

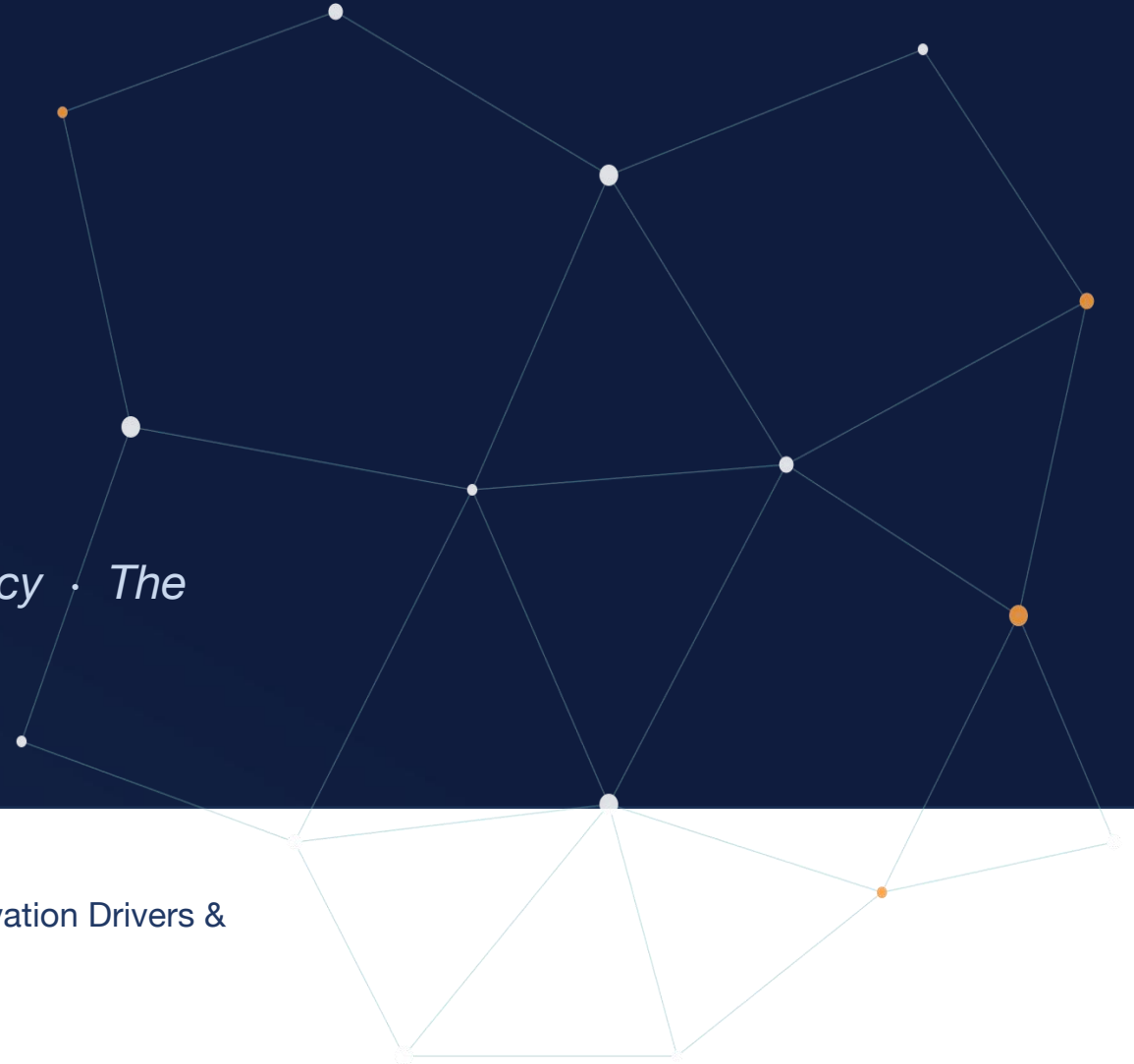
Trust in the Age of AI

*Consumer & Social Intelligence · Ethics · Transparency · The
Future of Data*

Plenary Session

Audience: Marketing Professionals, Insight Specialists, Business Leaders, Innovation Drivers & Academics

Delivered by Yemi Oniyitan, Managing Director, Consumer Ideas



SESSION ROADMAP

What We'll Cover Today



Defining Trust

01

What it means in an era of intelligent systems



Trust in the AI Era

02

How AI reshapes consumer & social intelligence



Key Challenges

03

For marketers, leaders, researchers & innovators



For All Intelligence Professionals

04

Actions for researchers, marketers, leaders & academics

NIMRA 2026 · CONSUMER & SOCIAL INTELLIGENCE AS TRANSFORMATIVE POWER

Who Is in the Room — and What's at Stake for Each of You



Marketing Professionals

KEY GAP

How to commission AI-powered intelligence without losing strategic control

AT STAKE

Brand decisions built on biased data cost market share



Insight Specialists

KEY GAP

How to validate AI-generated findings and defend them to leadership

AT STAKE

Professional credibility depends on the quality of the AI tools you use



Business Leaders

KEY GAP

How to distinguish trusted AI intelligence from confident-looking noise

AT STAKE

Uninformed AI adoption creates regulatory, reputational & commercial risk



Innovation Drivers

KEY GAP

How to build AI-powered products that earn — not assume — consumer trust

AT STAKE

Nigeria's consumers will reject AI that does not understand them



Academic Community

KEY GAP

How to maintain methodological rigour in an AI-disrupted research landscape

AT STAKE

Academic credibility requires new standards for AI-assisted research

DEFINING THE LANDSCAPE

Consumer & Social Intelligence in 2026 — What Has Changed



Consumer Intelligence

- › Understanding what consumers buy, feel, believe, and need
- › Surveys, focus groups, ethnography, behavioural data, panels
- › Now augmented by AI: NLP of open-ends, predictive modelling, real-time dashboards

AI processes in hours what fieldwork teams took weeks to deliver. Speed is no longer a constraint — trust is.



Social Intelligence

- › Monitoring public discourse: social media, news, community platforms
- › Sentiment, cultural trends, brand reputation, issue mapping
- › Now powered by AI: social listening at scale across digital touchpoints

In Nigeria, social intelligence must navigate 500+ languages, informal economies, and communities that AI tools were not built to understand.



SECTION ONE

Defining Trust

What it means — and why it matters more than ever

01

WHAT IS TRUST?

The Foundation of Every Business Relationship

“Trust is a psychological state comprising the intention to accept vulnerability based upon positive expectations of the intentions or behavior of another.” — Rousseau et al. (1998)



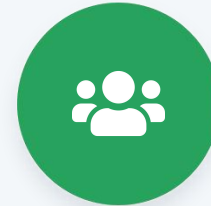
Competence

Do their insights reflect reality?



Integrity

Are methods transparent & ethical?



Benevolence

Do insights serve your mission?

TRUST IN CONSUMER & SOCIAL INTELLIGENCE

What Has Always Made Intelligence Credible



Transparent methodology & sourcing



Verifiable, representative data



Ethical respondent & community consent



Insight that drives real decisions

72%

of business leaders say trusted intelligence is
their #1 factor in strategic decision-making

Source: GRIT Annual Report

TRUST IN MARKET RESEARCH

What Makes Data Trustworthy?

Harvard Principle: High-quality data is Accurate · Complete · Valid — and all three are required for AI outputs to be trusted.



Accurate

Error-free data
at source

For research: survey responses match real respondent views; instruments validated and error-free.



Complete

No gaps or
missing values

For research: no systematic non-response; all waves collected; missing demographics flagged and handled.



Valid

Measures what
we think it does

For research: questions measure stated constructs; proxies properly validated; scales tested for reliability.



SECTION TWO

Trust in the AI Era

What does it look like when algorithms enter the room?

02

THE AI-POWERED RESEARCH PIPELINE

AI Touches Every Stage of the Process



AI touches every stage of the research process — each one a new trust touchpoint.

NEW TRUST DYNAMICS IN AI-DRIVEN RESEARCH

Four Questions Every Client Will Ask



Explainability

Can researchers explain why the AI concluded what it did?



Auditability

Are model decisions traceable, documented, and reviewable?



Consent & Privacy

Were respondents informed their data trains AI systems?



Accountability

When AI errors cause harm, who bears responsibility?

THE AI-POWERED RESEARCH PIPELINE

How AI Algorithms Work

An algorithm takes in DATA, follows a set of INSTRUCTIONS, and produces OUTPUT — expressed as code, rules, or a learned model.

INPUT

Survey responses
Behavioural data
Text & images



ALGORITHM

Rules + patterns
learned from training
data (ML model)



OUTPUT

Predictions
Segments
Recommendations



Training & Validation Required

Algorithms must be trained on data, validated against real outcomes, and have a decision threshold set before deployment in client deliverables. (Module 2)



All Algorithms Produce Errors

Every AI system generates false positives (says yes when answer is no) and false negatives (says no when answer is yes). No threshold produces 100% accuracy. (Module 2)



SECTION THREE

Key Challenges

Where trust breaks down in the age of AI

03

WHERE TRUST BREAKS DOWN

Five Area of Concern for Professionals Using AI Intelligence

01 **Algorithmic Bias** AI models trained outside Africa misread Nigerian consumer behaviour & social signals

02 **Black Box Models** Decision-makers accept AI outputs they cannot interrogate or validate

03 **Data Privacy Gaps** Consumer & community data repurposed beyond original consent

04 **Synthetic Data Risk** AI-generated insights presented as real consumer intelligence to leadership

05 **Credential Inflation** Tool access is confused with analytical expertise across all professional roles

KEY CHALLENGES

Proxy Data & The Correlation Trap



The Proxy Problem

AI tools often measure one thing to stand in for another (a 'proxy'). When the proxy doesn't represent what we want to measure, the AI produces confident but misleading outputs - (Hallucination)

Example: Using social media activity as a proxy for consumer intent ignores the ~60% of Nigerians who are offline — systematically misrepresenting the market.



Correlation $\neq$ Causation

AI finds patterns — but patterns are not causes. Two variables can be strongly correlated through a 'common cause' without any direct link. Only A/B tests or Randomised Controlled Trials (RCTs) can establish true causal relationships.

Research professionals must prevent AI from presenting spurious correlations as actionable insight. Always ask: is this causal, or just correlated?

KEY CHALLENGES

Data Governance: Power, Privacy & Re-identification

The more powerful & influential an AI system is, the greater its potential for harm. — Harvard Module 4



Privacy Breaches from Good Intentions

Data science rarely invades privacy intentionally. Breaches happen when protection steps are skipped. Computer systems are not inherently secure — safeguards must be built in deliberately.



De-identification Is Not Permanent

Individuals 'anonymised' in one dataset can be re-identified by combining data sets. Research panels + purchase data + location data = identifiable person. GDPR requires more than removing names.



Training Data Bias Compounds at Scale

Algorithms are skewed by their training data. AI trained without African data will systematically miscategorise Nigerian consumers — at speed and at scale, with the appearance of authority.

THE NIGERIAN CONTEXT

The Nigerian Intelligence Landscape



~40%

internet penetration

AI trained on digital data misses 60%+ of
Nigerian consumers



Low

AI & data regulation

NDPR compliance gaps expose businesses to
regulatory & reputational risk



High

cultural & language fit

AI tools built for other markets cannot decode
Nigeria's 500+ languages & social codes

KEY CHALLENGES

What Each Audience Faces — Mapped to the Trust Framework

AUDIENCE	PRIMARY AI CHALLENGE	TRUST RISK	FIRST ACTION
Marketing Professionals	AI social listening trained on English misreads Nigerian brand sentiment	<i>Wrong brand strategy from biased data</i>	Validate AI sentiment outputs against human cultural review
Insight Specialists	Unable to explain AI-generated consumer segments to clients	<i>Credibility loss when findings are challenged</i>	Use only explainable AI tools; document every model decision
Business Leaders	No framework to evaluate trustworthiness of AI intelligence reports	<i>Strategic decisions on unreliable foundations</i>	Establish an organisational AI intelligence governance standard
Innovation Drivers	Building AI products without African consumer training data	<i>Products that fail to serve Nigerian users; adoption rejection</i>	Invest in local data infrastructure; co-create with communities
Academic Community	Peer review standards not updated for AI-assisted methodology	<i>Publication of findings that cannot be independently replicated</i>	Develop AI disclosure standards for Nigerian research journals



SECTION FOUR

For All Intelligence Professionals

04

REBUILDING TRUST

Six Actions for Intelligence-Led Organisations

**Disclose AI use**

State clearly in every brief, report & strategy deck where AI shaped the insight

**Audit your tools**

Assess AI tools for African data representation, bias risk & NDPR compliance

**Integrate AI data usage**

Update consent for AI processing; protect consumer community data rights

**Build AI literacy**

Equip every team — from analytics to C-suite — to ask the right questions of AI

**Demand explainability**

Commission only AI-generated insight that can be explained and challenged

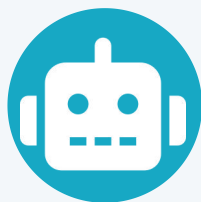
**Adopt an AI charter**

Codify your organisation's ethical standards for AI-driven intelligence use

FOR RESEARCH PROFESSIONALS

AI as Augmentation — Not Replacement

"Technology doesn't transform organisations — people do. AI is most powerful as augmentation." — AXA case (Harvard Module 8)



What AI Does Well

- ✓ Process millions of open-ended responses in seconds
- ✓ Find hidden patterns across large datasets
- ✓ Reduce repetitive data wrangling (often 80%+ of analyst work)
- ✓ Generate synthetic data for rare or hard-to-capture events
- ✓ Connect siloed datasets to reveal cross-source patterns



What Humans Must Retain

- Design the right research question and framing per study
- Verify that the AI output aligns with the appropriate context
- Build teams AI literacy and psychological safety
- Maintain client relationships and ethical judgement
- Set governance standards and accountability frameworks

THE TRUST EQUATION

A Framework for Every Intelligence-Led Organisation



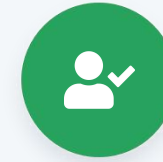
Transparency

- Disclose AI usage
- Explain your methods
- Show data lineage



Accountability

- Name responsible parties
- Document decisions
- Accept auditability



Consent

- Inform respondents
- NDPR compliance
- Opt-out mechanisms

Transparency + Accountability + Consent = **TRUSTED INTELLIGENCE**

THE ROAD AHEAD

AI is not the enemy of trust. Lack of transparency is !

Intelligence professionals who lead on AI ethics will not just protect trust — they will define Nigeria's data future.



Disclose

Name your AI tools in every deliverable



Educate

Close the AI literacy gap — at every level



Advocate

Shape Nigeria's intelligence & data standards



Questions & Discussion

Thank you for joining this session



53, Adeyemo Akapo Street
Omole Phase 1
Lagos, Nigeria

www.consumerideasafrica.com

info@consumerideasafrica.com

+234-81-8628 6401