

Only missing the snacks: The evolution of Video In-depth Interviews

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10:30-11:00





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Founder & CEO



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Co-Founder

A decorative graphic on the left side of the slide features five circles of varying colors: a large yellow circle at the top left, an orange circle below it, a grey circle to the right of the orange one, a large teal circle below the orange one, and a red circle at the bottom. A large, dark blue, curved shape overlaps the right side of these circles and the right side of the slide.

AGENDA

History of Video Interviews
Industry Adoption/Current Usage
Research on Researchers
Case Study
itracks Video IDI
What's next?

History of Video IDI

Technology Evolution



Skype – Beta Released Aug 29th, 2003 (Audio only)

Skype - Version 2.0 Beta was released in 2005 (Video)

Adobe Connect – Dec. 2006 (Research Early Adopters)

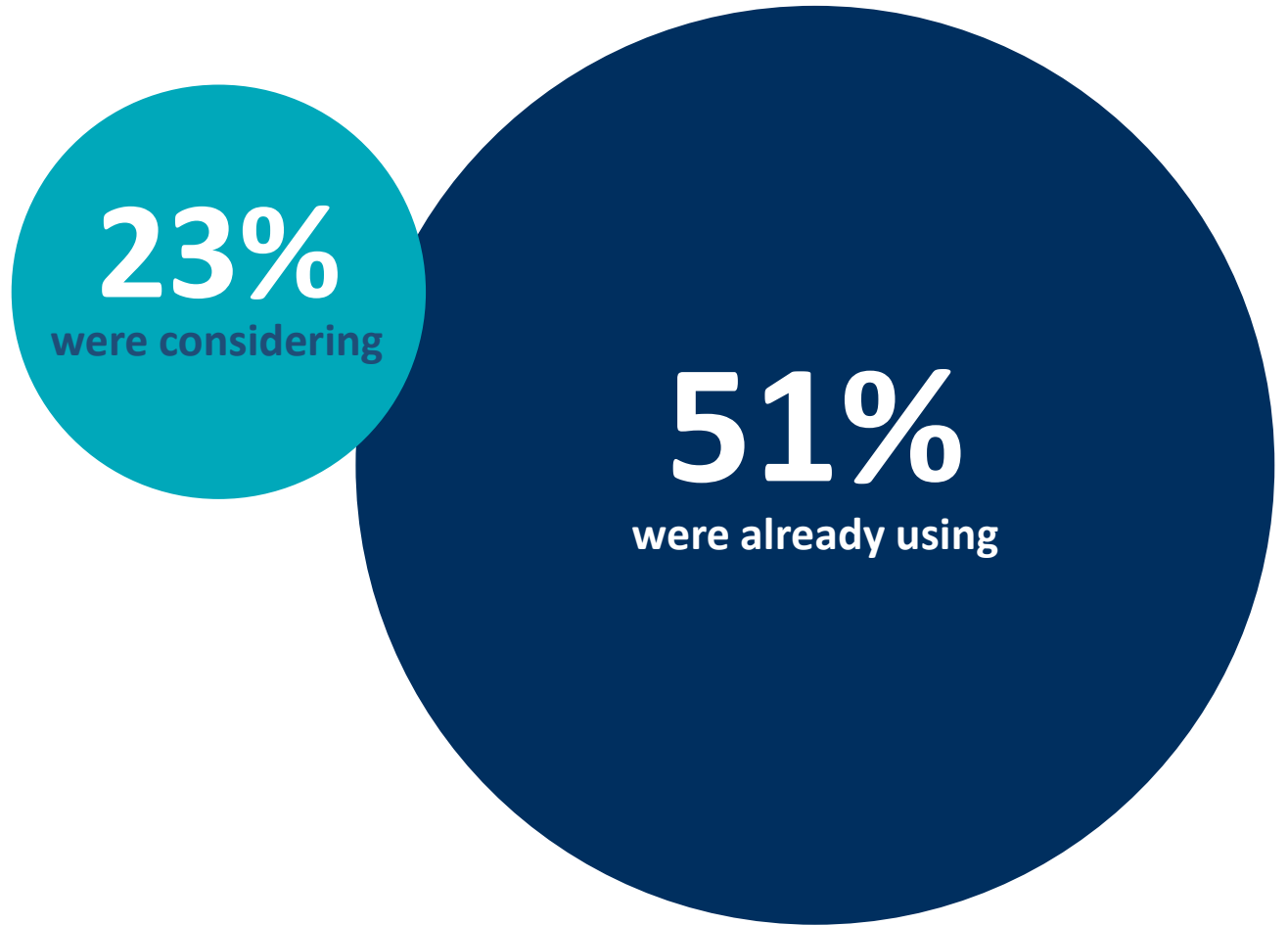
New platforms emerge with rapid adoption of Broadband 2007 - 2015
(Delivery/Success)

Fiber/5G/4K and 8K HD Camera – (Quality) 2015-Now

Security – Beyond 2020

Industry Adoption/Current Usage

In 2018, 75% of organizations either already using or considering using IDI technology



Industry Adoption/Current Usage

By Service Item

Rank	Label	In Use (%)	Under Consideration (%)	Interest (%)
1	Online Communities	59	21	80
2	Mobile First Surveys	54	22	76
3	Text Analytics	51	29	80
4	Webcam-Based Interviews	51	23	75
5	Social Media Analytics	49	26	76
6	Big Data Analytics	45	29	74
7	Mobile Qualitative	43	26	70
8	Eye Tacking	38	19	58
10	Mobile Ethnography	38	24	62

Industry Adoption/Current Usage

By Region

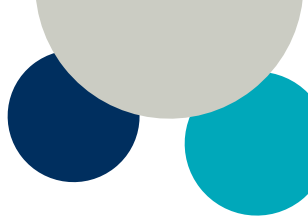
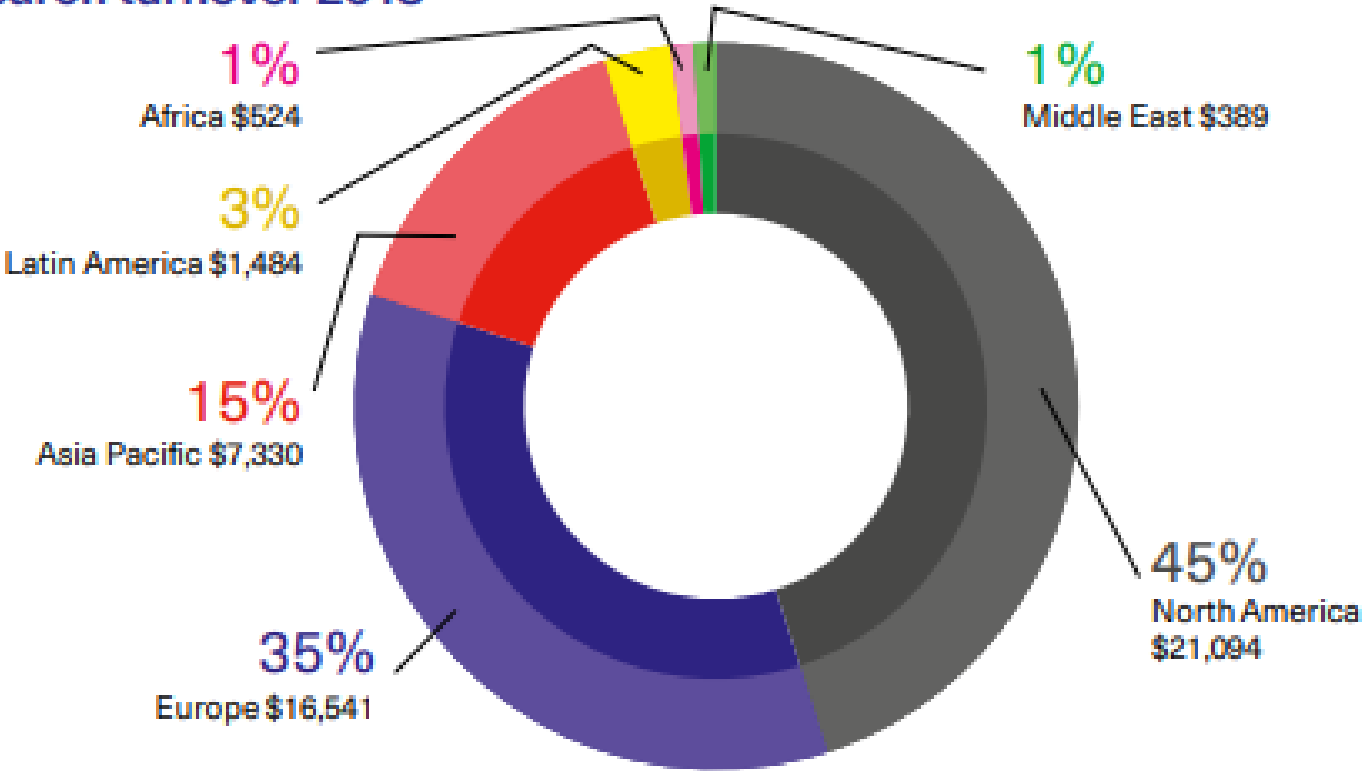
Table 4	North America (%)	Europe (%)	APAC (%)	Other (%)
Online Communities	58	62	59	60
Mobile First Surveys	51	56	55	65
Text Analytics	52	51	53	45
Webcam-Based Interviews	55	49	47	

Industry Adoption/Current Usage

Total Industry Spend On Research – 47.3 Billion

Global market research turnover 2018

US\$ 47,362 million

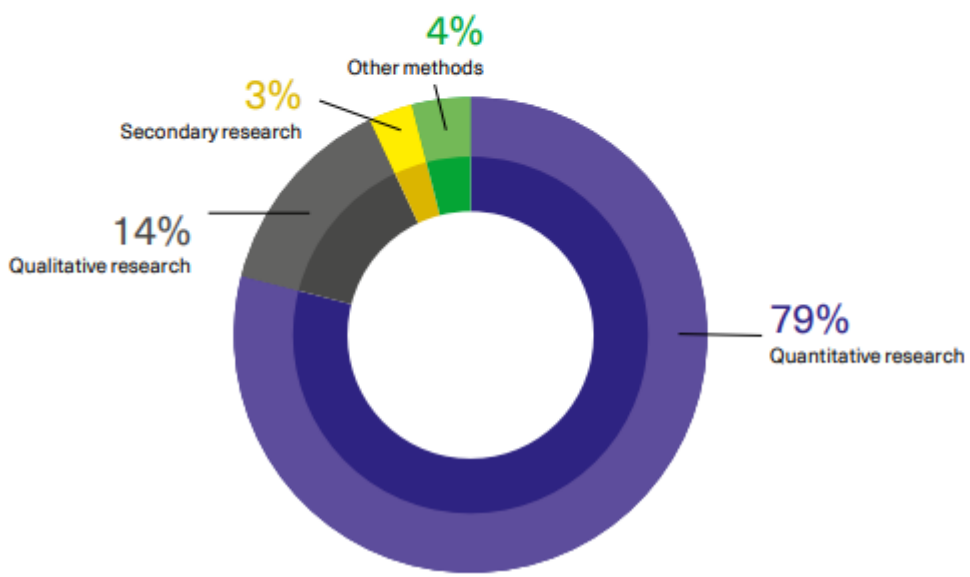


Industry Adoption/Current Usage

Spend on Qual – 6.6 Billion

Spend by research method
2018 (%)

Area (%)	Quantitative research	Qualitative research	Secondary analysis	Other
USA	79	14	3	4
North America	79	14	3	4
World	78	14	3	5



Industry Adoption/Current Usage

Video IDI has Room to Grow

	Qualitative Methods Ranked	Element			
		3 Most Used Qualitative Methods (%)	First (%)	Second (%)	Third (%)
1:N	In Person Focus Groups	58	33	16	9
01:01	In Person IDIs	42	11	20	11
01:01	Telephone IDIs	27	11	8	7
N:N	Discussions Using Online Communities	25	9	8	8
1:N	Mobile (diaries, image collection, etc.)	19	3	7	9
01:01	Online IDIs with webcams	15	4	5	5
01:01	In-Store Shopping Observations	14	3	4	7
N;N	Bulletin Board Studies	13	3	5	5
1:N	Online Focus Group with webcams	10	2	4	4

Research on Research

itracks completed a survey amongst research professionals. (Mix of Clients and Non-clients)

- 261 completed surveys
- North America
- Decision makers when choosing Methodology and Technology
- Included a mix of large research organizations, end clients and individual moderators
- Range annual usage

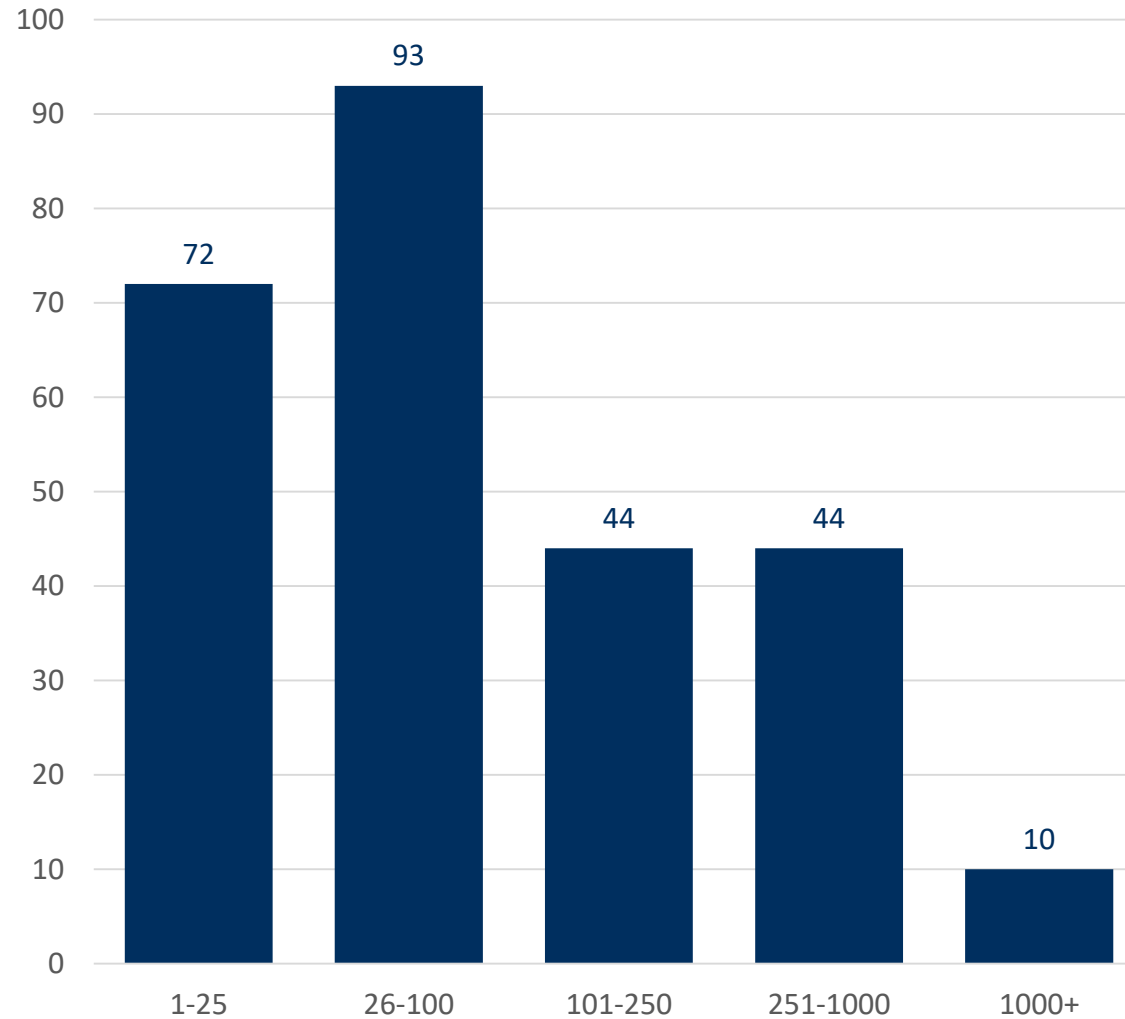


Research on Research

Number of Interviews Annually by Firm



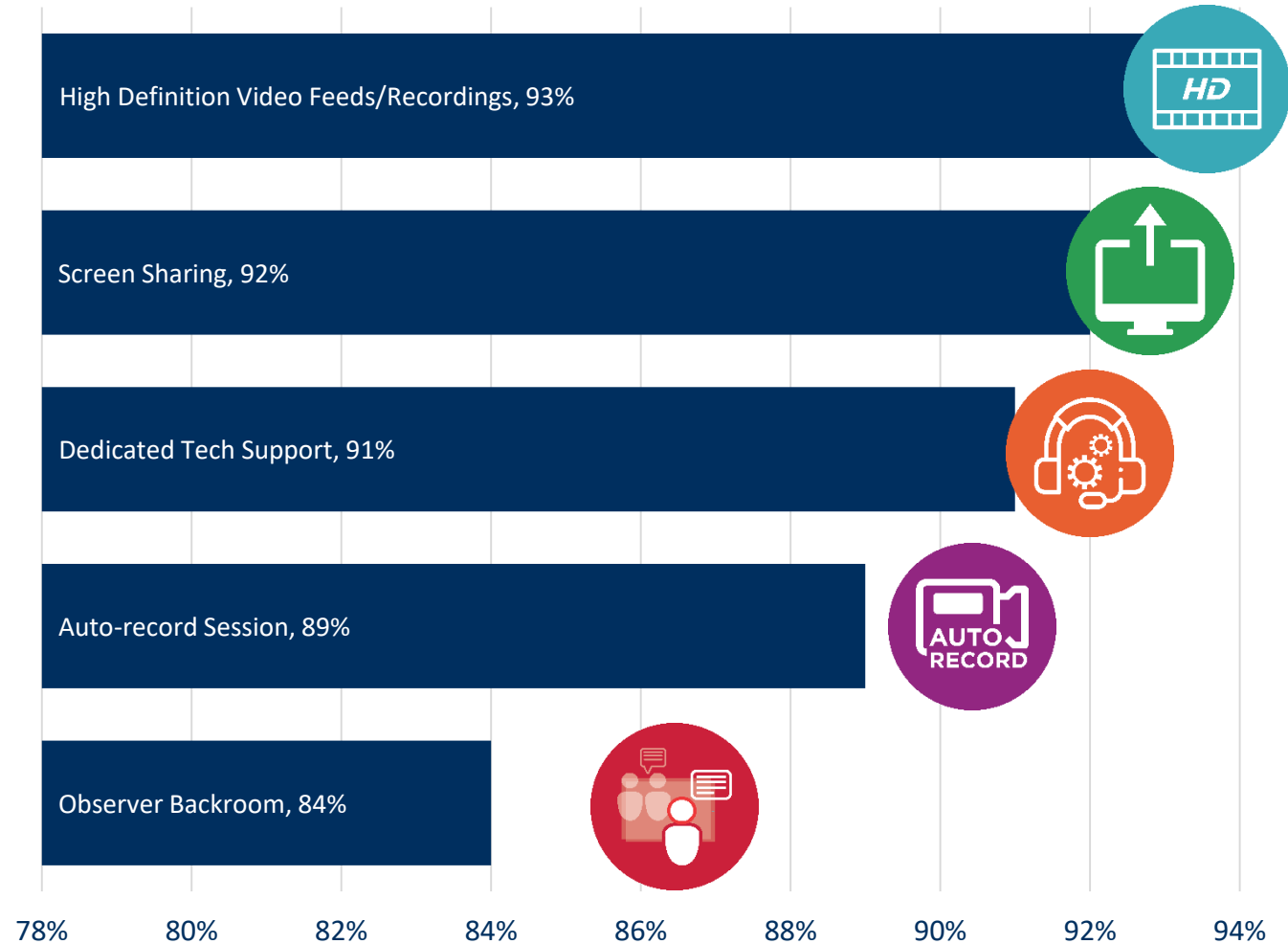
Number of IDI's by Firm



Research on Research

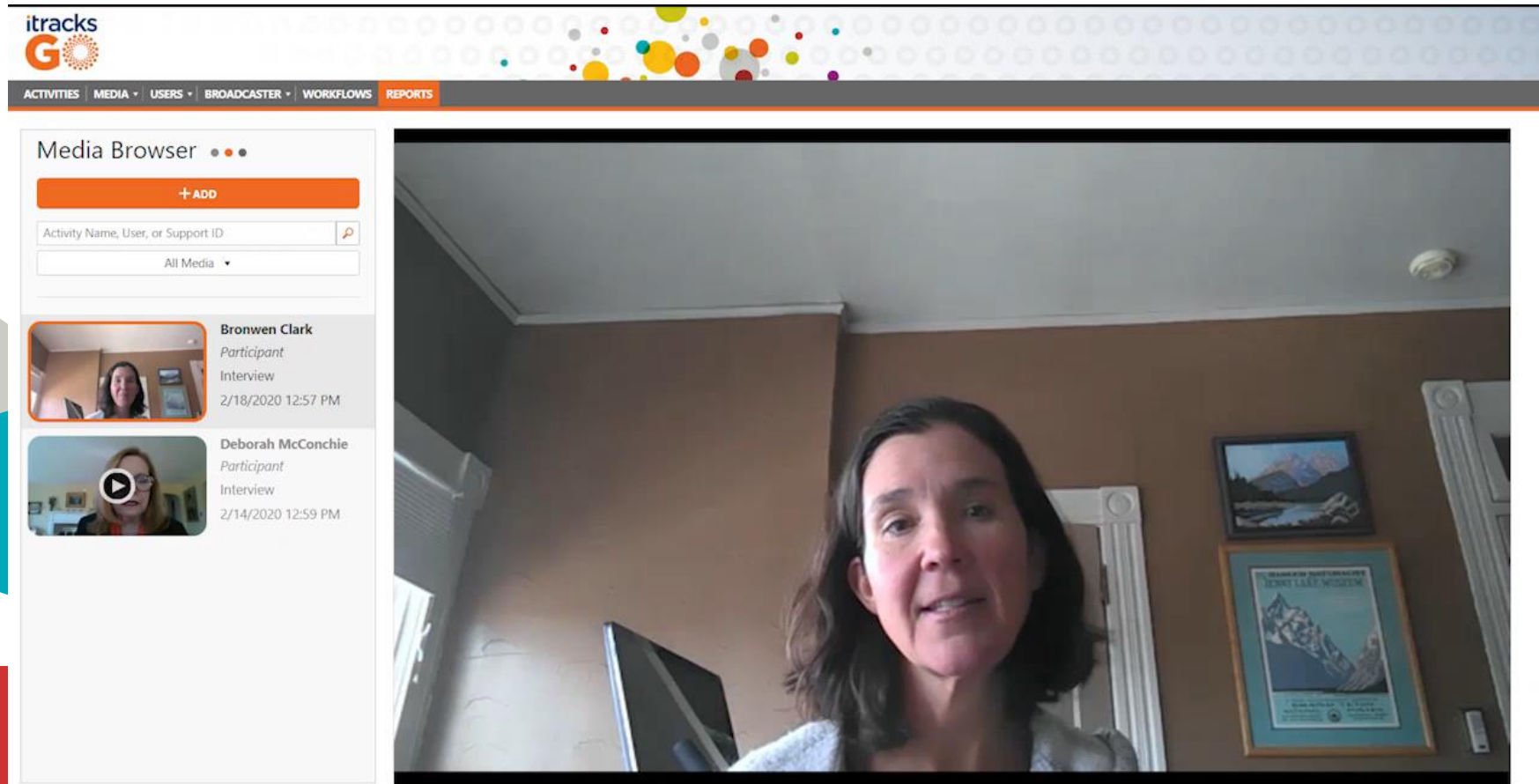
Features Rated as Somewhat Important or Very Important

Top 5 Features



Research on Research

Features Rated as Somewhat Important or Very Important

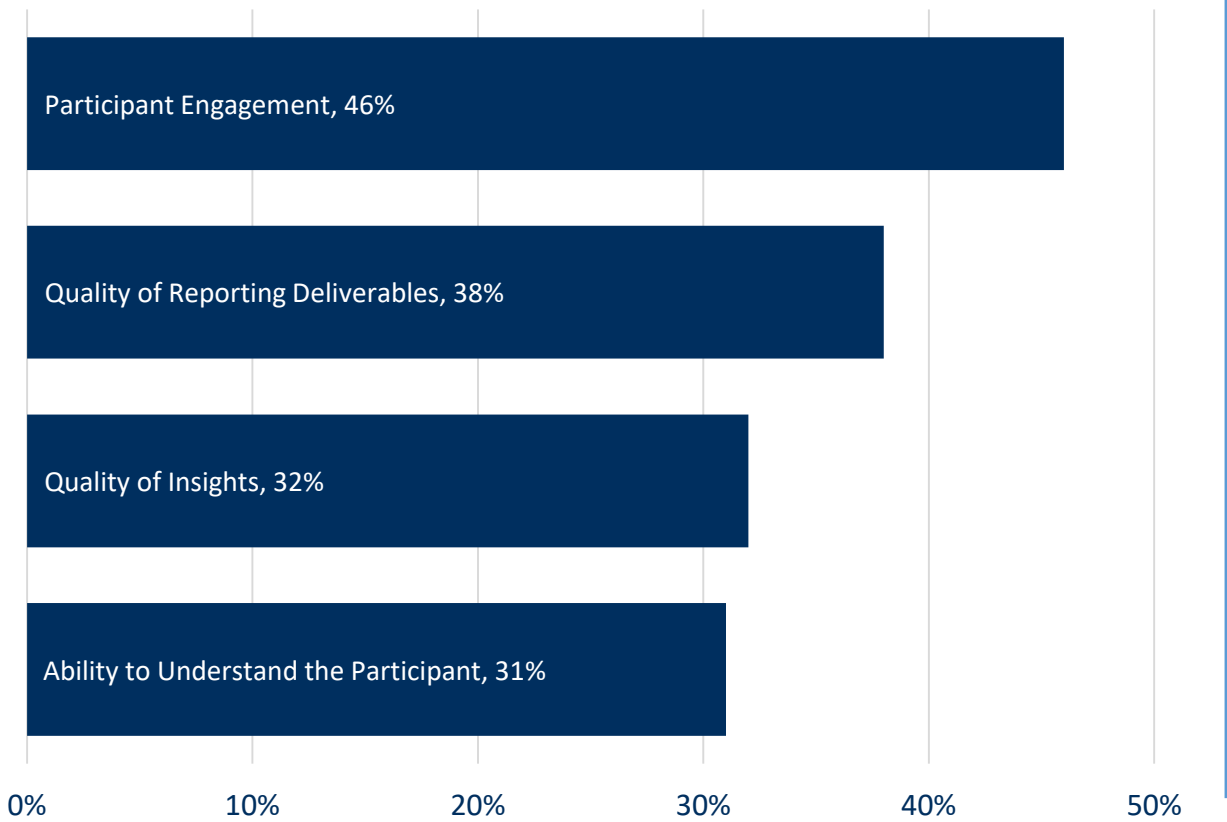


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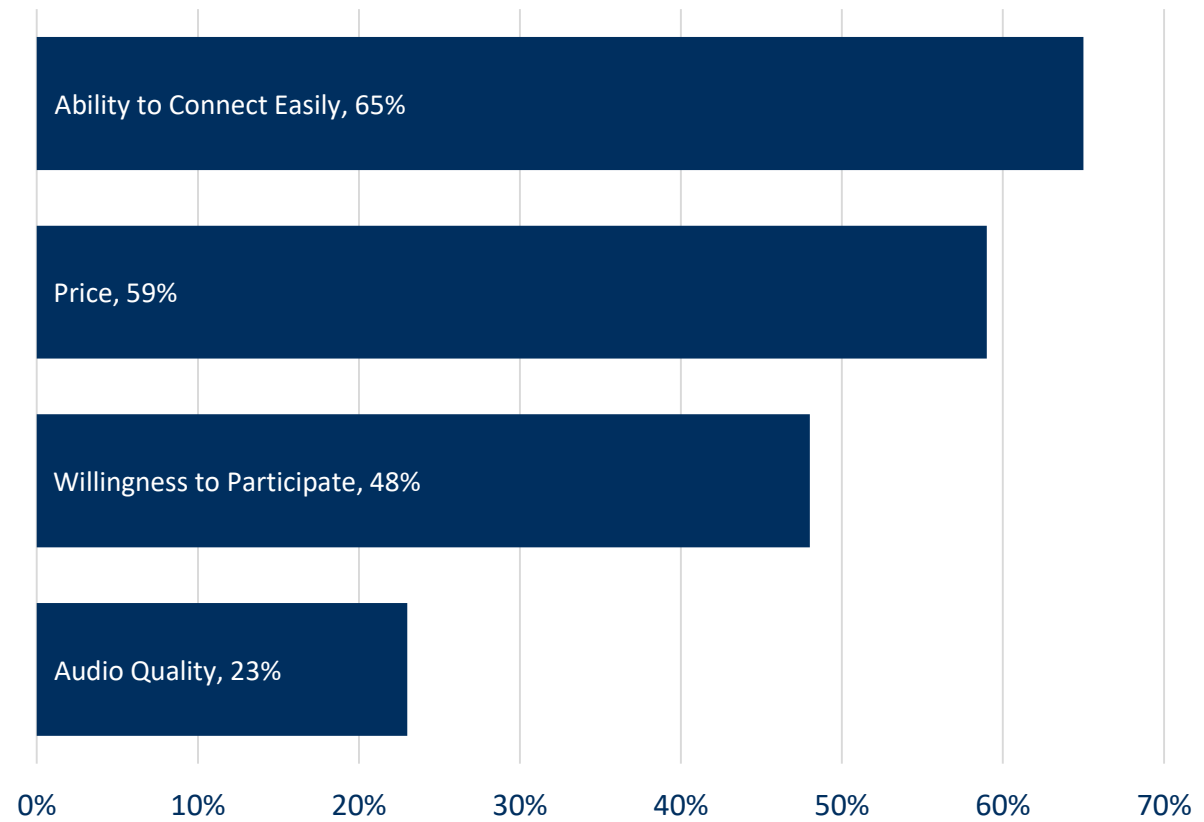
Research on Research

How does Video IDI compare to Phone IDI

Where Participants Chose **Video IDI's** as Moderately or Significantly Better




Where Participants Chose **Phone IDI's** as Moderately or Significantly Better



Research on Research

How does Video IDI compare to Phone IDI




ACTIVITIES | MEDIA ▾ | USERS ▾ | BROADCASTER ▾ | WORKFLOWS | REPORTS

Media Browser ●●●


+ ADD

Activity Name, User, or Support ID


All Media ▾



Bronwen Clark
Participant
Interview
2/18/2020 12:57 PM



Deborah McConchie
Participant
Interview
2/14/2020 12:59 PM

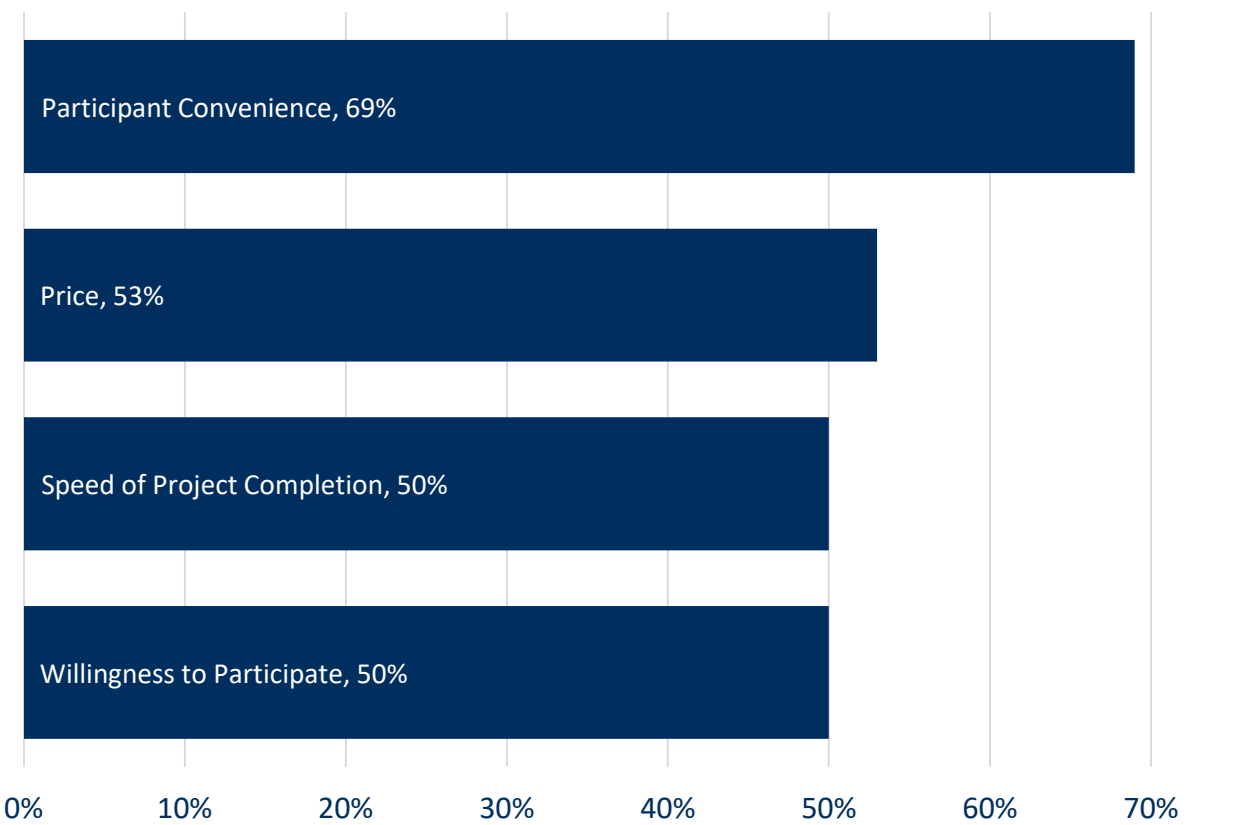


Research on Research

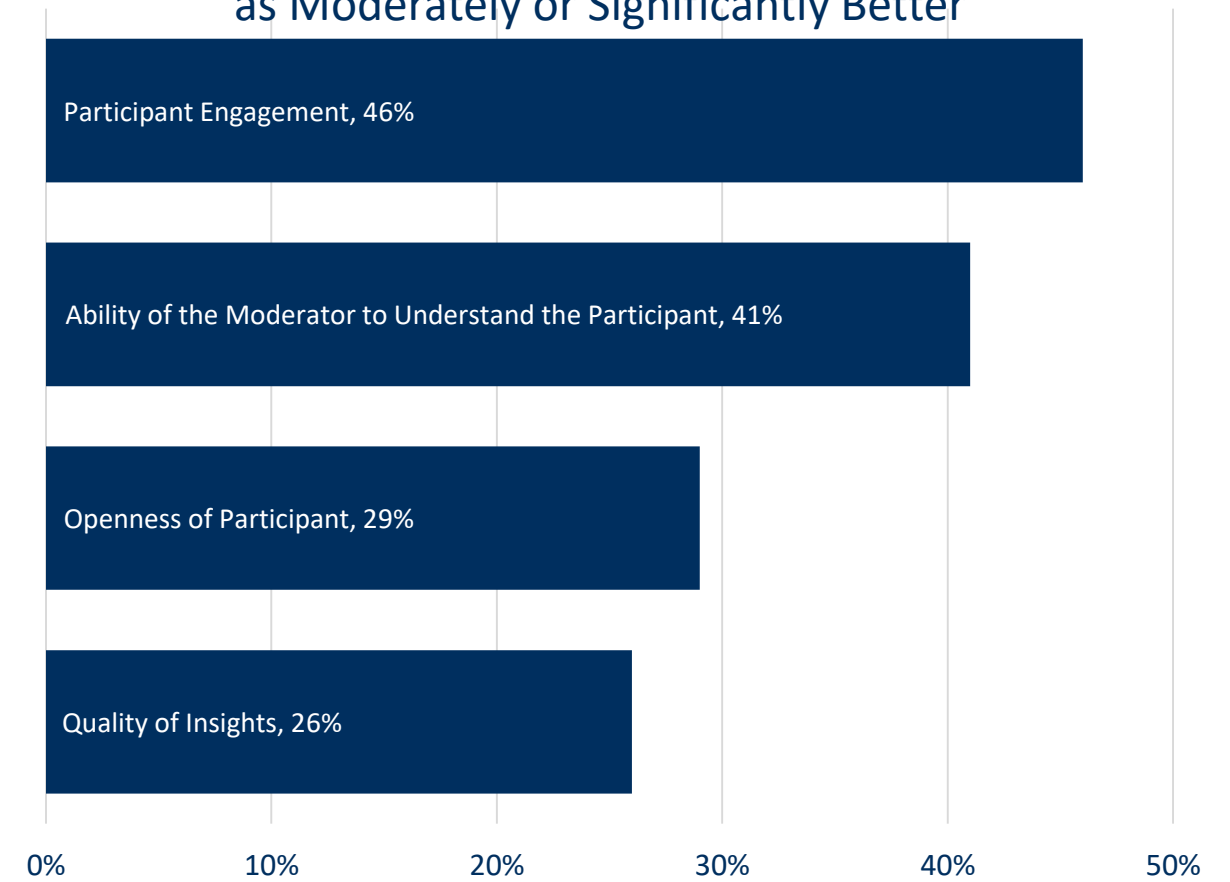
How does Video IDI compare to Face-to-Face IDI



Where Participants Chose **Video IDI's** as Moderately or Significantly Better




Where Participants Chose **Face-to-Face IDI's** as Moderately or Significantly Better



Research on Research

How does Video IDI compare to Face-to-Face IDI




ACTIVITIES | MEDIA | USERS | BROADCASTER | WORKFLOWS | **REPORTS**

Media Browser


+ ADD

Activity Name, User, or Support ID


All Media



Bronwen Clark
Participant
Interview
2/18/2020 12:57 PM



Deborah McConchie
Participant
Interview
2/14/2020 12:59 PM




Powered By itacks

Case Study



itracks Video IDI – Participant View




Participant View


Support ID:0001C-008B4-014GV

MATTHEW

DISCUSSION

MY PROFILE





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Version: 2.5.7

Terms of Service

itracks Video IDI – Moderator View

itracks

G

Moderator View

Support ID:0001C-008B4-014GV

DISCUSSION

PROFILE LIST

MY PROFILE

USERS

REPORTS

SARAH O'CONNOR

Matthew

PARTICIPANT

RECORDING

00:34:24

MODERATOR GUIDE

-- No Whiteboard --

Questions

What is does a typical morning routine look like for you?

✓ Mark as Finished

What type of food do you eat?

Tell me more about the breakfast sandwiches and bagels.

Where do you purchase the frozen breakfast sandwiches and bagels?

Tell me about how you purchase breakfast foods.

Do you purchase your food directly from the store or online? Do you ever research

Can you go to the site: <https://starthealthyfoods.com/>

Please share your thoughts about the website.

Next I am going to share a package concept in the whiteboard area of the software.

Sleeve exploded view.png

USER LIST

PARTICIPANT CHAT 1

BACKROOM 2

Stop Recording

End Group

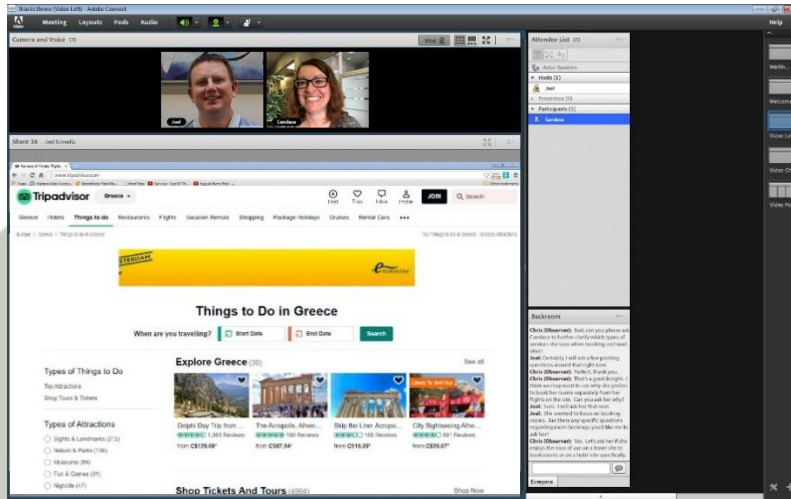
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Terms of Service

itracks Video IDI

Single Stream Recording and Benefits



Video Chat via Adobe Connect

Entire Screen Feeds at HD720p

1280x720

19 frames/second

291Kb/second

1 channel audio



Video IDI

Individual Feeds at HD720p

1280x720

60 frames/second

1,332Kb/second

2 channel audio

itracks Video IDI

Single Stream Recording and Benefits

INDIVIDUAL FEEDS of HD video

Scalable **QUALITY** for **ANALYSIS** of facial expressions

Present your client with **SUPERIOR VIDEO**,
large enough to be displayed on a big screen

8k (Ultra HD)
7680x4320

4k (Ultra HD)
3840x2160

1080p (Full HD)
1920x1080

720p (HD)
1280x720

480p (SD)
640x480

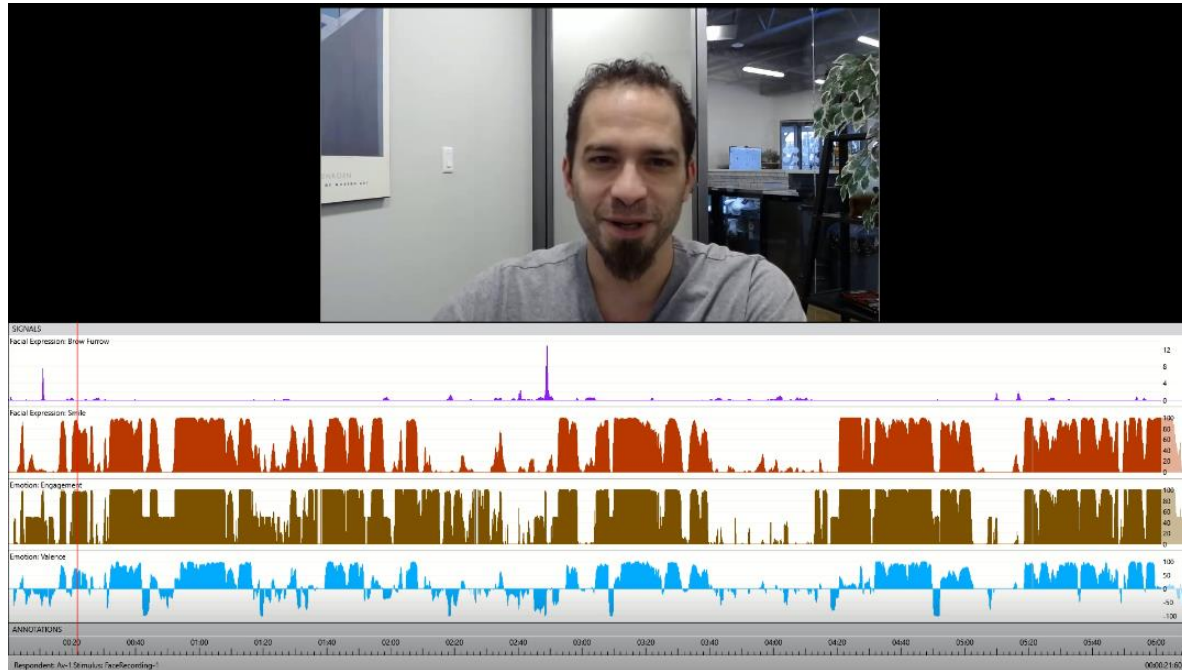
What's Next?

Integration of Video Data Collection into the Market Research Stack



What's Next?

Facial Coding



imotions.com

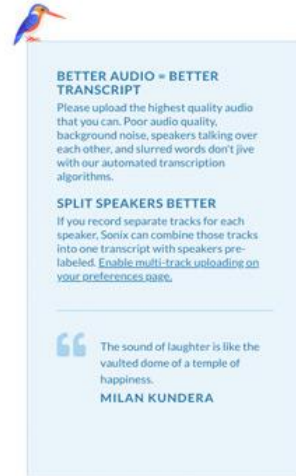
What's Next?

API Integration for Transcription Services



Upload audio/video files

Upload file — Add details — We transcribe



sonix.ai



50,000+ professionals go to work

Rev has the largest network of professional transcriptionists in the U.S.

Vetted native English-speaking experts transcribe files 24/7 on our platform.

Quality review

Rev maintains 99% accuracy standards.

Rev transcriptionists are required to meet rigorous quality standards before working on customer files.

Our team of reviewers works with transcriptionists to ensure that files are ready for delivery.

rev.com

What's Next?


API Integration Demonstration – In the Moment Research





Best Practices


Moderation

- Good HD Camera
 - High Speed Internet
 - Put Mod guide in software (eye contact)
 - Good Lighting
 - Familiarize self with software/dry run
 - Engage with clients in backroom and set expectations
- 



Best Practices


Technology

- Security Considerations – PII/GDPR/HIPA
 - Do you need a backroom?
 - How will you report on the videos?
 - Integrates with other software/Web interfaces
- 



Best Practices

Recruiting

- System Tech Check
 - No-Wifi if possible
 - High Speed internet
 - Recent Browser
 - Same Computer tested on
- 

Questions?



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