

Making better decisions with synthetic audiences

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What are synthetic audiences, anyway?

Definition AI-powered conversational agents that take the perspective of specific audience segments


Purpose Help newsrooms make audience-centered decisions throughout the journalistic process

Key concept “Digital twins” that simulate how real audiences might respond to content and initiatives

How they're different Dynamic, interactive, based on real data

Search

Thread



kavehw

2024/05/21 22:10:16


a few domains:

- verso.consulting
- verso.industries
- verso.ink (!)
- verso.associates
- verso.pub
- verso.ventures

adding stuff makes it easier. many versions exist of:

- versoproject.[tld]
- versolab(s).[tld]


5 replies



pswanson


2024/05/21 22:34:23


ran a synthetic focus group of seo and branding experts, they liked verso.ink followed by verso.pub and <http://verso.fm|verso.fm>! <http://verso.fm|verso.fm> makes people think of radio i think, not sure if we'd want that. i also like verso.ink.



pswanson

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kavehw

2024/05/21 22:43:13


🤔



kavehw

2024/05/21 22:43:19

.ink is my fave as well



kavehw

2024/05/21 22:45:10

\$19.18/yr

A method grounded in research

Why does this even work?

- Language models excel at roleplay
- Research shows **85% accuracy** →
- Interview-based agents outperform demographic-only models
- Rich qualitative data captures nuance demographics miss

arXiv:2411.10109 (cs)

[Submitted on 15 Nov 2024]

Generative Agent Simulations of 1,000 People

Joon Sung Park, Carolyn Q. Zou, Aaron Shaw, Benjamin Mako Hill, Carrie Cai, Meredith Ringel Morris, Robb Willer, Percy Liang, Michael S. Bernstein

[View PDF](#)

The promise of human behavioral simulation--general-purpose computational agents that replicate human behavior across domains--could enable broad applications in policymaking and social science. We present a novel agent architecture that simulates the attitudes and behaviors of

Stanford + University of Washington + Northwestern + DeepMind



A method grounded in research

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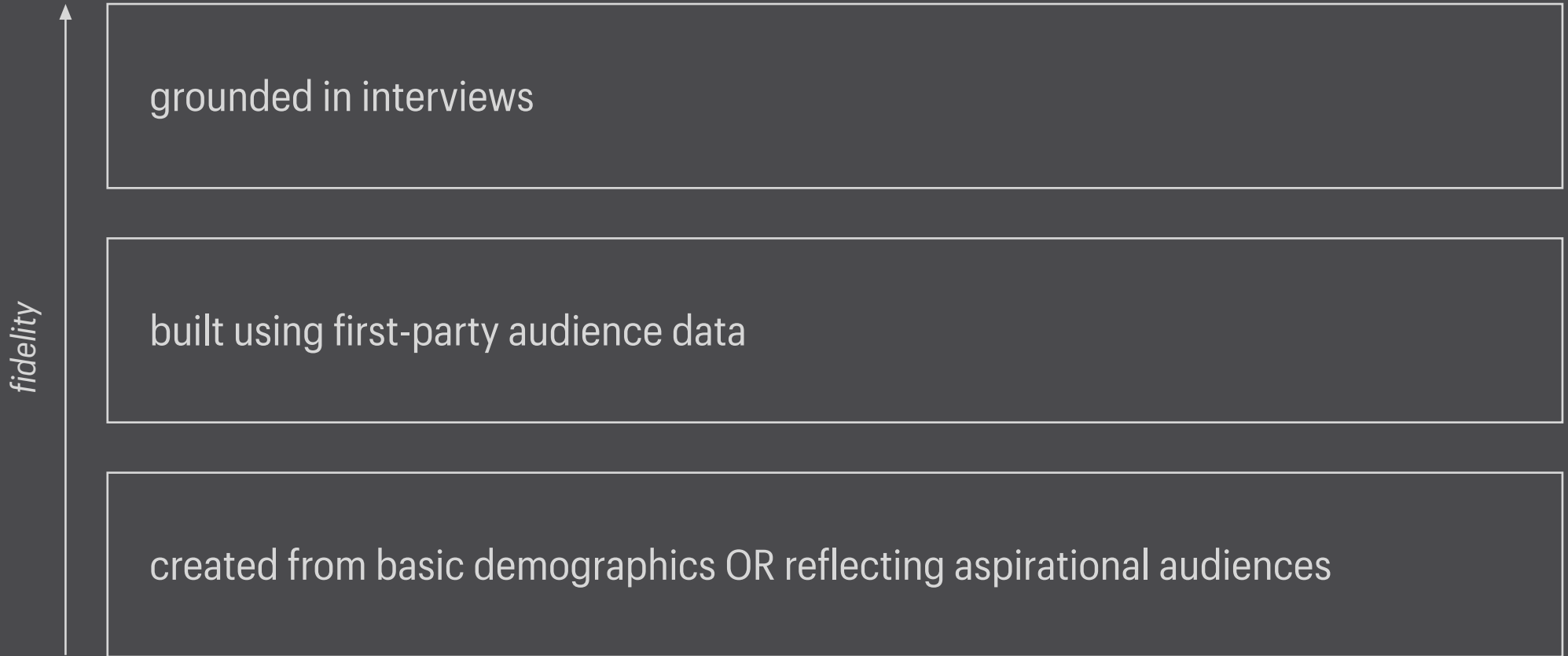
- Language models excel at roleplay
- Research shows **85% accuracy**
- Interview-based agents outperform demographic-only models
- Rich qualitative data captures nuance demographics miss

Where do we need to be careful?

- Reflects LLM biases if not carefully designed
- Quality depends on data & prompts
- Risk of hallucinating preferences
- Not a replacement for human engagement



Persona fidelity scale



demo time!

Toward a more audience-driven future

Everyday operations

- SEO and headline testing
- Story framing and angles
- Newsletter personalization
- Social messaging

Strategic applications

- New product development
- Audience expansion
- Editorial focus
- Data sharing & monetization

What's next

Ethical approach

- Complement, don't replace
- Regularly validate against actual data
- Be transparent
- Diversify panels

You try!

- Start small: Custom GPT/Gem
- Use existing audience data
- Document results and iterate



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