# Online Qualitative Methodologies

March 2020

# Qualitative Virtual Approaches to Consider

## Webcam FGs

- "Brady Bunch" method: four to six respondents participate with moderator via webcam.
- Observers are in a virtual backroom and can interact with each other and the moderator.

✓

- ✓ Moderator can share a variety of visuals and media via virtual whiteboard
- ✓ Can include polling questions
- ✓ Observers can communicate with the moderator real-time via live private chat
- ✓ Eliminate travel and travel costs
- ✓ Video output available for report

X

- ✓ Fewer respondents
- ✓ More directed; less interaction among respondents

## WebEx Interview

- Individual in-depth interview conducted via phone and facilitated via a web meeting
- Enables moderator and respondent to share screens and view stimuli simultaneously

✓

- ✓ Live moderator, can probe in real time
- ✓ Easily able to share content, view websites, and observe reactions as they are uncovered
- ✓ Records the respondent's on screen activity along with audio of their comments as they do so
- ✓ No special equipment or technological assistance needed

X

- ✓ No visual of respondent
- ✓ One at a time interviewing takes longer to complete a study

## Bulletin Boards

- A series of questions (mostly qualitative) are posted each day. Typically 1-4 days, 20 q's per day
- Respondents log in 2-3x/day to answer questions, interact with others, and reply to probes.

✓

- ✓ More respondents (20-30) for lower costs
- ✓ Can show stimuli and do polling
- ✓ Observers can submit probes to moderator on the board
- ✓ Can "hide" other responses until participant answers question
- ✓ Every respondent answers every question

X

- ✓ Static – no live moderating
- ✓ Less interaction
- ✓ Less ideal for complex topics

## Communities

- An actively engaged group of participants who can share and discuss ideas
- Participants develop rapport with the moderator and with each other

✓

- ✓ Qualitative in nature, with the option to collect quantitative data through polling
- ✓ Open 24/7 365 days of the year
- ✓ Explores and encourages a deep-dive, detailed discussion around a topic
- ✓ Allows for easy follow-ups and additional exploration of a topic

X

- ✓ Static – no live moderating
- ✓ Less ideal for complex topics
- ✓ Effort to maintain engagement

ZELDIS
RESEARCH ASSOCIATES

2

# Details on <u>Webcam Methodology</u>

- With this method, respondents log in to website and see each other and moderator on screen; the moderator can show materials on screen if needed. Up to six respondents can participate per group.
- Groups are moderated by senior Zeldis researchers, and client teams can observe the discussion live via the virtual backroom, as well as receive recordings of the groups upon completion.
- Webcams will be provided to respondents, if needed.
- InterVu provides a dedicated technician throughout the entirety of the groups.
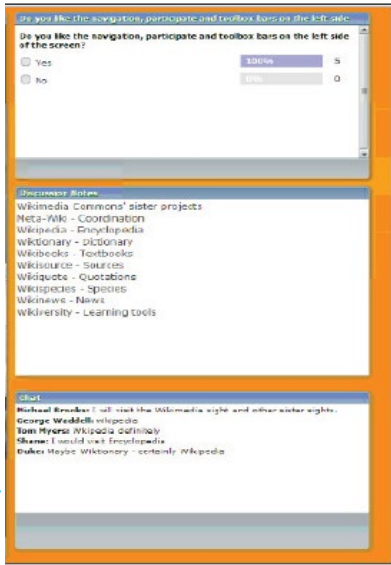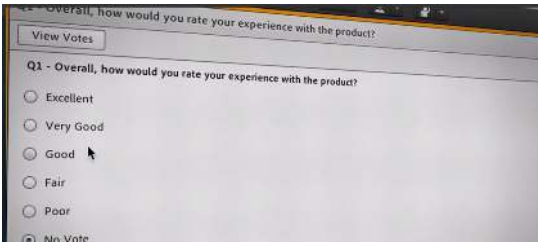
## INTERVU (WEBCAM) PLATFORM

Face-to-face exchange

Moderator and respondents log into secure InterVu web portal and transmit their image via personal webcam



## VIRTUAL BACK ROOM



Observers can communicate with each other and send the moderator notes without disrupting flow of discussion

## WHITEBOARD



Share stimuli, have participants mark up content, take notes on "flip chart", or introduce polls via the virtual whiteboard

https://www.focusvision.com/products/intervu/
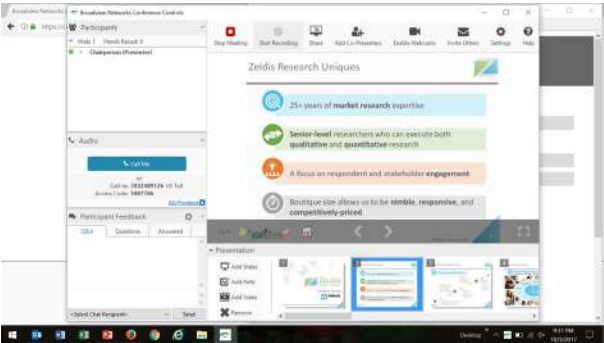
3

# Details on <u>WebEx Methodology</u>

- In a web-assisted telephone interview, the moderator and respondent dial in to a telephone conference line and log in to a website to participate in the discussion.

- While the discussion is primarily a one-on-one telephone interview, the website allows sharing of computer screens to view content, websites, or other media simultaneously.  Control of the screen can be switched between the moderator and the respondent, depending on the needs of the discussion.

- Discussion can be observed live, or visual and audio recordings are available upon completion.
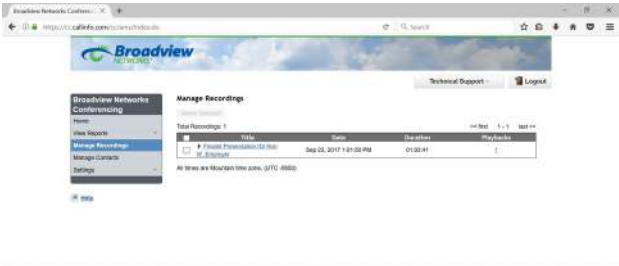
## SHARED SCREEN TO DISCUSS AND INTERACT WITH CONTENT

## CLIENTS CAN OBSERVE DISCUSSIONS

Moderator can control screen to share ads, concepts, etc. for respondent to view

Alternatively, respondent can be granted control to view and navigate websites as moderator and others observe

Live as they occur

Watch recordings that overlay of audio with the visual on-screen activity

# Details on <u>Bulletin Board Methodology</u>

- In bulletin board focus groups, a set of roughly 20 multi-part questions is posted each day, and participants check the bulletin board, read comments, and respond at their convenience. Participants are asked to log-in at least twice per day (once to respond to the initial set of posted questions, and at least one more time to respond to moderator probes).

- The platform allows for traditional, open-ended responses, polling questions, and ability to share (and receive) content (e.g., videos, pictures, documents, etc.). *See some examples below.*

**TRADITIONAL OPEN-END RESPONSES**

**SHARE CONTENT**

Moderator posts question

Respondent answers

If needed, moderator posts follow-up

Respondent replies to probe

Obtain reactions to concepts, marketing materials, websites, etc. Respondents can also upload videos, pictures, etc. during discussion

**POLLING QUESTION**

Shows cumulative graph of responses in real-time and also requires open-ended explanation from each respondent.

5

# Details on <u>Community Methodology</u>:

*A community is a specific way to leverage the bulletin board methodology*

## Research Design Approach

| How | Who | What | When |
|-----|-----|------|------|

**METHODOLOGY**

✓ **Build a discussion group** by recruiting participants who agree to complete research activities over a fixed period of time: a year, 6mos, quarterly, or shorter

✓ **Conduct some # of bulletin board focus groups** with participants throughout the time frame to address a range of research topics

**PARTICIPANTS**

✓ **Conduct separate or combined groups of respondents** based on various demographics or firmographics

✓ **Recruit 40 participants per group** with the goal of 25-30 completing each board and 20-25 completing all boards conducted. The group sizes can be larger or smaller dependent on budget

**DISCUSSIONS**

✓ Each research effort will involve approximately **20 multi-part questions or less** posed to each group, with options to include polls, concept reviews, video submissions and other exercises

✓ **Moderator posts questions** for respondents to answer and follows up as needed

✓ **Bulletin board focus groups** allow respondents to participate at their convenience and to interact with other participants

**TIMING**

✓ **Outreaches** executed over your time period with 2 weeks or more in between efforts

✓ **Each discussion board** (with 20 questions or less) will be left open for 2-3 days to allow for response time, and the opportunity to post follow up questions on Day 2 or 3 if needed

6