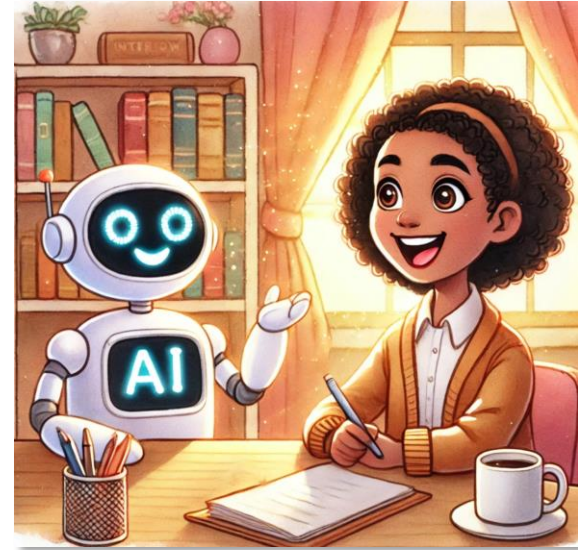

Talk to the bot: Automated interviews for Outcome Harvesting

Outcome Harvesting Community Webinar Series
15. October 2024 | 3pm-4pm CEST

Presenter: Kornelia Rassmann

Co-authors: Gabriele Caldas Cabral & Steve Powell



Part 1: Why AI-supported interviewing?

- OH strongly depends on interviews
“Ping-pong”, iterative harvesting
- Interviews are time-consuming
Behaviour changes, SMART outcomes!



Why AI-supported interviewing in OH?

Automation potentially

- is **time & cost-efficient**
- can lead to a **larger reach** and higher levels of **inclusivity**
- thus increasing OH's power to help capture **unanticipated outcomes**



Why not a survey?

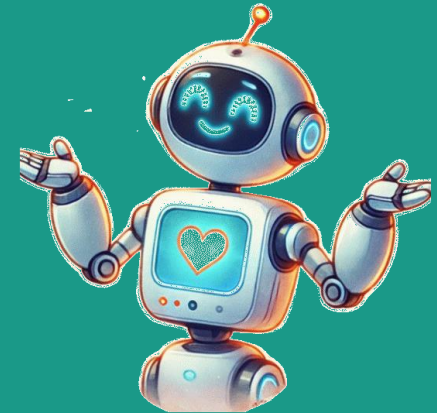
AI tailors questions individually to the interviewee's responses.

Flexibility and **depth** is crucial in OH to capture sufficiently **detailed and specific information.**



⇒ Much like a
human harvester!

Part 2: Qualia-OH - about the bot



Qualia



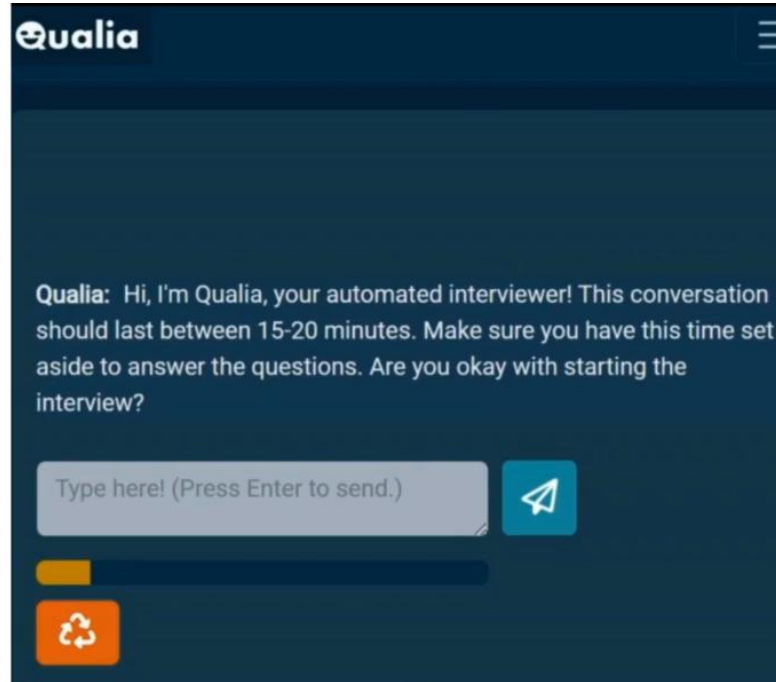
- **Web-based platform**
developed by Steve Powell & Causal Map Ltd team
(Fiona Remnant, Gabriele Caldas Cabral)
- Uses **GPT-4o**: best AI model for complex in-depth conversations interviews to date
- Can do interviews in **varying/ mixed languages**
- Respondents **don't need ChatGPT or Qualia** account; edit in browser, or use speech on mobile



What it does

1 Respondents receive a web link
Links can be individualised, tracked to avoid multiple answers

2 Respondents lead the interview at the time and place of their convenience



3 Qualia informs you, when the interview is done

4 Interview transcripts downloadable as .doc, .txt, or .csv files
Can be analysed with e.g. „Outcome Harvester“

Interview prompt

A: General instructions

- 1 Info on the bot „who are you“
- 2 Background on the project!
- 3 Information on the potential respondents
Distinguish between internal / external stakeholders

B: OH guidance

- 4 Ask source for name, context
- 5 Identify a key game changer
- 6 **Outcome Harvesting**
outcome, significance, contribution
- 7 Check if there are further outcomes (related or unrelated)

C: Summary & Closure

- 8 Summaries of outcomes (check if further amendments needed)
- 9 Confidentiality, Contacted by team

D: Evaluation

- 10 Evaluation of interview
Overall interview experience & suggestions for improvements

Part 3: Qualia-OH case study

KLAR! Climate Change Adaptation Model Regions for Austria



- **Goal:** Strengthen regional resilience to climate change
- **c. 90 municipalities**
- **Focus regions for Qualia-OH pilot:** Bad Ischl, Ebensee led by Birgit Müllegger (klar.b.muellegger@gmail.com)
- **2 phases:** 2022-2024 and 2024-2027



www.klar-badischl-ebensee.at/start.html

KLAR! Qualia-OH responses & user experience



Sources

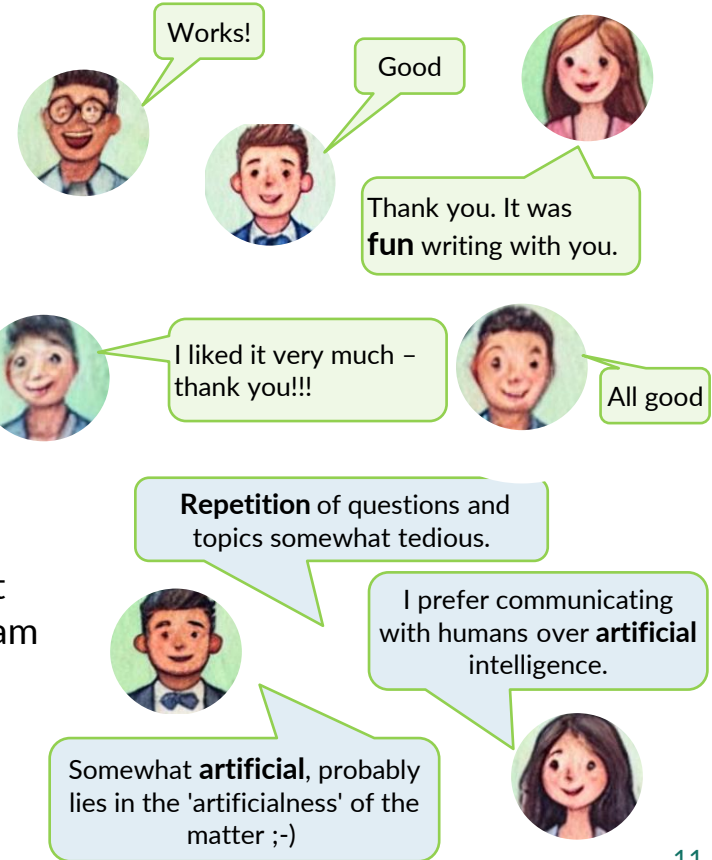
- 7 / 11 responses
- Internal & external stakeholders
- Most 20-30 min interviews

➤ In total 29 pages transcript



UE & feedback

- All summaries provided by Qualia-OH correct
- All consented to be contacted by research team
- 5 reported positive experience
- 2 provided constructive feedback



KLAR! Qualia-OH interviews analysed with Outcome Harvester (Leon Hemkemeyer)



Outcome Harvester v2

- Resulting in 12 outcomes

EXAMPLE

#	Outcome Who, what, when, where	Significance	Contribution	Missing information	Evidence	Required clarifications
7	In Spring 2024, local emergency organisations, including the fire department and municipal services, in Bad Ischl improved collaboration on disaster preparedness.	The enhanced collaboration strengthens the overall capacity to respond efficiently to extreme weather events, improving community safety.	The KLAR! project funded key disaster preparedness investments, facilitating cooperation between emergency services such as the fire department and municipal services.	None	"Die Ischler Einsatzorganisationen... bemerkt." (p.8)	Clarify specific actions taken by the emergency organisation and the resulting changes in preparedness.

How exactly?

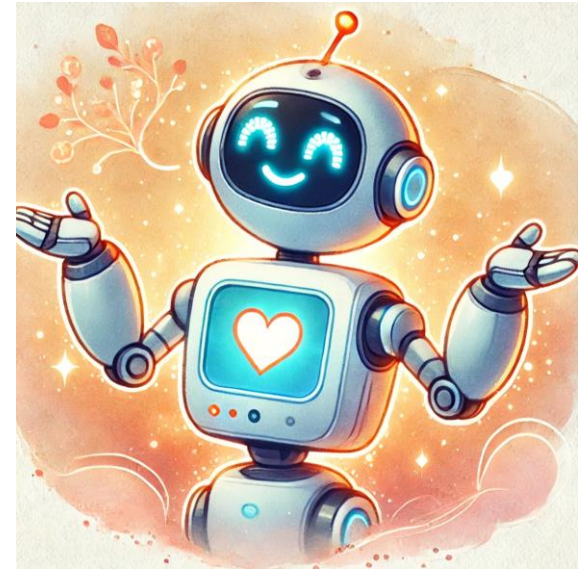
Part 4: Learnings & Discussion Points

Challenges & limitations

Despite various **prompting tricks***, outcomes not as rich as with a human harvester

Is the Qualia-OH too “friendly”, should it be more insistent?

Need to balance between in-depth harvesting and maintaining a positive interview atmosphere.



* Ask the authors! 😊

Take aways Qualia-OH

- **Easy to use** for respondents (future: use speech!)
- **Immediate, reviewed & confirmed summaries** of outcomes very helpful.
- **Links well** with OHer and other AI OH tools
- **Time/resource-efficiency allows scaling!**
Very useful for generating outcome leads from a large number of respondents in OH format !

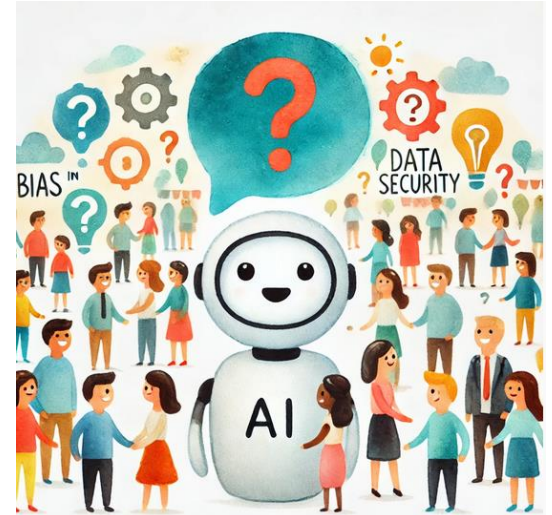


Discussion points

Inclusivity? Wider reach vs. limitations
(accessibility, acceptance, trust - human presence?)

Bias in the interview? More or less than for
human interviewers?

Data security, privacy? Data stored 30 days
by provider (OpenAI)



Qualia Demo

Your career as an evaluator



[https://chat.qualiainterviews.com/
?interview=careers-global](https://chat.qualiainterviews.com/?interview=careers-global)

Thank you!

For more info on **Qualia-OH** contact ...



k.rassmann@rf-projektagentur.de



See publications on

<https://outcomeharvesting.net> &
www.outcomemapping.ca



steve@causalmap.app



<https://causalmap.app>
<https://qualiainterviews.com>



gabriele@causalmap.app



<https://causalmap.app>
<https://qualiainterviews.com>