Research Reimagined

Rigor + Scale:

How to combine **quant, qual and video** methods to uncover deeper insights and improve research efficiency

Reach3 | RIVAL

Introduction

Time pressure is one of the biggest challenges researchers face. Couple that with shrinking budgets and what we have is an urgent demand for more streamlined approaches that do not sacrifice quality and rigor.

The time and budget required to run discrete quant and qual projects is a luxury few researchers today can afford. That's where a "quali-quant" approach supplemented by video can help. This way of capturing insights not only streamlines the process—it also optimizes resource allocation and leads to substantial savings in time, money, and effort.

Quantitative rigor + qual at scale

Quantitative research, known for its statistical rigor and the ability to generalize findings, offers a foundation of precision. This scalability ensures that resources are directed towards data-collection methods that can yield extensive insights without the constant involvement of a researcher.

On the other hand, qualitative research provides depth and context, allowing researchers to explore complex questions with a nuanced understanding. Although traditionally more time-consuming, advancements in transcription and coding software have expedited these processes, accelerating turnaround times and reducing labor costs.

More recently, the incorporation of video as a medium in research methods provide a leap forward in data richness and engagement. Video can capture non-verbal cues and real-time interactions that might elude traditional qual methods. And thanks to the ubiquity of smartphones, researchers can now gather video feedback without geographic constraints, saving on travel expenses and logistics.
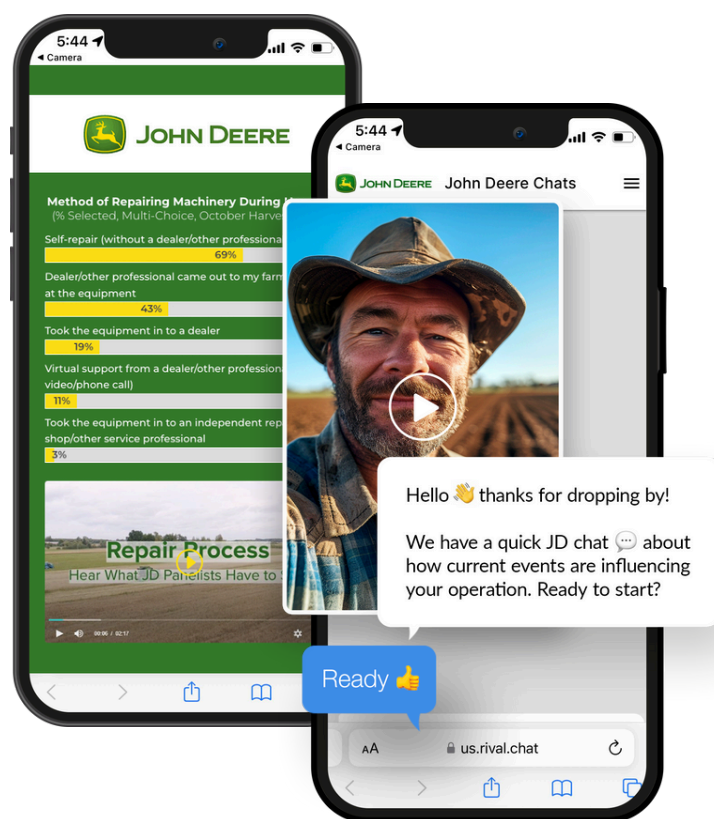
" Don't tell me, show me... That's the best way to bring the research to life. Look for opportunities to use visuals and ground the research in testimonials and video. "

How a quali-quant approach delivers both flexibility and adaptability

Embedding quant, qual and video methods within an agile learning stream brings another layer of efficiency. Agile learning, characterized by its iterative, flexible approach, allows researchers to adapt quickly to new information and changing circumstances.

Quantitative Research

- Statistical rigor
- Generalizable findings
- Easy to scale

MIXED METHODS RESEARCH

Rigor + Scale

Qualitative Research

- Depth and context
- More nuance
- Harder to scale

Employing quali-quant methodologies, you can test hypotheses, gather data, and refine your approaches in real-time. This reduces the wastefulness associated with rigid, long-term research plans that may become obsolete as the landscape changes. Economically, the combination of quant and qual methods ensures that resources are not squandered on repetitive and often redundant activities like recruitment and screening questionnaires.

5 key benefits of quali-quant

- **Resource efficiency:** Using the scalability of quantitative methods as a baseline, new advancements in mobile engagement and SMS have made qual at scale achievable while saving time and reducing costs. More definitive recommendations couched in quant data, brought to life with video and other qual.

- **Context and colour:** By harnessing the strengths of each component, research initiatives become more economical, more precise, contextual, and responsive to the demands of a rapidly changing world. Qualitative research offers depth, revealing subtleties behind behaviors, while advancements in technology have sped up data processing.

- **Enhanced engagement:** The judicious use of time, money, and effort is not just a goal but a necessity. Video captures non-verbal cues and interactions, providing a fuller understanding of the subject matter and bringing quant data to life. It helps validate feedback and provide better strategic recommendations.

- **Agile adaptability:** The agile learning framework permits rapid hypothesis testing and method refinement, It also prevents resource waste on outdated plans and ensures continuous improvement on your research process.

- **Shorter workflows:** Integrating quant, qual, and video within agile learning maximizes the strengths of each, leading to smarter work processes and reduced individual workload.

Hot tip: Uncovering deeper insights on mobile

Using behaviorial science principles can help you get more candid, System 1-type of feedback from your participants. For example, if you're using a mobile-first insight platform like **Rival Tech**, you can incorporate methodologies like emotional elicitation exercises to get people to share their more immediate, candid emotions and attitudes.

Video is the dominant medium of the age

With nearly 80% of the world owning personal recording devices, capturing videos is easier than ever. Video has become ubiquitous, especially post-pandemic, making it a preferred communication method across all age groups.

Researchers who have reimagined research recognize the unparalleled potential of video to:

- Capture the authentic voice, unfiltered and unrehearsed
- Add context to quant data that feels removed from the customer
- Tell more effective stories with data
- Focus the attention of stakeholders on key insights

Bryan Dorsey
Manager of Global
Research

JOHN DEERE

"
It's easier and easier to get rows and columns of data. Our job [as insight pros] becomes [uncovering] why the data says what the data says. And 'why' looks a lot better in videos.
**"**

How to get high-quality video feedback

Here's 4 ways to help you reimagine the use of video in your research:

Lead by example: Incorporate video into your surveys to demonstrate its ease. Use quick, candid selfie videos to build trust and show members the simplicity of sharing video feedback.

Remove barriers upfront: Don't scare away people from sharing videos. For example, if you think you might need consent to show the video publicly, consider waiting until all the responses are submitted, select the ones that help best tell the story, and then seek permission; the goal is get the most footage you can with as little friction possible. Participants are more likely to agree after the fact.
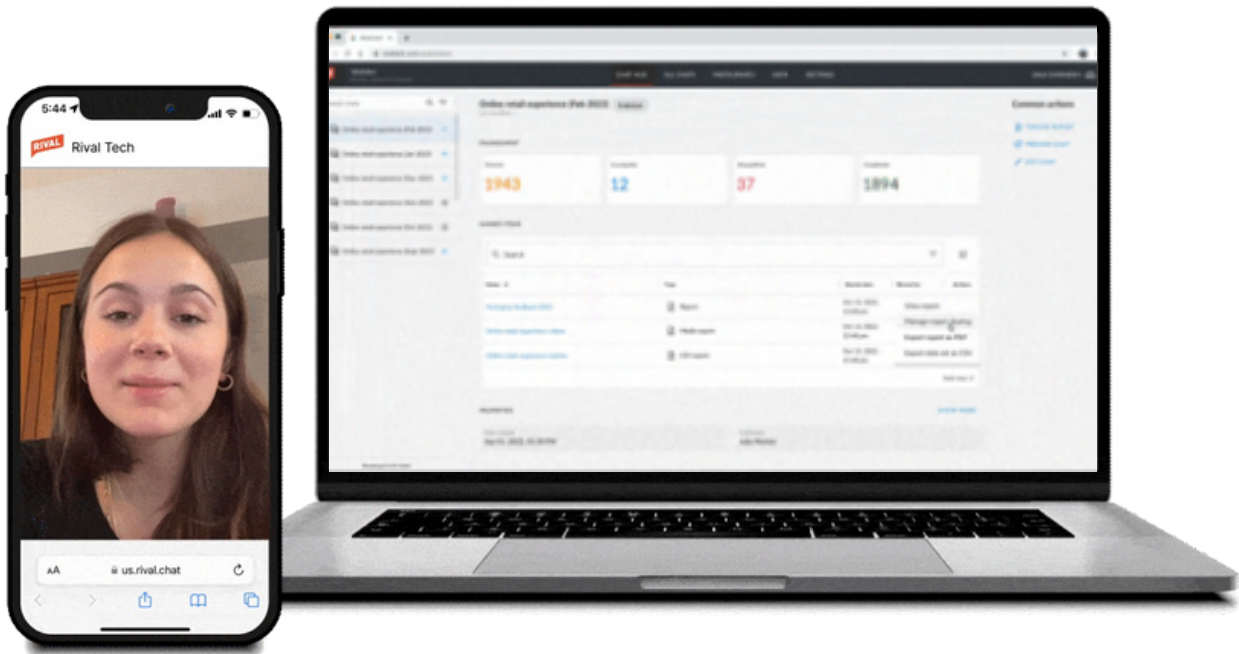
Make it optional: Give participants the option to provide open-ends or video responses; remind them they can cover the camera and share audio only feedback if they prefer. Modern insight platforms with sophisticated logic and branching can trigger video questions or open-ends based on a pre-determined set of criteria so that the participant experience remains seamless.

Tap into the power of AI for analysis: Take advantage of real-time transcription, sentiment analysis and other tools that simplify the process of extracting valuable information from video feedback. There are great tools available from OpenAI. Better yet, work with a vendor who provides robust video analysis capabilities like **Rival's AI Summarizer.**
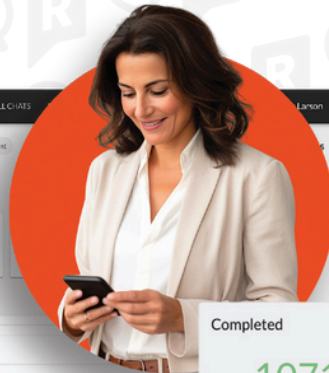
Hot tip: Offer the right incentives

Looking to increase the number of video responses from your research studies? A nice incentive could sweeten the pot. We recommend something simple: for example, you could enter people who submit video into a prize draw to encourage more participation.

Community 2.0

Insight Communities Reimagined, Powered by Conversation

Increase engagement and get closer to your customers using an agile, conversational research platform

700%
increase in words when members share via video instead of open text

40%
completes in under an hour

Over 65%
recontact & re-engagement rates

rivaltech.com/community