

## What is Swarm AI?

**Swarm AI® technology** provides a powerful combination of real-time human insights and AI algorithms, enabling significantly more accurate results than traditional methods.

**Modeled after swarms in nature**, which converge on optimal solutions with extreme efficiency, Swarm AI turns networked human groups into AI-optimized systems, enabling accurate insights, decisions, and forecasts to be quickly generated from consumer groups or business teams.

**Applying the power of Swarm AI is easy** using the Swarm platform. It can be accessed from anywhere in the world using standard web browsers and can generate actionable results in a matter of minutes.

**For more information**, visit the following links:

**Unanimous AI**  
<https://unanimous.ai/what-is-si/>

**Swarm technology**  
<https://unanimous.ai/swarm/>

# Case Study: Decision Making in Zoom Calls

Customer: University of New Mexico

## Introduction

Even under the best circumstances, reaching group decisions can be a challenging process for teams of any size. It is therefore no surprise that many teams find distributed decision-making over video conferencing tools like Zoom and Teams especially difficult. Dr. Matthew Pearson, a Research Associate Professor at the University of New Mexico's Center on Alcohol, Substance use, And Addictions (CASAA), faced exactly this issue in his regular faculty meetings which have been held over video conference since early 2020.

The group of 13-15 faculty met once a month over Zoom to discuss center objectives, and often found themselves circling back to a recurring question: "Should we relocate our center to campus?"

The group was regularly split into factions for and against relocating the group, with a few loud voices expressing support on each side and hotly contesting the others' viewpoints. The discussion got nowhere, and the group would often table the matter for another meeting.

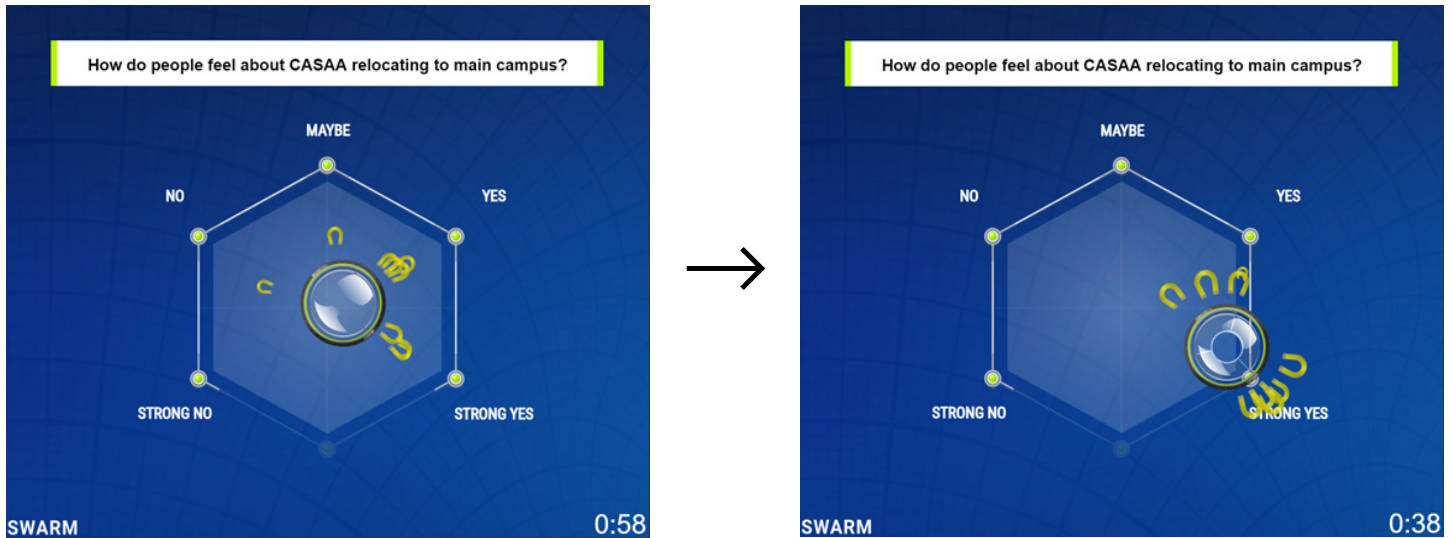
*Meetings with Swarm AI® are more engaging, more effective, and help us to reach consensus quickly with input from our whole group.*

**-Dr. Matthew Pearson,**

Research Associate Professor,  
 University of New Mexico's Center on Alcohol, Substance use, And Addictions

## A New Approach

Two years after this question first surfaced in the group, Dr. Pearson tried a new approach: he asked the group this same question using the Swarm® software platform from Unanimous AI. Swarm enables networked groups to reach decisions using a unique graphical interface and underlying AI algorithms modeled on the biological principle of Swarm intelligence. Using this tool, the group quickly discovered that only a few participants strongly believed that the center should remain off-campus, while most people were in favor of moving the center to campus. The most vocal group members had been obscuring the true preferences of the group by being the loudest voices in the room. When swarming, all members are anonymous, and every participant has an equal say in the outcome of the decision. This enables a consensus to quickly emerge that reflects the decision the group could best agree upon (in this case, in favor of relocating to the main campus).

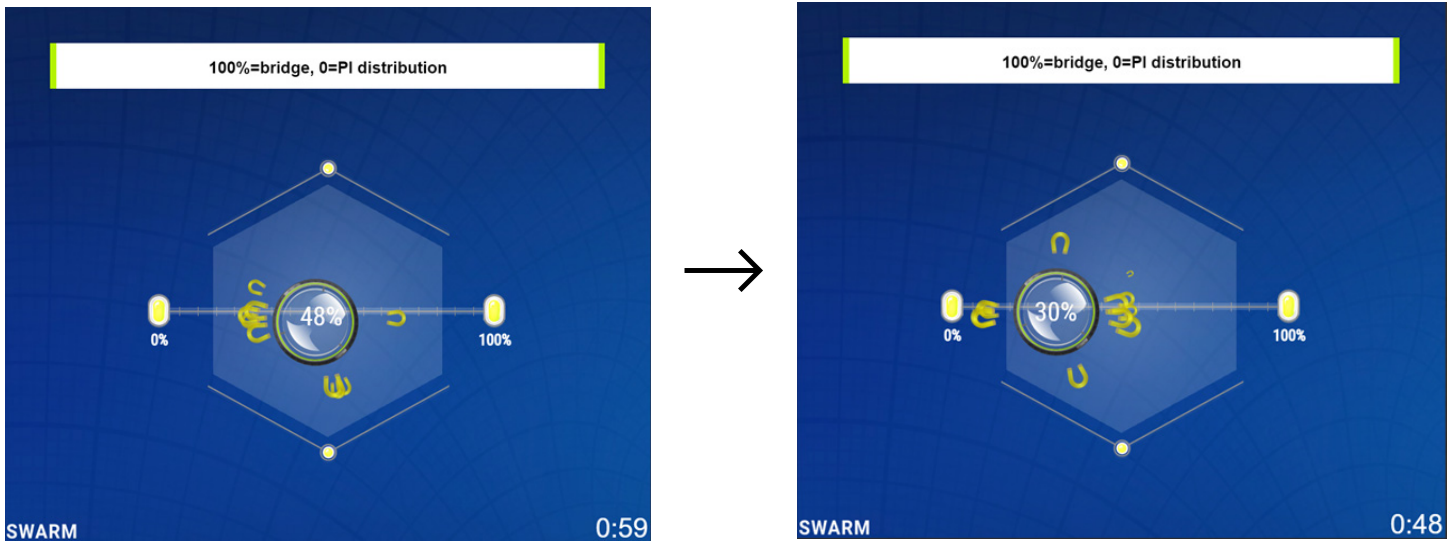


**Figure 1:** Swarm deliberation at (left) 2 seconds into the swarm and (right) 22 seconds into the swarm, showing a transition from uncertainty and weak positivity in the initial stages to a consensus of strong positivity in the final stages. View the replay [here](#).

## Maximizing Zoom Meeting Effectiveness

Since the first experiment in using Swarm AI, Dr. Pearson’s faculty group now regularly uses Swarm to streamline their meetings. They’ve found that their meetings are more engaging and effective: They’re able to accomplish more in each meeting by identifying the topics they agree on and those they need to discuss more to reach an acceptable level of consensus.

In another hotly contested case, the group needed to decide over Zoom how much extra grant funding should be distributed directly to individual Principal Investigators (PIs) versus being held as a nest egg in a bridge fund for PIs in the future. Again, a handful of individual group members dominated the discussion in the videoconference by strongly vocalizing their beliefs, and consensus seemed unlikely. Using Swarm on this question, the group was initially nearly evenly split between the alternatives but soon converged upon distributing 30% of the funding to the bridge fund and 70% of the funding to individual PIs. Once again, a question that could have consumed many hours of collective deliberation was resolved quickly and effectively with Swarm AI technology.



**Figure 2:** Swarm deliberation of how to distribute funding between a nest-egg “bridge” fund and direct distribution to PIs. Left is a view of the swarm after 1 second of deliberation, and right is a view of the swarm after 12 seconds of deliberation. View the replay [here](#).

In addition to faculty meetings, Dr. Pearson is using Swarm to build consensus across groups of clients and treatment providers to identify the best treatment strategies for addressing both pain management and substance use disorders—a challenging problem that would be much harder without a real-time collective deliberation platform like Swarm:

*Without Swarm AI, it wouldn't be possible to create these client-provider consensus treatment strategies with insight from so many different sources. The challenges of working with large, diverse groups over Zoom could be too big to manage.*

**-Dr. Matthew Pearson,**  
 Research Associate Professor,  
 University of New Mexico’s Center on Alcohol, Substance use, And Addictions

## Conclusion

The Swarm software platform enables videoconferencing teams to quickly reach a consensus that better reflects the true sentiments of the participants. In the process, it speeds up meetings and allows groups to focus on and work through important disagreements rather than getting bogged down on minor points by the loudest voices in the room.