

Strange Bedfellows

How to Leverage Both
Traditional and Online
Qualitative Research



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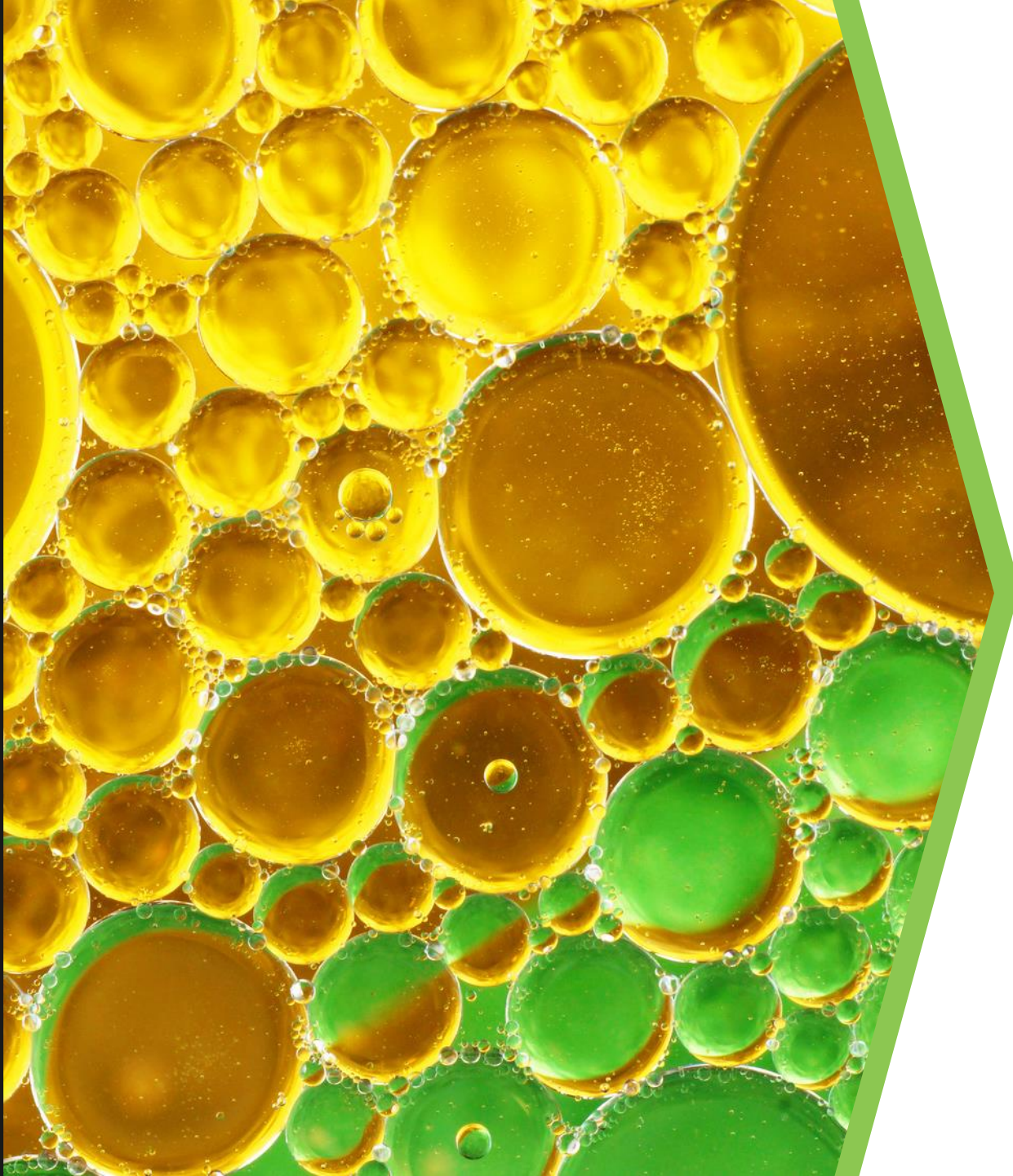


Today's Agenda

- What is driving the adoption of hybrid in-person + digital designs?
- Commonly held myths about digital + in-person
- Case studies
- Q&A

What We Do

- We partner with researchers around the globe to help them execute online projects
- One of the largest providers of online qual tools and service in the world
 - More than **4,000** projects per year in **95** countries and **28** languages
 - Over **130** employees
 - **24-hour** support
 - **20+** person professional services team
 - **550,000** person US qualitative database
 - Facilities in Miami, Charlotte, and Nashville
- A passion for **helping you do better research**



Oil & Water?

Some continue believe digital and face-to-face (F2F) research are different and don't belong in the same project



The Truth?

Better Together

Digital is revolutionizing
F2F research

Hybrid/mix-method
studies are exploding in
usage

Clients are beginning to
DEMAND mixed-method
studies

What exactly is a
hybrid F2F + digital
project?



What is a Hybrid F2F + Digital Project?

- A multi-phase project where some or all respondents participate in BOTH a face-to-face session as well as online/digital interactions
 - Examples:
 - Face-to-face focus group, where all the respondents complete a digital homework assignment the week before the session
 - In-home product testing via smartphone diary, followed up 1-2 weeks later via face-to-face moderator interviews

Facts Vs Myths

What are the common misconceptions when it comes to hybrid F2F + digital research?





Facts Vs Myths

Myth #1:

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FACT:

Hybrid projects are almost always cheaper than two phases of research.

Hybrid methods are no more complicated, and arguably less complex, than two separate projects.



Facts Vs Myths

Myth #2:

It's impossible to find local facilities or recruiters who can or will work with digital platforms and nationwide recruiters.



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Myth #2:

It's impossible to find local facilities or recruiters who can or will work with digital platforms and nationwide recruiters.

FACT:

This simply isn't the case anymore. Most experienced facilities will gladly work hand-in-glove with digital homework or post-project online activities.



Facts Vs Myths

Myth #3:

You can't find respondents willing to engage with you more than once; they'll come to a focus group, but compliance is challenging.



Facts Vs Myths

Myth #3:

You can't find respondents willing to engage with you more than once; they'll come to a focus group, but compliance is challenging.

FACT:

High-quality, high-touch recruiting (either from the local facility or nationwide recruiter), coupled with an adequate incentive, consistently yields high completion rates (>90%).

Growth in Hybrid F2F + Digital

- In 2011, hybrid F2F + digital was estimated at 5-6% of total projects, and that was a MASSIVE jump from previous years
- Current estimate (2016) is that hybrid methodologies account for over 20% of studies today



What's driving this growth?

Deeper Context with Respondents

- Multi-phase projects allow for deeper dialog with consumers
- Obtain a wider view of the consumer than is possible in a single conversation online or in-person

Agility in Outcome

- Learnings compound
- Project can "react" to new information

Stretching Both Time and Money Further

- Significant cost and time savings versus two or more independent phases


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The truth is...



You can rarely develop a full context of a consumer's habits and practices from a single interaction

People Are Complex.

Getting to complete understanding of their decision-making context isn't always easy.



Their responses change. Their opinions shift.

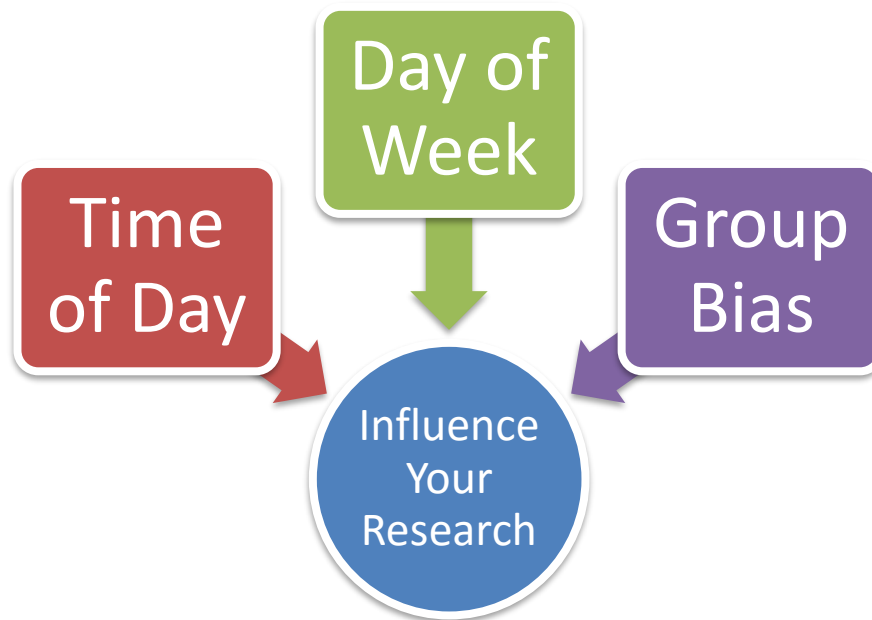


When and how your research occurs matters.

Time of day matters. Situations matter. The world happening outside of the focus group matters.

This summer, 20|20 will publish a white paper on patterns and trends we discovered using text analytics and sentiment analysis applied to thousands of online research responses.

Dramatic shifts in sentiment and depth of content occur based on simple environment variables like day of week and time of day.



Hybrid Studies Allow you to Capture a Wider Picture

Engaging a respondent in:

- A video diary before a face-to-face group
- An online group discussion following in-person IDI's

Is like getting to view the respondent through multiple lenses, developing another layer of context with each one



Agility in Research

- Because hybrid F2F + digital projects afford multiple interactions with each respondent, the project can change and grow over time
- Find out something really interesting in the focus groups? Use the follow-on digital discussion to go in an ENTIRELY different direction
- Learn something new during the first interaction? Devote more time to that subject in later sessions



Hybrid in-person and online studies can often generate contradictory information, or it may seem that respondents are “changing their opinions.”

And that’s probably true.

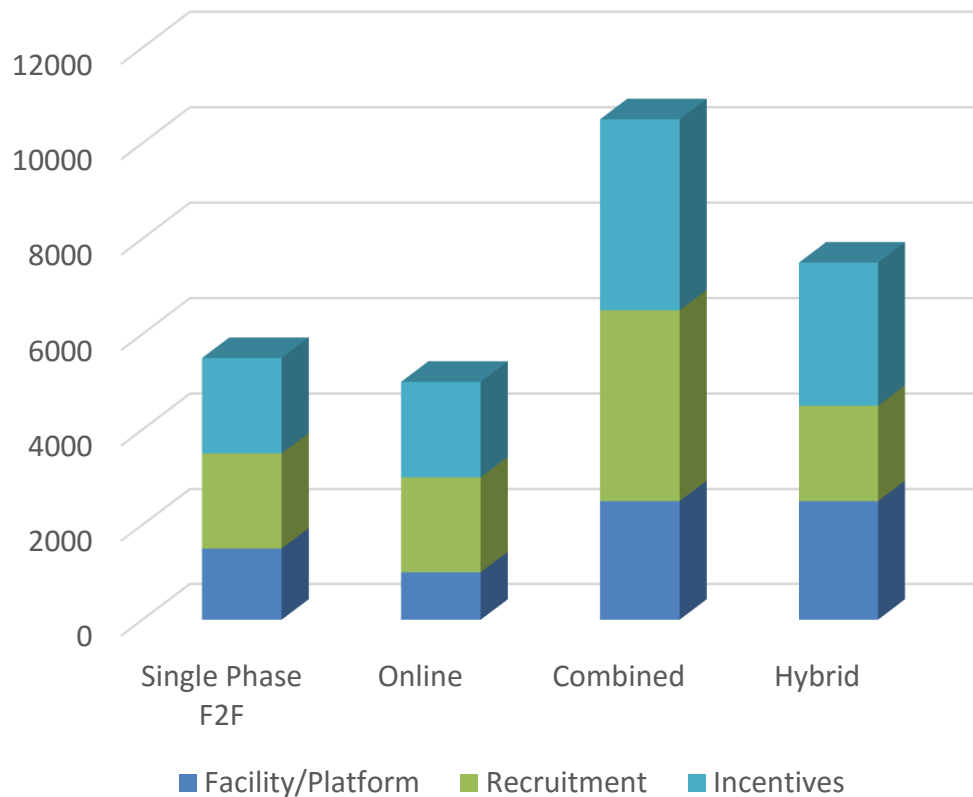
And we should embrace it.

Agility in Research

- It is common for responses or opinions to shift
 - Incorporation of new information
 - Group bias
 - Situational issues
 - Comfort with the researcher
- These are **ALL LEARNINGS** – when answers change, or opinions soften, this reflects real-world changes in consumer sentiment
 - Hybrid allows us to capture these “second glances”

Stretching Research Dollars Further

Comparing two single-phases vs. hybrid



- Reduced to a dollar-for-dollar comparison
 - Recruiting slightly higher per person, but significantly lower overall
 - Incentive higher, but not equal to two separate phases
 - 20%-30% savings are typical when activities are equivalent

Stretching the Clock

- Because hybrid F2F + digital require a single phase of recruiting and logistics, timelines can decrease dramatically
- Many research projects use secondary phases for “bonus insights”
 - Hybrid project focused mainly on concept testing in initial phases, but also include a digital path-to-purchase diary
 - Initial product testing phase on a prototype, second phase follow-up webcam interviews include communication testing





Hybrid Qualitative

What will the kids think?

What Will the Kids Think?

Problem:

Supplementary tutoring program for middle school children needed feedback on their curriculum and marketing material.

Why “old thinking” wouldn’t work:

Complicated marketing and use scenario; parents buy it, kids use it. How to capture entire context of product experience?

What Will the Kids Think?



Face to Face Groups

- Discuss educational program
- Take home enrollment material



Moms and Kids Use at Home

- 4 week trial of product



QualMeeting™

QualMeeting Webcam Interviews

- Debrief about experiences

What Will the Kids Think?

Outcome?

Full context of the customer experience from initial reactions in F2F through usage and successes/failures

QualMeeting™ webcam interviews uncovered similar product “hiccups” in learning plan design



Hybrid Qualitative

Supercharged Shop-Alongs

Supercharged Shop-Alongs

Problem:

Leading dairy product brand wanted to understand purchase behavior choices and how cooking style or family ethnicity might affect in-store purchases

Why “old thinking” wouldn’t work:

Difficult to capture both “at home environment” and a shopping experience without significant logistical issues

Supercharged Shop-Alongs



Pework Video Journal

- Capture meal preparation on a variety of occasions to understand cooking style



In-store Shop-Alongs

- Conducted in local markets with researchers onsite

Supercharged Shop-Alongs

Outcome?

Online video journals for “pre-work” allowed researcher and client team to understand each shopper’s style and behavior before meeting face-to-face

During shopping interviews, researcher could focus on choices made in-store with the context of how they might be used at home



Hybrid Qualitative

What's in a Name?

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Problem:

Major outdoor retailer wanted to understand consumer relationship with in-house brand vs. competing brands

- Concerned about brand confusion in several product categories

Why “old thinking” wouldn’t work:

Sought a way to quickly “drill down” from large quantitative findings into real-world consumer interviews

What's in a Name?



Large Online Quant Survey

- Assess in-house brand recognition vs. competitors
- Understand positive/negative associations with in-store brand



Online Journal

- Immediately fielded via QualLink to QualBoard
- Goal: document actual products owned at home through picture diary



Face-to-Face interviews

- With consumers who owned both in-house and competitive brands

What's in a Name?

Outcome?

Client was able to drill down from high level brand comparison all the way to a real-life interview

Could validate that a significant amount of brand confusion existed; identified opportunities to capitalize and/or distance from other brands



In Closing...





Hybrid Qual

New Opportunities

Today's digital qualitative tools give researchers incredible new capabilities to mix and match benefits of online and traditional approaches

These capabilities open up whole new worlds of insight and learning never before possible



Thank you.

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