



# Online Qualitative: Where to from here?

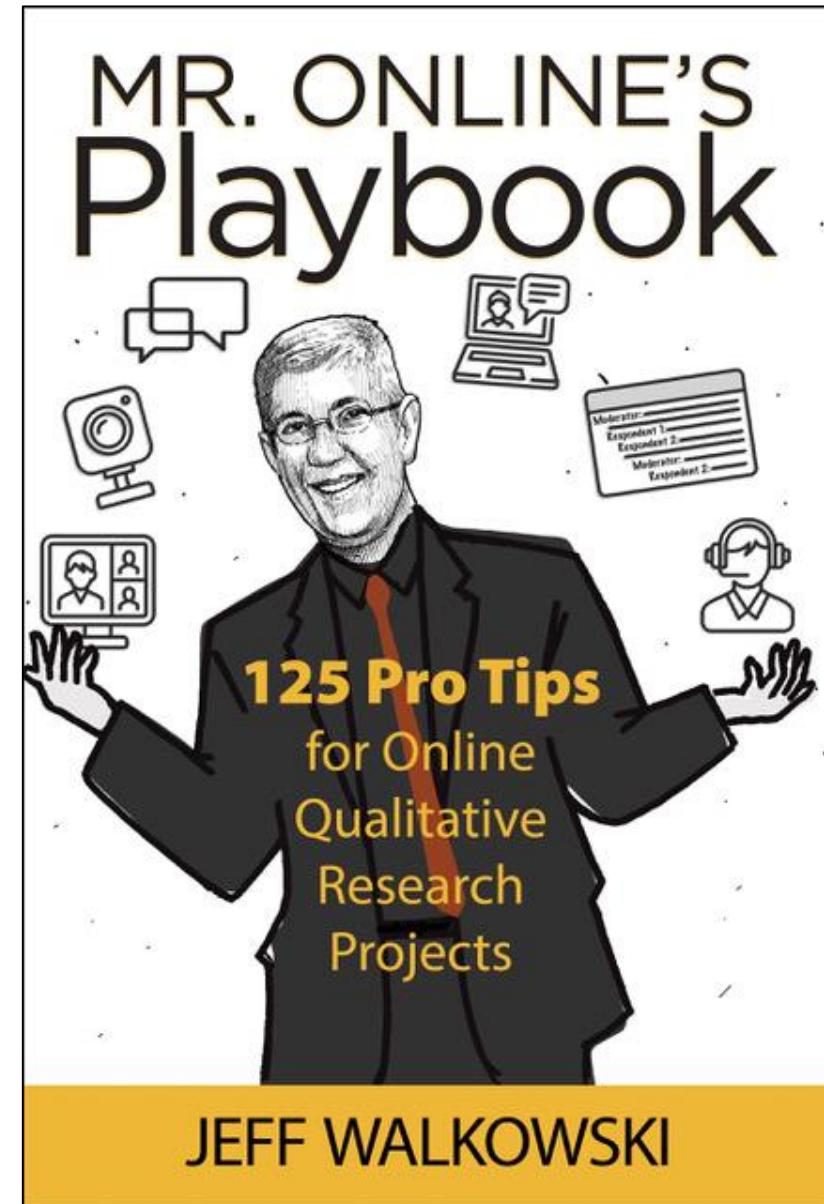
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**QualCore / Online Moderator Training Institute**

Quirk's Event | New York City | July 20, 2023

# Why Me?

- 25+ years of online moderation experience
- Moderated or oversaw 1000+ OQRPs
- Have helped 100+ moderators adapt their classic in-person moderator skills to the online environment



# Orientation

## General Issues

- ★ 1 The Fundamentals
- 2 Selling Online Qualitative
- ★ 3 General Design Considerations

## Project Management Issues

- 4 Recruitment
- 5 Discussion Guides
- 6 Observer Management
- 7 Moderation
- 8 Analysis

# 5 tips



Be a champion for *all* qualitative methods

A-1  
in book



Watch your language

A-4  
in book



Understand the pros & cons of text vs. video chats

A-8  
in book



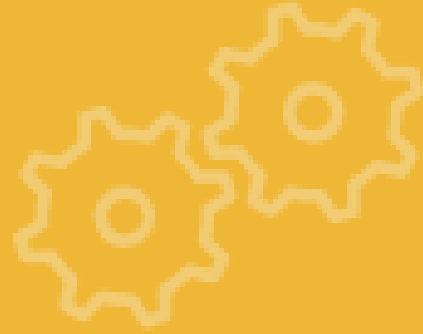
Consider how increased reliance on mobile devices impacts online qualitative

A-15  
in book



Consider mixed-method qualitative research approaches

C-2  
in book

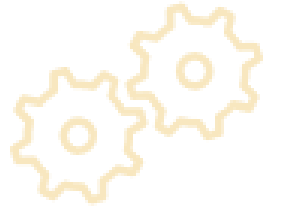


# **Be a champion for *all* qualitative methods**

**TIP A-1**

Be a champion for *all* qualitative methods

# Why is this important?



1

Use the method(s)  
that are best  
suited to address  
research issue(s)

2

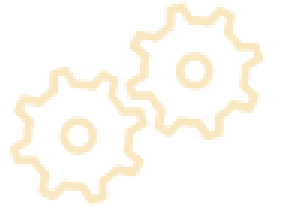
Get better, more  
comprehensive  
data

3

Minimize the risk  
of business  
decisions

Be a champion for *all* qualitative methods

# How do you make sure it happens?



## Research Buyers

- Be open-minded about methods one has less experience with
- Keep abreast of the variety of tools available and the pros and cons of each
- Challenge practitioners to come up with the best solution – not just those that they are expert in

## Research Practitioners

- Stay up-to-date on latest tools and techniques
- Challenge self to try to them out, to gain first-hand experience with them
- Identify and rely on experts in methods one is less familiar with
- Advocate for what's best, not what's most preferred



# **Watch your language**

**TIP A-4**



**Watch your language**

# Why is this important?



1

Lack of consensus  
breeds confusion,  
misunderstanding

2

Better,  
more efficient  
communication

## Watch your language

# How do you make sure it happens?



### Research Buyers

- When referring to an online method, don't just name it – describe it
- Ask practitioners what they mean when they refer to a particular online method

### Research Practitioners

- Educate each other and clients
- Use unambiguous terms
- Give detailed definitions of each method to assure that all are on the same page



# **Understand the pros & cons of text vs. video chats**

**TIP A-8**

## Understand the pros & cons of text vs. video chats

# Why is this important?



1

Have a framework to assess whether one method may be better than another in any given situation

2

Obtain what's needed to meet the information objectives

## Understand the pros & cons of text vs. video chats

# How do you make sure it happens?



### Research Buyers

- Be open minded about both methods
- Get educated about the pros/cons of each
- If a practitioner recommends one method over the other, critically evaluate the rationale provided

### Research Practitioners

- If you have limited experience with either, get some hands-on experience
- Rely on experts to help out when a method you are weak in should be used
- Educate buyers about the pros and cons of each



**Consider how increased  
reliance on mobile devices  
impacts online qualitative**

**TIP A-15**

**Consider how increased reliance on mobile devices impacts online qualitative**



## **Why is this important?**

1

Be aware of the recruitment biases that could impact the findings

2

Be open to considering a multi-method approach that will provide a more well-rounded data set

**Consider how increased reliance on mobile devices impacts online qualitative**



# How do you make sure it happens?

## Research Buyers

- Realize that greater reliance on smaller screens could mean that online qual may become useful for IDIs only

## Research Practitioners

- Exercise greater care in the recruitment process
- As needed, emphasize during screening whether devices with large screens are required





# **Consider mixed-method qualitative research approaches**

**TIP C-2**

## Consider mixed-method qualitative research approaches

# Why is this important?



1

There's no "rule" that says only one method should be used for a qualitative project

2

Mixed-method approaches have the potential to provide more comprehensive insights

3

Mixed-method approaches give researchers the opportunity to be creative in their research designs

## Consider mixed-method qualitative research approaches

# How do you make sure it happens?



### Research Buyers

- Be open to the possibility of mixed-method approaches
- Don't let the added cost of mixed-method approaches dictate that only a single method should be used

### Research Practitioners

- Clearly articulate to buyers the specific advantages of mixed-method approaches
- As needed, pull together a team of experts to handle each method in a multi-method design

# Q&A

**Thank You!**

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