

ESOMAR

Community Circles Africa

**1st session | Preparing for the 'Next Normal':
The Pros and Cons of Online Qual**

Follow up – Tips and Findings





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We see a decrease in body language interaction, people appear more casual.

We can tell a lot by seeing them in their own, personal environment – something that is not possible in a more formal space.

People are more likely to be honest in expressing ‘unpopular’ opinions online, whereas they are more careful and reserved when conducting the interview in person.

Participants enjoy partaking in the research as it is reflective of their current reality in which they live.

The length of a session depends on the platform and the participants. For platforms such as Zoom, length is restricted to 1-1.5hr (to avoid/manage fatigue) and limit numbers to 3 participants to better see body language. For a group of kids (aged 4-11 years) quality of discussion drops drastically after 30 minutes, whereas adults can last up to 90 minutes. It is not advisable to host a meeting for less than 1 hour as it can take 15 minutes to settle in.





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Conducting IDIs (in-depth interviews) & KIs (key informant interviews) is very easy online.

Digital ethnographic research is successful via WhatsApp, as well as consumer understanding sessions via WhatsApp or Zoom.

The key issue is how to successfully migrate local clients from offline to the paid-for dedicated synchronous sites. The cost disparity is so high relative to either the cost of a viewing facility locally or the cost of alternative sites such as Zoom or WhatsApp.

The most difficult thing is to convince clients to pay extra for the synchronous dedicated Qual sites. They are happy to use WhatsApp or Zoom but not the more expensive platforms.

The incentive is tied to a milestone

For an upcoming session, a client-focused event is a great idea for a better understanding of one another's needs and challenges.

