



# Point of View Research

*Qualitative Research designed to grow your brands, products & business*

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## *Summary of Technology-Based Qualitative Research*

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## *Live - Online Face-to-Face Qualitative Research*

Now you can do in-depth interviews, dyads, triads, focus groups live over the web. The benefit of using web-cam technology is that the researcher, participants and clients can be anywhere in the world. No travel is required.

It's simple for participants to take part. They log on to our secure site, turn on their web-cam and use their own phone (cell or landline) to talk. During a focus group, participants (up to 6 per session) enter their virtual focus group room where they meet and dialogue with the moderator and other participants.

Simultaneously, clients can log on and enter their virtual backroom (no web-cam needed). Here they can observe the research and if they like use the "chat" features to send the moderator a question. In the "chat" room they can also have discussions (text based) with their colleagues at anytime during the research.

The moderator has access to an interactive white board during the research which has multi-media capabilities. The moderator can poll participants or upload video, photos, or text for participants to evaluate and critique during the session. The white board is amazingly flexible and easy to use; it even allows participants to collaborate and share their opinions on this board during the session.

The **BENEFITS** of live webcam qualitative research are endless:

- You see and hear the full range of the respondents' responses
- The interactive white board supports all types of multi-media so the moderator can embed photos, text, and video
- Reach multiple markets anywhere in the world
- Eliminate travel and trim your timelines
- Clients can view and participate from anywhere
- Recordable for playback

## *Video Journals*

There's a new web-based qualitative research method called Video Journals (VJs).

This is asynchronous research, meaning that participants and the moderator communicate with each other at different times (not live), from different locations via webcam. The method is simple and easy for participants and clients to use.

The moderator pre-records video questions, sends them to the participants who respond in video format. They simply download their video responses (from the webcam we provide) onto our secure website. Clients can log onto our website at anytime during the research to see participants' video responses and "see" how the research is going. When the research is done clients receive a Video Journal Highlight Report which can be viewed at any time on our website.

Our clients are genuinely excited about Video Journals (VJs). They feel this new method is relevant, has great benefits and has a place in their qualitative Market Research mix; we couldn't agree more. Here is what they've been telling us:

*...Wow, its user friendly for me and the participants too; regardless of their age.*

*... VJs are limitless and extremely flexible so you can really be creative in your research.*

*... No travel, that's cost efficient and means less time out of the office for me and my team.*

*... I like the broad geographic dispersion of participants; it's great to be able to have people from multiple markets participate in a Video Journal.*

*... I like that I'll be able to log in anytime and see my VJ study in action.*

*... You can actually see people in their own space, I like that you have the choice to have participants take along a wireless video cam and record themselves at home or in action; that's truly non-intrusive ethnography.*

*... Participants really like this; they're engaged and they can respond to video questions when it's most convenient for them and they don't have a time limit to their response.*

**Deliverables:** At the end of a Video Journal project a Video Highlight Report is created and is available online. It is in a Power Point format, and incorporates the key learning and insights with the supportive video clips.

## *On-the-Go or Mobile Qual*

As of June 2009 we offer mobile qualitative research called On-the-Go Qual (OTG). For this research respondents use their cell phones. It is so simple for participants; we text them a question and then they text back their reply.

Statistics tell us that kids, teens, young adults as well as older adults never leave home without their cell phone; basically they take it with them wherever they go. Over 80% of cell phone users routinely text message throughout the day. The explosive growth of text messaging (SMS) is due to improved cell phones designs (QWERTY keyboards) and the text messaging plans carriers offer the consumer.

According to Nielsen (2Q 2008); the average mobile phone user in the US sent/received 357 text messages per month compared to 204 phone calls per month. Based on these stats; texting is the preferred mode of communication for mobile devices.

### *Benefits of On-the-Go Qual:*

- It is simple, easy, non-intrusive research that keeps participants engaged
- You collect real-time responses throughout the day or you can time your questions to coincide with an activity or usage pattern
- Participants will respond to your questions WHENEVER, WHEREVER & WHILE they are “in the act” of doing what you are most interested in learning about (that is: using a product, consuming a product or purchasing a product etc.)
- Text responses are accurate, factual and succinct. Since respondents are “in the doing mode” (real-time) they can quickly and readily share their opinions. (Up to 160 characters per message, which is about the length of this bulleted sentence!)
- Participants like the anonymity and non-judgmental aspect of this research; “I’m just answering a text message” which encourages them to be more candid
- This method is highly flexible and can be layered onto other types of research; in addition it can incorporate quantitative questions to create innovative hybrid studies.

## *On-the Go Qual ... An Overview:*

- All participants are pre-recruited to your study specifications.
- Participants can be from multiple markets in the U.S.
- Participants must have a cell phone number. They can have any brand or any type of mobile device that allows for text messaging (cell phone, smart phone or pay-as-you-go phone) from any carrier (Verizon, Sprint, AT&T, etc).
- Participants don't need to have a text messaging plan; part of their incentive pays for the text messages received and sent throughout the study.
- A study can run for up to 30 days with up to 100 participants.
- You can send up to 10 messages per day (including probes) and each question can have its own send time. This allows you to dialogue with participants while they are doing what you're most interested in ... eating lunch, watching evening TV, at work using computer, or using your product and so on.
- You can ask time sensitive questions "text every time you.... think about something.... or do something ....or are asked about something.
- At the end of the research day a transcript is available in an excel output. Responses are tagged for continuity by questions and participants.

## *Online Bulletin Boards*

If your focus group cannot be conducted in a traditional setting, consider doing an Online Bulletin Board (OLBB). Since early 2001 this mode of qualitative research has been a preferred online option for many companies and moderators.

### **How it works:**

Participants are recruited using traditional methods and are asked to participate in a bulletin board that has “threaded discussions” capabilities.

Participants log onto the secure bulletin board from any location when it is most convenient for them and answer questions posed by the moderator. With the “threaded discussions” technology they have the option to read other participants’ comments and respond to them if they wish which spurs rich dialogue.

With the OLBB technology platform moderators can include; video, text and visuals for participants to view, evaluate and comment on anytime during the study. Participants can also upload their own content; be it pictures or videos with a click of a button.

Clients can log into a virtual backroom at anytime during the research to view all of the discussions when it is most convenient for them.

Why should you consider OLBB?

- When you don’t need to present a product during the actual discussion
- It’s great for sensitive or personal subjects such as health or financial matters
- When you want extended discussion that runs for weeks, even months
- For low incidence participants that are not available in one specific market
- As part of a hybrid studies, use to follow up I-HUTs.
- When you have tight deadlines for creative materials or products (concepts, ads, package prototypes) revised materials can be embedded into the discussion prompts.

## *Overview of OLBBs:*

Typical OLBBs takes place over 3-7 days, with 10-20 participants versus the 8-10 participants in a traditional focus group. On average participants usually post their comments 2-3 times per day. Due to the ease of participation in this type of discussion (anywhere, anytime); overall attrition rates are very low. (<5%)

Since participation is self-paced and participants have time to think about what they want to share; their responses tend to be rich and detailed. Hence, no one participant can take over the discussion; everyone's opinions are heard. Participants tell us the anonymity of the methodology is less judgmental so they feel their responses and comments are more candid.

This is a cost effective method because there is no travel, lodging or meal costs incurred and no lost time out of the office for clients or the researcher. In addition, transcriptions are immediately available via download which expedites analysis.

## Qual Blogs

More clients are looking for an easy way to get their consumers to journal or blog about new ideas, products or issues. While there are many “free” blog sites on the web today, there are some inherent issues at this point in time. Free blog programs are not always simple to use, and for the researcher the output is cumbersome to gather and analyze. Furthermore, the “data” resides on the web in a public forum for anyone to view.

Now there is Qual Blog a blogging platform that allows clients to create a confidential blog community out of the public view. Clients get insights from participants that are genuine, confidential and totally secure from the web.

The Qual Blog format is intuitive and easy for participants to use. They merely log onto their own person blog page, customize it as they like and then do their assignments as instructed by the moderator. To do an assignment participants just blog away, using their own format to share their point of view without influences from other participants. With the point-n-click feature participants can embed their own photos, videos or anything else they want to share with the researcher.

Blogs take about 5 days to setup and can handle up to 100 participants with a maximum run of 120 days.

### *Which method do I use, a Qual BLOG or OLBB?*

Think about using Qual Blog when you want individual, unbiased responses or reactions, similar to one on one interview.

OLBB are great for long-term, deep dive text-based group discussions similar to online focus groups. Use OLBBs when you want participants to share their opinions directly with the researcher and have dialogue with other participants via “threaded discussions”.

*For more information as to which qualitative method will work best for your research goals contact: Nancy Pelech @ 201.652.5296*

