and mass adoption across almost every industry, it's no surprise that AI-related research has grown exponentially on our platform.

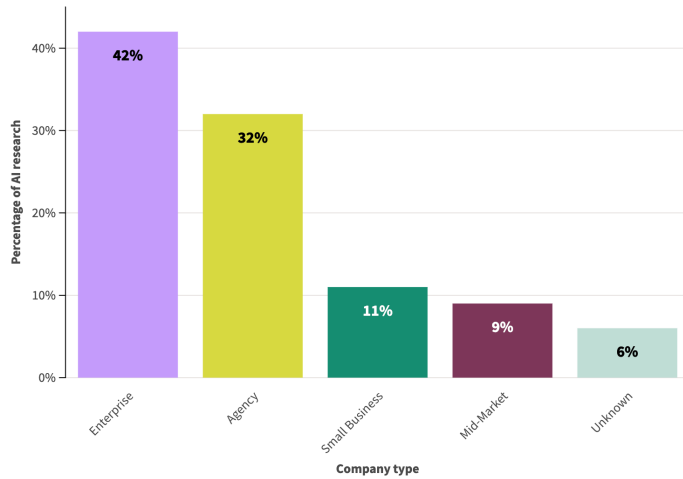
AI research by year



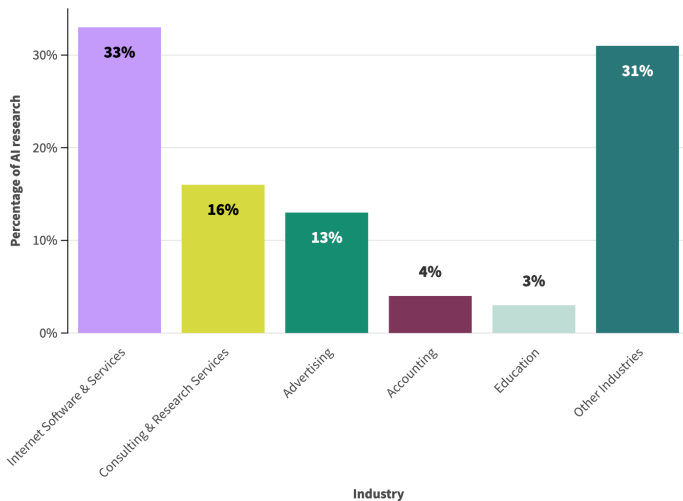
Who's conducting AI research

74% of AI research is conducted by enterprise companies and agencies, across a range of industries including technology and consulting. Research teams in 23 unique industries have launched AI research studies on User Interviews.

AI research by company type



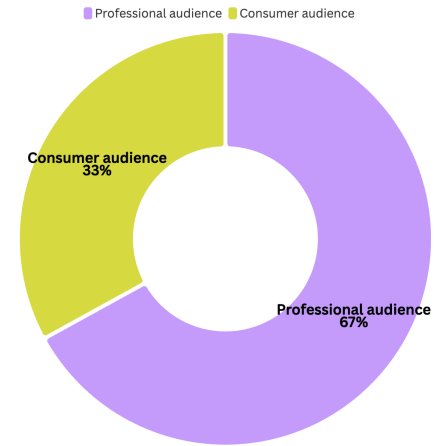
AI research by industry



Who does AI research target

67% of AI research targets a professional audience using occupation-based criteria. Common criteria includes location, job title, computer with webcam, age range, and other professional characteristics like employment status, company size, seniority, and industry.

AI Research by Audience



Targeting criteria for AI research

