



AI in the arts & culture sector

Visitors Studies Group

Anthony Shephard-Williams & Hannah Crayk

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a quick intro



Ant
Director



Hannah
Associate Director

AI IN VISITOR STUDIES

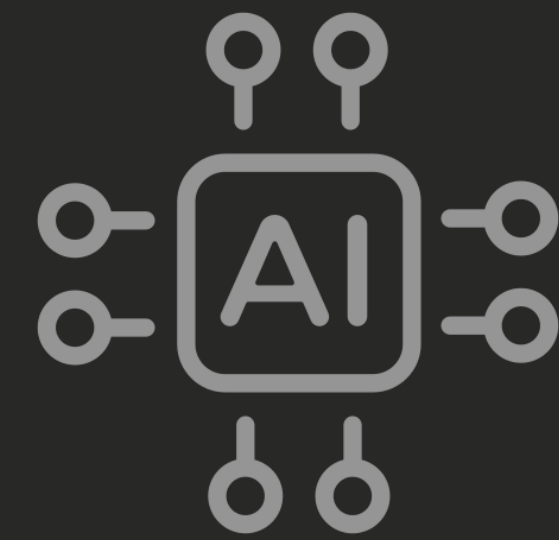
What is available to use?

Artificial Intelligence...

...refers to computer systems that mimic human intelligence, enabling them to solve problems and understand language

How do large language models work?

Google



How can it impact the visitor experience?



**Visitor
experience**

Conversational AI & chatbots

Real-time problem solving

AR / VR displays

Interactive displays / tours

More accessible interpretation

Predictive crowd management

How can it drive operational improvements?



**Operational
experience**

Predictive visit forecasting

Data driven decision-making

Streamlined customer service

Personalised CRM

Vast use cases for researchers:

Content

Blogs

Emails

Desk / trends research

Translations

Design

Discussion guides

Ideation

Surveys

Projective techniques

Analysis

Coding open enders

Linguistic comparisons

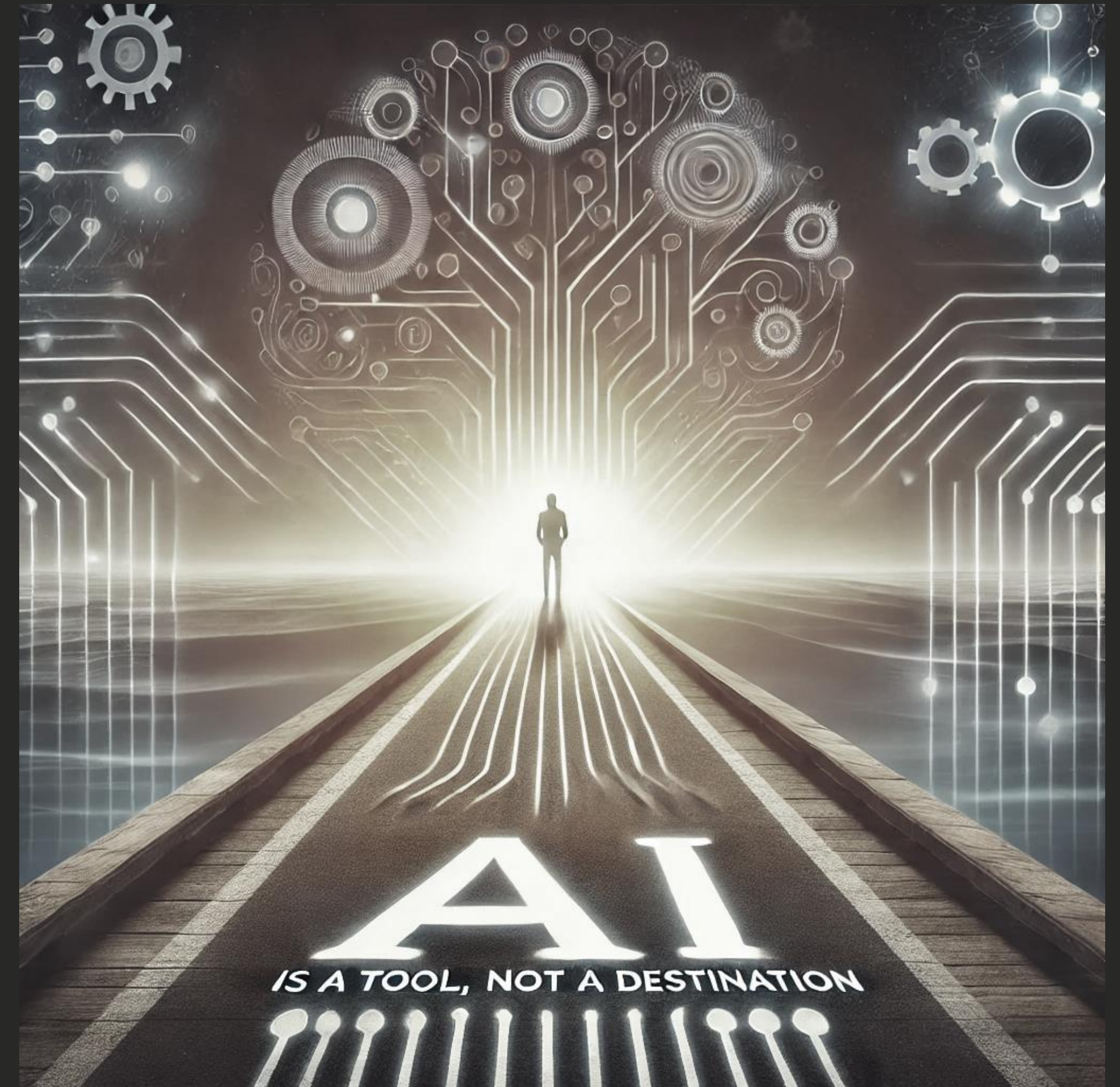
Sentiment

SWOT / PESTLE etc.

Summarising text (articles / interviews)

Patterns / trends

- **AI is not a means to an end**
- **Treat AI as an 'assistant'**
- **Humans & AI need to work in harmony**



INSIGHTS

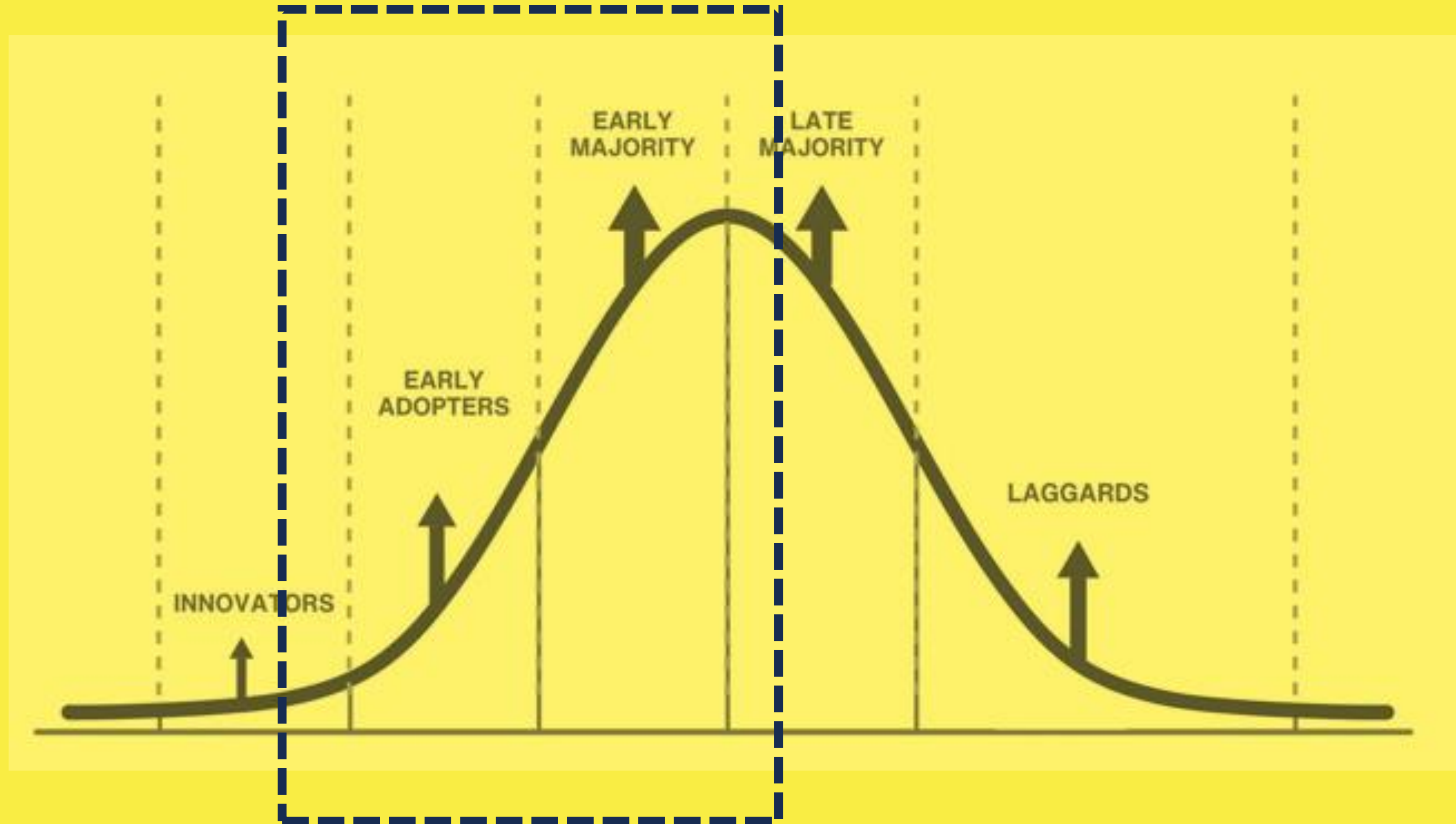
**Can AI help with reporting & sharing
insights with clients or colleagues?**



....But again, it cannot replace human expertise – while AI can augment research capabilities, we must ensure it is not being used to fully automate analysis and decision making, at the expense of human judgement and automation.

ADOPTION

**What might clients, managers and visitors
ask me about using these methods?**



- **Have a stance / POV**
- **Trial and get involved**
- **Do your due diligence**

PROMPT ENGINEERING

What can I ask of the data?

Prompt engineering: Cheat sheet

1

Tell it your role

I am a researcher in the arts , culture and leisure sector.

2

Use 80:20 to learn faster

I want to learn [insert desired topic, i.e., changes in visitation as a result of COVID], identify and share the most important 20% of learnings from this topic, that will help me understand 80% of it.

3

Set the tone

What style do you want? Professional, informal, conversational, persuasive, friendly etc. etc.

4

Iterate, iterate, iterate!

As with qual research, probe and ladder your 'asks' to get exactly what you need.

5

State the source

Ask it to show the sources / citations it has used (to act as a sense / accuracy check, allowing you to cross reference to see if it is legitimate)

WATCH OUTS!

What concerns related to AI do I need to be aware of?



Hallucinations



**Data
security &
GDPR**



**Potential for
bias**

THANK YOU!



Tel:

+44(0)161 235 5270



Email

theteam@mustard-research.com



Website

www.mustard-research.com



Visit

3rd Floor, 56 Princess Street
Manchester, M1 6HS, UK