

# How to Stay Human-Centric in the AI Revolution



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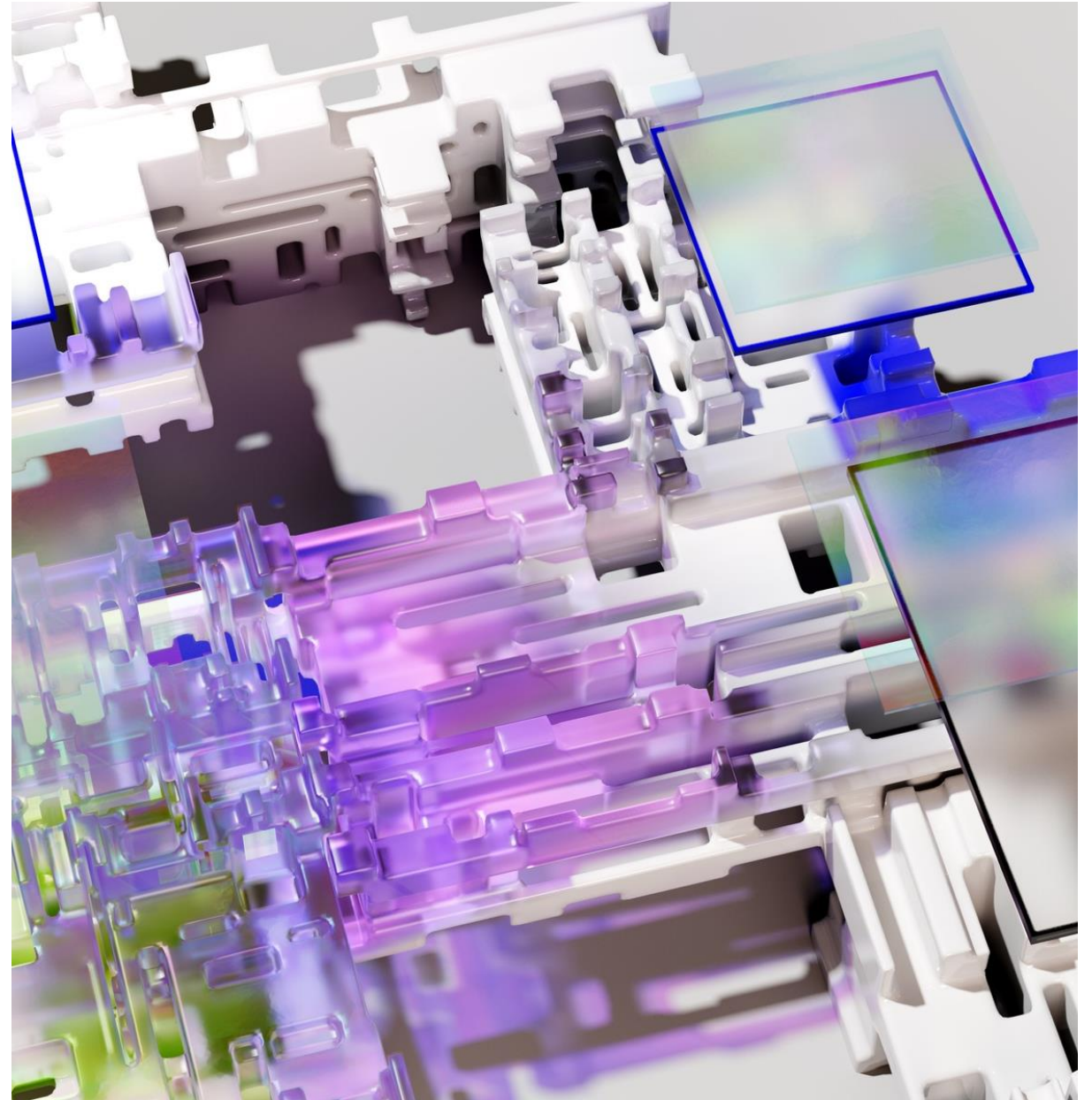
The  
Deciding  
Factor

**What is human-centricity?**



# The problem

Generative AI (GenAI) utilizes algorithms and machine learning techniques to analyze existing data and subsequently **generate new data** based on the analysis.



**The potential to  
create a monster**



# Anthropology grounds us in the human-centric reality



## Context

Context is important in understanding social structures and power dynamics.



## Interpretation

Language is not just a tool for communication but also a means of creating and reinforcing social structures.



## Reflexivity

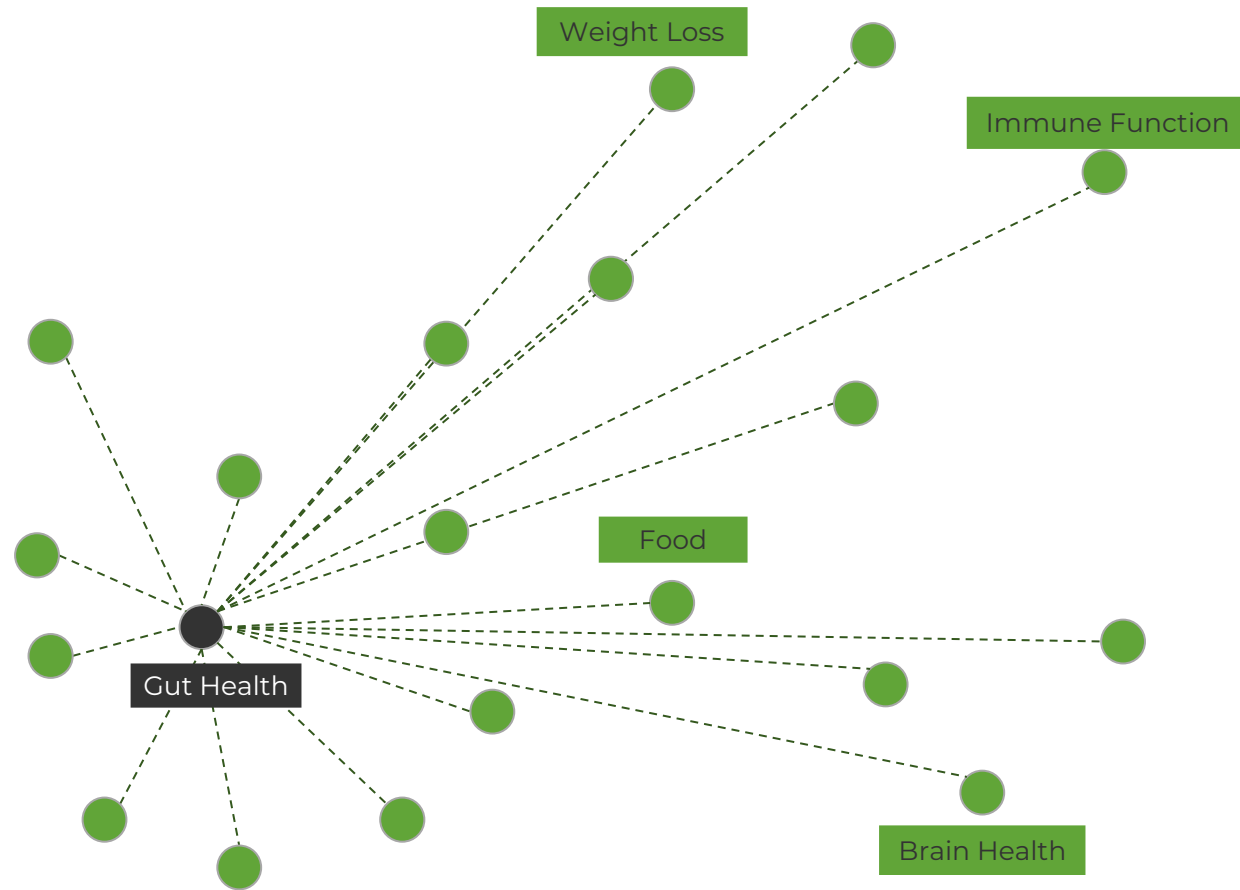
This means acknowledging our own positionality and biases and taking them into account when conducting research.

**Drawbacks of GenAI = Strengths of Anthropology**

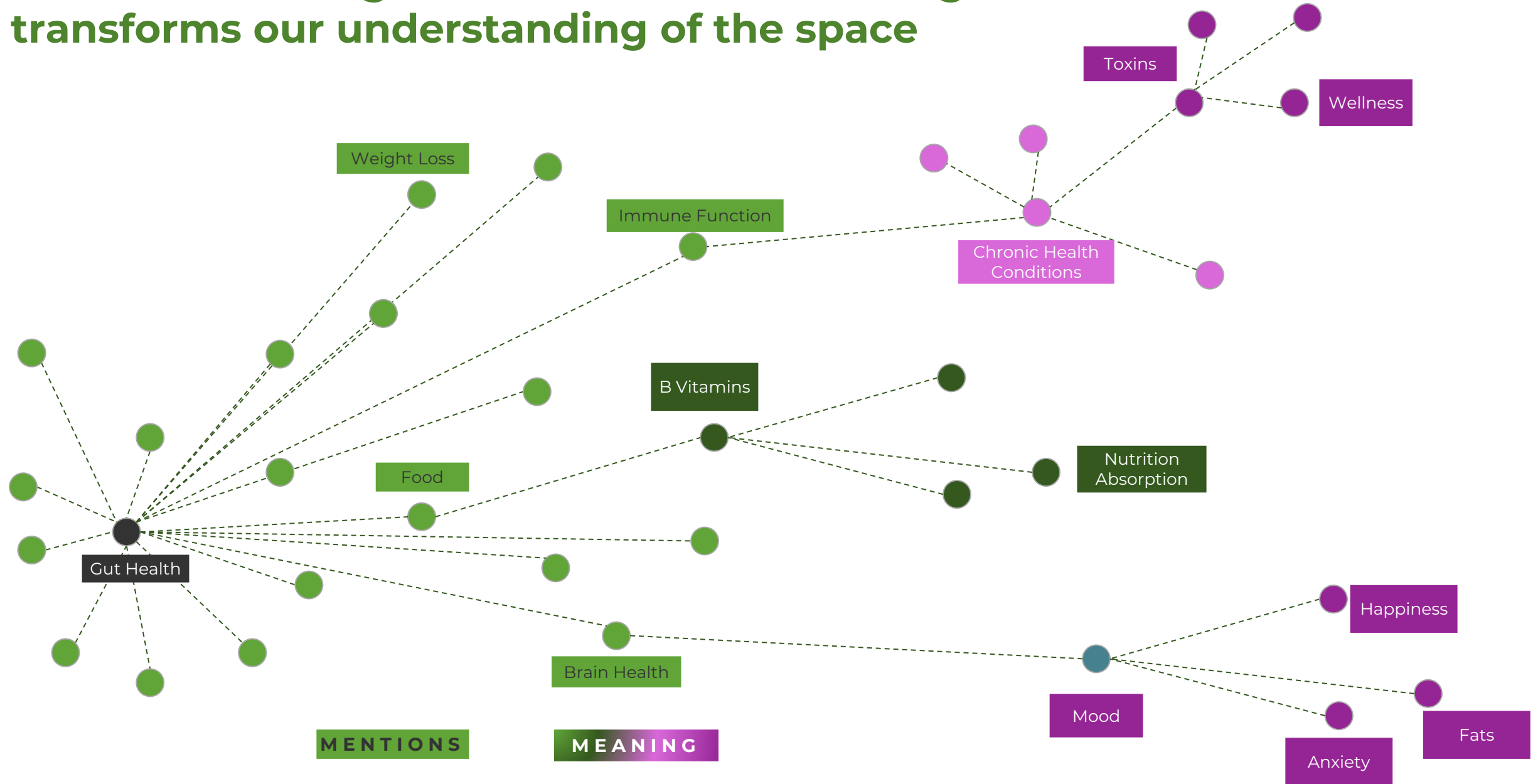
Without context, it's just words



# Without contextual meaning, we're seeing only a small and inaccurate part of the narrative

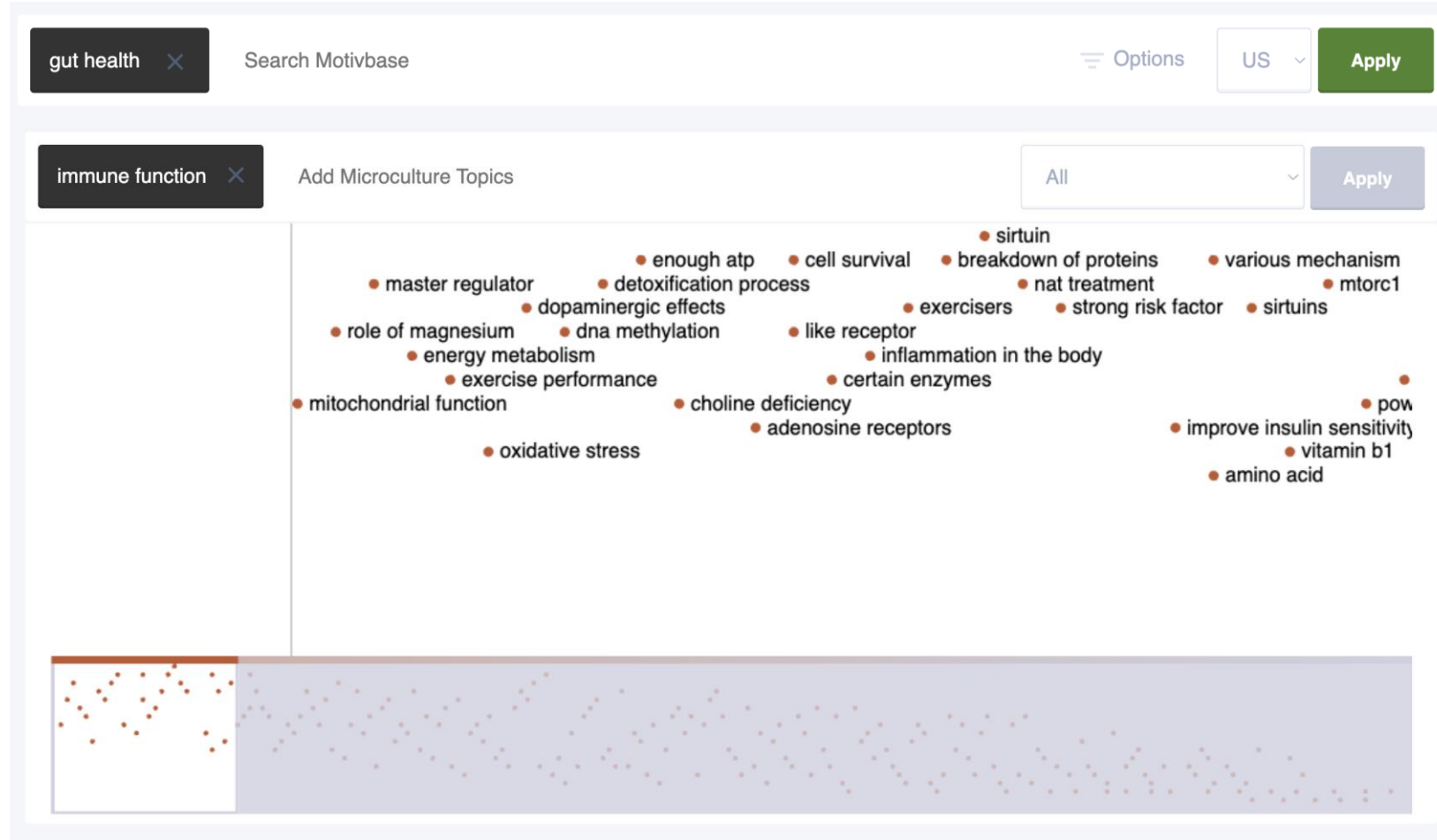


# See how meaning in the broader context of gut health transforms our understanding of the space





# Real example of contextual data



# Real example of contextual data




# Recognizing nuanced differences: Why context is crucial!

gut health X Search Motivbase Options US Apply

immune function X Add Microculture Topics All Apply

- sirtuin
- master regulator
- enough atp
- cell survival
- breakdown of proteins
- various mechanism
- detoxification process
- nat treatment
- mtorc1
- dopaminergic effects
- exercisers
- strong risk factor
- sirtuins
- role of magnesium
- dna methylation
- like receptor
- inflammation in the body
- energy metabolism
- exercise performance
- certain enzymes
- mitochondrial function
- choline deficiency
- adenosine receptors
- oxidative stress
- improve insulin sensitivity
- vitamin b1
- amino acid



gut health X Search Motivbase Options US Apply

brain health X Add Microculture Topics All Apply

- cell survival
- advice on supplements
- healthy brain function
- box
- get vitamin d
- arterial plaque
- need glucose
- neurologica
- choline deficiency
- ribose
- inflammation in the body
- take vitamin
- overall health
- enough studies
- healthy nutrition
- reducing inflammation
- healthy diet
- proper nutrients
- heart health
- antioxidants
- antioxidant
- balanced diet
- regular exercise
- vitamin d
- nutrition
- omega-3
- good ni
- cholesterol
- physical health



# Confining AI to its context

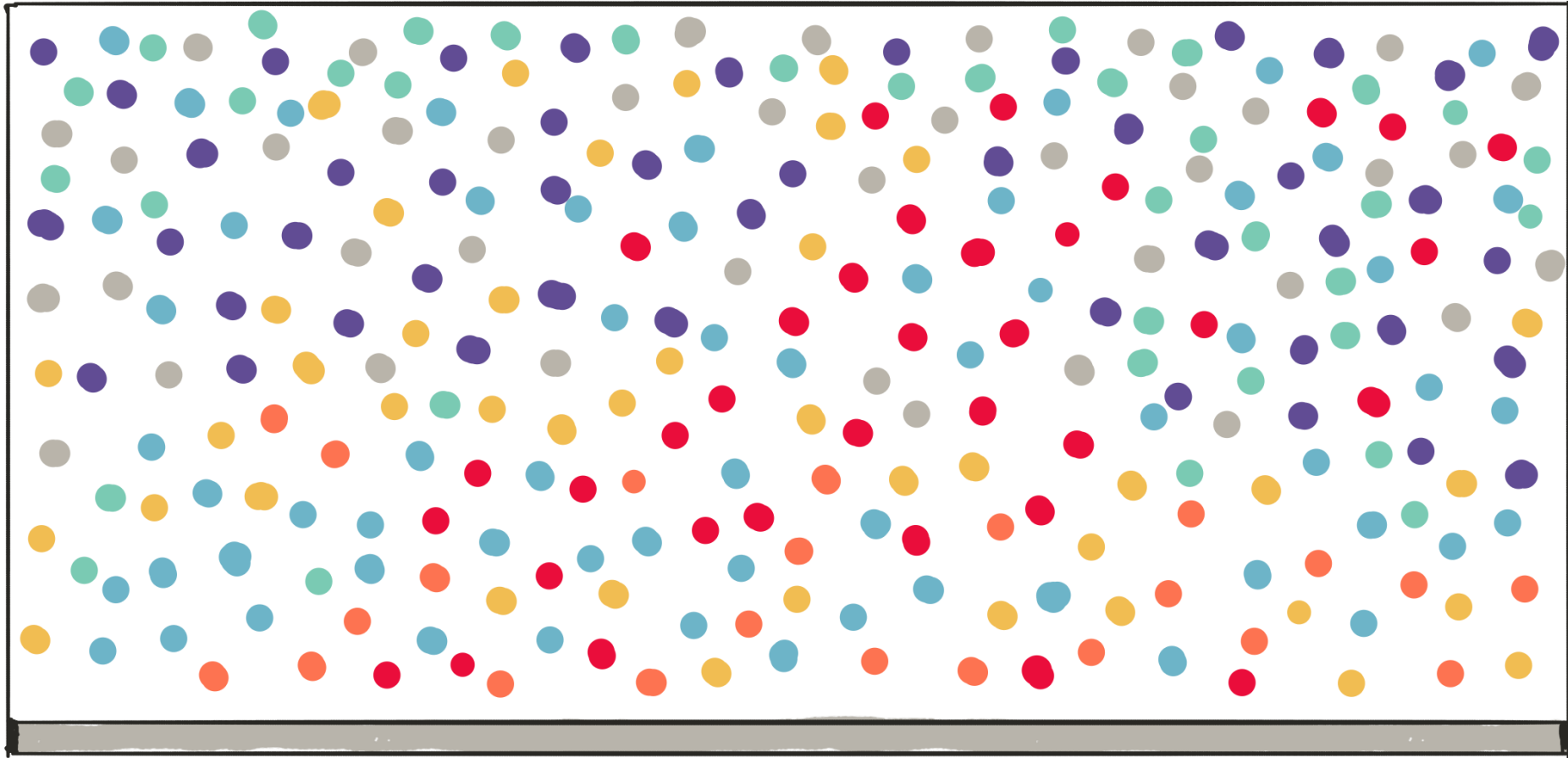
To promote responsible use of AI, it's crucial to limit the AI's understanding to a predefined context. This measure helps prevent AI from making decisions that deviate from the intended purpose.

Interpretation

Reflexivity

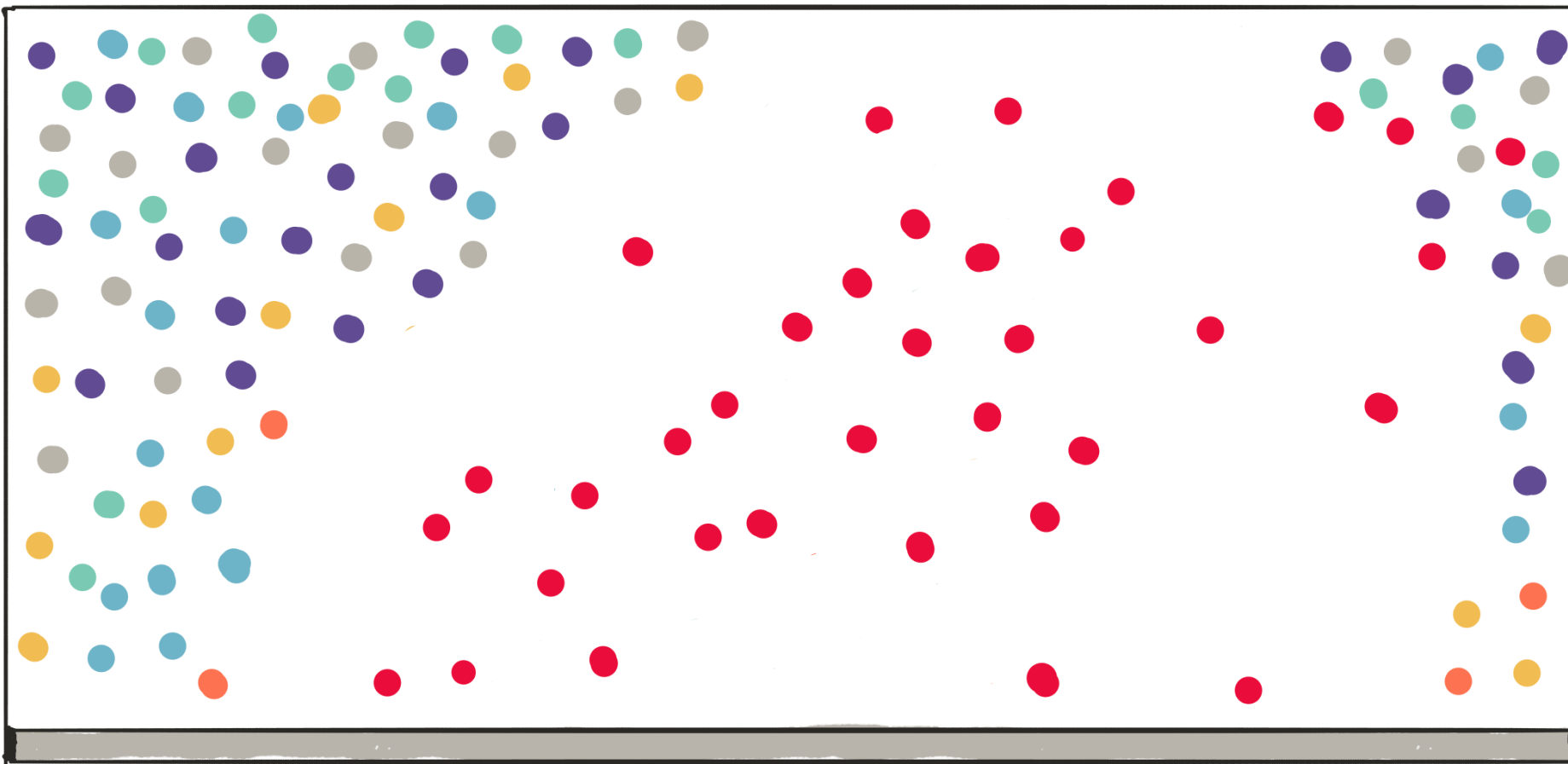


# Conversations around everything and anything



No interpretive lens

# Isolating the contextual topic universe around a topic



Clear interpretive lens

# The gut-brain axis



Many people believe that maintaining a healthy gut can have positive effects on the brain.



This concept is often referred to as the gut-brain connection. While scientific research in this area is ongoing and the understanding is still developing, some potential benefits are believed to include improved mood, cognitive function, and overall brain health. Here are a few examples of products and solutions that people commonly associate with these benefits:

- 1. Probiotics:** Probiotics are beneficial bacteria that can help balance the gut microbiota, potentially leading to improved brain function. Some specific strains of probiotics, such as *Lactobacillus* and *Bifidobacterium*, are believed to have positive effects on mood and cognition. Probiotics can be found in various forms, including capsules, yogurts, fermented foods (e.g., sauerkraut, kimchi), and probiotic drinks.
- 2. Prebiotics:** Prebiotics are dietary fibers that serve as food for beneficial gut bacteria. By promoting the growth of these bacteria, prebiotics can indirectly support brain health. Foods rich in prebiotics include garlic, onions, leeks, asparagus, bananas, and whole grains.
- 3. Omega-3 fatty acids:** Omega-3 fatty acids, particularly docosahexaenoic acid (DHA), are considered essential for brain health. These fatty acids are found in fatty fish (e.g., salmon, mackerel), algae-based supplements, flaxseeds, chia seeds, and walnuts. Omega-3s have been associated with reduced inflammation and improved cognitive function.
- 4. Fiber-rich foods:** A diet rich in fiber can contribute to a healthy gut microbiota, which may positively impact brain health. High-fiber foods include fruits, vegetables, whole grains, legumes, and nuts. It's recommended to consume a variety of fiber sources for optimal benefits.
- 5. Mediterranean diet:** The Mediterranean diet, which emphasizes whole foods, lean proteins, healthy fats (such as olive oil), fruits, vegetables, and moderate consumption of red wine, is often associated with better brain health. It has been linked to reduced risk of cognitive decline and improved mood.

It's important to note that while these products and solutions are commonly associated with potential benefits for gut health and the brain, individual responses may vary. It's always advisable to consult with a healthcare professional for personalized advice and recommendations based on your specific needs and health conditions.

👍 Consumers are discussing the link between gastroenterological issues and brain health. They believe that digestive problems like irritable bowel syndrome (IBS), Crohn's disease, and ulcerative colitis can cause brain fog, anxiety, depression, and other mental health issues. They're looking for products that can improve their gut health, such as probiotics, prebiotics, and digestive enzymes. They're also avoiding high histamine foods like fermented foods, aged cheeses, and cured meats, which can trigger gut inflammation and worsen their symptoms.

👍 Consumers are also learning about the link between inflammatory diets and brain health. They believe that diets high in sugar, refined carbs, and processed foods can cause inflammation in the gut, which can lead to inflammation in the brain. They're looking for anti-inflammatory foods like fruits, vegetables, whole grains, and healthy fats (e.g., omega-3s) to reduce inflammation and improve gut health. They're also avoiding foods that trigger inflammation, such as gluten, dairy, and soy.

👍 Consumers are discussing the link between gut health and the production of calming neurotransmitters like serotonin and GABA. They believe that a healthy gut can produce more of these neurotransmitters, which can reduce anxiety, depression, and other mental health issues. They're looking for products that can boost their gut health, such as probiotics, prebiotics, and fermented foods (e.g., kimchi, sauerkraut, kefir). They're also avoiding foods that can disrupt their gut microbiome, such as antibiotics, artificial sweeteners, and processed foods.

👍 Consumers who have experienced headaches in the past are discussing the link between gut health and migraines. They believe that a healthy gut can reduce inflammation and improve blood flow to the brain, which can reduce the frequency and severity of migraines. They're looking for products that can improve their gut health, such as probiotics, prebiotics, and magnesium supplements. They're also avoiding foods that can trigger migraines, such as caffeine, alcohol, and processed meats.

# The difference **context\*** makes

- **Aesthetic Harmony**
- **Inner Radiance**
- **Transcendence**
- **Timeless Elegance**
- **Reflecting Truth and Meaning**



- **Resiliency**
- **Self-Care**
- **Inclusion**
- **Power and Prestige**
- **Femininity**

*\*This analysis is based on what women talk about in the context of beauty.*



# Contextual interpretation of “resiliency” in the beauty and skin care industry

“Consumers are looking for beauty products that make them feel happy and confident, even when they are facing adversity. For example, they might use bright, bold lipstick or colorful eye shadow to lift their mood and make them feel more resilient.”

# Contextual interpretation of “resiliency” in the beauty and skin care industry

“They are also looking for products that are designed to help them cope with stress and anxiety. For example, they might use essential oils or aromatherapy products to help them relax and find a sense of calm in difficult times.”

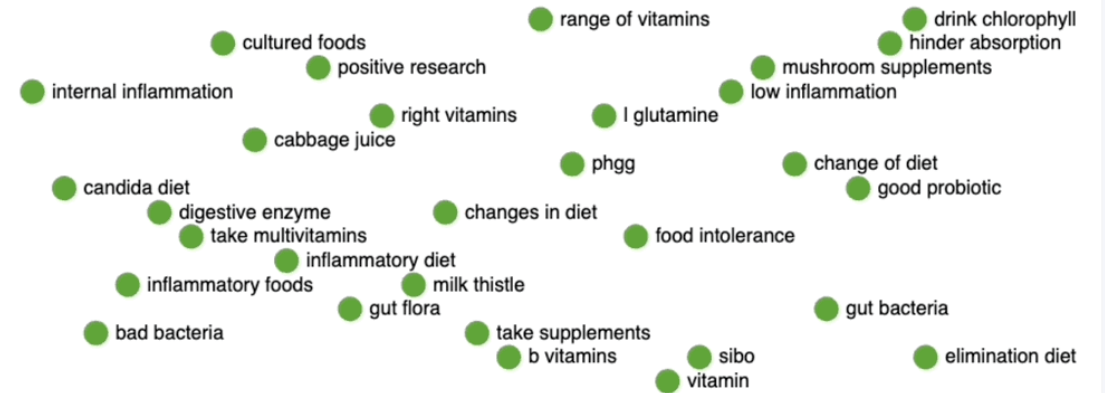
# Using GPT as an interpretation layer

Interpreting the contextual language map surrounding the term “inflammatory diet” within the context of “gut health” by employing an anthropological methodology.

## Macroculture Exploration Dominant meanings associated with the macroculture as defined by the search terms above.

Explore potential microcultures and signals in the macroculture of "gut health".

or [Interpret](#)



> **Microculture** Dominant meanings associated with the microculture, defined by the search terms below (as a subset of the macroculture).

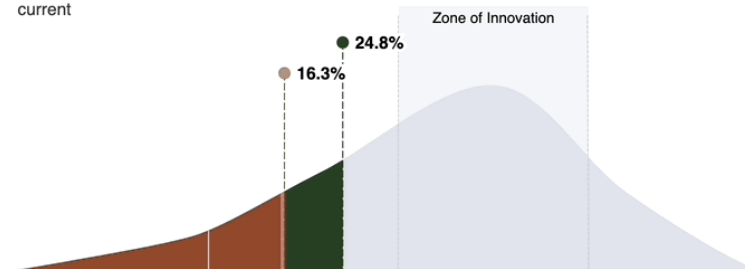
> **Chinese Market Maturity** View market maturity in China.

## Maturity

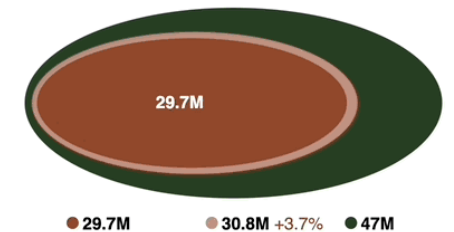
Macroculture: gut health Microculture: inflammatory diet

### Maturity Curve

15.7%  
current



### Population



This topic scores 15.7% on the maturity curve and is expected to expand to 16.3% in 12-24 months.

# The 3 Tenets of Human-Centricity



## Context

Context is important in understanding social structures and power dynamics.



## Interpretation

Language is not just a tool for communication, but also a means of creating and reinforcing social structures.



## Reflexivity

Be able to acknowledge our own positionality and biases and take these into account when conducting research.

# Thank you

A link of the webinar recording will be emailed within 24–48 hours.

## UPCOMING WEBINARS

JULY 13

### Evaluating H1 2023's Innovation Trends and Key Events



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The  
Deciding  
Factor