

Conversational AI:

TELL ME SOMETHING  
I DON'T  
KNOW

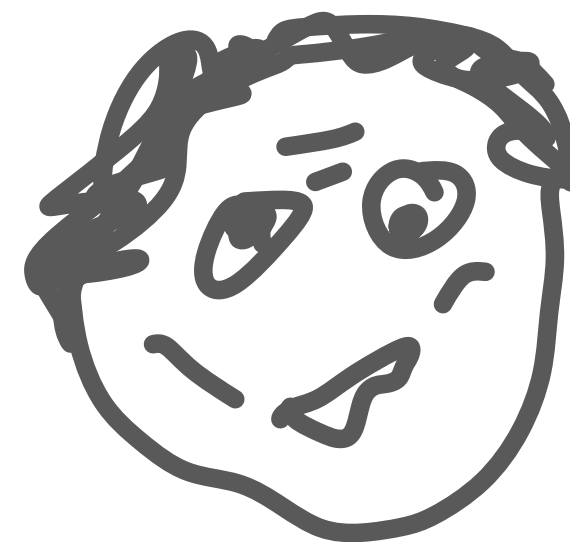
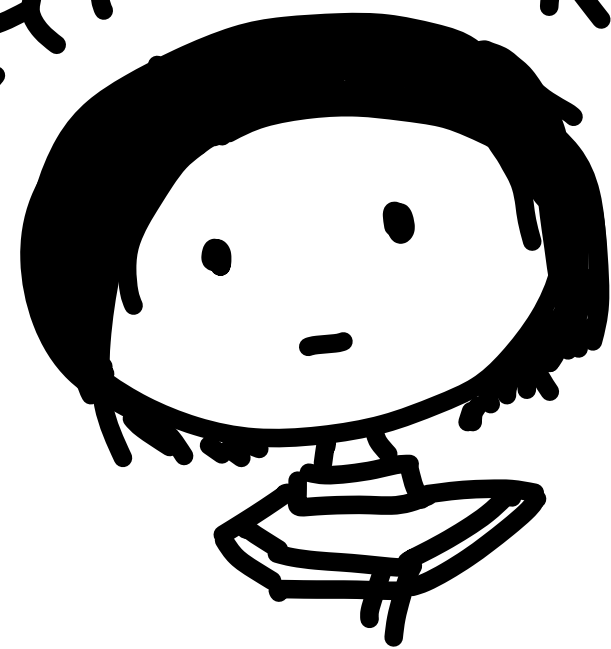








ARYA STARK



CERSEI LANNISTER



NIGHT KING



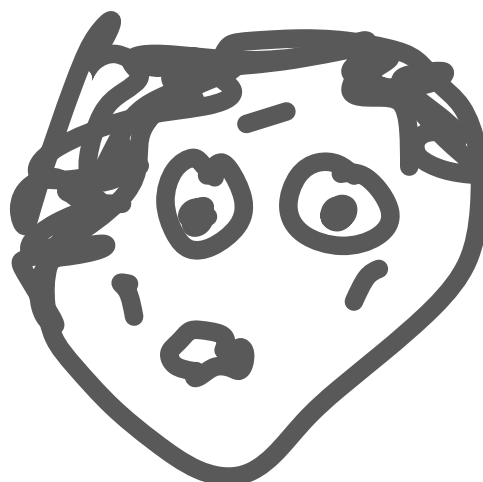
ARMY OF UNDEAD



JON SNOW



ARMY OF

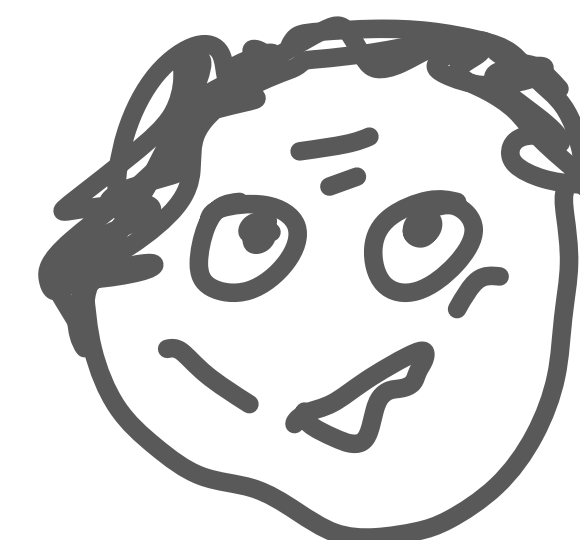


OF

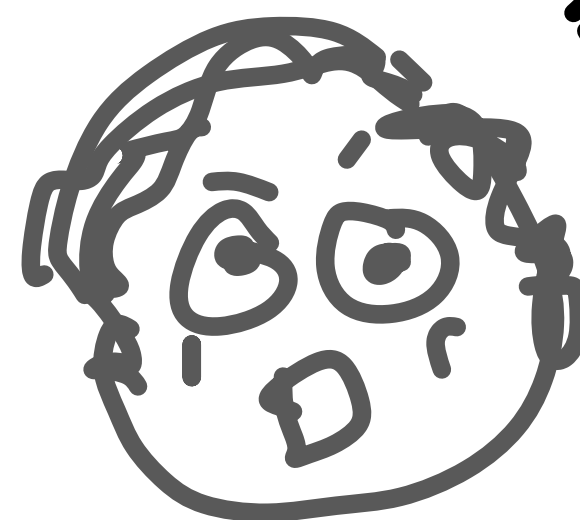
TYRION LANNISTER



RAMSAY BOLTON



DAENERYS TARGARYEN



# Why did you choose to be vegan?

A. care for animals

B. health reasons

C. sustainability

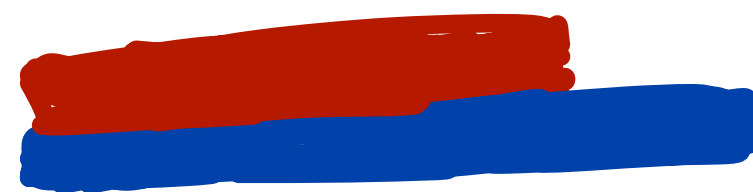
D. value for money

E. religion/beliefs

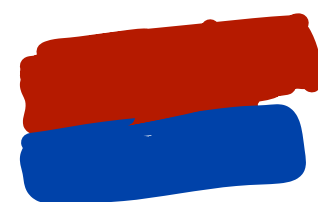
F. other reasons

# Why did you choose to be vegan?

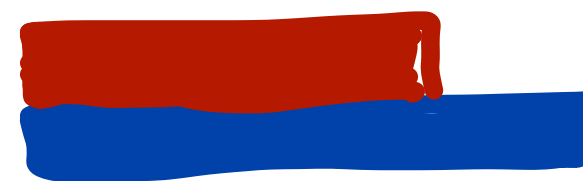
Care for animals



Health reasons



Sustainability



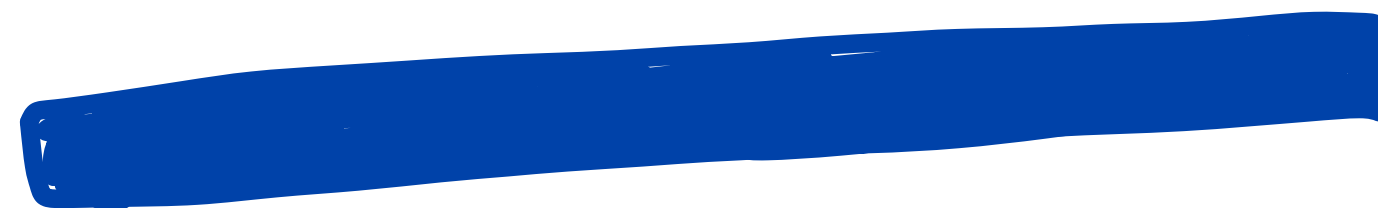
Value for money



Religion/beliefs



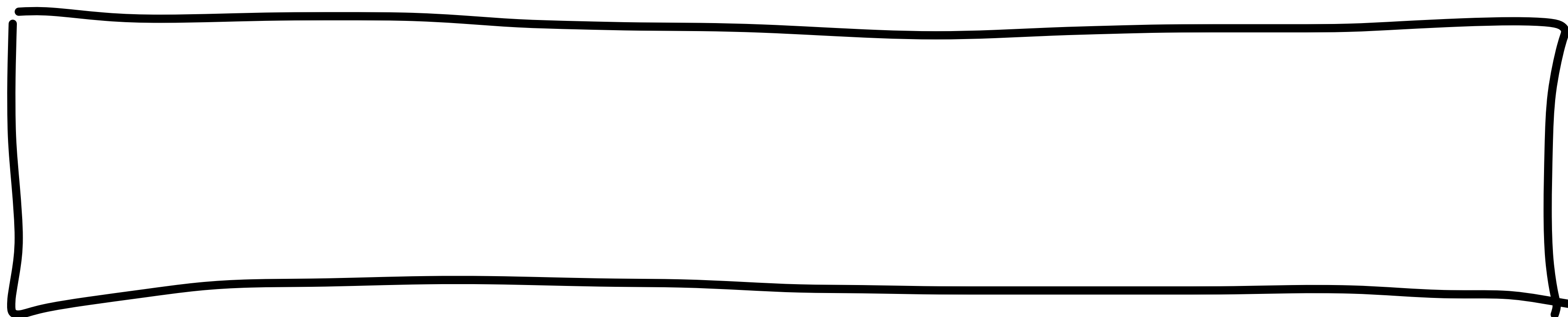
Other reasons



open-ended

close-ended

Why did you choose to be vegan?

A large, empty rectangular box with a hand-drawn black border, intended for a response.

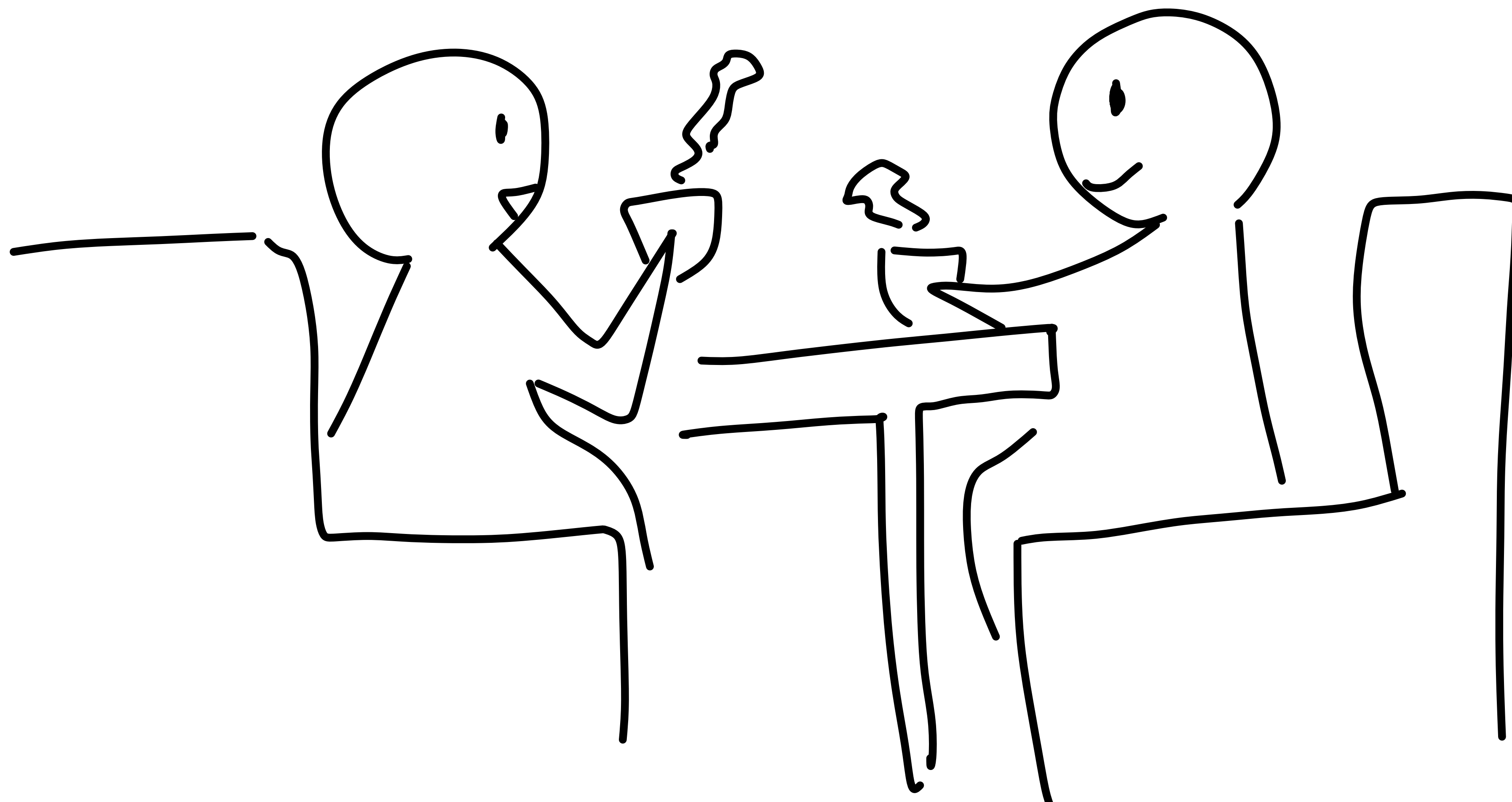
limiting

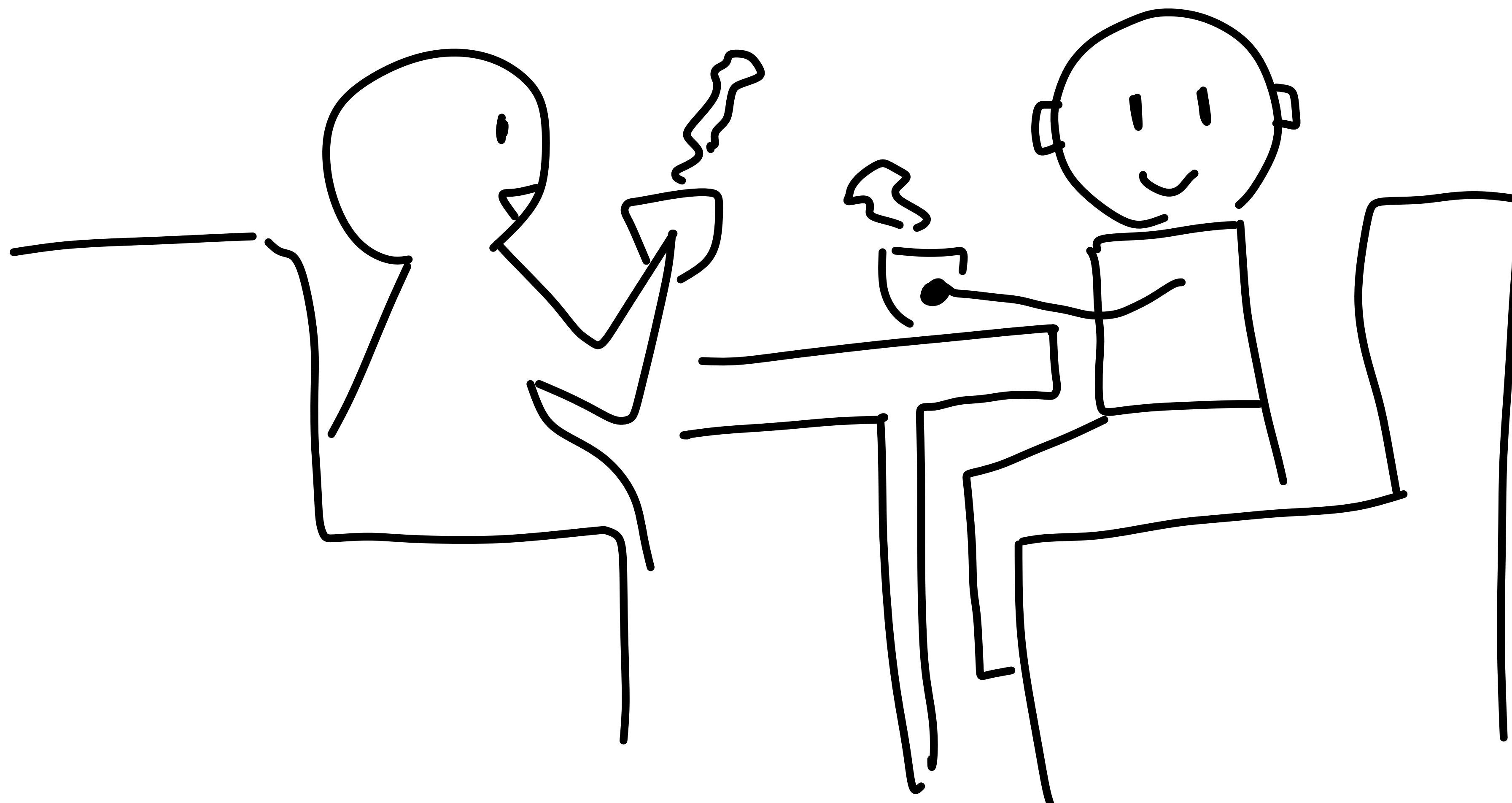


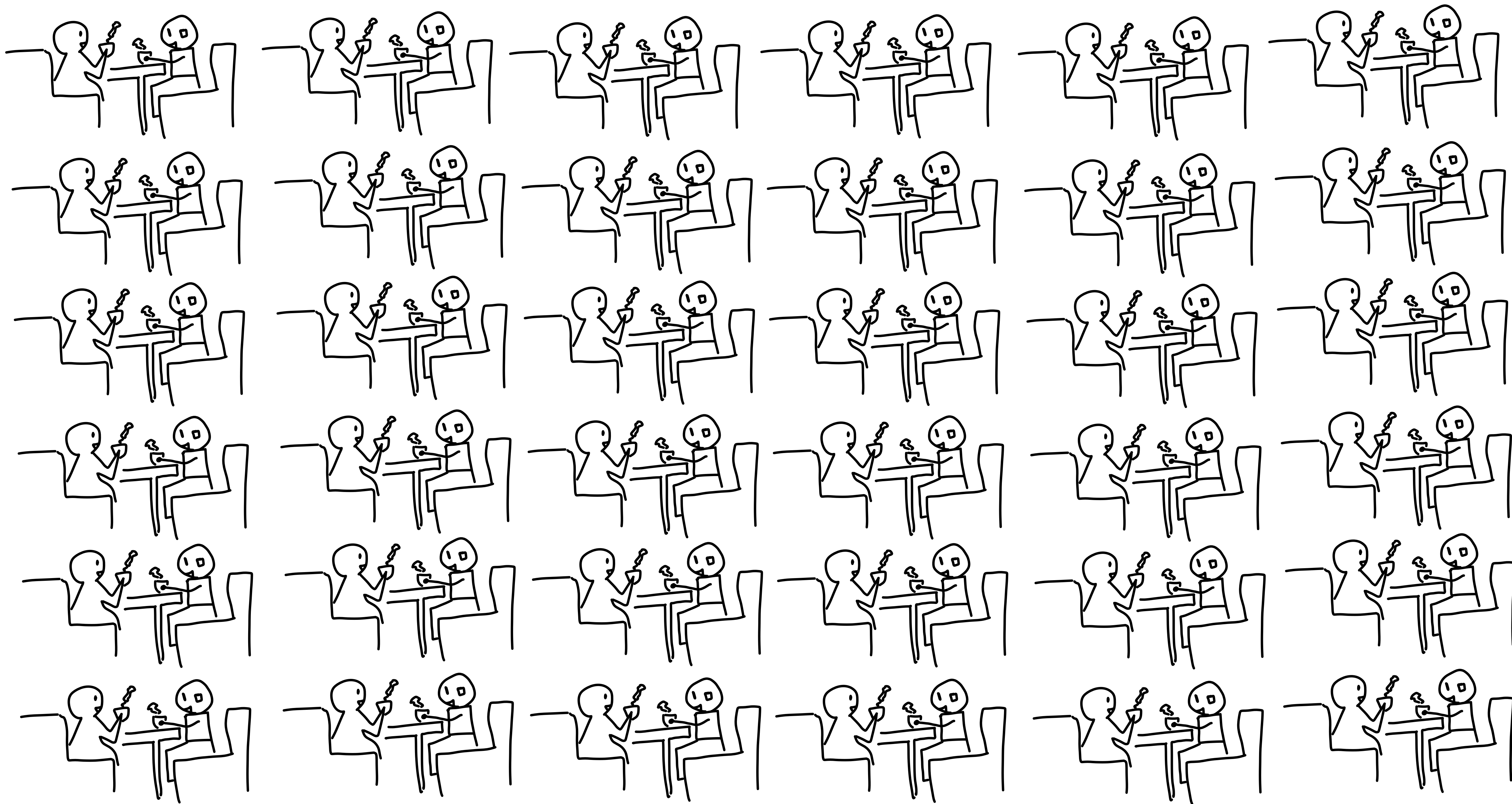
limiting

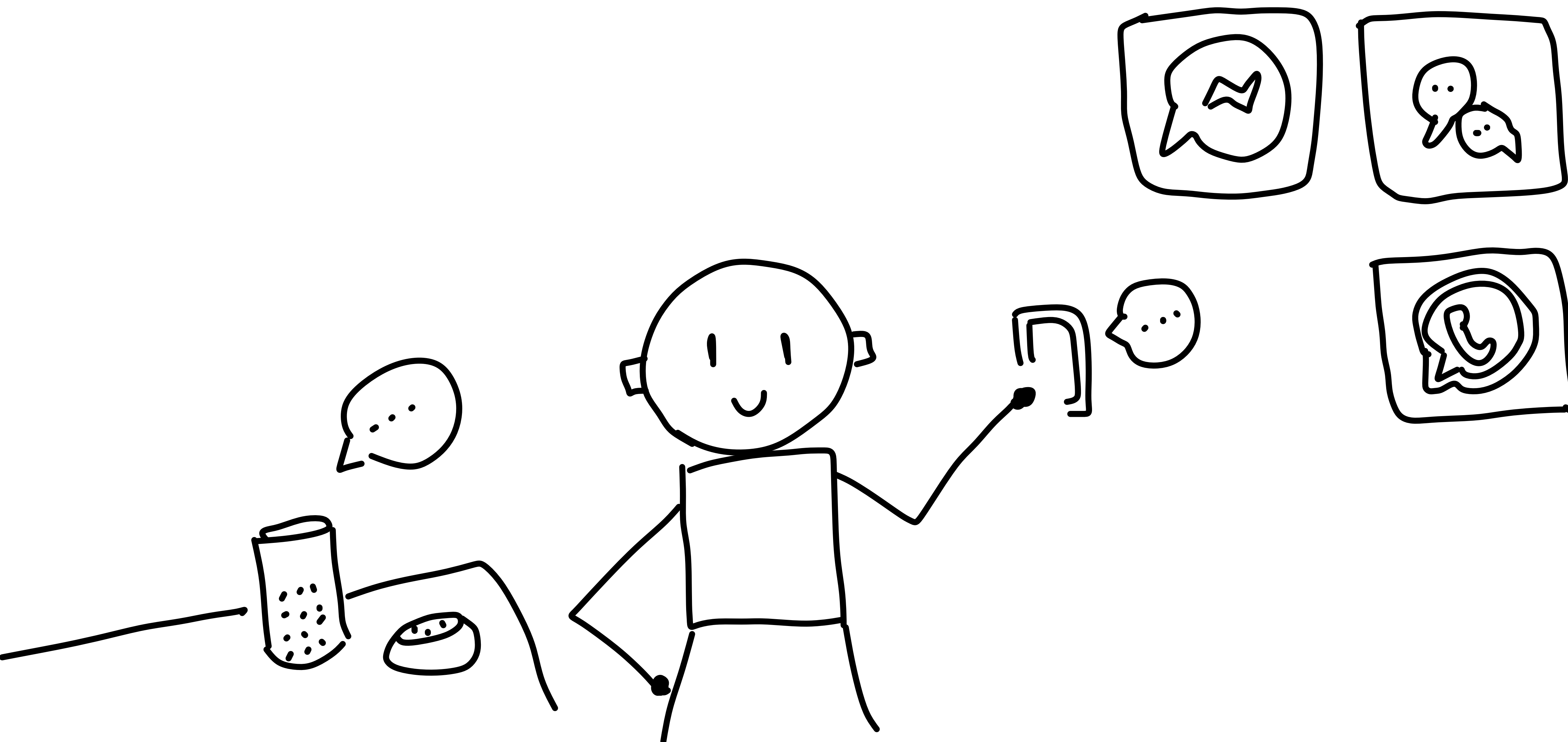
boring

$$(\text{limiting})^3 + (\text{boring})^2 = ?!$$

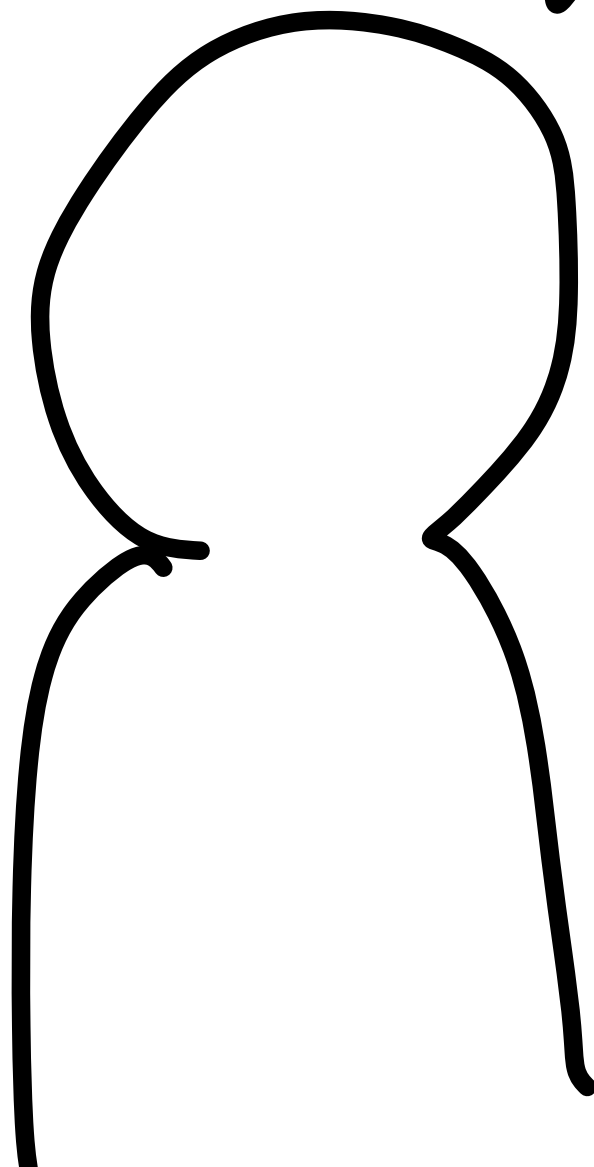




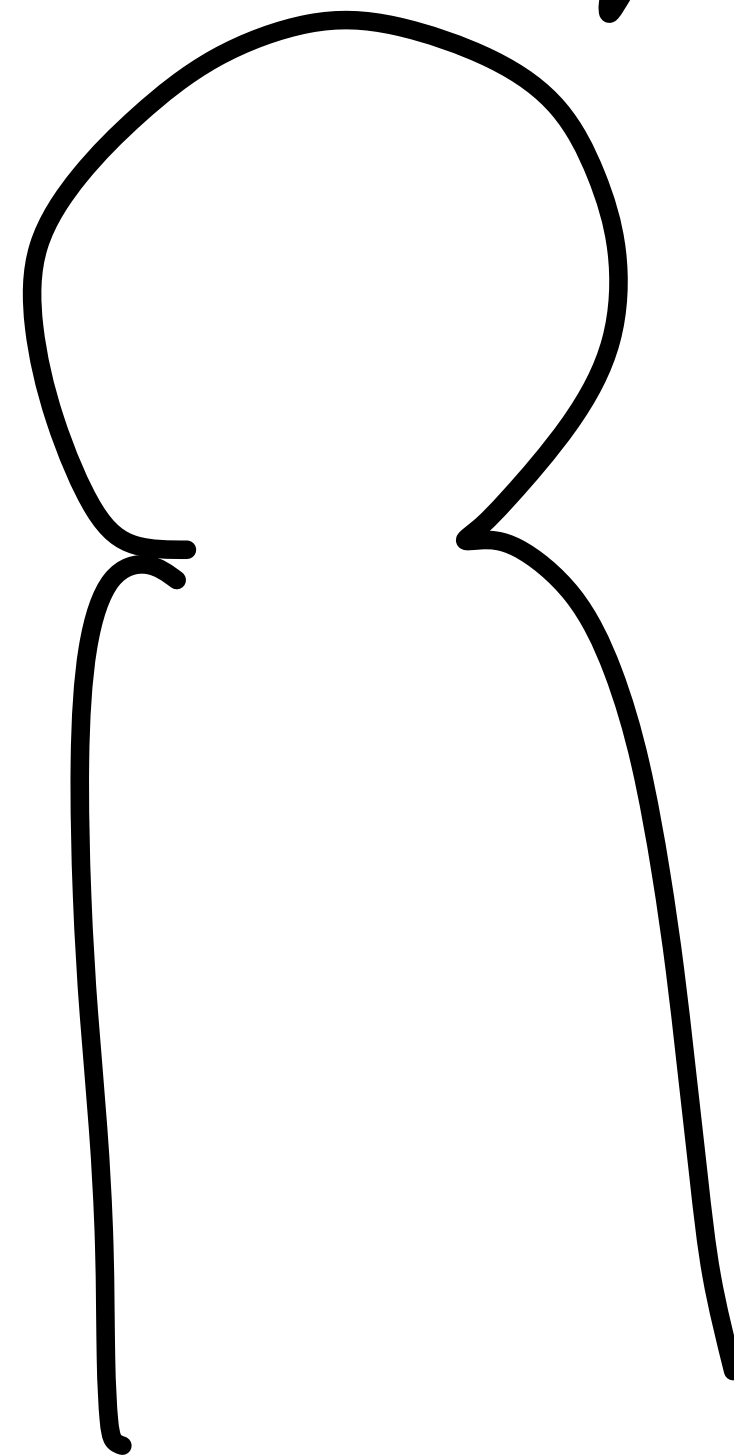




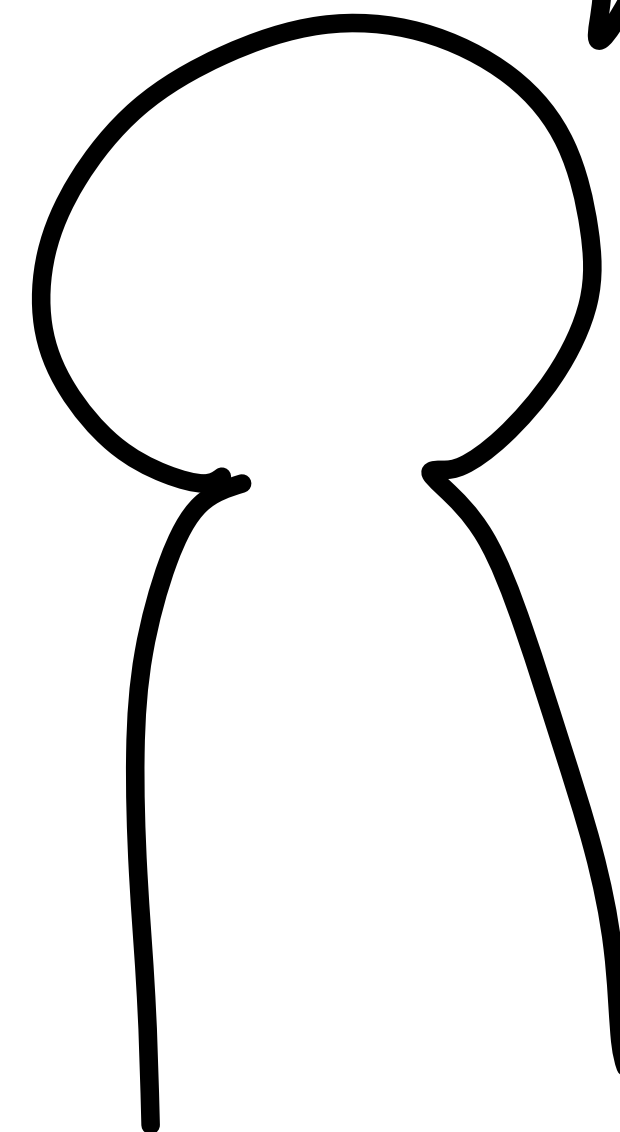
it's engaging  
and fun!



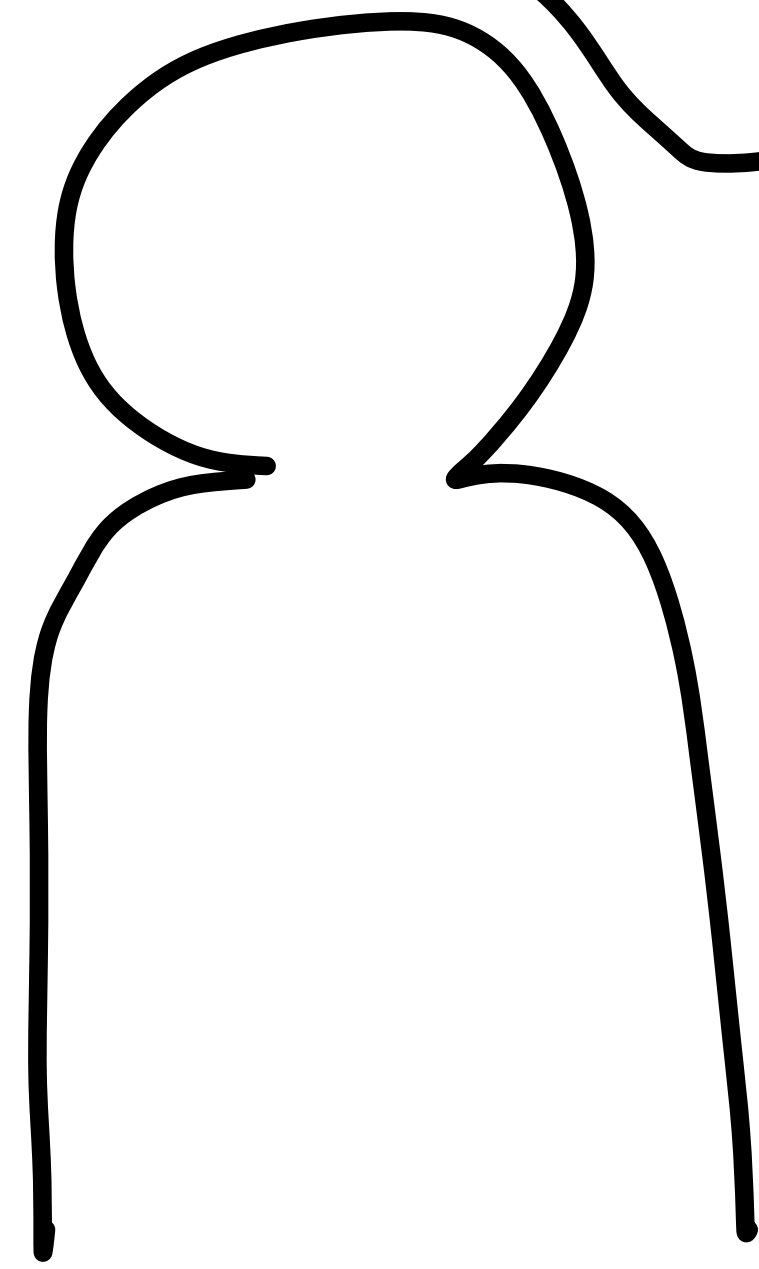
It feels  
personalised

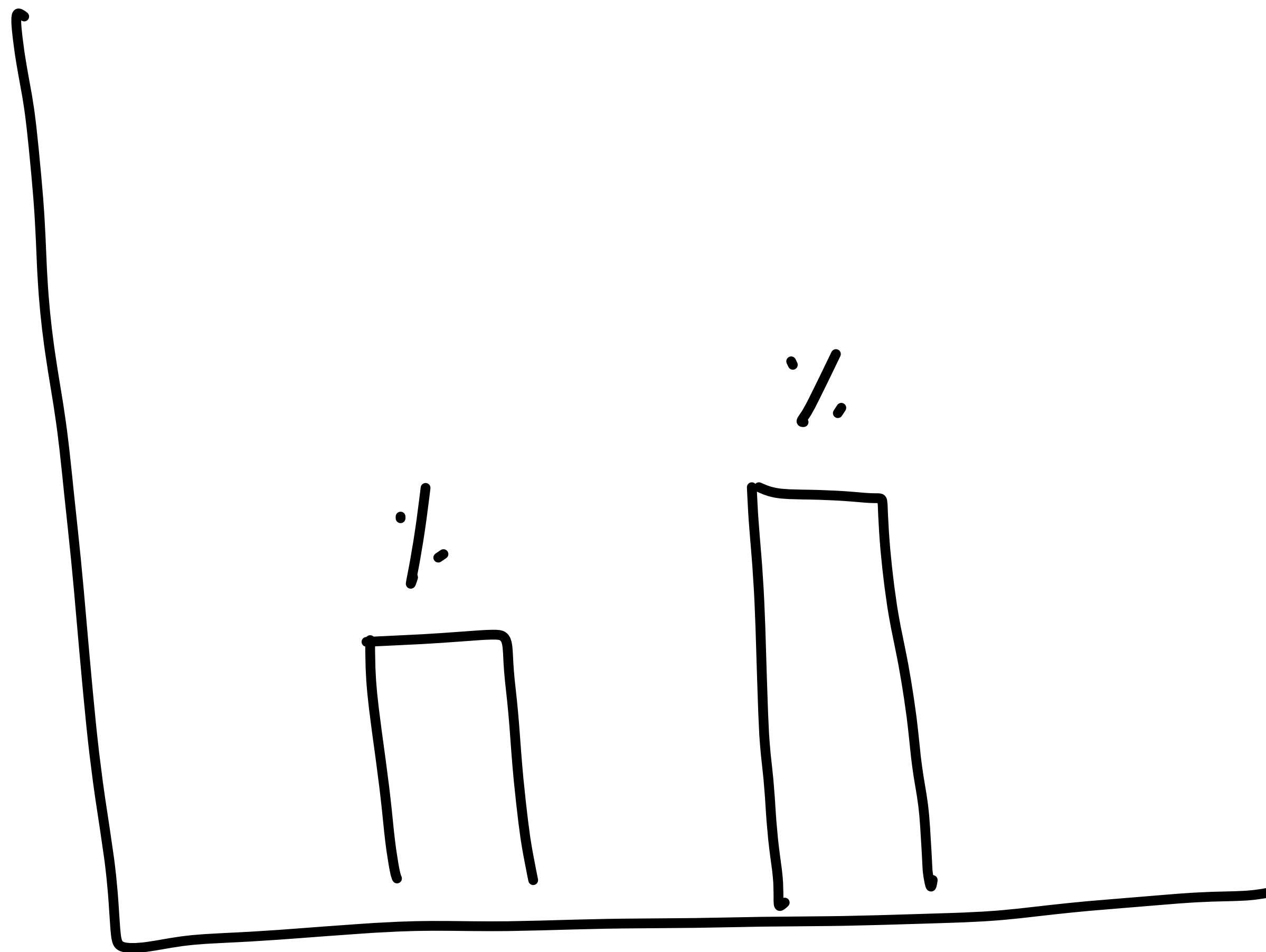


I love it

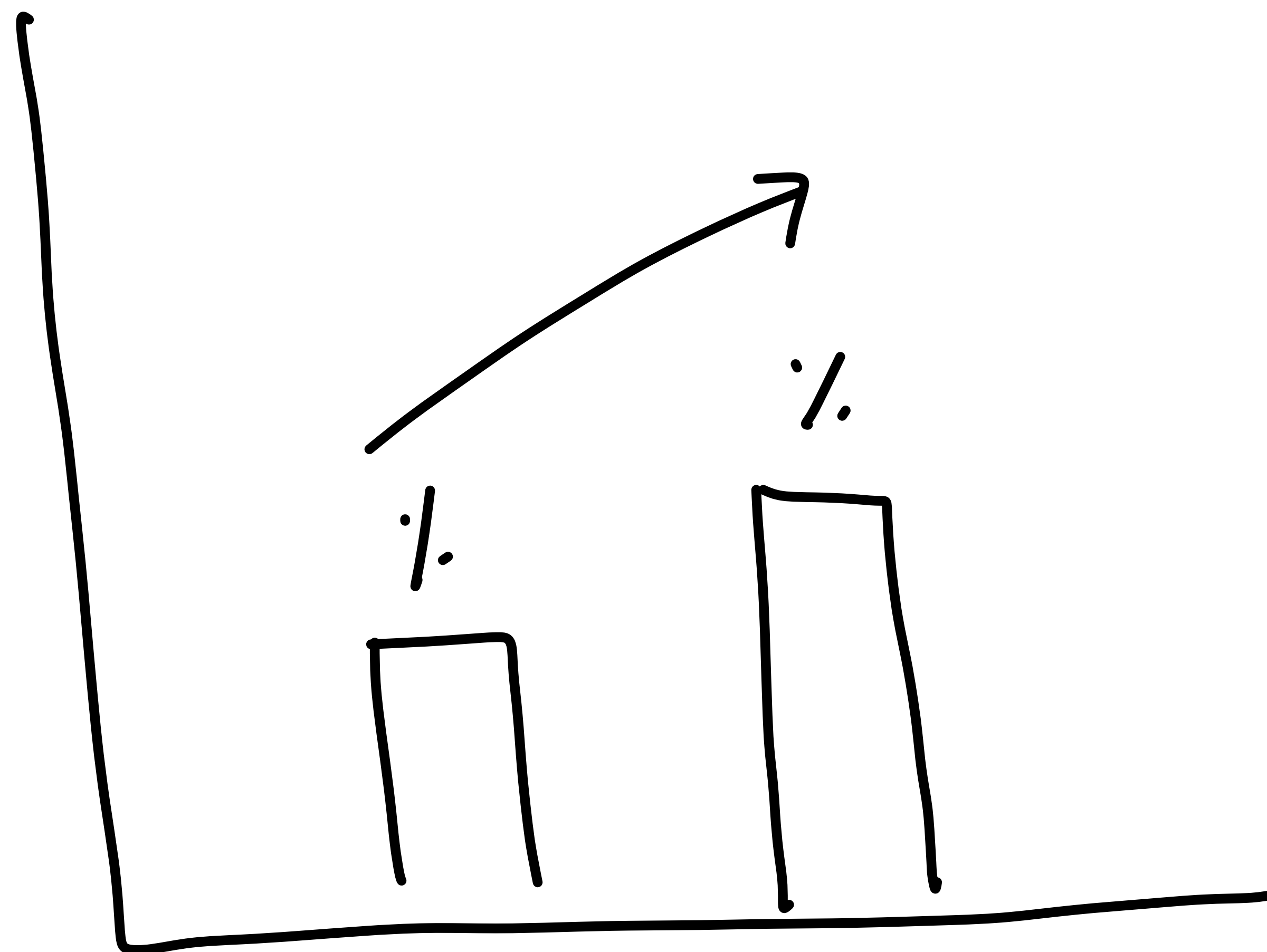


more likely  
to give a  
lot more honest  
answer

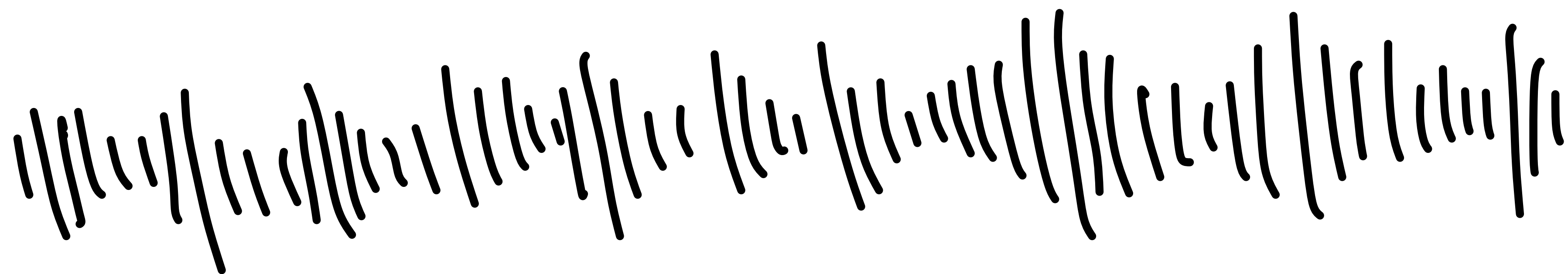




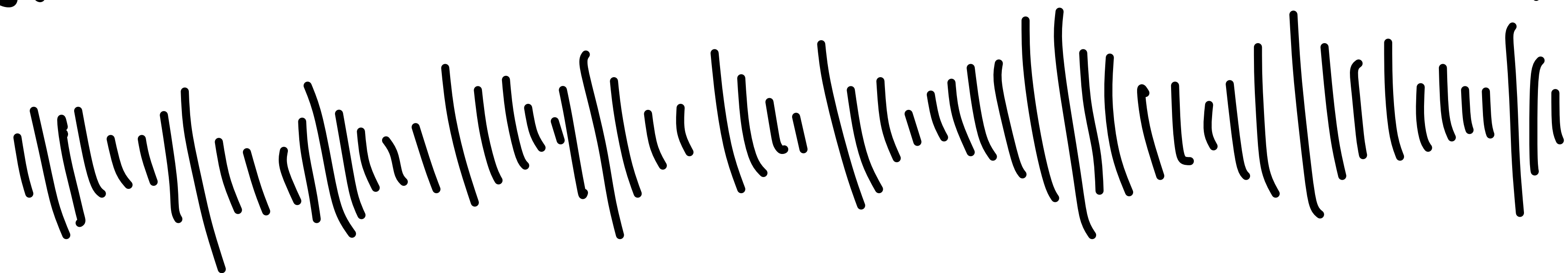




Response rates



six more words than average survey



1 — we  
2 — can  
3 — get  
4 — up  
5 — to  
6 — TEN  
7 — more  
8 — words  
9 — on  
10 — average.  
11 —




and if you probe  
using NLP?

2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
get  
up  
to  
TEN  
more  
words  
on  
average.

and if you probe  
using NLP?

We can get up to  
13 more words on average



So



how



does

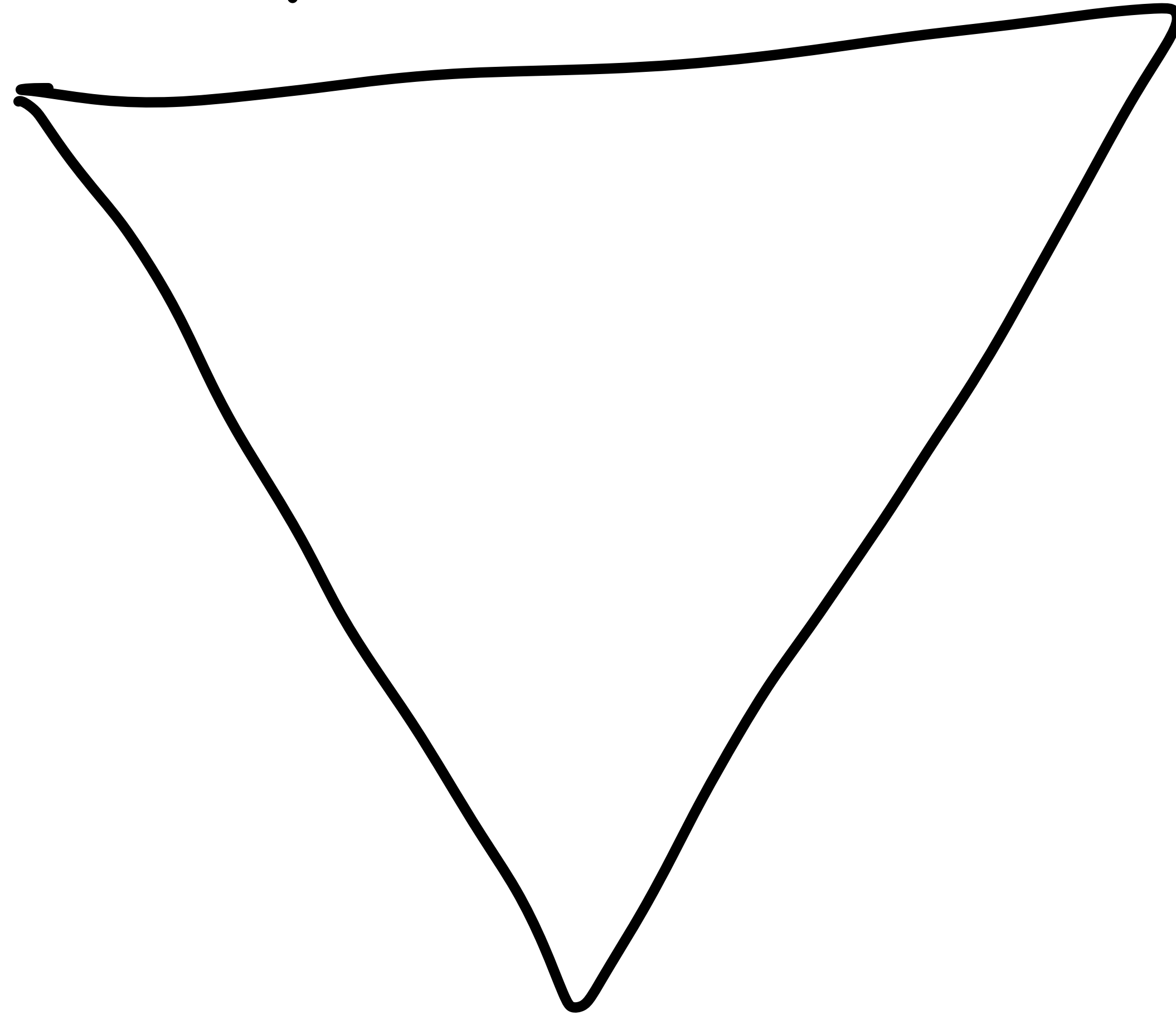


NLP



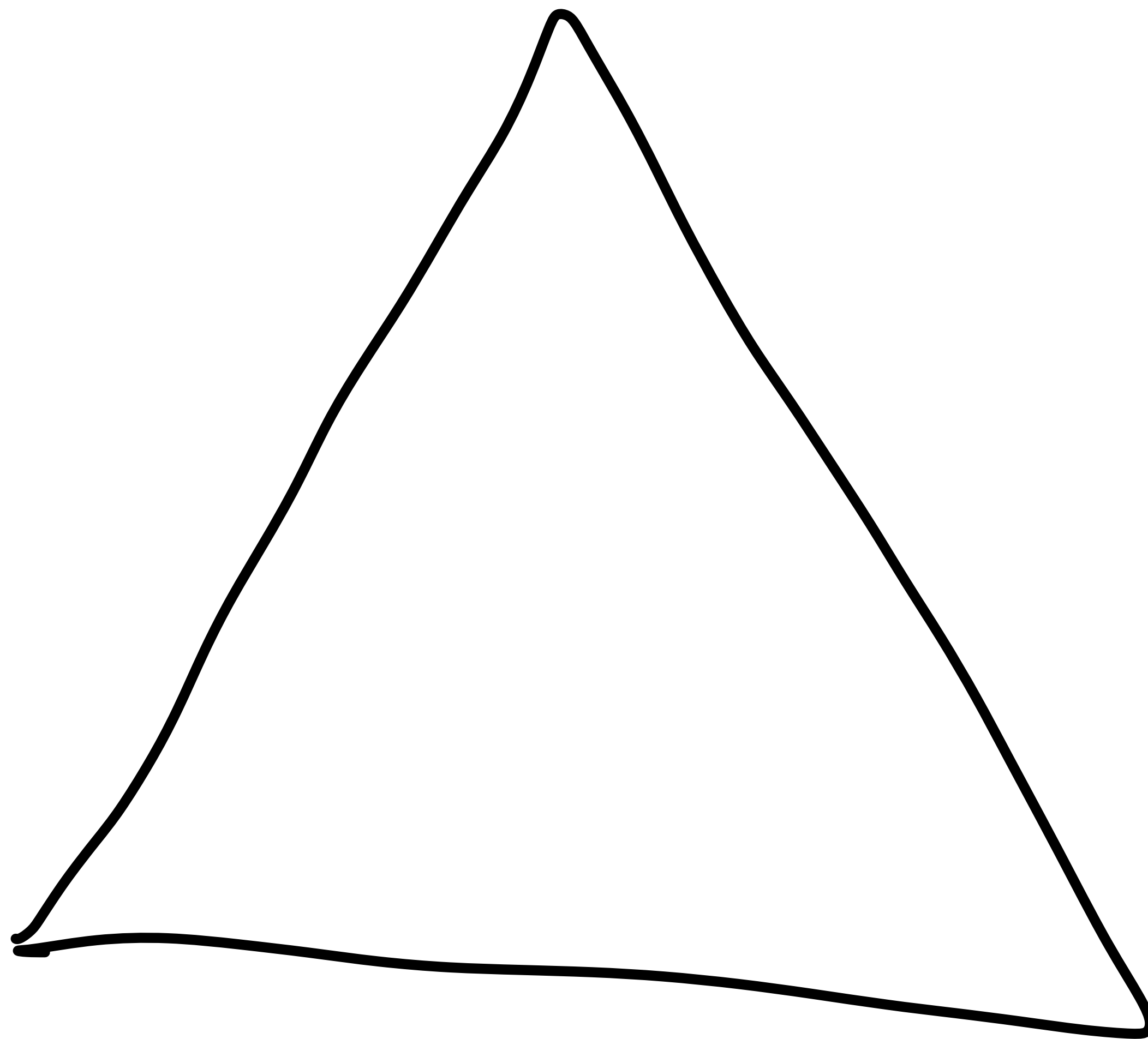
work?

Typical NLP



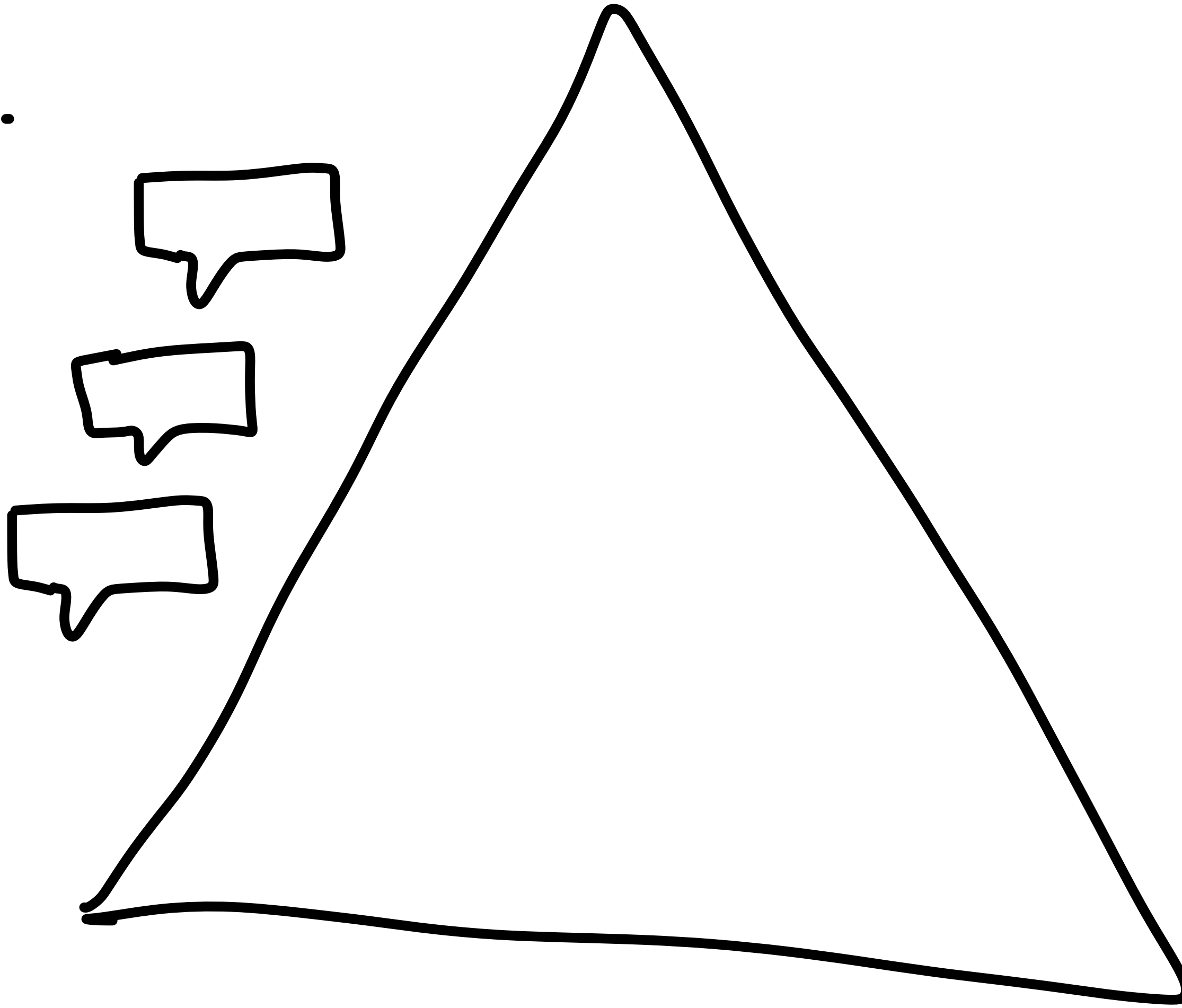


Research NLP

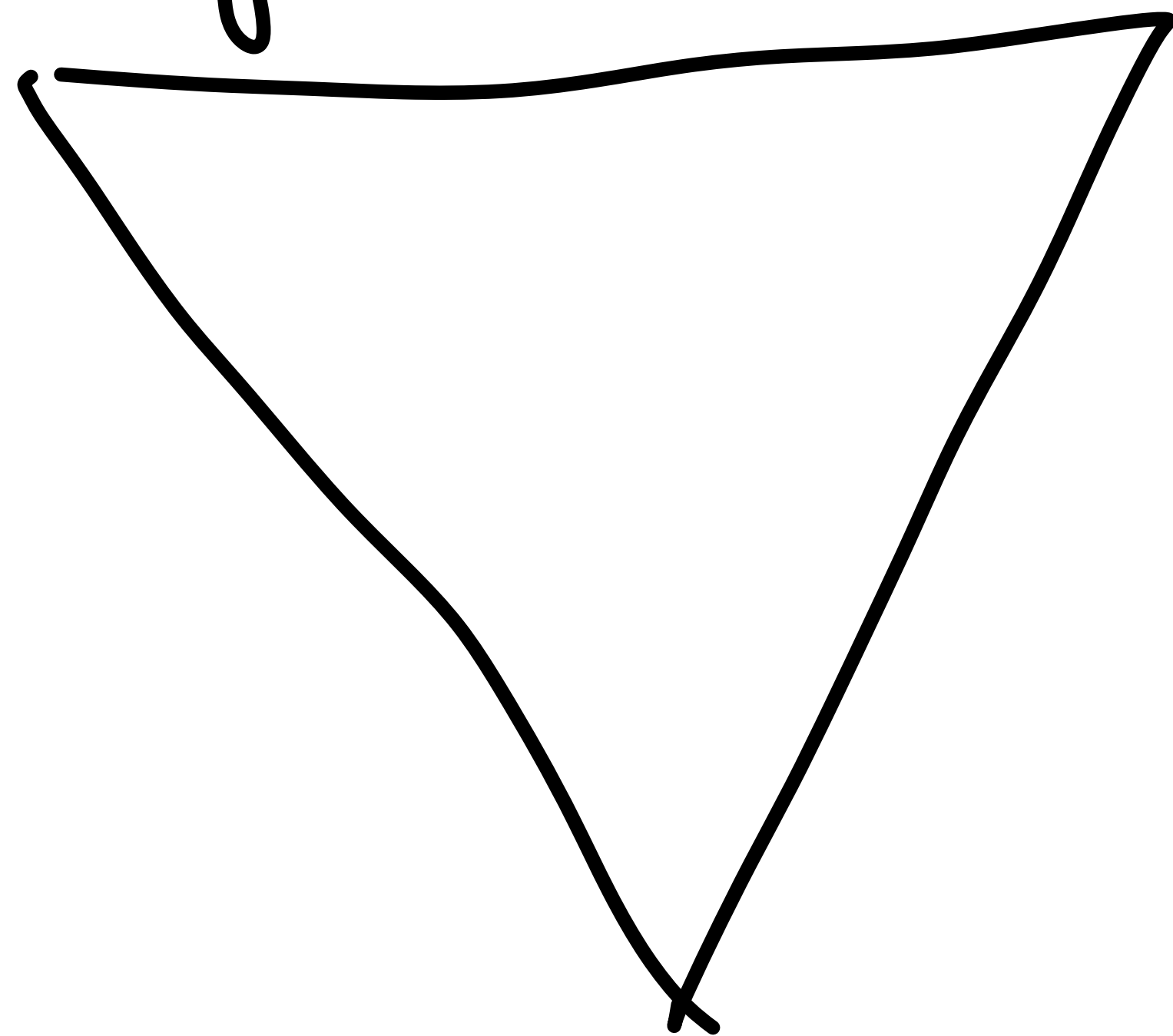


# Research NLP

Q1.

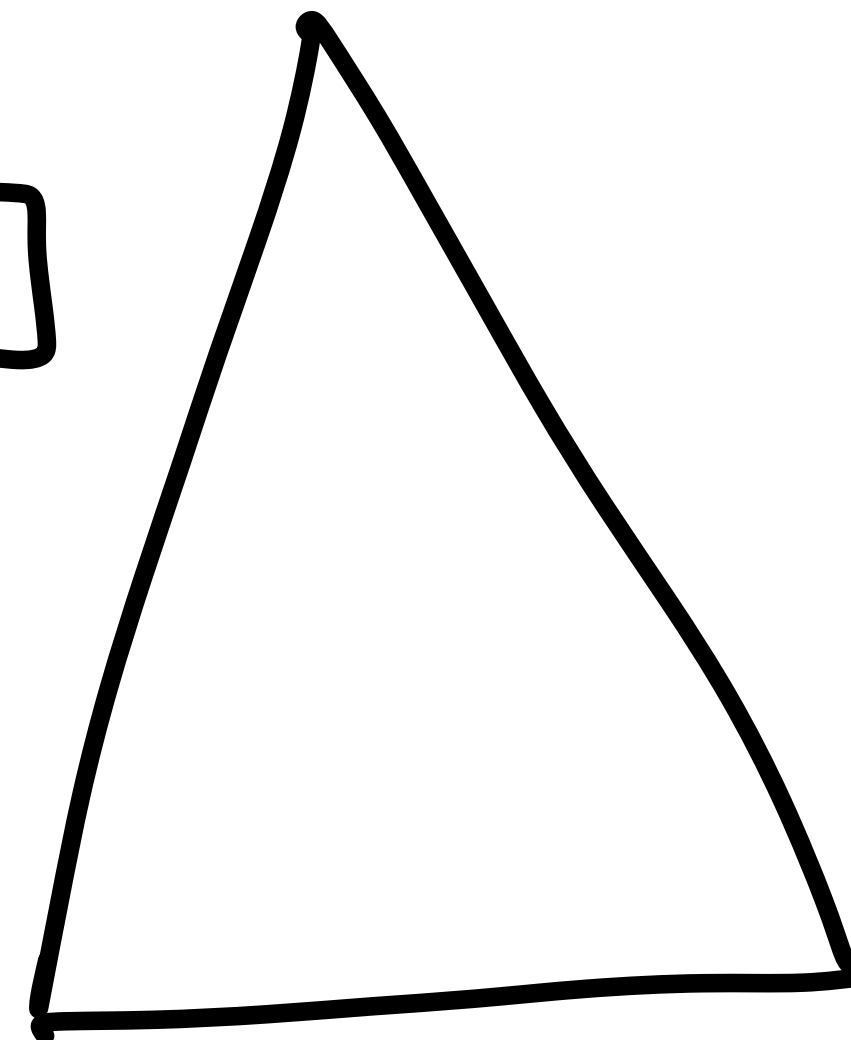


Typical NLP

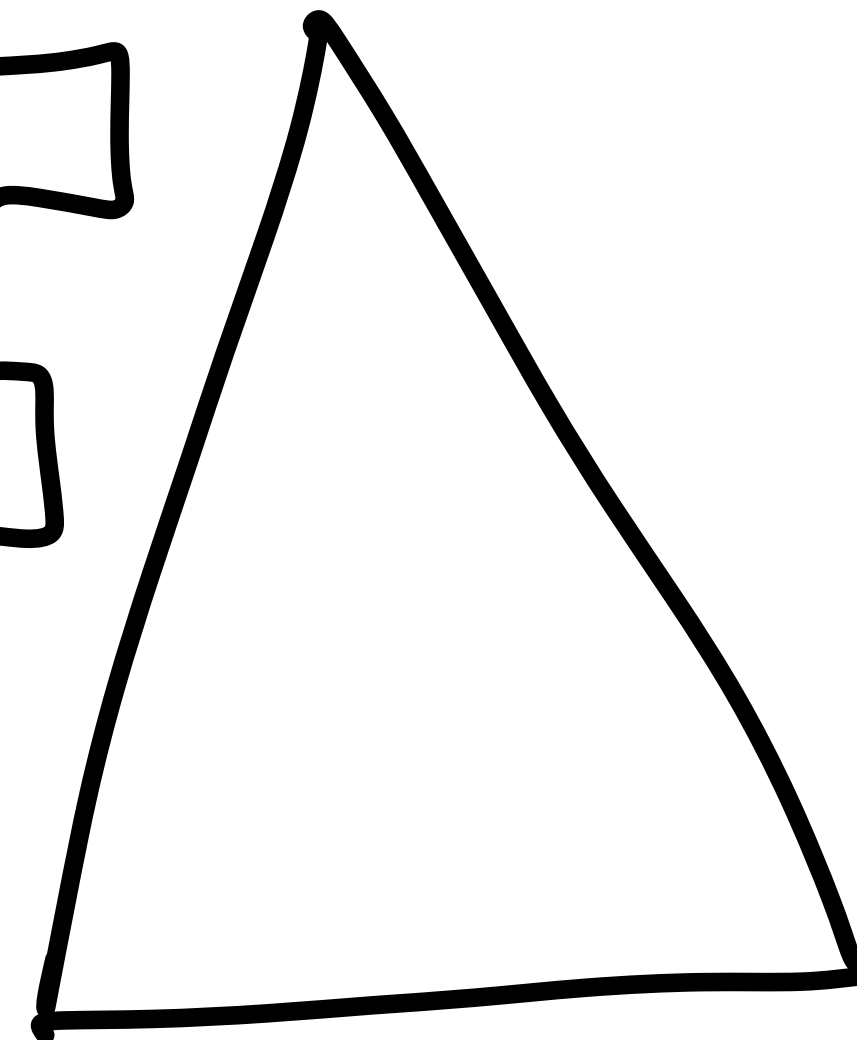
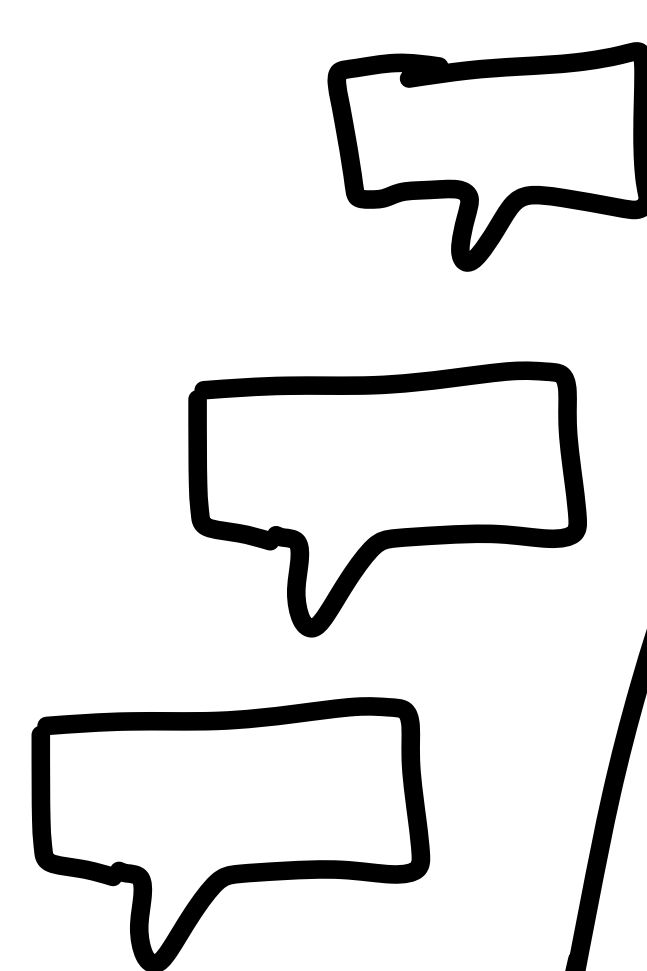


Research

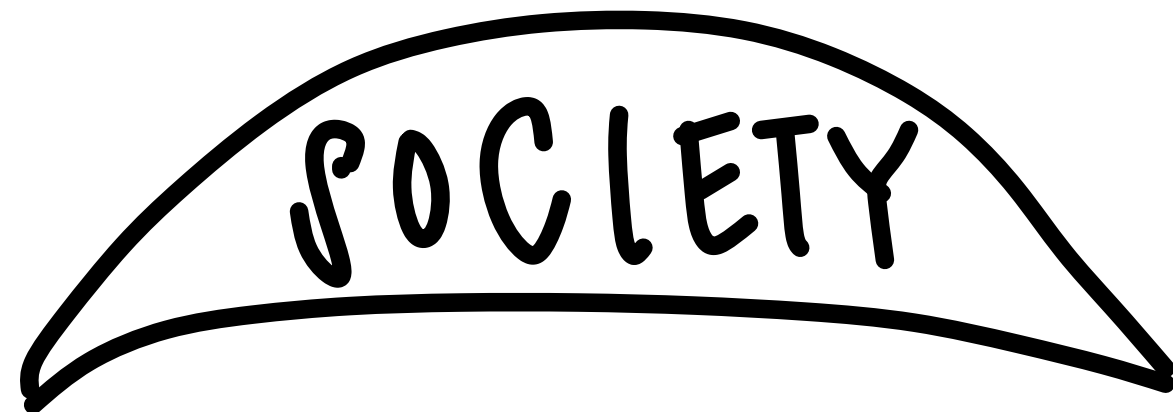
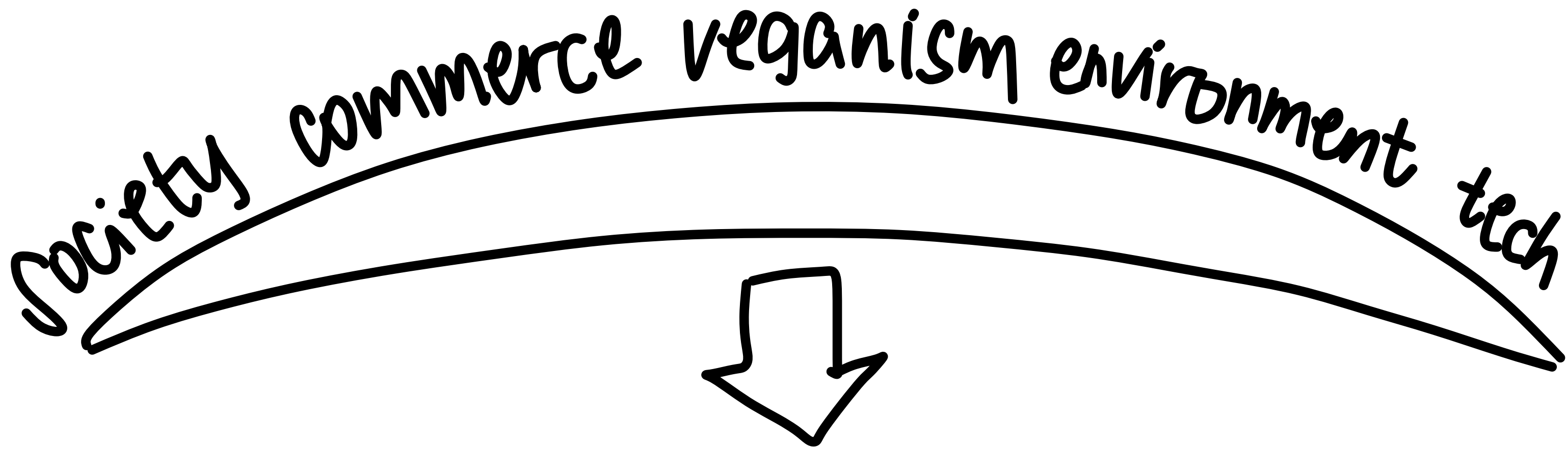
Q1.



Q2.



get best possible answer



What causes are you passionate about?

I'm worried about global warming.

What causes are you passionate about?

I'm worried about global warming.

environment

What causes are you passionate about?

I'm worried about global warming.

What's the impact of environmental issues to your lifestyle?

What causes are you passionate about?

I'm worried about global warming.

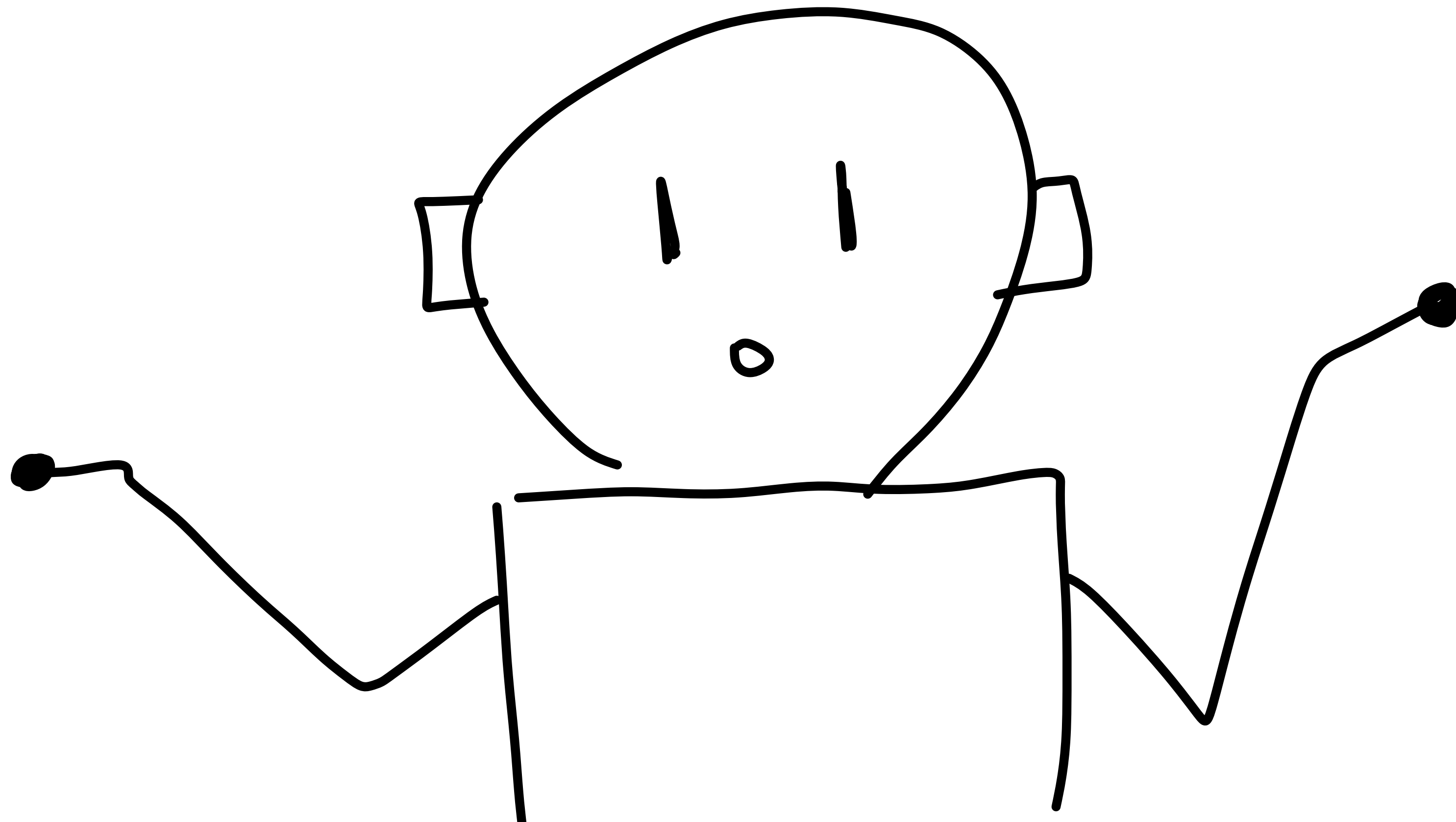
What's the impact of environmental issues to your lifestyle?

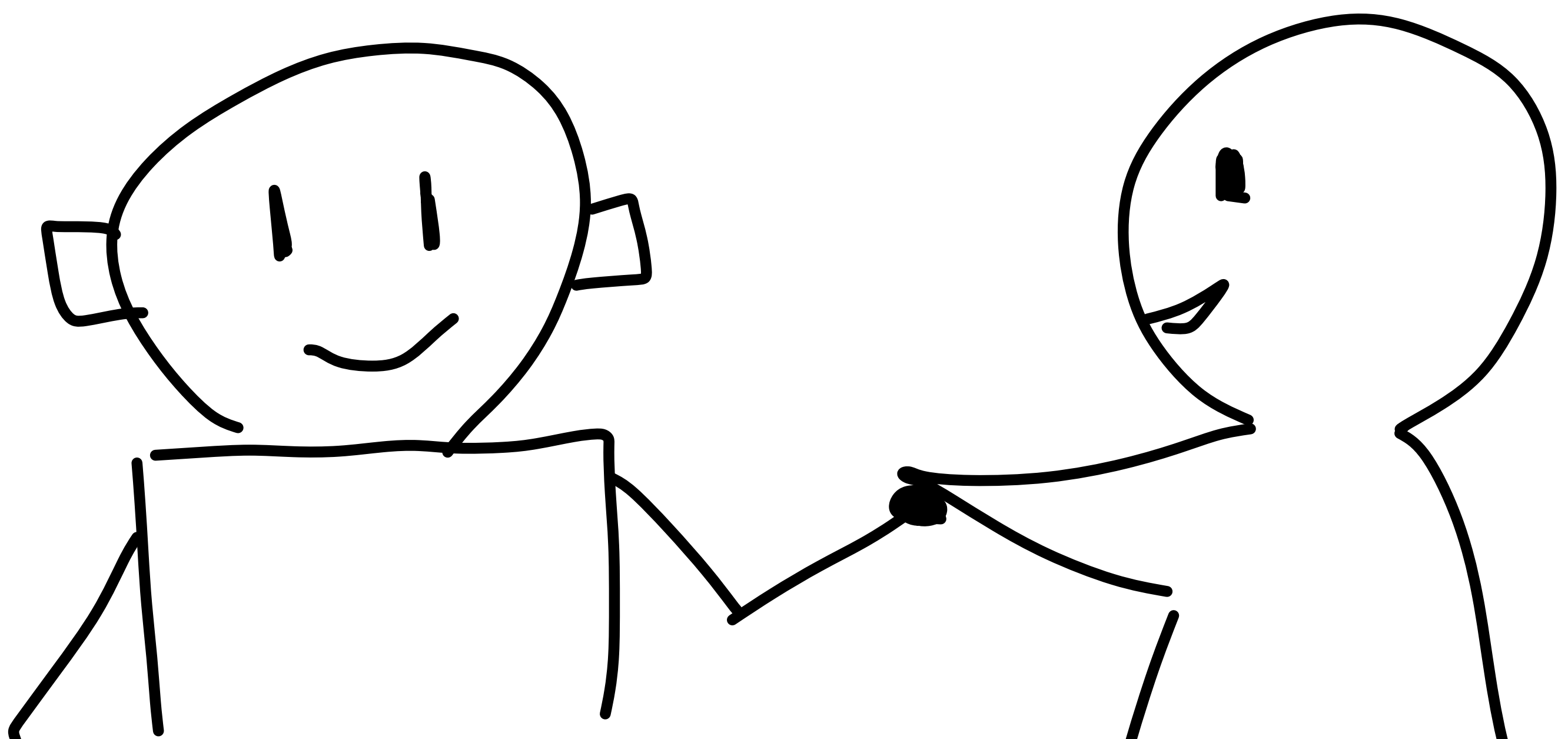
I always bring a spare bag with me whenever I go shopping and I tend to buy vegan products that have less plastic packaging

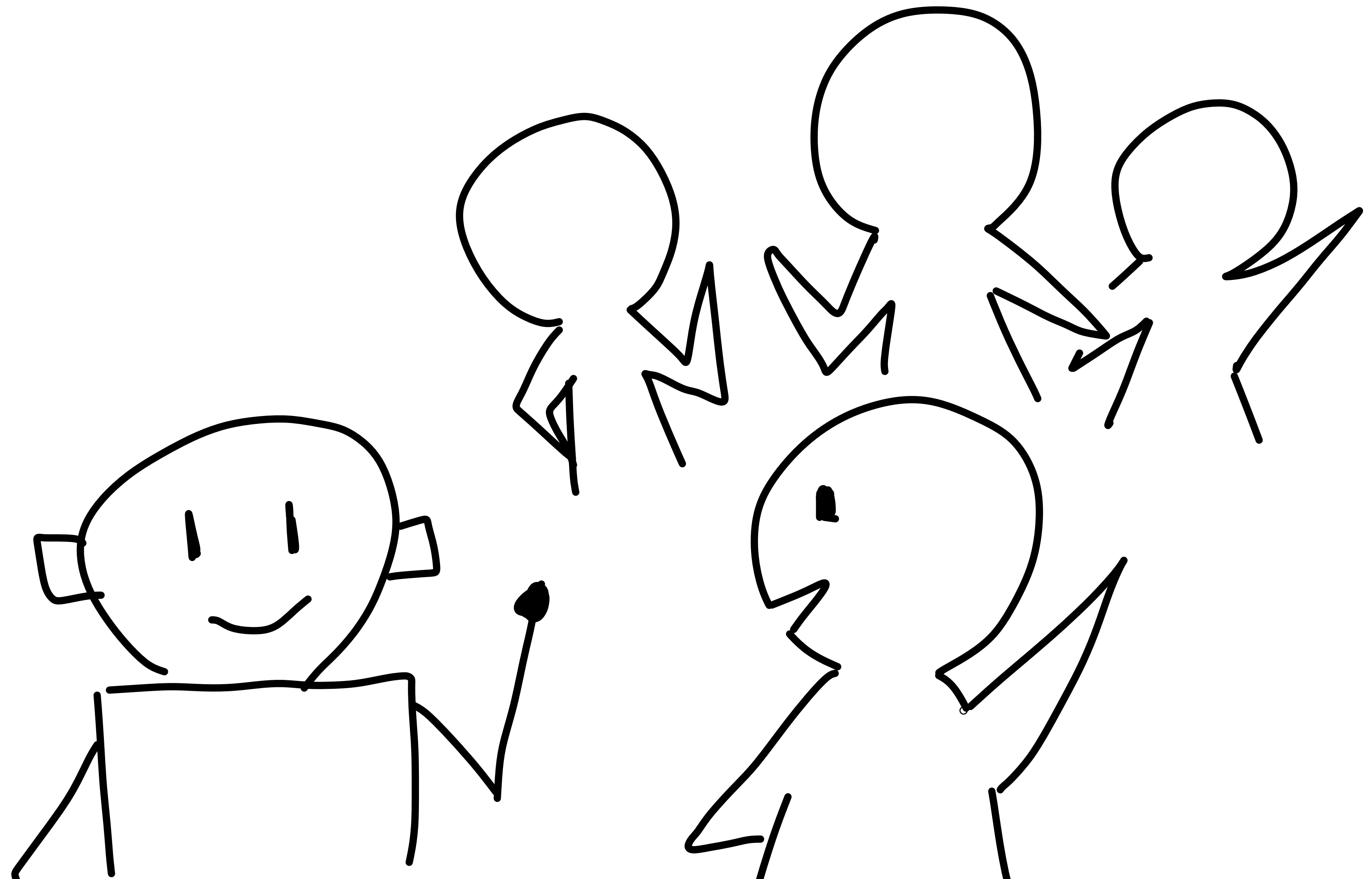
commerce

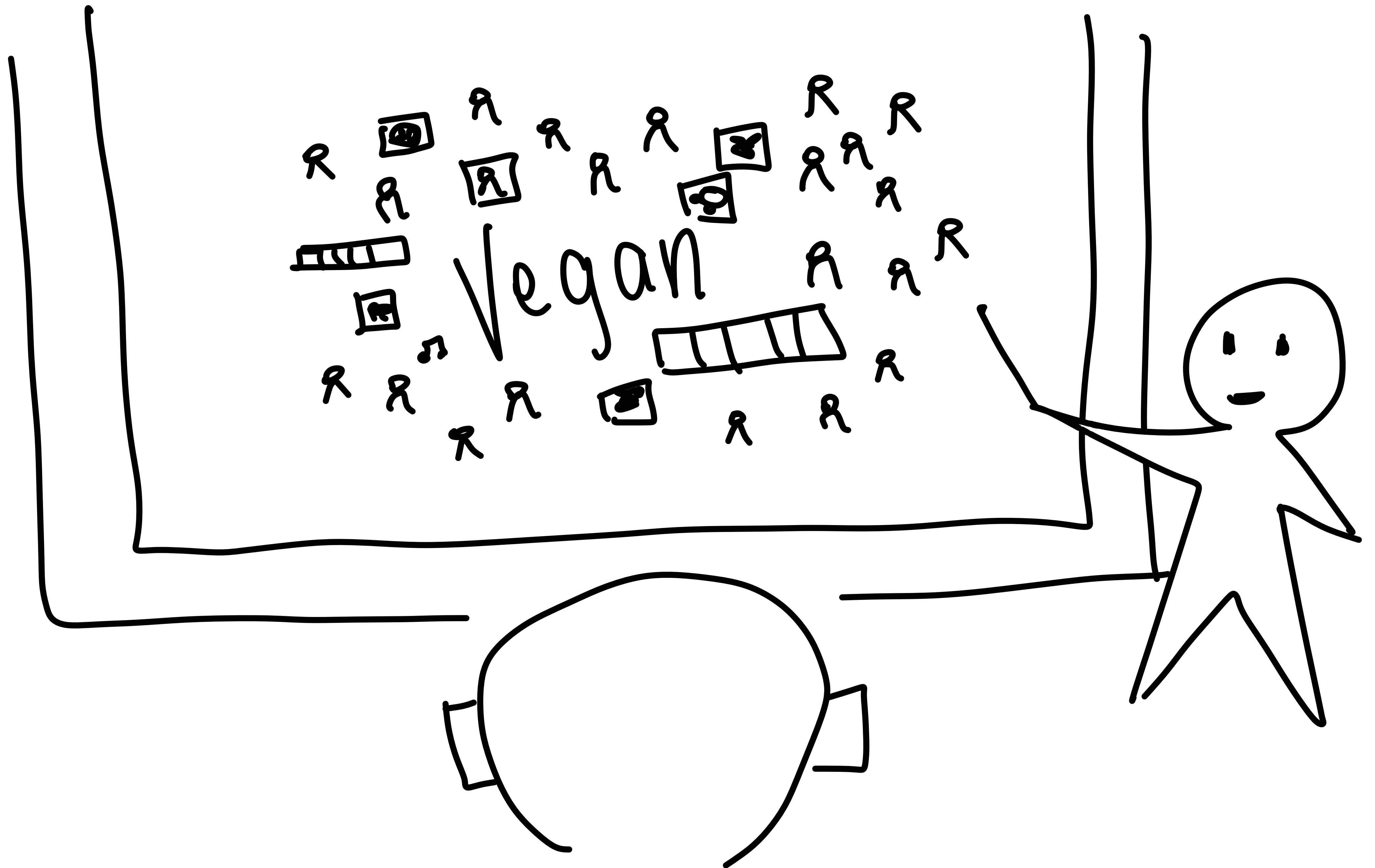


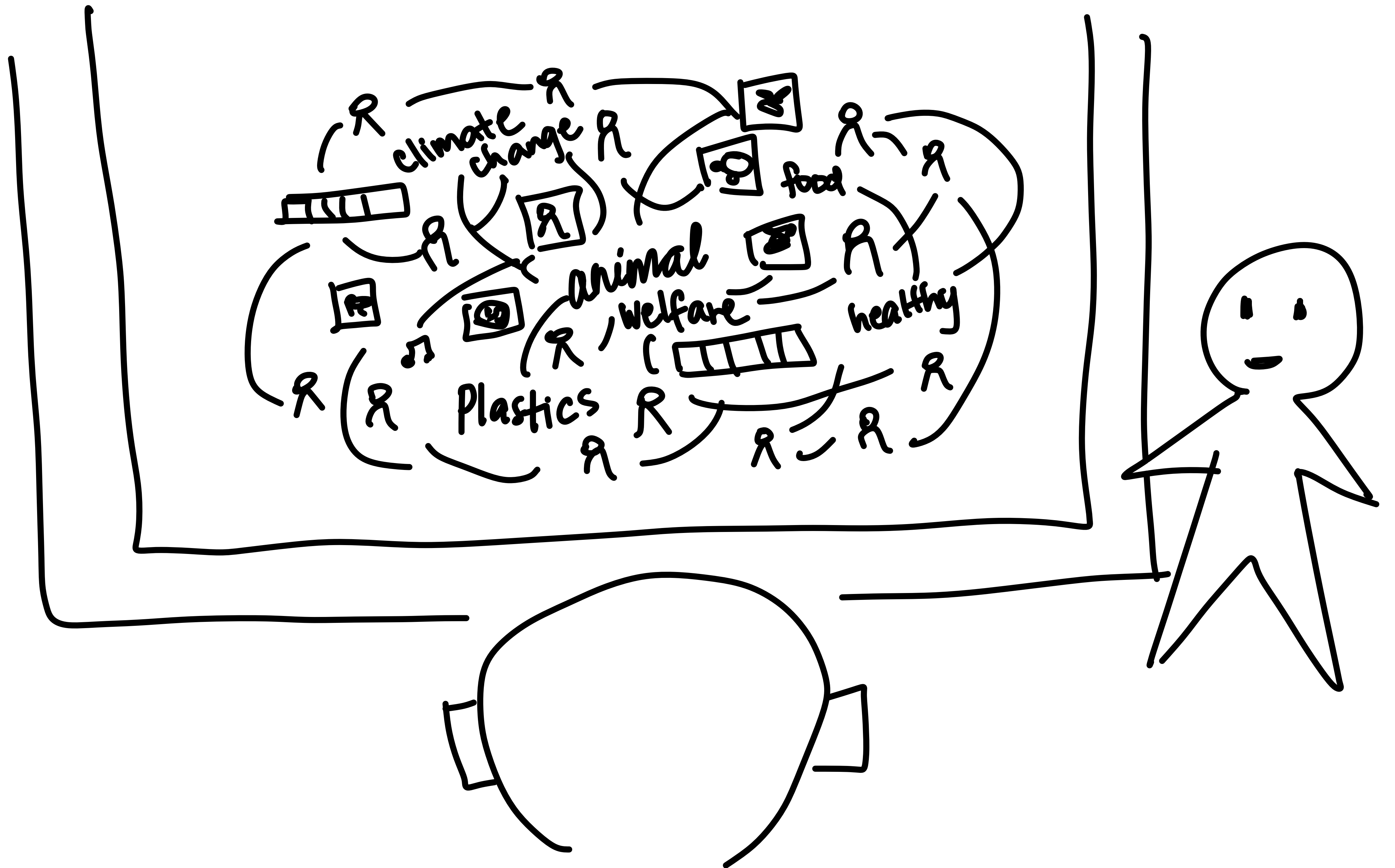
how to understand humans better?

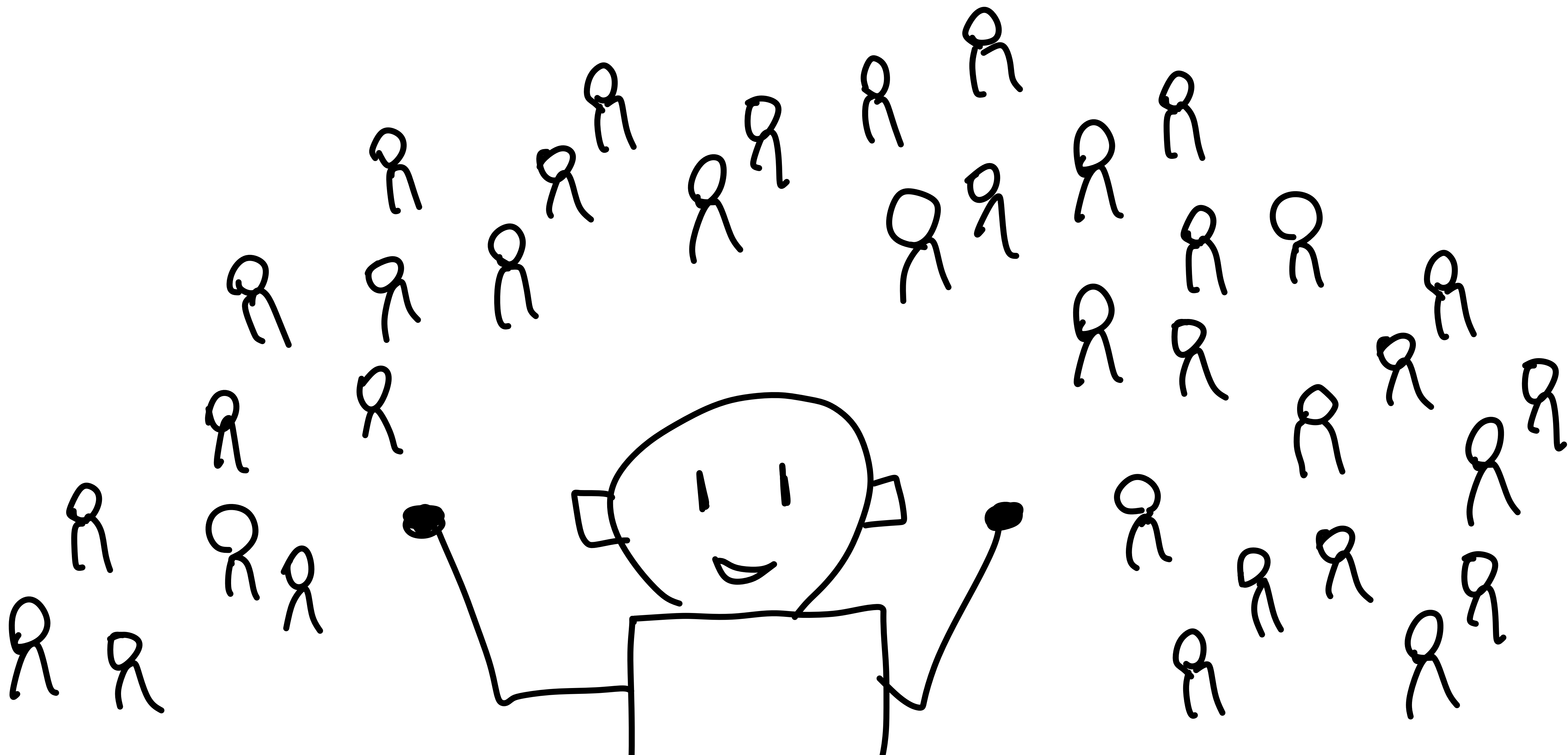


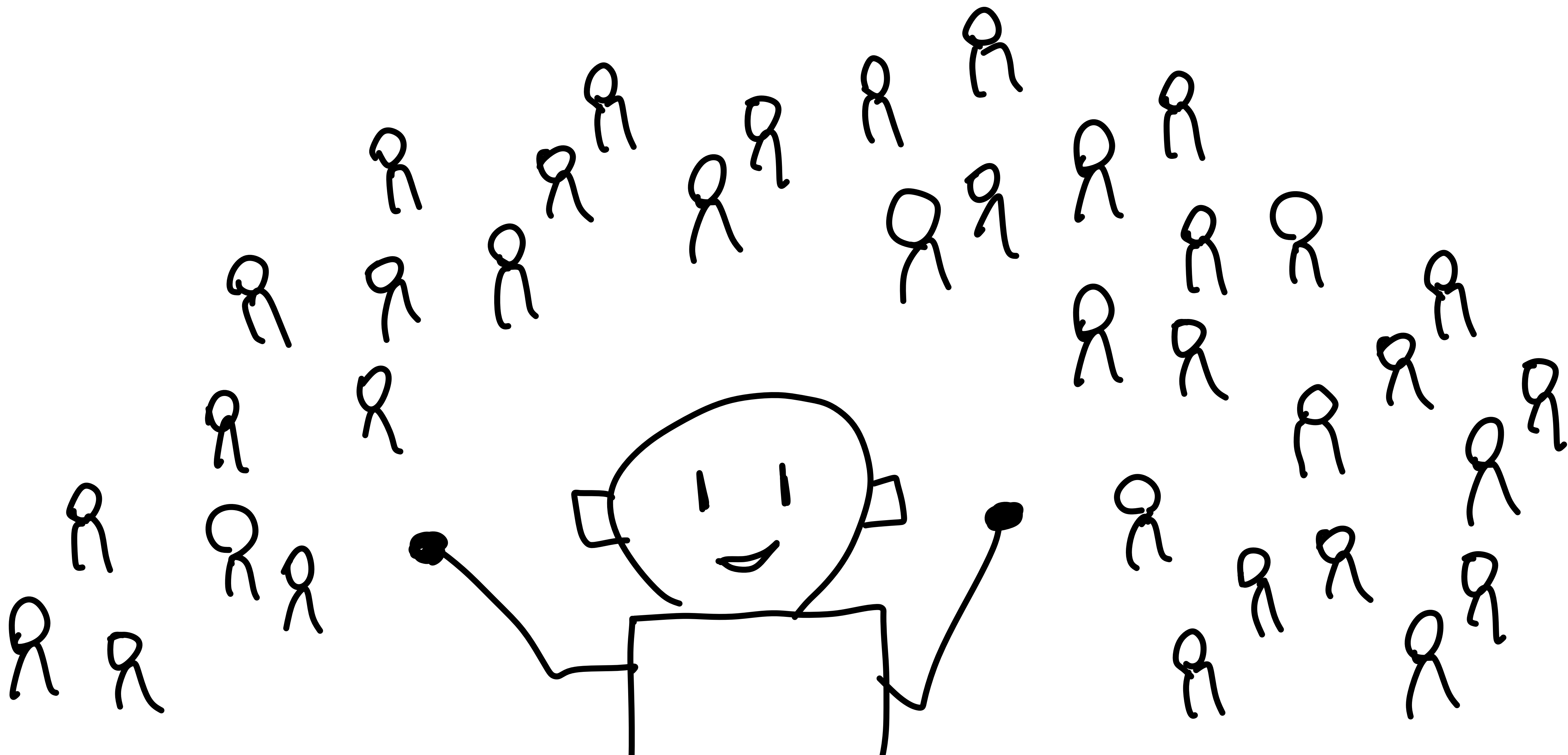


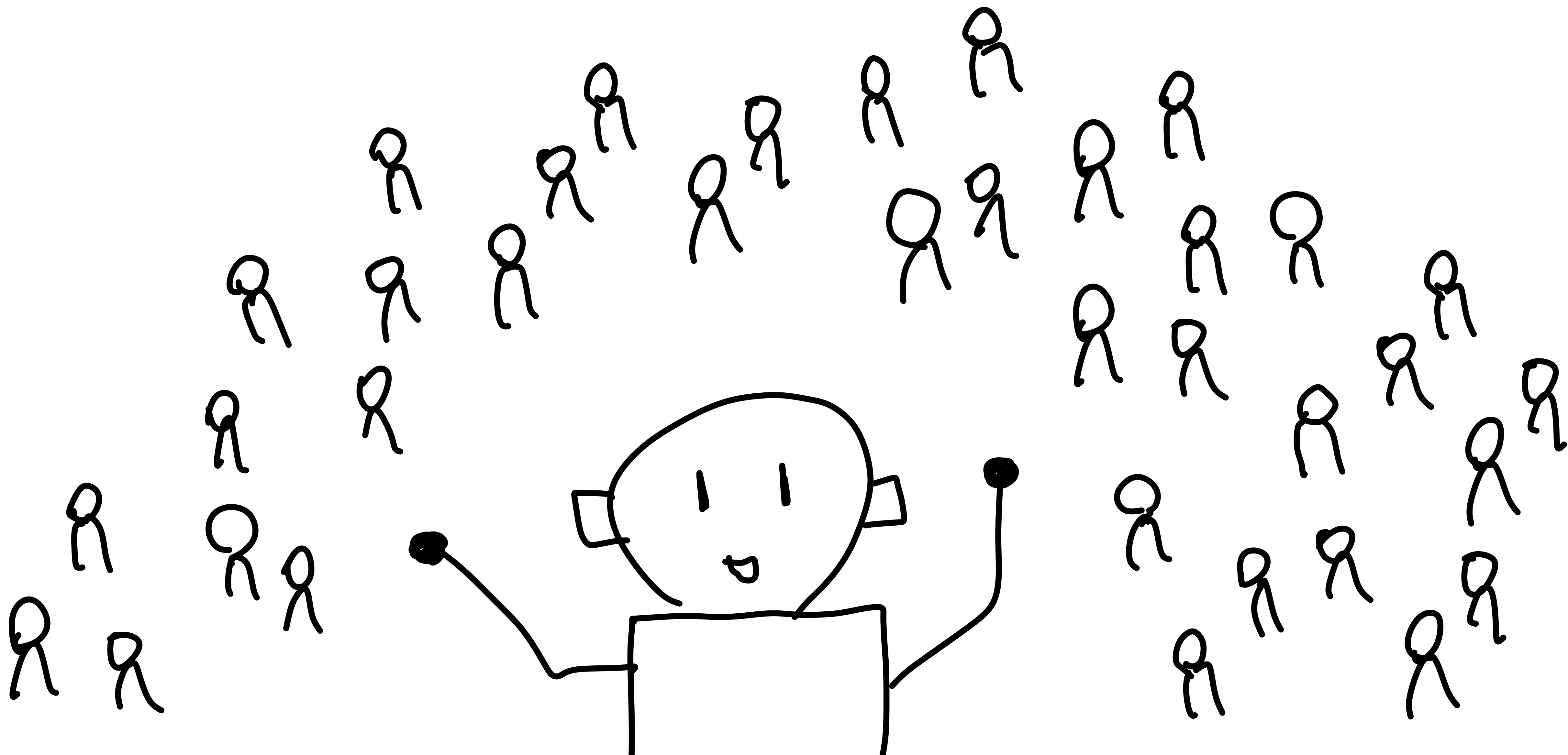




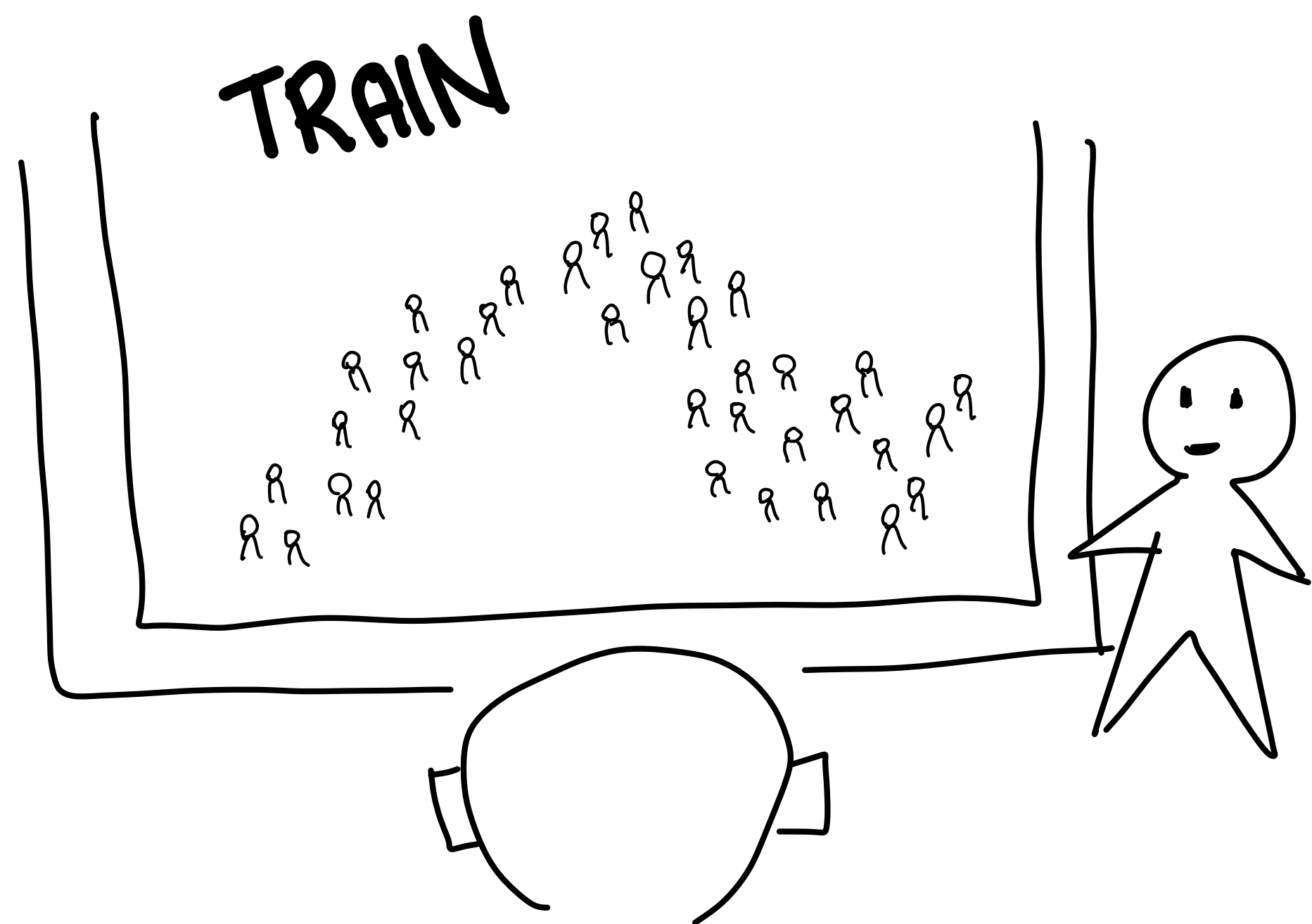


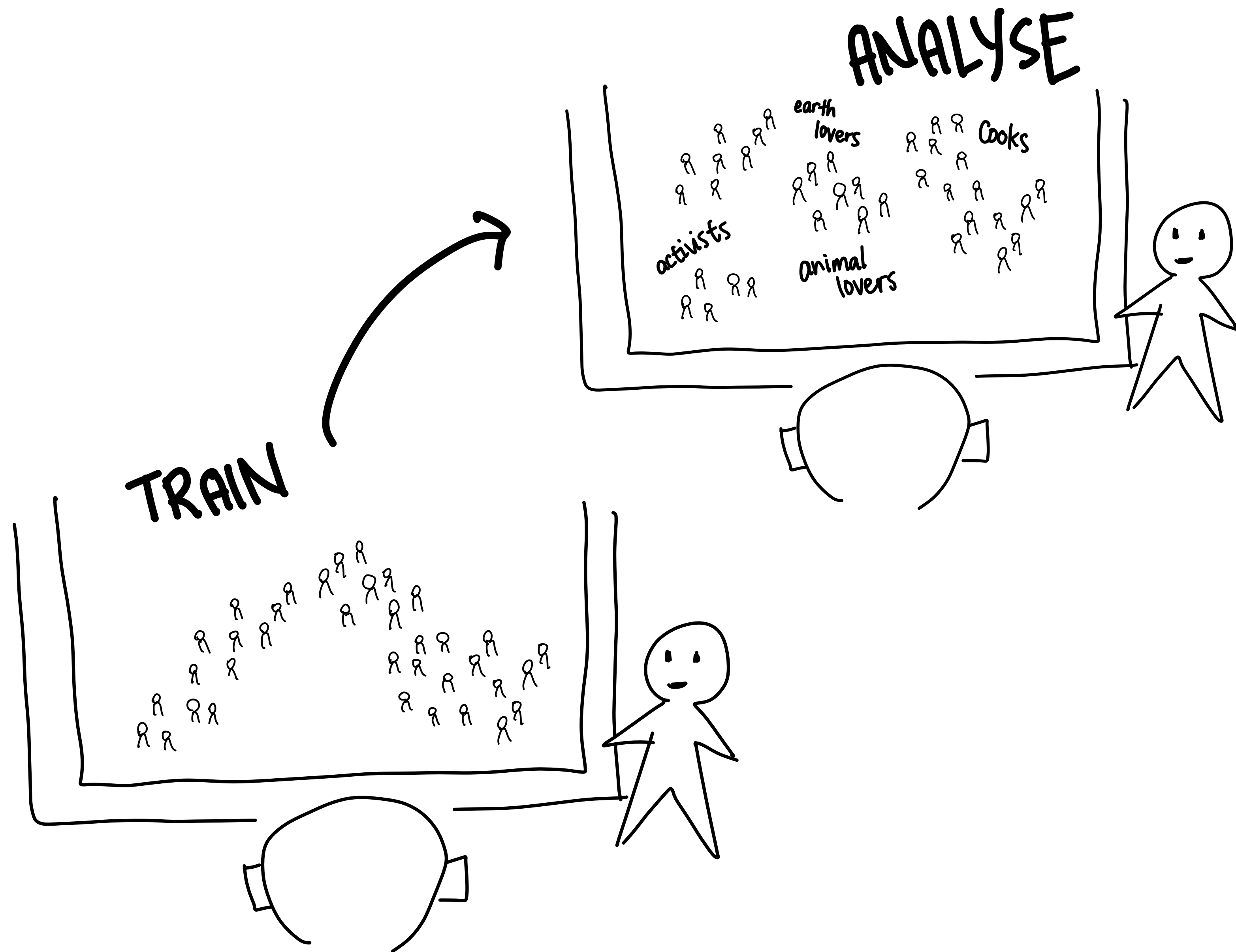


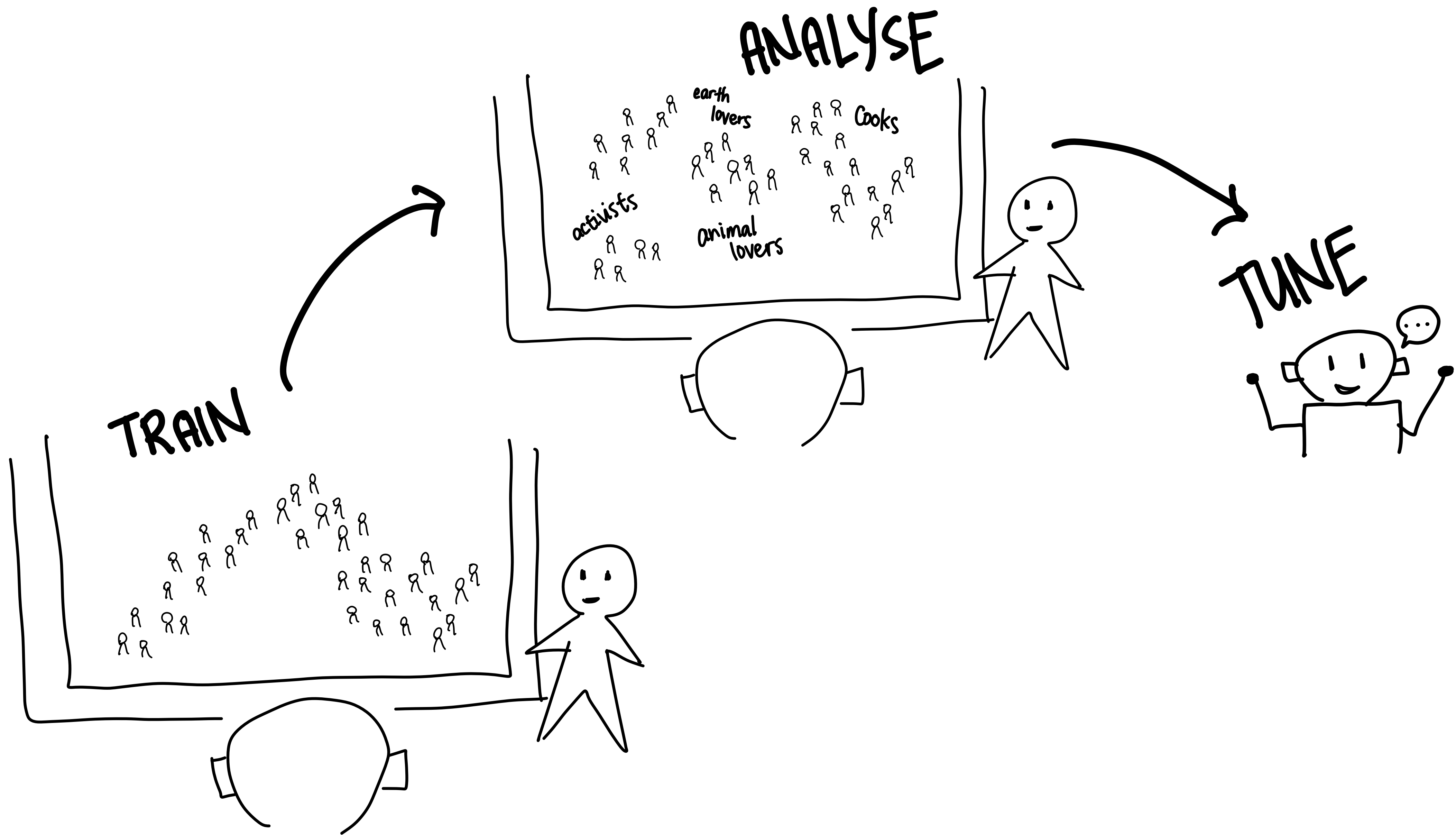


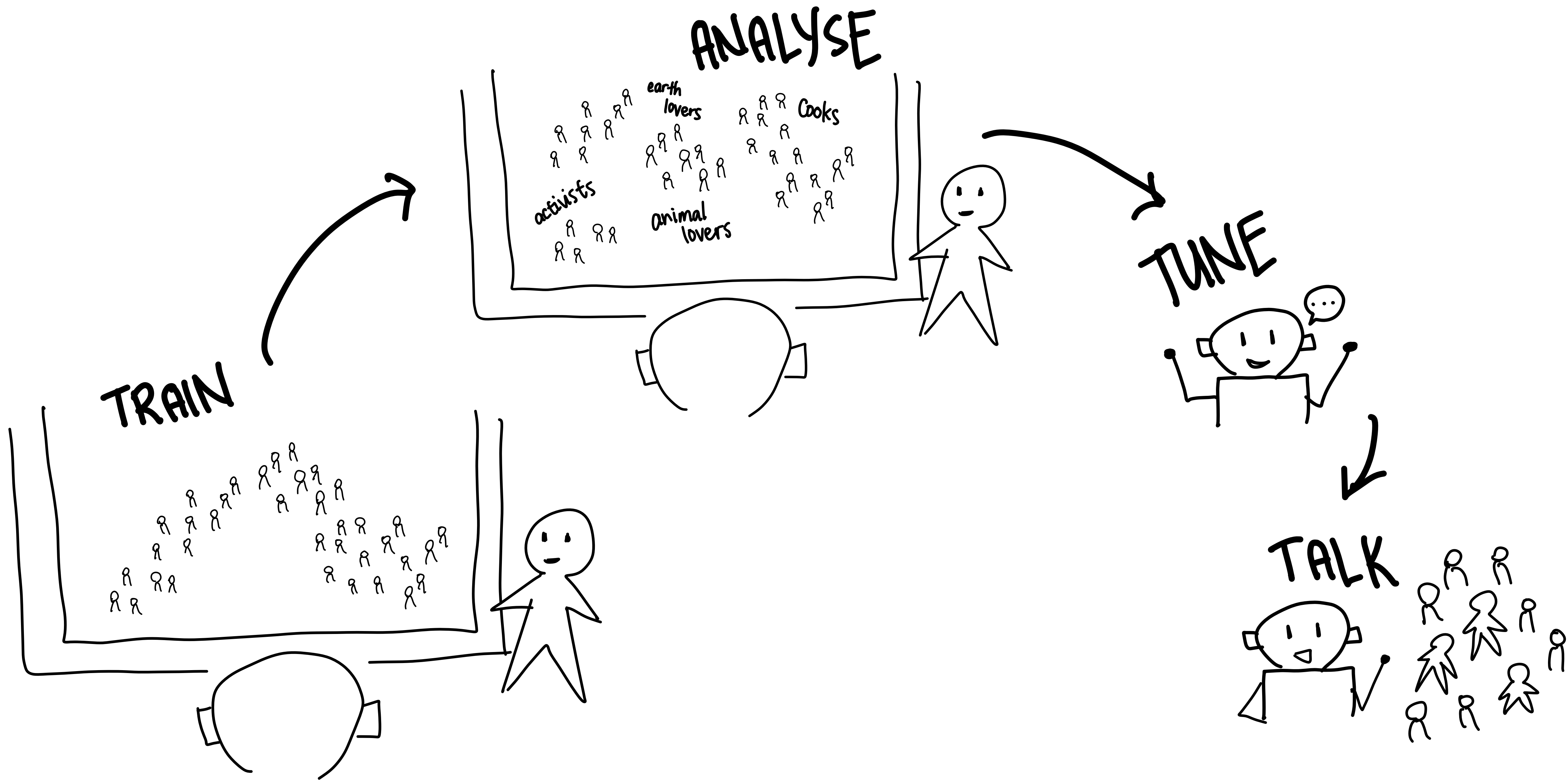


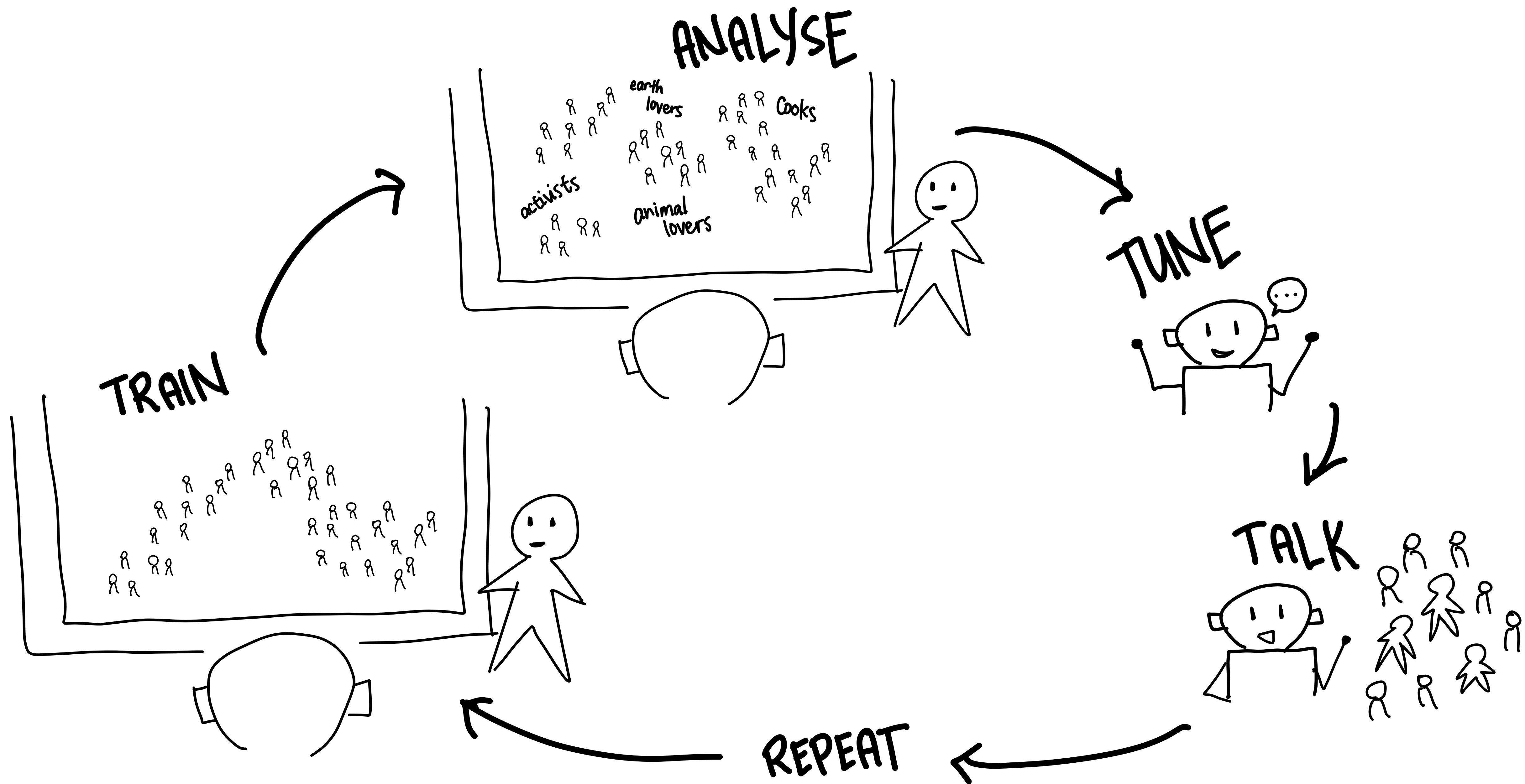








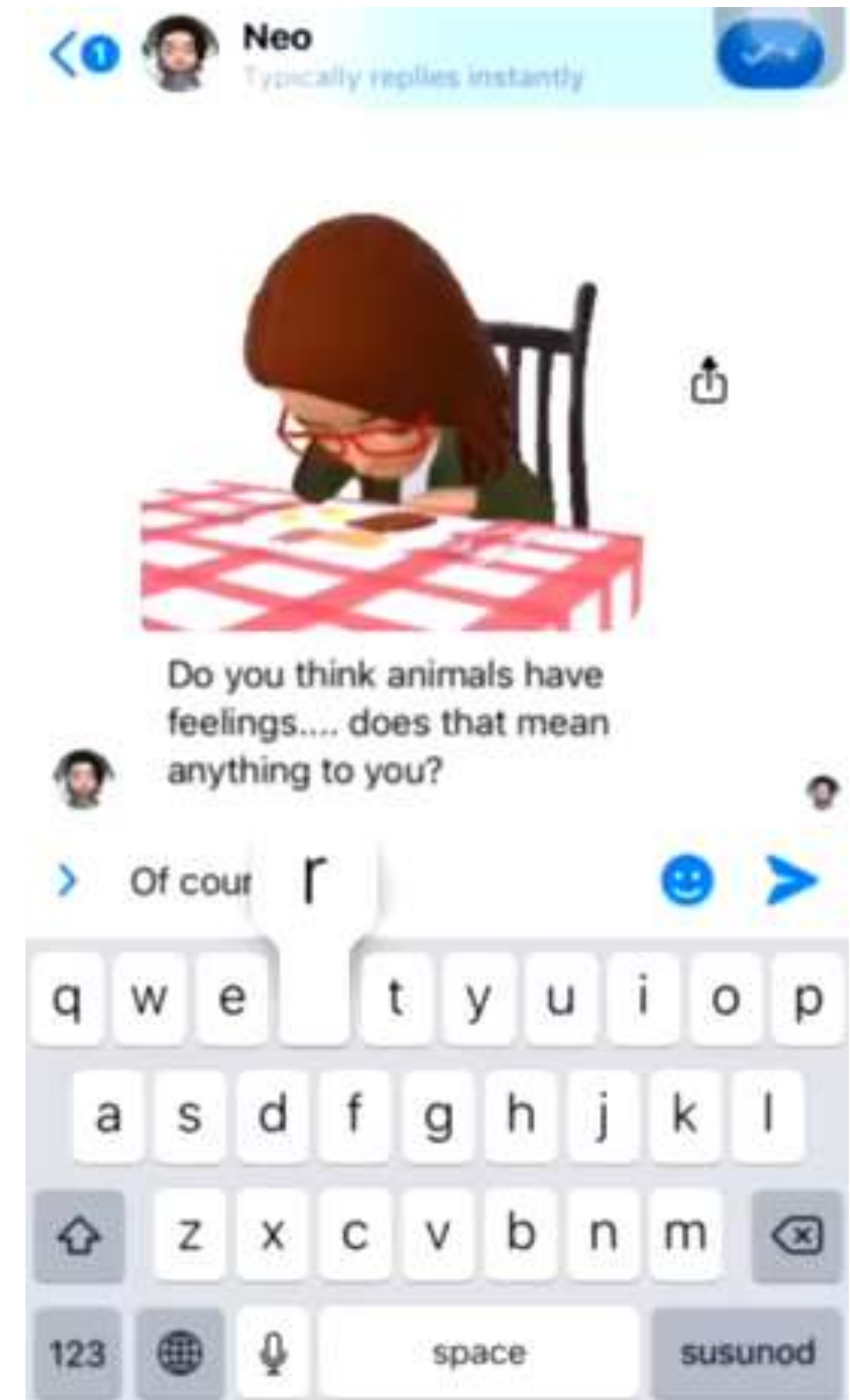
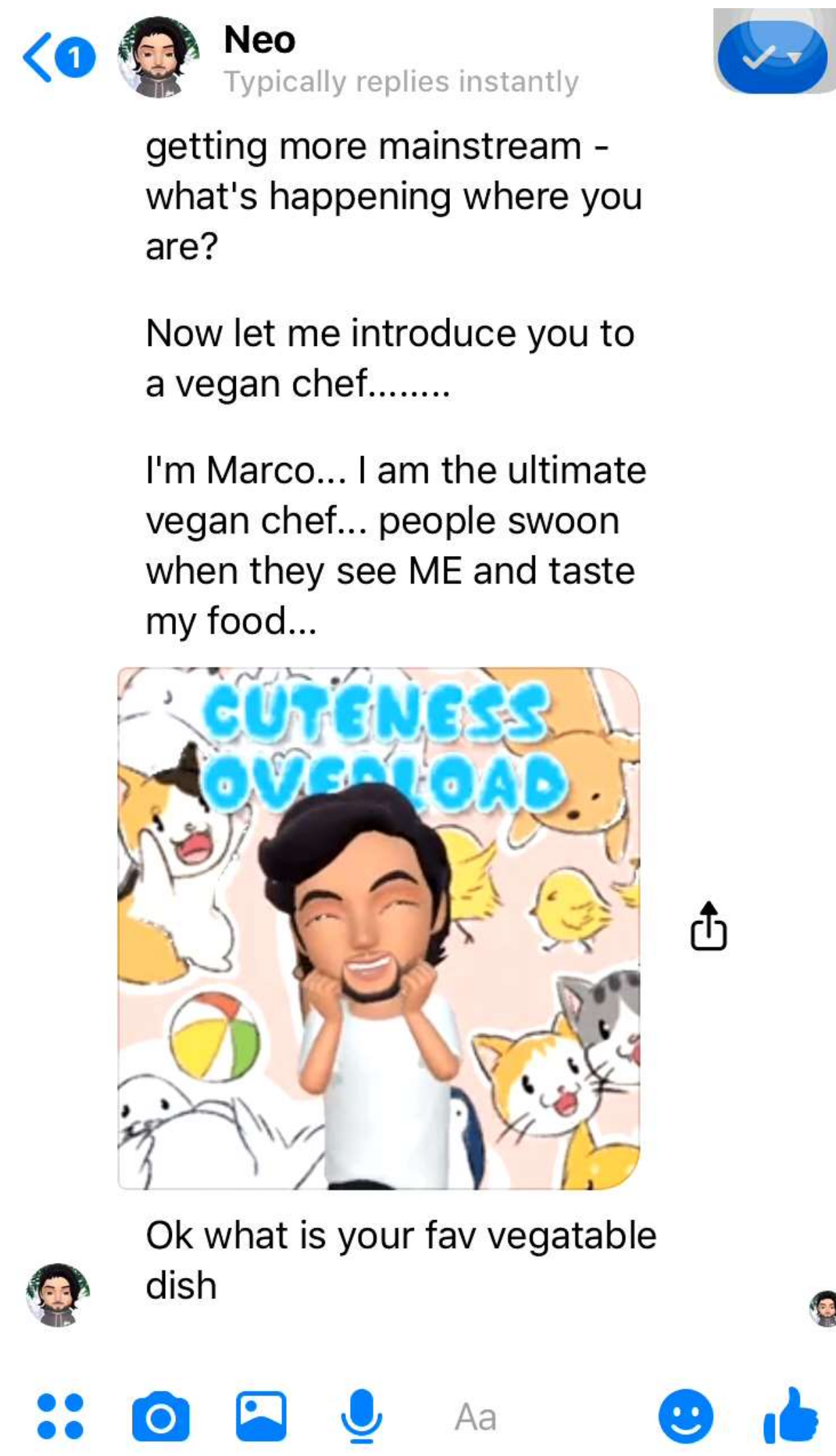














better persona,



better persona, better dialogue





“I do know that **not as many cosmetics companies are testing on animals, due to the hard work of activists.** I don't use a lot of beauty products but the ones I do are vegan... no animal testing here.”

“People are being more conscious of the chemicals being used in farmed animals and switching to clean vegan living  
I think people have the **right to protest anything they want** under appropriate circumstances which would **exclude violence or illegally tampering with business operations**”

“I think **peaceful and informed protests are important,** but I think that some **activists are misinformed.** I had a family member who worked for a pharma company. An **animal activism group assaulted** the home because they incorrectly believed the pharma company conducted animal testing.”





“Wow, I didn't know we've lost 60% of our planets biodiversity. That's a very bad thing. Yes, it troubles me. I think we as the people should rise above and **take down the capitalist system** and **legislate prosocial and green policies**. I think we should eradicate corporate farms and put more responsibility upon the government to regulate businesses to make sure they are being sustainable. No one should be above the law.”

“I feel sad looking at these photos. It makes me think about how we've become **a society devoted to consumerism and convenience**. And it makes me feel like no one cares because we're all so miserable, underpaid, overworked and undereducated, we just want to have some beers and a good time at the beach.”

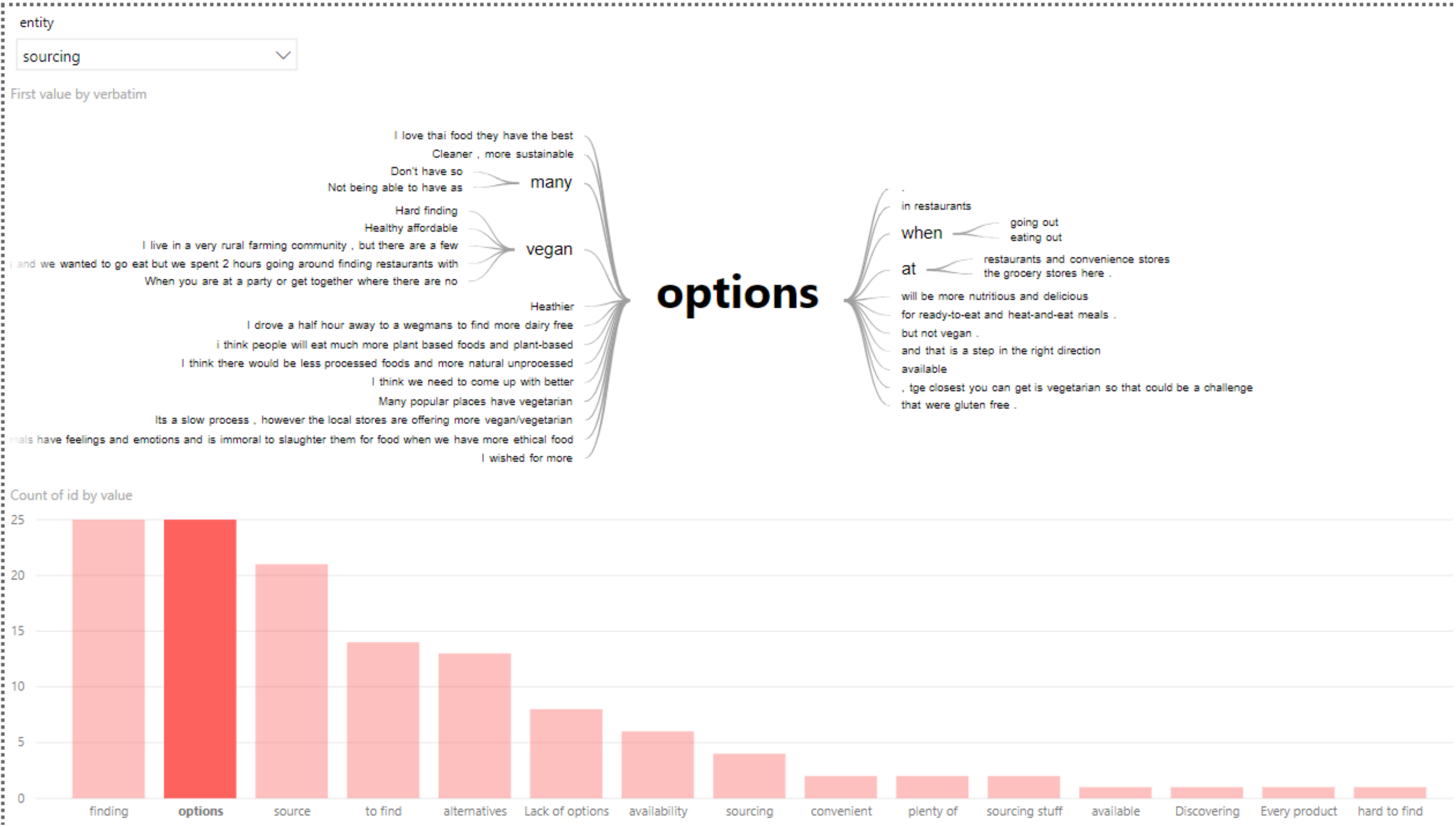


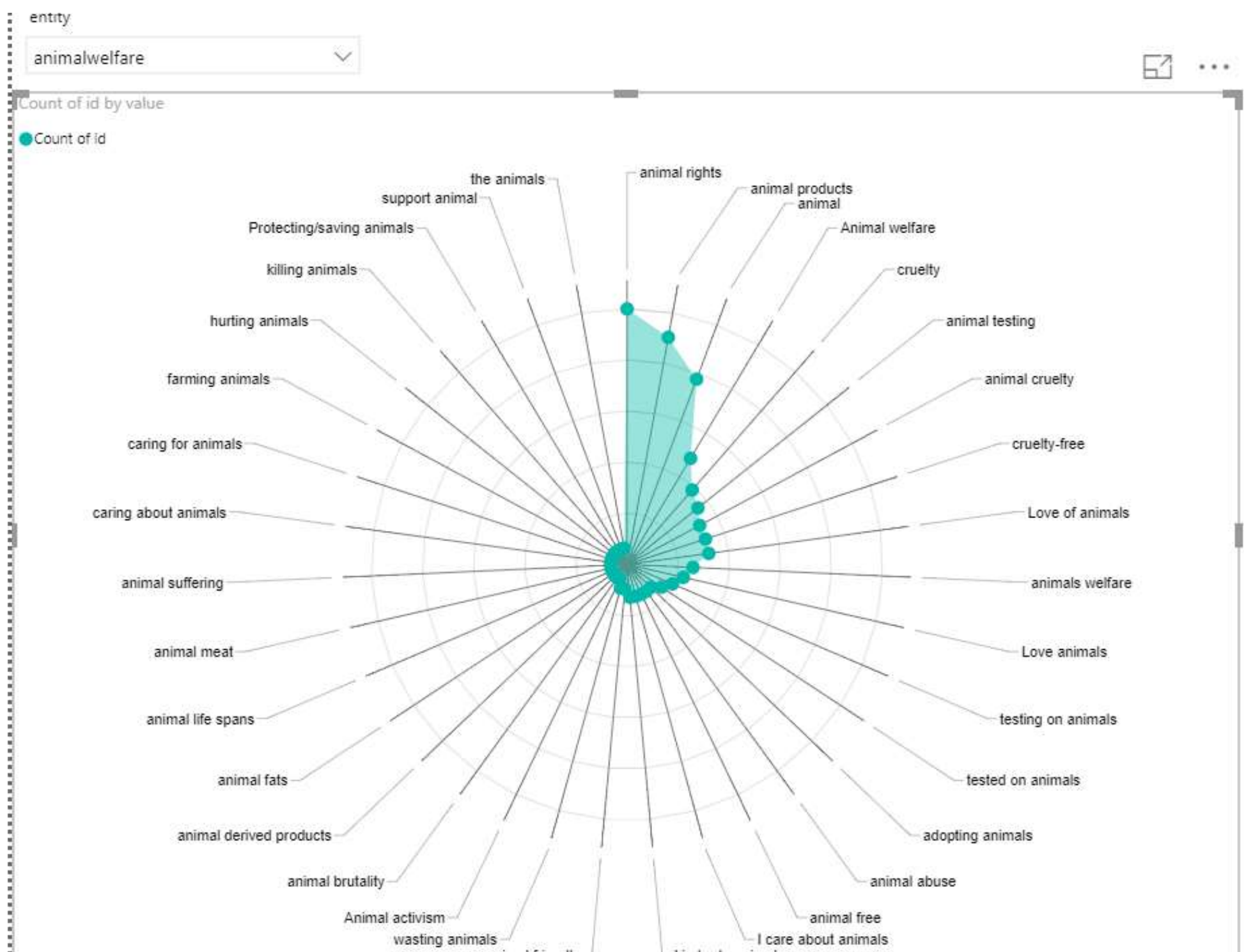
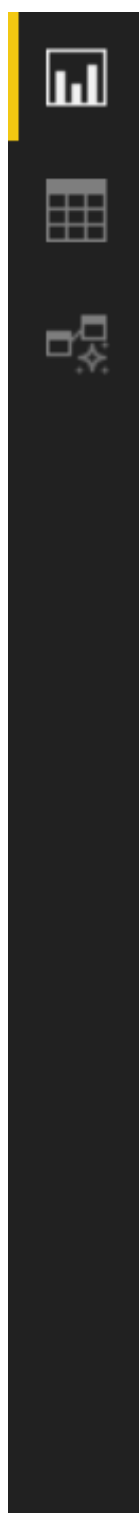


A strict vegan might have problems finding options to eat when going out to restaurants with family and friends. They might also face opposition from people who do not fully understand the true reasons a strict vegan chose this lifestyle.

It's always harder when you want something quick and easy when you are out and about. Most places don't offer flavorful vegan options. It's also harder to find good cheese replacements

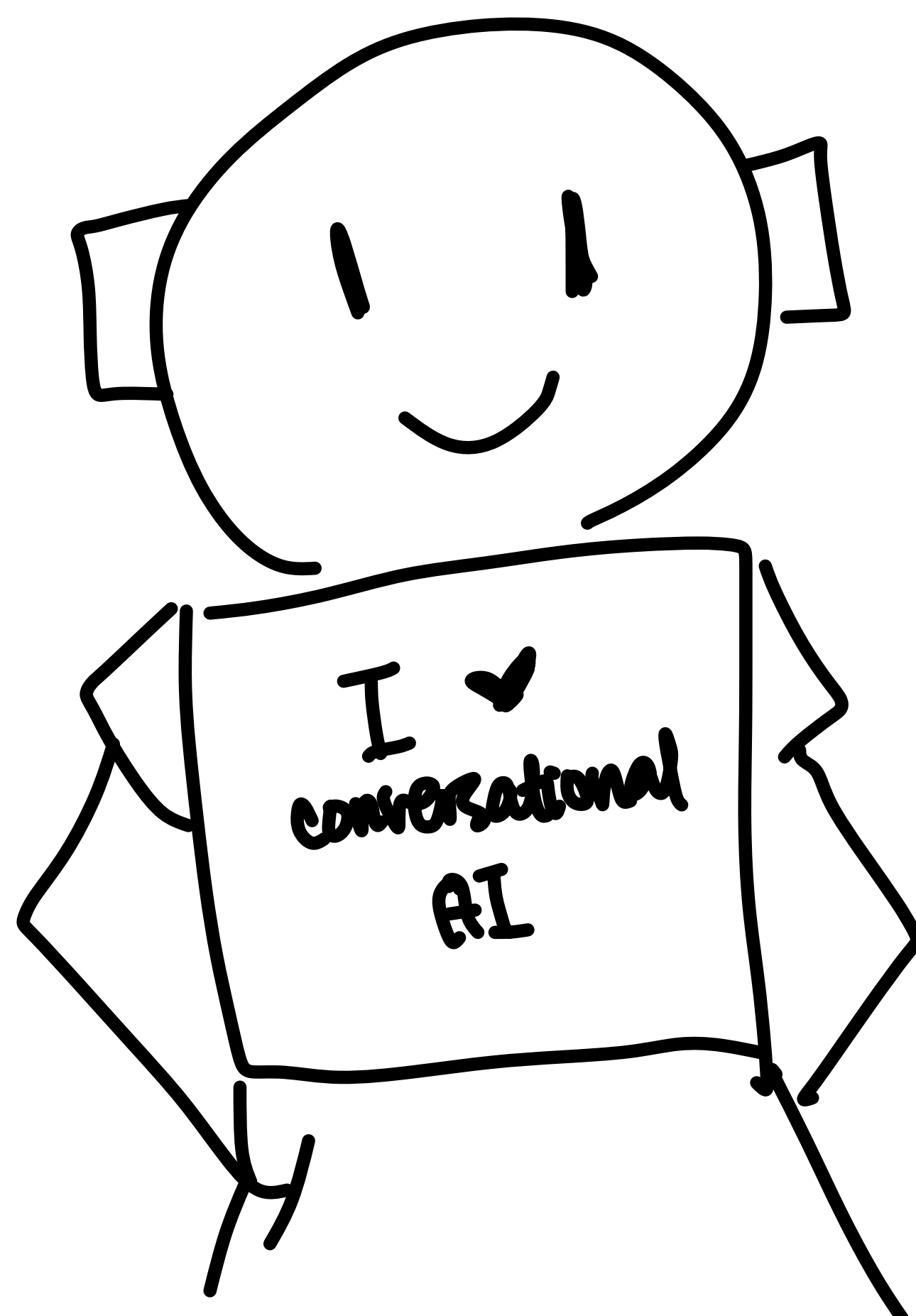
I've tried vegan cheese, bacon, and a vegan burger! Good tasting vegan cheese that melts well and tastes like cheese is hard to find, so I mostly avoid it unless I really need it for something. Vegan bacon is delicious, though I don't like tempah "bacon". Vegan burgers are very good, but I haven't tried the newest brands yet (like Beyond Meat or the Impossible Burger)



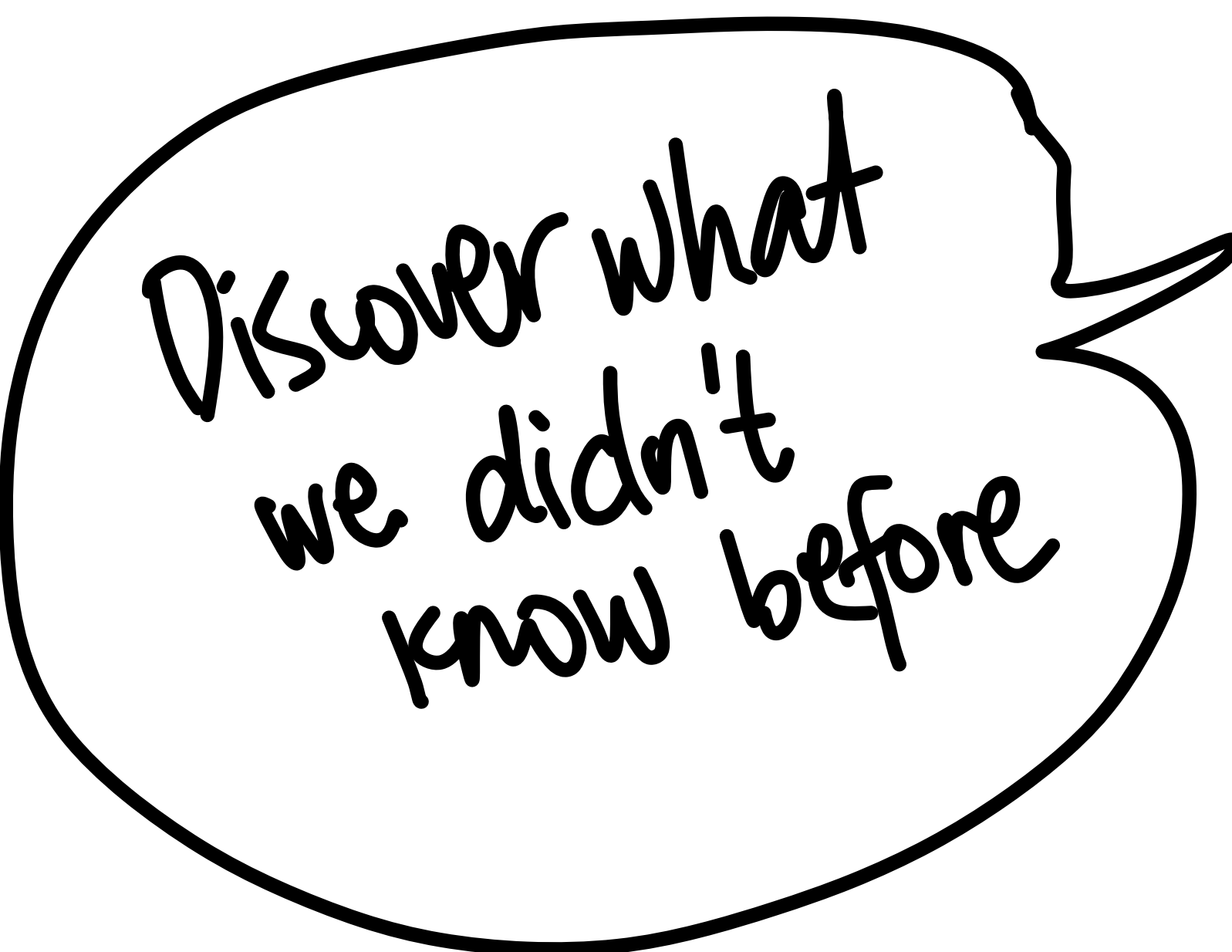


- value
- ☐ Select all
  - ☐ abused animals
  - ☐ adopting animals
  - ☐ affecting innocent animals
  - ☐ animal
  - ☐ animal abuse
  - ☐ Animal activism
  - ☐ animal brutality
  - ☐ animal cruelty
  - ☐ animal deaths
  - ☐ animal derived products
  - ☐ animal experimentations
  - ☐ animal fats
  - ☐ animal free
  - ☐ animal friendly
  - ☐ Animal lab testing
  - ☐ animal life
  - ☐ animal life spans
  - ☐ animal meat
  - ☐ animal products
  - ☐ animal protections
  - ☐ animal rights
  - ☐ animal suffering
  - ☐ animal testing
  - ☐ animal testing anymore
  - ☐ Animal welfare
  - ☐ Animals
  - ☐ animals recieve
  - ☐ animals welfare
  - ☐ are harmed
  - ☐ caring about animals
  - ☐ caring for animals
  - ☐ choke animals



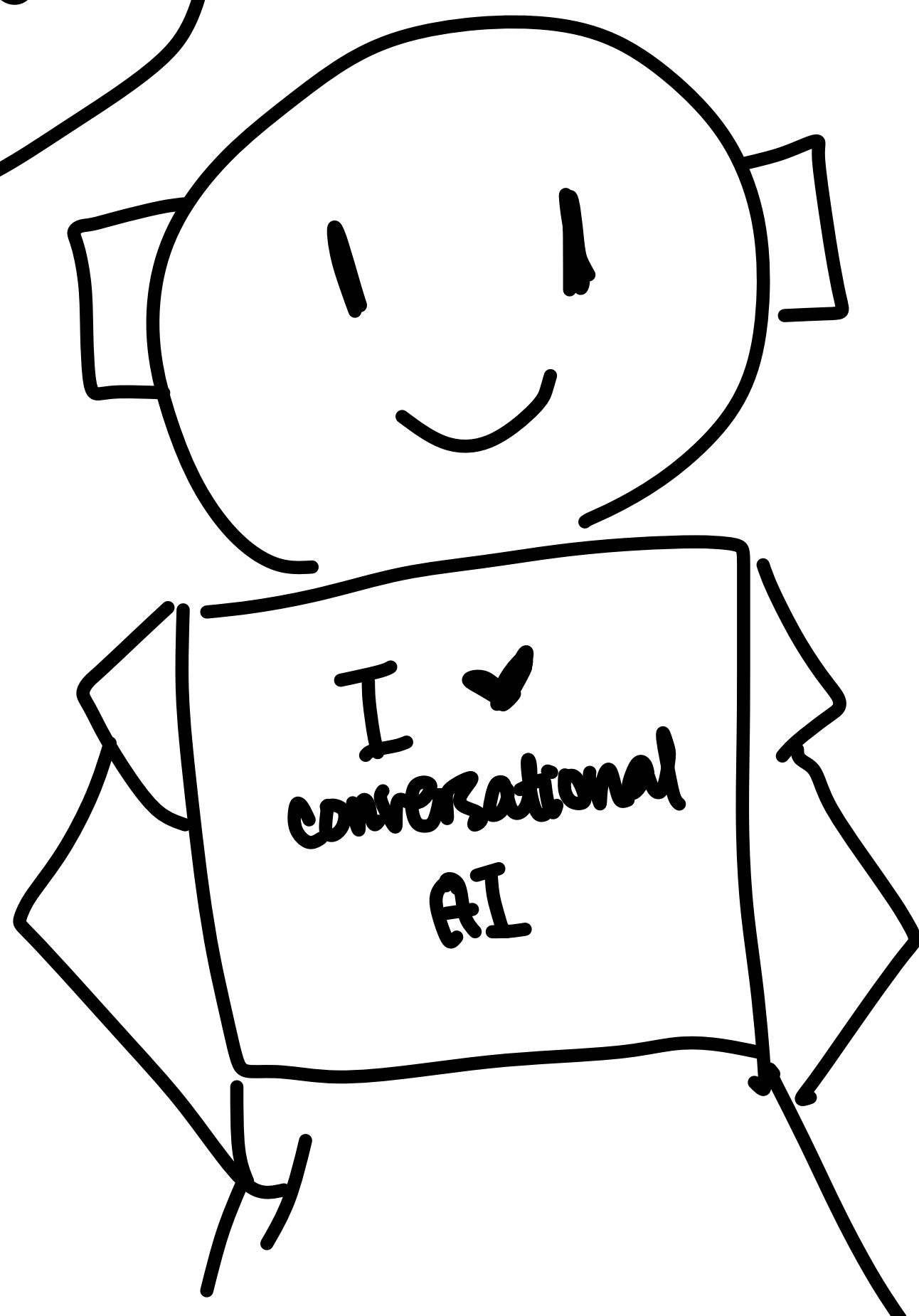


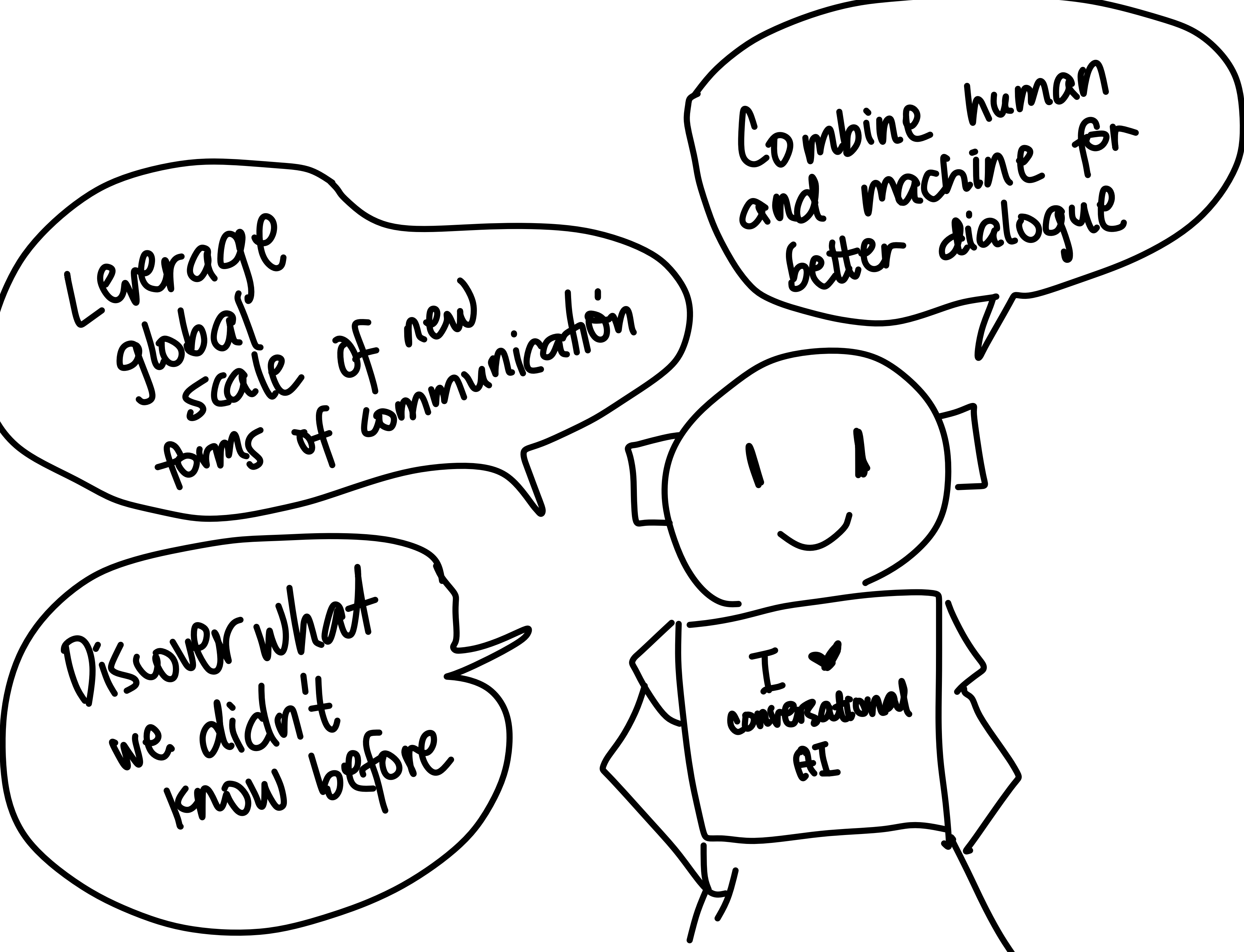




Leverage  
global  
scale of new  
forms of communication

Discover what  
we didn't  
know before



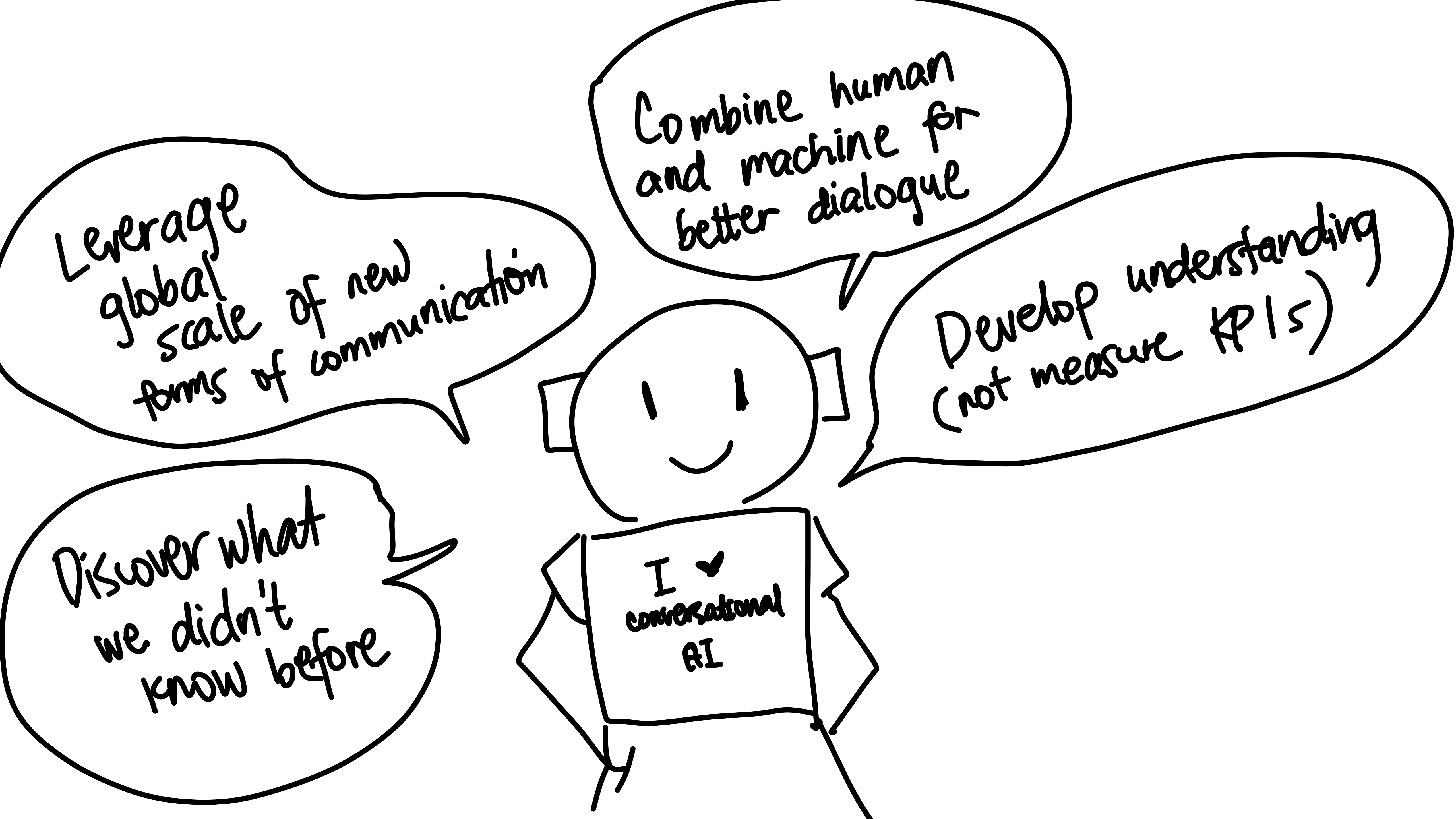


Leverage  
global  
scale of new  
forms of communication

Discover what  
we didn't  
know before

Combine human  
and machine for  
better dialogue

I ♥  
conversational  
AI



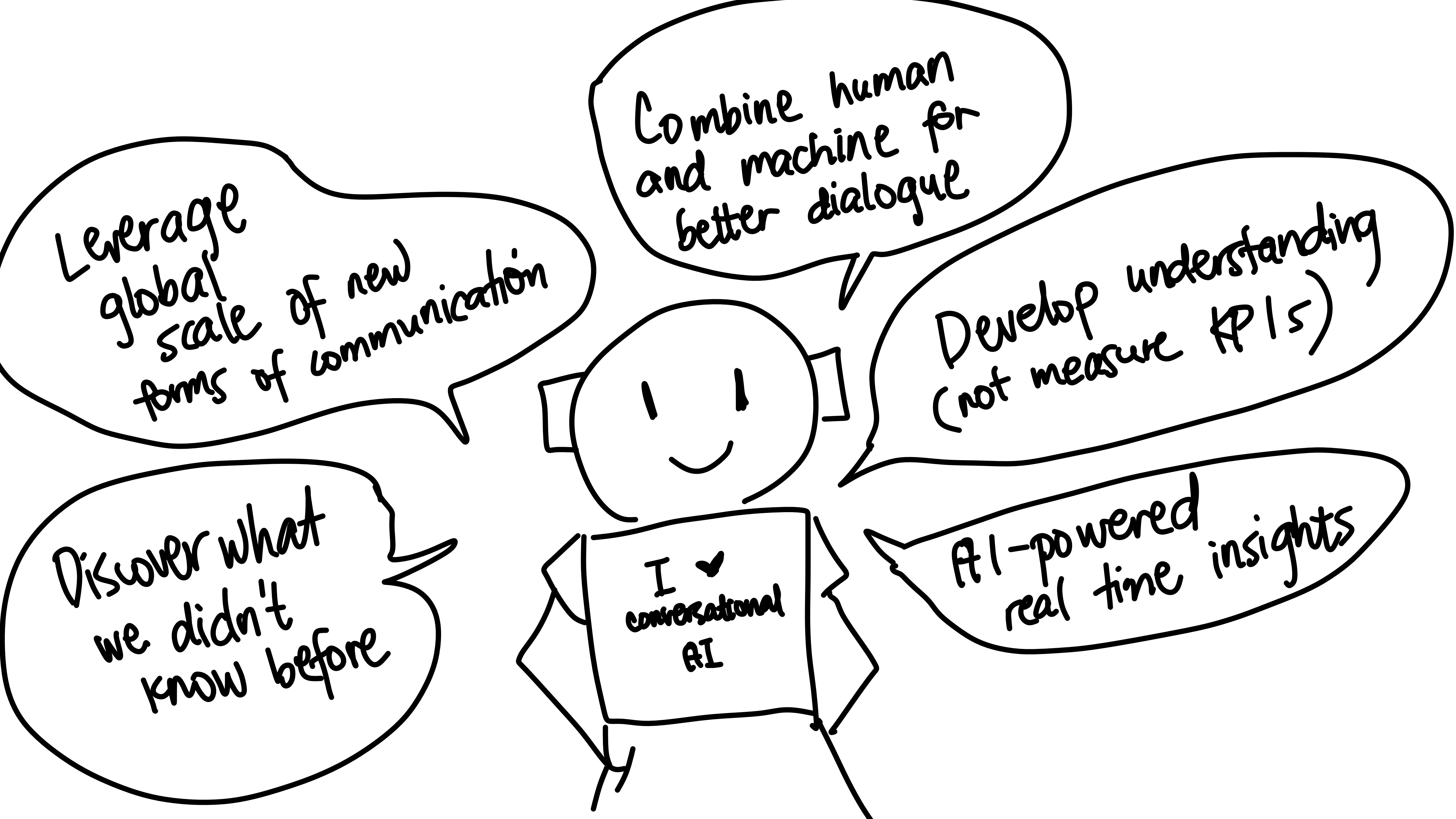
Leverage global scale of new forms of communication

Combine human and machine for better dialogue

Develop understanding (not measure F1s)

Discover what we didn't know before

I ♥ conversational AI



TALK TO US

|||||thank|||||you|||||

