

NEXT, PLEASE

BRICOLAGE NEWSLETTER

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THE BIG THINK

A.I. IS NOT A CREATURE ... ITS A CO-PILOT.



On this fascinating [podcast](#), the creator of Chat GPT Sam Altman is interviewed by David Remnick for the New Yorker: "Despite examples of GPT-4 declaring love or longing to escape to the real world, Altman avoids projecting sentience or goals onto it, and he describes it modestly: "What this system is, is a system that takes in some text, does some complicated statistics on it, and puts out some more text." And, though he acknowledges that the tool can be misused, he added, "I don't believe we're on a path to build a creature."

For a more sobering view here is one of the founders of the Internet Jaron Lanier being interviewed on [CNBC](#) and a typically [high-powered piece](#) for the New Yorker.

WHERE NEXT FOR...?

A.I. AND THE FUTURE OF QUALITATIVE RESEARCH

Various commentators have used metaphors to help make sense of the impending A.I. disruption. The more optimistic commentators refer to A.I. as a 'tool' or 'co-pilot' that can enhance what we do and make us more productive.

In Qualitative Research and Anthropology, the big question is can a chatbot do what we do? Two recent pieces really get to the bottom of this, again using metaphor.

The Australian agency [Habitus Insight](#) usefully compares Qualitative Research to 'visiting a Therapist':

"While an AI therapist is better than nothing, it is no substitute for a human therapist; AI systems might be useful in batch mental illness diagnostics or for reminding a person to meditate when anxious, however, algorithms should not be used for psychotherapy because of the practice's complex discursive demands."

Meanwhile, [here](#), Design Anthropologist Matt Artz unpacks various ways in which A.I. will make qualitative and ethnographic work so much easier. The key metaphor is to think of A.I. as a super capable 'research assistant':

"We will engage AIs in discussions and creative brainstorming, leveraging their unique strengths to complement and scale our abilities."



CASE STUDIES 101

M&C SAATCHI'S COST-OF-LIVING CONSUMER STUDY



An unexpected, and beneficial, contributor to [this cost of living study](#) was the use of Whatsapp as a research base. The conductor of the study, M&C Saatchi London's chief strategy officer Sophie Lewis, highlights the openness and intimacy of the respondents from the use of Whatsapp, thus creating an opportunity for more authentic feedback and deeper insights:

"It turns out [WhatsApp is] an incredibly intimate form of communication. People will tell you pretty much anything because that's how people use WhatsApp, right? It's used for the most intimate of friend and family conversations. But what was quite surprising to us is how intimate and how honest and how open and how forthcoming people are prepared to be because it's on WhatsApp."

SIGNAL

THE GIRLBOSS IS DEAD



As hustle culture evolves, the world is [turning away from the archetypal 'Girlboss'](#), in the hopes of finding a more authentic female role model. Their acceptance and open admission to personal flaws has made characters such as Phoebe Waller-Bridge's Fleabag newfound feminist icons.

The #girlfailure has 3.4 million views on Tik Tok currently, as women both make light of and share their personal failures, adding to the pushback against seemingly impossible societal standards. This trend has shown that people are choosing relatability over desirability in the stories and experiences they choose to hear about online.

BRAND WATCH

ABSOLUT AND HEINZ COLLABORATE FOR 'ABSOLUTELY RIDICULOUSLY GOOD' TOMATO VODKA PASTA SAUCE



Heinz and Absolut Vodka have teamed up to create a limited edition Tomato Vodka Sauce to create awareness of their pre-made pasta sauce range. The limited edition pasta sauce is based on the Italian dish which rose to popularity through Gigi Hadid sharing her version of the dish on social media, with the hashtag #GigiHadidPasta getting over 450 million views on TikTok.

Combining Heinz's quality tomato sauce and Absolut's premium vodka, the pasta sauce brings consumers' an easier and tasty way to make pasta alla vodka. Available via UK Waitrose from mid-April.

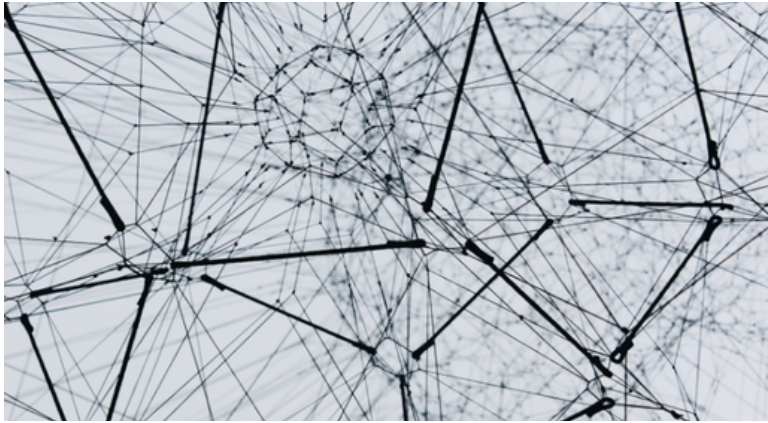
STILL LIFE

DOPAMINE LAND

Dopamine Land is a London-based, multi-sensory experience that combines media, technology and plays in one place. It's an interactive museum made up of colourful installations that channel the limitless imagination of your inner child into reality. For everyone interested in actively boosting happy emotions, explore bubble bars, pools of joy, and musical squares - have some fun, and take a LOT of photos.

METHOD (& MADNESS)

ABOVE AND BEYOND THE TRENDS



As Reddit's Matt Klein points out in his [Zine newsletter](#), trends are trending right now... and there's a risk of getting caught up in them:

"...we need to slow down and remember the human. Cottage core? Vibe shifts? These aren't "trends" as much as they are cultural memes perpetuated by algorithms, industry group-think, and desires for entertainment and progress."

There's a need here to build the chains of connection that connects swiftly evolving trends with as Matt says 'genuine human needs'. See the [rest of the article](#) for 5 'Modern Movements' that the Reddit insights team sees as having meaningfulness and momentum.

SHARP STRATEGY

DOES BRAND PURPOSE REALLY MATTER?



Forget flowers and bees – this is The Big Question that makes marketers uncomfortable. After a Golden Age where brand purpose was the ultimate must-have for any business, the industry started to reconsider and redimension its importance... taking it to the opposite extreme, as it often happens. And yet, here we are still without an answer: does it matter at all?

[YouGov published a study on the topic](#) after having set off to research, finding an answer that really shouldn't shock anyone working in this industry: it depends on the audience.

WEEKEND RECOMMEND

LISTEN: [ON STRATEGY PODCAST](#)



EXPERIENCE: [DALKEY BOOK FESTIVAL](#)



WATCH: [SWARM](#)



EAT: [EL GRITO](#)



SMILE: [CRUINNIÚ NA NÓG](#) - A DAY OF YOUTHFUL CREATIVITY

