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Context
Model

01

Background

Verian carries out social research to inform policy design and decision-making for governments around the world. Expert qualitative researchers conduct in-depth interviews constantly, manually summarising data from transcripts to codify key themes – a labour-intensive process.

02

Solution

Using Large Language Models, we developed a bespoke tool to automate transcript summaries. Built within Verian's Azure environment, this secure tool generates summaries based on researcher-defined topics, linking back to the original transcript to give researchers confidence in their accuracy. It also suggests additional topics, offering new research angles. Researchers can refine summaries, ensuring there is always a human in the loop.

03

Impact

The tool has changed the way researchers work. By reducing the time to generate summaries from hours to minutes, Verian's expert qualitative experts can spend more time working with, and interpreting the data, and in developing outputs. By maintaining links to timestamped transcripts, researchers remain closely connected to the raw data while benefitting from increased efficiency.

The Context Model – A Verian Data Analytics product

For every person there is a circle of context around them.

We are sourcing contemporaneous data at the time of data collection including demographic, socio-economic, news, travel, spending patterns and weather data.

Verian are linking geographical context data to our survey data. This will enable us to consider the social and environmental context of our research participants when they took part in our research. And to model if this context had any effect on their responses.

Potential data sources

- NHS Fingerprints data
- Household level NS-SEC and Deprivation Data
- News content data
- Digital footprints data including mobility and social media data
- Retail business and spending data
- Transport data
- Met office weather data
- International Disasters Database data
- Government Administration data

About Verian

Verian is a world leading independent specialist research, evidence and advisory business providing services to government and the public realm, across all aspects of public policy.

With offices across Europe, APAC and in the US, our specialist consultants and researchers are supported by our unique global data ecosystem providing gold standard data. We combine expertise in human understanding with advanced technologies and data science, to provide the evidence and advisory services for successful decision-making in government and organisations working for the public realm. We share global best practice through local expertise.

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About Faculty

Faculty, headquartered in London, transforms organisational performance through safe, impactful and human-led AI. We have over 10 years' experience helping customers reap AI's benefits whilst managing the risks. Founded in 2014 with a training programme to help academics become data scientists, we now provide over 300 global customers with software, bespoke AI consultancy, and an award-winning AI talent Fellowship programme. Faculty have built 50+ bespoke AI solutions for departments and bodies across Government.

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