



# How QUALIA COPEs WITH DIFFERENT LANGUAGES

There are two things to think about, the transcription service (necessary only if we enable the option for people to speak instead of type) and the AI interviewer service which provides interviewer responses.

- Brazilian Portuguese should be fine for both.
- Kurdish would require us using dedicated services for both, it probably wouldn't be worth it.
- For Arabic variants (beyond Modern Standard), the situation is more tricky, but probably similar for both. As I understand the current state of affairs the problem the models have with Arabic variants is more about cultural adaptation rather than the language itself. For voice transcription we would probably need us to install a special model which would then reportedly be ok in Jordan, and for the chat interviewer service we'd probably use our standard gpt-4.1 as that is promising for Arabic variants. But we can't guarantee this would work.
- Otherwise the top 50 or so languages in terms of how present they are on the internet should all work fine.
- Although Qualia does a very good job of detecting / guessing the respondent's preferred language and adapting to that, we get best results if we don't do that but tell it in advance which language will be used -- but this means people who we expect to use, say, Portuguese are not then able to switch to, say, English.
- **The Language Capability Doubter**
  - A client who questions whether Qualia can effectively handle interviews in their target language or across multiple languages.
  - Qualia supports approximately the top 50 languages present on the internet, with particularly strong capabilities in major languages like Brazilian Portuguese.
  - For optimal results, we can configure Qualia to specifically operate in your target language rather than relying on automatic detection.
  - The system combines both transcription services (for spoken responses) and AI interviewer capabilities customized to your language needs.
  - Less common languages may require special considerations, we can evaluate feasibility for your specific language requirements.

- Qualia's language capabilities allow for consistent interview quality across different markets, ensuring comparable data collection.
- **The AI Reliability Skeptic**
  - A client who is uncertain about the reliability, quality, and authenticity of AI-conducted interviews compared to traditional human methods.
  - Qualia operates on the best available new generative AI technology, producing consistent and friendly interviews that eliminate human interviewer variation.
  - The system can be precisely configured to follow your interview protocol, ensuring methodological rigor.
  - We can provide demonstrations showing how Qualia handles different respondent types and interview scenarios.
  - The AI interviewer can adapt to respondent answers while maintaining your research objectives, combining flexibility with consistency.
  - Using Qualia allows you to conduct more interviews within your budget, significantly increasing sample size and explanatory power.