Tips and Tricks for Effective Qualitative Research in the Covid era

Top 3 Most Important Considerations

▶ Communication

» Internal Communication

» Client Communication

» Respondent Communication

▶ Online requirements

» Considerations for panelists when engaging in online research

▶ Respondent Engagement

» Increase engagement by keeping research simple and fun

L&E research

Best Practices: What we've learned

▶ Our Sales & Project Management teams became more consultative and communicative about local restrictions across our markets as new projects were in the planning stages.

▶ Our Sales & Project Management teams underwent training on a variety of technology tools and platforms to be better able to assist clients with their modified research

▶ Screening questions were developed and implemented to cover a variety of research methodologies

▶ Incentives distributed virtually via email or member portal

▶ A Virtual Facility team was created to conduct IDI and Focus Group sessions online, via Zoom and similar platforms

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Covid-19 Research

In May and June of 2020, we surveyed 11,000 panel members across the US to determine their comfort level with participating in in-person research, and to probe into what would make them feel more comfortable. Panelists surveyed comprised a strong mix of demographics (gender, age, ethnicity, location, education, income, household/marital status).

▶ When asked what L&E Research needs to do to make them feel more comfortable, the top 8 responses were provided:

» Provide Social Distance ability

» Provide Hand sanitizer / wash hands

» Wear masks

» Limit Number in waiting rooms

» 1 on 1 interview or small groups

» Wear gloves

» Follow CDC Guidelines

» Clean environment

▶ An average of 52% advised they would be "Very Likely" to Participate in an in-person study with no changes made to the facility.

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Covid-19 Research

Panelists then watched a video created that demonstrated the safety measures that were implemented, and asked:

▶ Now that L&E has implemented these safety procedures from the video... How likely would you be to participate in an in-person interview at the L&E facility with these safety procedures implemented?

» 82.65% Responded they would be "Very Likely" to Participate in an in-person study after having viewed our new safety procedures.

▪ Results show an increase of 30 percentage points of those "Very Likely" to participate in in-person research from before the COVID-safe facility to after the safety procedures being implemented.

» 11% Responded they would be "Moderately Likely" to Participate in an in-person study after having viewed our new safety procedures.

▶ The full report can be found on our website at: **https://www.leresearch.com/**

Virtual Facility

Online Virtual Facility options to host, record, and live stream your research

Virtual Facility & Remote research

▶ Technology checks are performed prior to session to assure audio and video are functioning properly

▶ Live host is provided for the duration of the session to troubleshoot should issues arise

▶ All Virtual Facility platforms are secure via a waiting room option to avoid the dreaded "Zoom-bombing"

▶ A variety of platforms are available

▶ HUT Research has emerged as a very popular option for product testing

▶ Remote moderation has been an extremely successful option for clients with travel restrictions

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Platform Pros & Cons

▶ Zoom
 » Zoom has emerged as our most popular option with many clients due to it's ease of use
 » Many individuals have used Zoom in their personal and professional lives, so there's no learning curve
 » Zoom set up is very user-friendly, and depending on the client's session needs, can be used on any device (computer, tablet, phone)
 » A test link is available that is shared on participant's confirmation letter
 » Non-video participants can be hidden
 » View can be changed to the Active speaker or Gallery View
 » Zoom can be securely streamed to YouTube for a "true backroom" experience
 » Zoom is secured by your host using a waiting room feature – no one can enter the session without being let in
 » Zoom has a "dial-in by phone" option when video isn't necessary
 » Zoom has whiteboard and polling options, as well as breakout rooms
▶ Adobe Connect
 » Connect is secured by your host using a waiting room feature – no one can enter the session without being let in
 » Connect has a client backroom feature including chat functionality
 » A test link is available that is shared on participant's confirmation letter
 » Connect requires a more in-depth tech check and is less user-friendly

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Platforms Pros & Cons

▶ MS Teams

» MS Teams is secured by your host using a waiting room feature – no one can enter the session without being let in

» The generated link is heavily encrypted

» View is only on Active Speaker

▶ WebEx

» View can be changed to the Active speaker or Gallery View

» A test link is available that is shared on participant's confirmation letter

» WebEx is secured by your host using a waiting room feature – no one can enter the session without being let in

» Susceptible to bandwidth issues

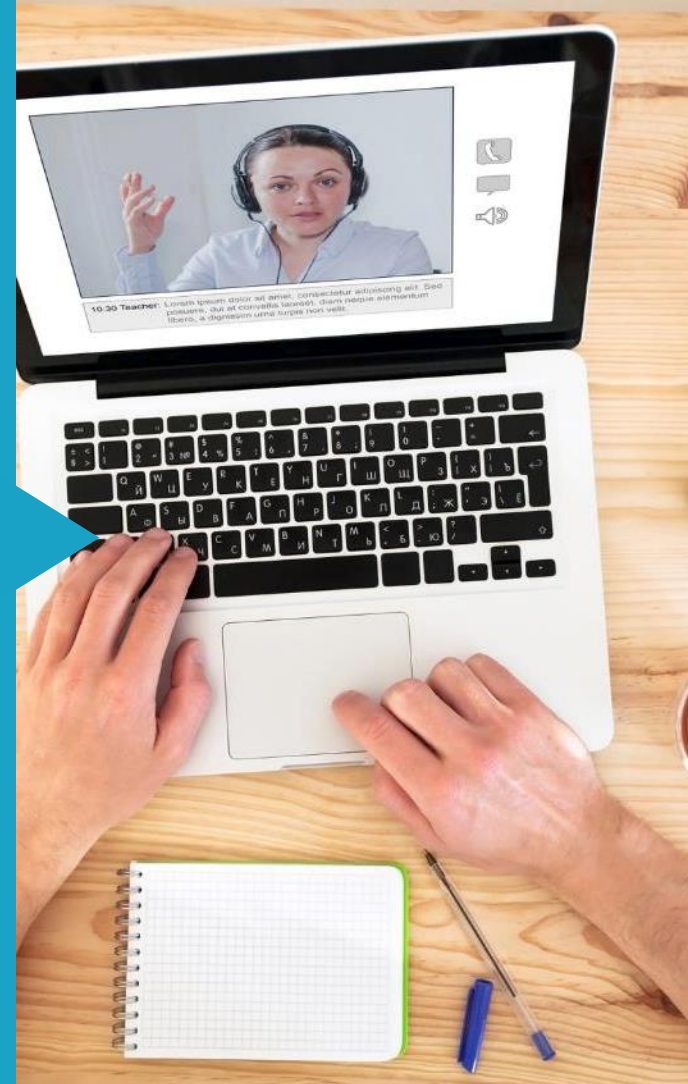▶ Other Virtual Research considerations:

» Screen sharing is generally utilized, meaning that participants will need to connect via computer or tablet, and not by cell phone. We have incorporated this requirement into our screening process

» Kick off calls are conducted with each client by a member of our Virtual Facility team to assure the project is set up for success and runs smoothly

» In addition to assuring technology functionality, we ask participants to conduct the interview from a quiet location with no distractions, and stress that their focus should be on the scheduled discussion

» Most panelists have been capable of and adaptable to participating in online research

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Technology Tools

L&E partners with the leading technology companies to give you access to the latest tools.

Demos are available.

Technology Tools

▶ Aha!

▶ AYTM

▶ Batteri

▶ Civicom

▶ CoolTool

▶ Curator Video

▶ Focus Forward

▶ Virtual Aisle by IDG
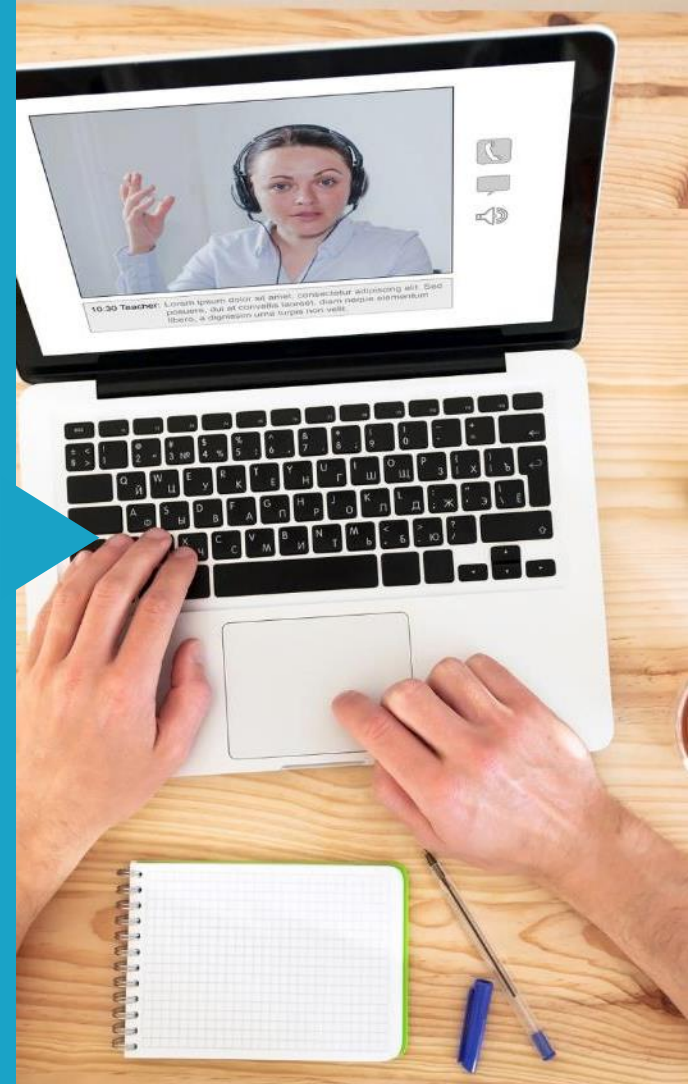
▶ Isobar

▶ L&E Research Virtual Facility

▶ Living Lens by Medallia

▶ Qualsights

▶ Recollective

L&E research
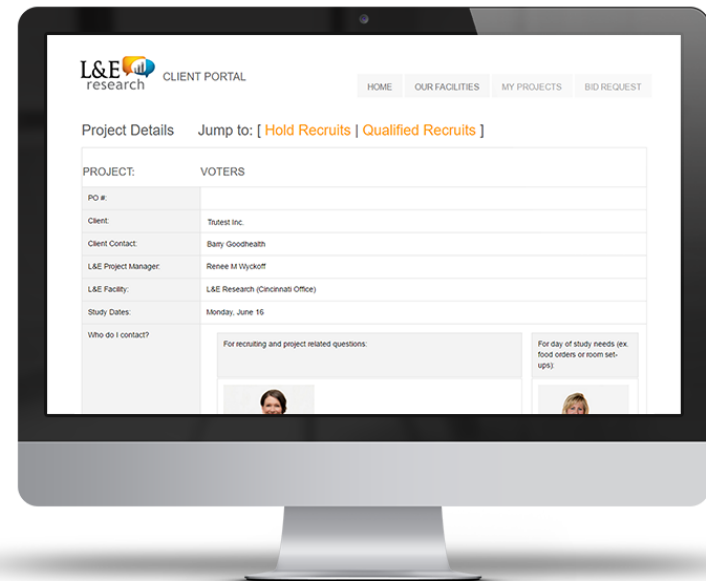
Looking ahead…

What do we see in the future?

How will our industry adapt?

▶ We anticipate that many clients have adapted to conducting research online and remotely, and have a new appreciation for the benefits that this emerging methodology has provided

▶ DIY recruiting tools will assist clients who would prefer to be more hands-on, and will benefit clients with smaller research budgets

▶ Greater Focus on Agile research and how to stay flexible

▶ IT Security and consumer data protection will become a larger conversation within the industry

▶ AI integration: As more powerful technology is developed, we expect to see an uptick in integrated solutions

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L&E Portal: Streamlining Communication

▶ L&E Research has gone through steps to meet SOC II compliance certifications to further protect consumer data and ensure a safe and secure environment for the participant

▶ In addition to the daily reports sent from the Project Manager, clients have 24/7 secure access to project information

▶ Respondents can securely view the status of their scheduled session directly in the member portal to make it easier for panelists to upload forms (consent, homework, etc.), redeem incentives, and access their confirmation letter without needing to rely on email communication

L&E Research Products & Services

RECRUITING SERVICES

MODERATORS & CONSULTING

FOCUS GROUP FACILITIES

L&E VIDEO STREAMING & TECH TOOLS

PROJECT MANAGEMENT

Facilities

7 Focus Group facilities to host, record, and live stream your research:

Raleigh, NC | Charlotte, NC | Tampa, FL | Cincinnati, OH | Columbus, OH | Denver, CO | Austin, TX

Contact Me!

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