

Virtual and online research approaches 2020

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RESEARCH
& INSIGHT



What they are?

Virtual online sessions are an effective way of conducting group discussions with participants who log in remotely to an online platform via their laptop or PC. With this online platform we have full control to moderate sessions with respondents and use a variety of interactive tools and stimulus to prompt discussion.



How do they work?

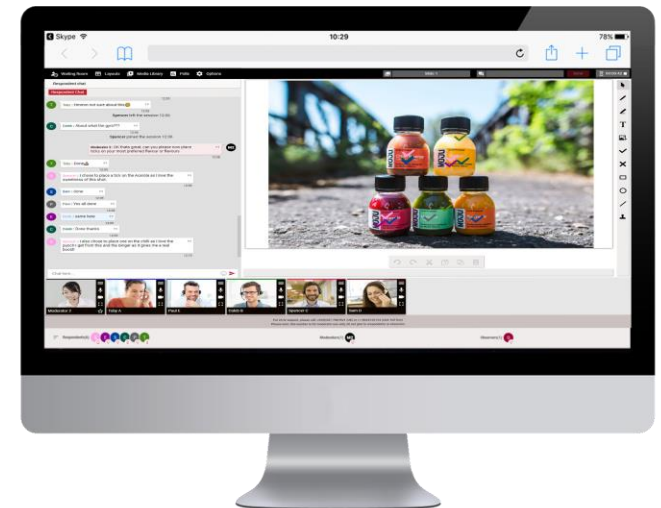
- Once recruited, participants are sent a unique URL code that allows them to easily access the platform from their home device.
- Each participant has full view of the moderator through their home screen and has the ability to participate in the discussion with the rest of the group in real time.
- The moderator has full transparency on who is talking at any one time and can control the discussion effectively through the use of various interactive tools. For example, the moderator has the ability to use the 'question posting' function that displays key questions visually to participants during the session. The questions that are posted are carefully selected based on the topic guide we develop with our client and based on the experience of the moderator.

Through the virtual online sessions we have the ability to:

- Show stimulus such as video clips, images and advertisements.
- Move objects and ideas around on a virtual whiteboard that helps prompt discussion and allows the moderator to direct the conversation.
- Run snap polls that capture individual and group responses to specific questions.
- We also can send specific research participants questions if there is something we wish to follow up with them.



Participants log in remotely through a link to the virtual online session



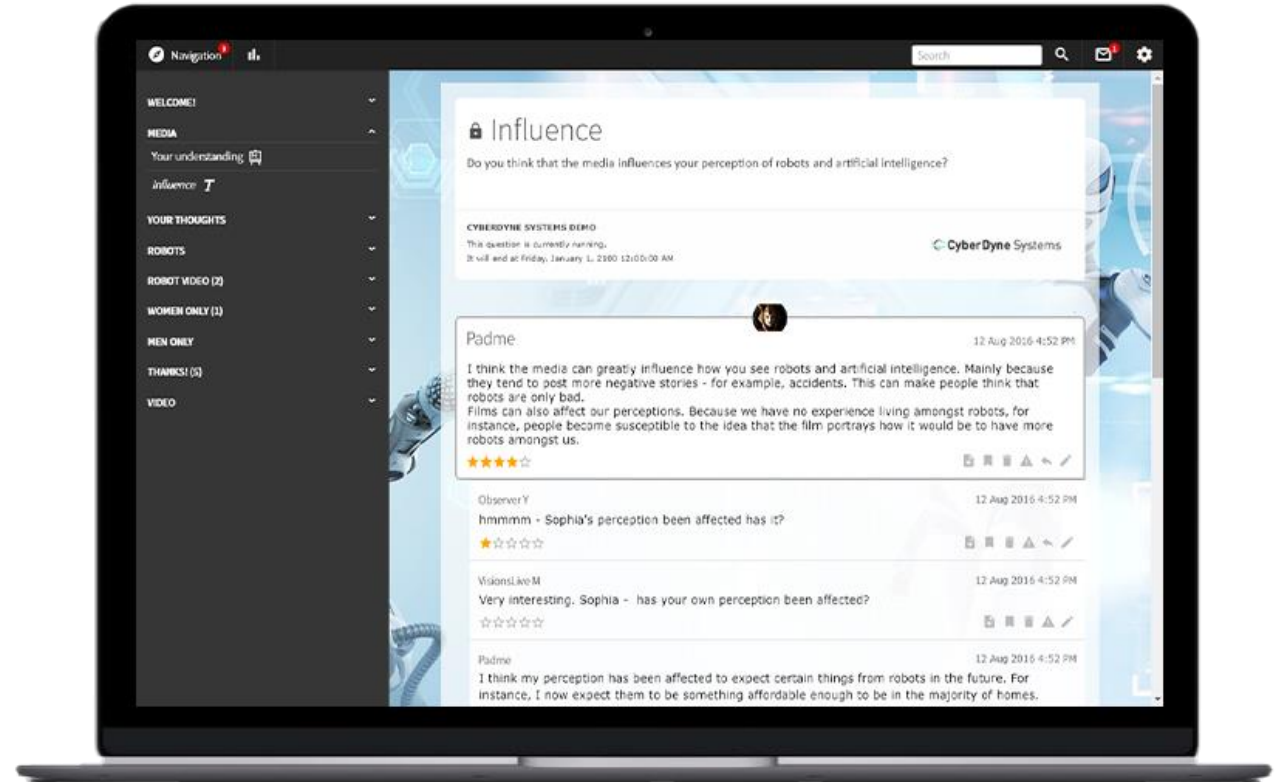
The B&A moderator has a large variety of tools at their disposal to prompt discussion during the session.

What they are?

An online forum is a collaborative virtual discussion space in which we interact with a group of participants usually over a three to five-day period.

This online approach allows a group of participants to share and comment on each other's attitudes, thoughts and experiences.

B&A has pioneered the use of this platform for a number of Irish and international clients and recommend it as an effective solution for many qualitative research projects.



Participants log in during the day and respond to questions on the days theme and to follow up questions by their peers and the B&A moderator.

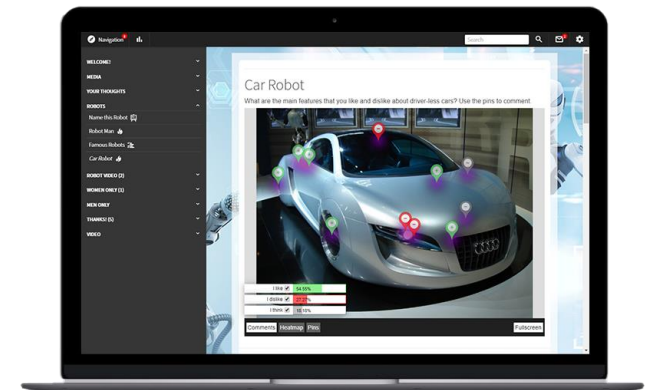
How do they work?

- Once recruited, participants are sent a unique URL code that allows them to easily access the forum, from their home device (Laptop, PC or mobile).
- In collaboration with our client, we develop a set of 'daily themes' that the participants will contribute to each day during the fieldwork period.
- For example, if the theme for day one is 'online shopping behaviour', we would have various topic areas for respondents to discuss related to this theme.
- Respondents are prompted by push notifications when new questions has been posted by the moderator during the day. (Thus if they are no longer online, they will receive an alert drawing them back to respond when they are free to do so.



How do they work?

- When they have posted responses to the questions, they will then see posts from other respondents. Importantly they can then interact with other participants.
- This ability for participants to engage with each other can lead to a deeper understanding as they build and provide a deeper analysis on an initial insight (just as they might in a face to face group).
- B&A moderators will also post follow-up questions on the fly , and probe questions in real-time to encourage more detailed feedback and to stimulate discussion between participants.
- This also serves to make sure they experience the forum as a 'live' and interactive' experience.



How do they work?

- The forum can also be used to set real world tasks (where participants will report back with both verbal and visual feedback). For example, the theme for day three could be to 'order shopping online' and we would have specific questions related to understand their experience.
- Through the forum we also have the ability to conduct heat map analysis (with attached comments) and we have the ability to show images, videos and other stimulus to prompt discussion.
- The platform allows for client observation and input.
 - Accessible from any computer or mobile device, observers can view the forum at any time and post comments to the moderators.



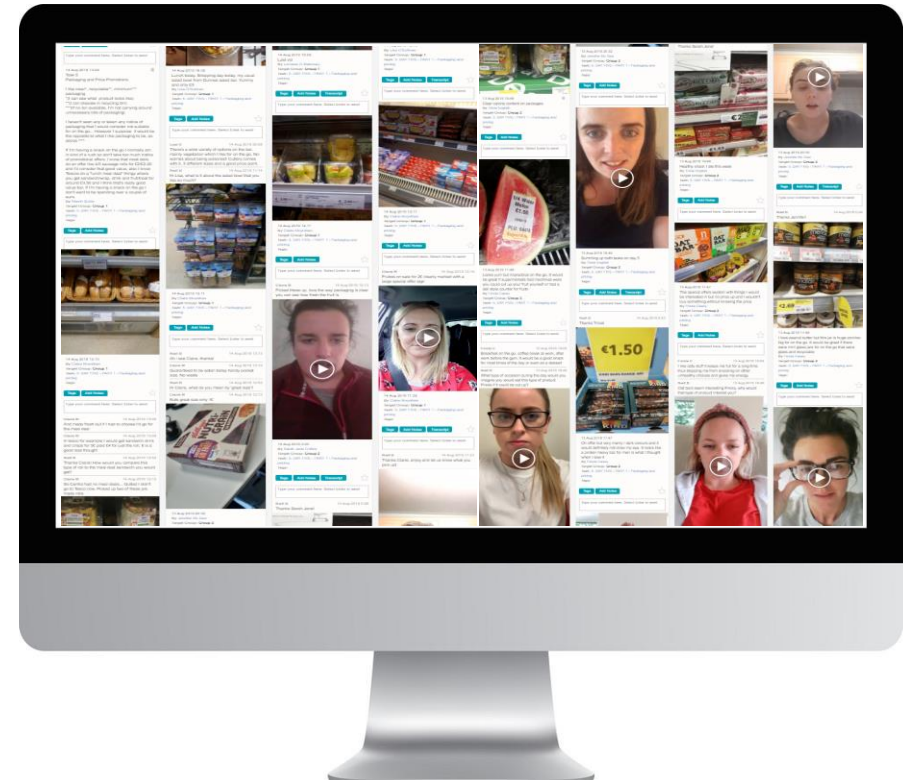
There are a variety of tools at our disposal that enable us to prompt interactive discussion and to dig deeper in our analysis.

What they are?

Consumer behaviour and choice is often context dependent. How we make decisions can vary depending on the 'where', 'when' and 'with whom' of a given context. For example, people often choose according to what is available to them in a given context and not necessarily in terms of what they actually want.

B&A's Ethnographic Research approach enables us to delve deeper by gaining a contextualised in-the-moment perspective into the lives of consumers and into how they are making decisions.

We have increasingly included digital ethnography approaches in our methodologies over the past number of years and have the most experienced team in Ireland in this area. This includes running numerous digital ethnographic research projects in Ireland but also across Europe.



Participants upload multiple times per day based on scheduled reminders and prompted real time dialogue from moderator.

How do they work?

- Our ethnographic approach is built around the concept of using a simple smartphone app to encourage respondents to record their thoughts and experiences in their day to day lives. We also send our participants on 'behavioural missions'.
- During these 'behavioural missions', participants complete a series of specific tasks that we carefully design in collaboration with our client. These 'behavioural missions' can be completed as either a pre or a post task to a focus group. Or conducted as a stand-alone exercise.
- From a participant perspective they have an intuitive app-based system for recording their experiences and responding to our questions. They keep a digital diary, posting at regular intervals and interacting just with B&A (not with other participants)
- The fieldwork for ethnographic research is generally conducted over a period of 2-5 days and can include up to as many as 50 participants per project. However, we can also engage in smaller scale exercises and different timescales, for example a series of longitudinal ethnographic projects of up to 4 weeks in duration if required.
- Participants download a simple to use app on their smartphone and depending on the research objectives we can instruct participants to upload selfie videos, pictures and text comments to record their thoughts, reactions and experiences as they happen, moment to moment.
- B&A researchers accesses the platform using a tailored dashboard so that we can see the uploads from all participants and/or conduct specific search and coding analysis. The researcher interacts with the participant in real time to probe further.



Tagging and analysis of key moments, needs, emotions, behaviours and contexts.

What they are?

Virtual depths enable us to complete in-depth-interviews with research participants in the comfort of their own home (b2c) or office (b2b). We regularly complete virtual depths on the requests of clients and in order to accommodate the busy lives of research participants.

How they work?

- We conduct virtual depths through various platforms such as Skype, Zoom and Microsoft Teams in which we can speak with participants easily.
- We can also accommodate other software approaches that the research participant may prefer to use. This is organised in the lead up to the interview session.
- During our virtual depths, we can show stimulus to participants, and also engage with them in terms of discussions on videos and other stimulus.
- Alternatively, we can also complete depths over the phone and this is something we do regularly, especially with our B2B research participants.

