



# BACKGROUND ON DATA COLLECTION WITH QUALIA

CHAPTER CONTENTS.

---

📅 22 Oct 2025

Qualia is our AI interviewer.

You can use Qualia to collect data for causal mapping: [Task 1 – Introduction](#). You can use it for other kinds of data collection too.

If you want to know what buttons to press for setting up, sharing and managing your interviews, look at the [Qualia technical documentation](#), including [How do you create a really great interview?](#) and [How to manage languages?](#)

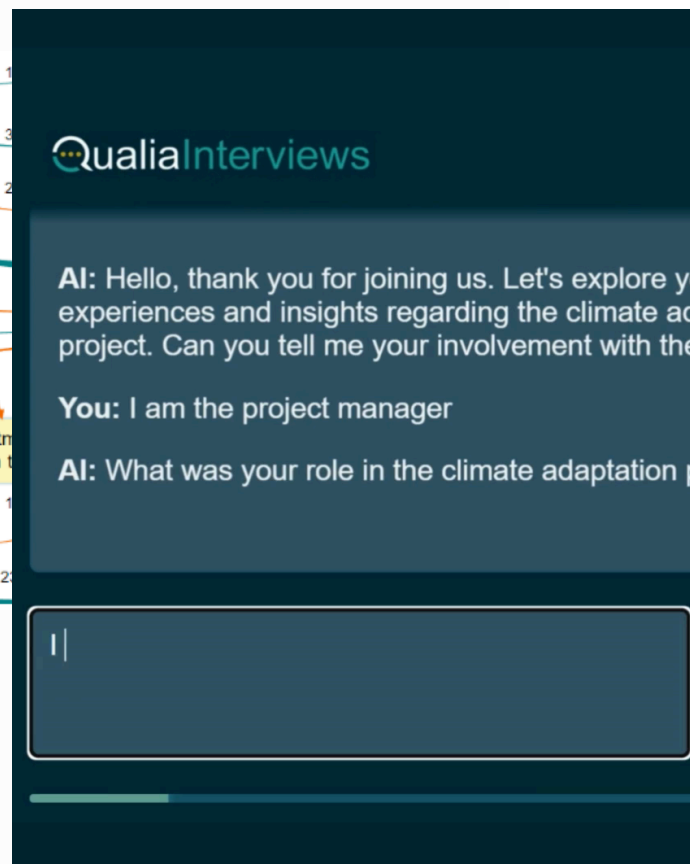
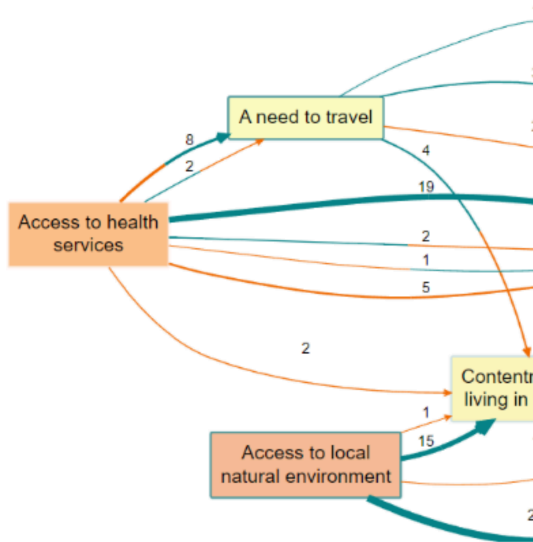
# QualiaInterviews

Go beyond questionnaires and “free text” answers. Find out what people are really thinking, in their own words:

- What worked and why?
- What didn't work, and why?
- What new issues are emerging?

How does it work?

1. Design and test your Qualia interview online.
2. Send your respondents a link to the interview.
3. Your respondents click on the link. Our friendly AI-interviewer guides them through the whole interview. They can type or speak their answers.
4. Get an automated report. Or download the transcripts for further analysis.



This chapter (which is a constant work in progress) gives you the background, including research we have done on Qualia and some case studies.

## PAGES IN THIS CHAPTER

**The potential of AI interviewing and conversational research**

**Our paper on an inductive workflow to gather and analyse evidence at scale.**

**Case study – our 'seamless stories' workflow in practice**

**Case study – Qualia asks about USA problems, again**

**Qualia the multi-linguist**

**People are often more candid with machines than with other people. Why?**