The Wonderful and Maddening World of Webcam

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Webcam user since 2010...

Runner

Fly Fisherman

Best Friend

Baseball Player

Accordion Player

Cutie Patootie
Web-enabled Discussion:

Individual depth interviews (IDIs) or group discussions conducted through a web browser or other web-based application.

With or without a camera.

Agenda:

• What, why, who?
• Study design
• Moderating/Interviewing
• Analysis
The Evolution of Webcam

Niche usage
- Mostly PCs, some laptops
- 51% of consumers own webcam
- Ship them to participants

Catching on
- 35% own a smart phone
- 4% own a tablet
- Apple launches Facetime
- Skype in full swing
- YouTube on the rise

Fully integrated
- Est. >77% smart phone ownership
- Est. >53% tablet ownership
- Camera part of device
- Web conference replaces phone
- VoIP replaces dial-in
- YouTube is dominant
- Video surveillance is everywhere

What are you waiting for? Mobile tech has made it easy.

Sources:
Pew Research Center
The Statistics Portal
Qualitative Research is about engaging with consumers.

Why not talk face to face?

Audio Only
Flat
Passive
Limited context

Audio / Video
Dynamic
Engaging
Rich context

Boredom in dogs can lead to destructive chewing, excessive barking, and hyper greetings.

GoBone helps you keep your pup active and entertained no matter what's going on in your life.
Applications
When to use...

- When live interaction is needed
- Top-of-mind exploration
- Concept test – see reactions
- Confidential stimuli – need control

- Traditional clients - bridge from in-person to online
- Difficult-to-find respondents – C-level, HCPs, health challenges

- Geographic spread – anywhere in the world

- Flexible scheduling – especially for IDIs
- Great for agile research – getting to market faster

- Back up plan – no shows, make-up group

- Budget constraints – primarily travel
- Heatly Custom Research LLC
When **not** to use...

- There is a need for participants to see, feel, touch

- In-person dynamics needed (projective techniques, ideation)

- Support group needed to break down barriers

- Sensitive topics – if observers, then lose the webcam

- Client team needs to get together (back room)

- Respondents not tech savvy, lack Wi-Fi/technology
Like any research methodology, there are pros and cons to using webcam discussions...

**Wonderful**
- Next best thing to in-person
- Flexible scheduling
- Easier recruit
- Lower travel/incentive costs
- Weather-resistant

**Maddening**
- Tech issues
- Environmental distractions
- Participant multi-tasking
- Inconsistent devices
- Group size limitation (5 max)
Tech issues aside, the potential for environmental distractions and multi-tasking is significant and can be avoided.
Once you decide IDIs vs. Groups, consider this...

**IDIs:**
- More leeway to handle distractions
- Schedule time between interviews for tech issues

**Groups:**
- Max of 6 on screen = moderator + 5 participants
- Explain rules up front: go around table, raise hands

**Hybrid:** combine with other methodologies
- Kick-off in-person in key market followed by webcam nationwide
- Bridge a traditional client over to online methodologies by doing webcam groups followed by discussion board

Never done webcam research? Start with IDIs. Practice, practice, practice!
**Study Design**

### Research-Specific Platforms

**When to use**
- Large scope study
- Large client team, many observers
- Lots of stimuli
- First time doing this!

**What hand-holding gets you**
- Tech assistant = host, troubleshooter, lifesaver!
- Private chat “backroom”

### DIY Platforms

**When to use**
- Smaller budgets
- Creative/flexible scheduling needed

**What’s on you**
- Must be willing and able to handle technology
- Juggling stimuli

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**Web Platform**

- Recollective
- InterVu
- itracks
- Digitsite
- Zoom
- Google Hangouts
- Adobe Connect
- dscout
- Civicom
- 20|20
- ReadyTalk
- GoToMeeting
- FaceTime
Qualifiers

Tech specs
- High speed internet access
- Access to your own computer, tablet, smart phone
- Screen size specification (mobile/not mobile)
- Working webcam (on device)
- Ear buds recommended (better sound, no echo)
- Comfortable having discussion on webcam

Other requirements
- Quiet place/solo during scheduled time with good lighting
- Stationary device
- No interruptions during scheduled time (no kids, dogs, noise)
Study Design

Importance of Tech Checks!

Work with your recruiters
Script out what to ask and when to ask

If using **research-specific** platform:
- [x] Tech check is included in login email
- [ ] Recruiter should mention tech check requirement
- [ ] Ask for tech check status (special column in recruitment grid)

If using **DIY** platform:
- [ ] Ask participants to log in 10-15 minutes early
- [ ] If using tablet or smart phone, then download app 24 hours ahead
- [ ] Send instructions with screen shots (if concerned about savviness)
Moderating & Interviewing

As with in-person research, you should look neutral yet engaging and approachable, never distracting.
And that includes your backdrop!
Lights, camera, action!

Neutral background
Tight frame
Even lighting
Green screen - Webaround
Look the part (next slide)
Look the part

Dress like you would in-person – from waist up (think news anchor)

Check out “touch up” feature under video settings
The “room”

- Easy peasy, lemon squeezy
- Snafus are easier one on one
- If webcam won’t work, then don’t push it

**IDIs**

**Groups**

- Around the table, show of hands, take turns
- Distracting environment/multi-tasking—message privately
- Tech issues – OK to say something publicly
- Be prepared to bounce

**Moderating & Interviewing**

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Nearly everything that can be done in-person can be done over webcam, thanks to screen share

- Flip-charting
- Photo exercise
- Taste test
- Homework – share and tell
- Concept boards

Be careful what’s open on your screen!
Webcam with a side of quant

Survey tools – varies by platform provider

- Advantage over in-person hard copy
- Instant polls that chart results once all responses entered
- Additional cost – worth it if capturing data (e.g., rating concepts)

Manual method – “show your ratings”

- Ask participants to have index cards & Sharpie handy up front
- Writing down keeps people honest
- Write large and hold up rating
Managing the “back room”

- Research-specific platform – concierge service
- DIY – be careful of what can be seen on screen, private text
- Send Outlook invite so clients show up!
- If client no show/limited time, then provide list of “ones to watch”
Sniff out the Gamers & Pros

They make their way into webcam IDIs and groups, as with all other methodologies.

- Watch the eyes
- Listen for cues: reading the screener, mispronouncing brands
- Mysteriously malfunctioning webcam
Analysis & Reporting

Similar to any qualitative report yet more likely to include video.

Better quality than typical stationary camera.

Convince the doubters.
Video reporting

Relax... there are tools to help:
- Platforms with built-in video markers
- Livescribe pen
- Note-taker / personal video marker
Recordings & Privacy

Analysis & Reporting

During IDI or Group

- First names only
- Participant login – like a name badge
- Do not say last name aloud or other PII

Using Video in Report:

- Client agrees not to share video beyond research, remains in report
- Video NDA
- If in doubt, pixelate faces or exclude video (include audio only)
Wrap up

Expand your research horizon via webcam.

The technology is there for you to fly high!
Thank You!

Thank you!

Questions?

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