



2023 IDEA Forum | Developing and Applying Generative AI Inclusively  
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Proceedings

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(Note: This document was produced via AI-powered analysis of the event transcript and completed with human editing)

**Welcome Remarks – Melanie Courtright, CEO, Insights Association**

Melanie’s welcome remarks at the IDEA Forum covered several important points:

**Logistical Details**

**Overview of IDEA Council:** Melanie highlighted the role of the Insights Association's IDEA Council, emphasizing its mission to improve inclusion, diversity, equity, and access within the insights industry. The Council aims to achieve this by providing measurement, education, and standards of excellence to address the lack of representation in the profession and the populations being researched.

**AI and IA's Work:** Melanie discussed the increasing importance of AI in the insights industry. She mentioned that global associations are working on AI-specific guidelines, and some have already been published. These guidelines cover legal concerns and risks associated with AI and provide

recommendations for insights companies using Generative AI. Melanie also introduced the concept of the "6 Rs of AI," which includes considerations like the reason for use, risk, respondent care, representation, recency, and repeatability.

**Acknowledgment:** Melanie acknowledged companies that supported the IDEATOR Apprenticeship Program and mentioned that attendees would hear from some of the IDEATORS later in the event. Founding hosts include: Burke, CMB, Escalent, Global Survey, MMR Research Associates, Sago, Social Lens Research, Suzy, Torfac, and Zappi. Melanie also expressed gratitude to the event committee members (Shannon Danzy, Tchicaya Robertson, Scott Baker, Damon Jones) for their work in organizing the program.

Melanie's welcome remarks set the stage for the IDEA Forum, emphasizing the importance of AI in the insights industry, the need for inclusivity, and the ongoing efforts to provide guidelines and standards for responsible AI usage.

### **Damon Jones, Vice-President, Community and Culture, Burke, Inc.;** **2023 IDEA Forum Co-Host & IDEA Council Chair-Elect**

Damon expressed his enthusiasm for being part of the event for the third consecutive year. He mentioned his affiliation with Burke and introduced his co-host, Dr. Tchicaya Robertson, who would be contributing to the session.

Damon provided insights into the ongoing initiatives of the IDEA Council, including research on gender identity, sexual orientation, and an international perspective on race and ethnicity. He also highlighted the second annual DEI Census and the upcoming DEI sessions at the CRC event in November. Damon acknowledged the dedicated work of IDEA chapter directors and mentioned an upcoming webinar by the North Central chapter on disability research.

In his closing remarks, Damon conveyed his excitement about the Forum's content and the diverse global audience in attendance, setting the stage for the event's proceedings.

### **Tchicaya Robertson, Founder & CEO, TRIBE Insights, Inc.;** **2023 IDEA Forum Co-Host & IDEA Council Chair**

In her welcome comments at the IDEA Forum, Tchicaya expressed her gratitude for the pleasure of leading the IA IDEA Council and working alongside fellow members, particularly acknowledging the valuable and steadfast contributions of Damon Jones, and delight in her involvement with the Council and its initiatives.

Tchicaya took a moment to recognize Cindy Newman, the Insights Association's Research Director, whose last day was approaching. She praised Cindy for her exceptional work, describing

her as a skilled researcher, negotiator, and mediator, and expressed thanks that Cindy would continue to be part of IA initiatives.

Finally, she extended a warm welcome to all attendees and introduced the newly released Responsible AI Toolkit, containing over 100 resources related to diversity, equity, and access, in the Responsible AI space. Tchicaya acknowledged the instrumental role of Shannon Danzy in curating the toolkit's resources and commended her for her hard work. He also mentioned that the Forum would provide access to presentation recordings and conference proceedings for the first time, highlighting IA's commitment to sharing valuable information.

[This proceedings document summarizes the speaker and panelist discussion content.]

### Keynote Presentation

#### – Abran Maldonado, Co-Founder Create Labs Ventures

Abran's speech at the IDEA Forum covered a wide range of topics and insights. In the first part, he introduced his unconventional background, starting from the music industry to becoming a middle school teacher and emphasizing his commitment to building connections. He then transitioned into the tech industry, focusing on social impact and DEI consulting, underlining the importance of making technology accessible to diverse communities. His journey into AI began with GPT-2, aligning his DEI background with his interest in AI as a tool for positive change. He also discussed the development of a digital human named Claire, representing cultural diversity and the impact of AI on meaningful work.

The second part of Abran's speech emphasized the role of AI in offloading mundane tasks, enabling creativity, critical thinking, and more time with family. Clara, an AI chatbot, was highlighted as the creation of Abran's company, Create Labs who does a better job at filtering out irrelevant topics and focusing on meaningful interactions with humans. He encouraged merging DEI expertise with AI to address societal impacts using George Floyd DEI initiatives in 2020 as examples.

Abran also discussed key aspects of AI development, including document embeddings for tone and voice. He stressed customization, ethical AI, multilingual capabilities, and the introduction of GPT Vision for image analysis. Abran's time concluded with a call to action to explore new AI tools and technologies and the importance of combining AI and DEI expertise for positive social impact.

### Key Takeaways

- **AI Can Enable Better DEI Consulting:** Abran emphasized the importance of Diversity, Equity, and Inclusion (DEI) consulting and making technology more accessible to diverse populations for this specific purpose and urged the audience to merge their expertise in DEI with AI and consider the societal impact of AI tools.

- AI is great for unleashing Creativity: He highlighted the importance of using AI to offload routine tasks which creates the opportunity to focus energy on creativity, critical thinking, and creating more quality time with family.
- Practitioners can be supported with Abran’s bespoke “DEI GPT” Tool: A tool bridging the gap between DEI consultants and employees, providing a comfortable way to ask sensitive questions. Leveraging the value of combining AI technology with DEI expertise, more inclusive and informed AI models can be developed, with relevance for a DEI context.

### “Generative AI for Good”

– Bianca Pryor, VP of Consumer Insights; Content Optimization & Marketing Strategy, BET Networks

In her session, Bianca set the stage by sharing her background in insights, analytics, and technology innovation with a focus on diversity, equity, and inclusion. She pointed out the evolving perception of AI from optimism to ethical concerns and emphasized the importance of considering the people behind AI and how we hold them accountable to be responsible with AI.

Bianca discussed the integration of generative AI in the media and entertainment industry, citing examples like Netflix, Nvidia and Adobe's partnership, Getty Images, Comcast, Disney Pixar, and Paramount's content for change initiative. She highlights the positive impact of AI on inclusive storytelling and representation.

Bianca underscored the need for collaboration between groups focused on CSR [corporate social responsibility], ESG groups and AI initiatives while emphasizing the importance of aligning efforts and bridging gaps. She introduced the concept of "generative AI for collaboration" and outlined seven key practices for achieving it. Bianca made it a point to understand the importance of focusing on recognizing leadership by minority groups, community ownership of resources and data, and involving data scientists as facilitators.

#### Key Takeaways:

- Generative AI has the potential to positively impact the media and entertainment industry, fostering inclusive storytelling and representation.
- Collaboration is crucial in AI development, bringing together CSR ESG and AI initiatives for greater alignment and impact.
- Call to action to shift towards "generative AI for collaboration," emphasizing accountability and inclusive practices in AI development and application.

[After her presentation, a video tribute to Bianca was played.]

### “Reskilling and Upskilling for AI”

– Tchicaya Ellis Robertson, Ph.D., Founder & CEO, TRIBE Insights

Dr. Robertson's talk revolves around the transformative potential of Generative AI in the insights and analytics industry. She highlighted the impact of automation and how it can save researchers significant amounts of time on tasks that could be spent in more productive ways. This newfound time can be channeled towards creative storytelling and using emerging technologies like Generative AI to provide more value to clients. Dr. Robertson emphasized that insights professionals are uniquely positioned to leverage Generative AI and positively influence various sectors such as marketing, sales, product development, and more with their work.

Dr. Robertson underscores the importance of critical skills for insights professionals such as creativity, cultural sensitivity with the combination of non-technical skills such as communication, empathy, business acumen, and domain knowledge. She calls for the integration of these skills into training and education, starting from K-12. Additionally, Dr. Robertson emphasizes the significance of representation and diversity within the industry.

### **Key Takeaways:**

- **Embrace Generative AI:** Insights professionals should embrace Generative AI as a tool to enhance productivity and allow for more creativity in telling stories with data.
- **Develop Critical Skills:** Focus on honing critical skills like creativity, cultural sensitivity and non-technical skills which will become more and more essential in the evolving landscape of insights and analytics.
- **Prioritize Representation:** Promote race and ethnic diversity and inclusion of historically excluded populations within the industry to address innovation and insights gaps and foster a more inclusive approach to insights and analytics.

### **“Bias Squared: How the Collide of Implicit and ChatGPT Biases Threaten DEI”**

**– Mercedes Bender, Principal at Ipsos Strategy**

Mercedes, an expert in diversity, equity, and inclusion (DEI), opened her presentation at the IDEA Forum by recognizing the rapid proliferation of Chat GPT and its far-reaching implications for various facets of work and learning. She pointed out that Chat GPT, despite offering individual access and a seemingly unique experience, fundamentally operates along similar lines as previous AI systems but with enhanced capabilities. Mercedes highlighted the astonishing adoption rate of Chat GPT, surpassing even the likes of TikTok and X (formerly Twitter), underlining its pervasive presence.

Mercedes voiced apprehensions about the potential biases embedded in AI systems, stemming from the content they draw upon. She referenced past instances where AI systems displayed biased and discriminatory behavior, casting doubt on the trust in AI's impartiality. Mercedes emphasized the need to recognize that, from a technical standpoint, Chat GPT operates in ways analogous to its predecessors and urged for a prudent level of skepticism concerning its potential to perpetuate biases.

### **Key Takeaways:**

- **Vigilance Against Biases:** Mercedes stressed the necessity of addressing biases within AI systems. She provided real-world examples of gender and racial biases in AI-generated content, underlining the importance of users being vigilant and critical of AI-generated results.
- **Understanding the origins of Bias:** Mercedes highlighted how AI models learn from publicly available data, which contain biases, and how human labelers and programmers can introduce their biases into AI systems. Recognizing these origins is crucial for mitigating and rectifying biases in AI.
- **Diversity in AI Development:** Mercedes emphasized the significance of diversifying the AI field, advocating for a more inclusive representation of engineers and researchers in AI development to effectively combat biases.

### **“Help! My Generative AI Model Has Fallen and It Can’t Get Up!”**

– **John Bremer, President of Phantom 4 Solutions**

John's talk focused on Generative AI models like Chat GPT. He began by expressing his initial skepticism about overpromising AI capabilities and the importance of implementing safeguards as AI integration expands.

John explored the spectrum of AI capabilities, ranging from reactive machines to the debate over whether AI has achieved self-awareness. He discussed the scope of AI, from narrow intelligence to superintelligence, highlighting the disparity between public perception and reality. He emphasized the need for a realistic understanding of AI's current state, setting the stage for a discussion on its limitations and potential biases.

John also underscored the limitations and potential biases of generative AI and advised caution by referencing disclaimers on models like Chat GPT that acknowledge the possibility of inaccuracies. John stressed the importance of verification and not blindly trusting AI output, drawing attention to the impact even a small bias can have over time.

As a wrap-up, John discussed the presence of bias in generative AI models, particularly regarding race and gender, and provided examples of significant biases in AI-generated images and emphasized the need for continual monitoring, review of training data, and best practices to address and mitigate bias.

### **Key Takeaways:**

- **Understand AI Realism:** It's essential to have a realistic understanding of AI's current capabilities and limitations, given the disparity between public perception and reality.

- **Caution with AI-Generated Content:** While generative AI can be valuable, users should exercise caution, verify results, and not blindly trust AI output to avoid potential issues caused by biases or inaccuracies.
- **Addressing Bias:** Bias in AI models, particularly in race and gender, is a significant concern. Continuous monitoring, reviewing training data, and implementing best practices are crucial steps to mitigate bias in generative AI.

### Panel Discussion: “Calls to Action”

**Moderator: Shannon Danzy; Brand Strategist & Qualitative Researcher**

- **Bianca Pryor; Vice President of Consumer Insights; Content Optimization & Marketing Strategy, BET Networks**
- **Damion Taylor; President/Co-Founder Prometheus Digital Studio**
- **Raj Manocha; Chief Client Officer SAGO**

The panelists underscored the call to action for developing and applying generative AI inclusively. They emphasized the importance of involving individuals from historically excluded backgrounds in integrating AI systems into insights and analytics tools. They discussed the need for upskilling and cultural sensitivity in AI job descriptions, bridging the gap between AI deployment and thought leadership, addressing AI harms, and the necessity of regulation.

The panelists continued to address crucial AI-related topics. Raj Manocha highlighted the significance of discussions like these to mitigate AI bias and stressed the need to expand these conversations to other AI conferences in the insights and analytics field. Bianca Pryor shared her experiences with a vendor focused on machine learning, emphasizing the potential of synthetic data while acknowledging the challenges, especially for niche subsets of the population. Damion highlighted that AI is fundamentally a people problem that requires a people solution. His top insight was the importance of education, self-awareness, and critical thinking about AI's intentions and potential harms, as well as anticipating and rectifying unintended consequences.

All of the panelists emphasized the importance of education and awareness regarding AI and synthetic data's limitations, considering potential misuse, and ensuring data responsibility. They discussed the role of synthetic data as a complementary tool rather than a replacement for traditional data collection methods and recognized the opportunity to shape AI's future in a more inclusive and responsible manner.

### **Key Takeaways:**

- The panelists called for a people-centric approach to AI, stressing the importance of upskilling, cultural sensitivity, and addressing AI harms.

- The potential of synthetic data was acknowledged, but challenges related to scalability and accuracy for diverse subsets of the population were highlighted.
- Education, awareness, and discussions about AI's limitations and potential misuse were considered essential in the AI landscape.

## What's Next?

What is clear after the IDEA Forum is that we have an exciting opportunity in front of us that will benefit our industry, our work, and our careers, which will require a great deal of understanding and advocacy.

As we continue to be champions for Inclusion, Diversity, Equity & Access for our industry there are three areas that we call for action in support of:

- 1) We are at the beginning stages of this next evolution of AI and its implementation into business. We must actively participate in understanding ways to leverage this technology to our industries' advantage.
- 2) It is critical that we advocate fiercely for the ethical and responsible use of AI, to acknowledge and address bias and ensure decisions informed and decided on via AI is done in an inclusive manner.
- 3) We encourage everyone to think about how they can embrace AI to address the more routine tasks in our work so that you can redirect your time and energy to developing & upskilling in areas that we can provide unique value such as storytelling, building business acumen and learning more about AI.

If you would like to learn more about the topic of AI, The IDEA Forum, or IDEA Council, please access the resources using the links below:

## Resources

- Check out the IDEA Councils' Toolkit entitled: Inclusion, Diversity, Equity & Access in Ethical & Responsible AI Access [here](#)
- Visit us at: <https://www.insightsassociation.org/IDEA-Council>
- Follow us at: <https://www.linkedin.com/showcase/IDEA-Council>