

ESOMAR

Community Circles America

**1 July 2020 - Innovation in Online Research
Americas Edition**

Follow up – Tips and Findings





Key Takeaways:

“The pandemic has caused us to get to the future faster”

Online Research developments as a result of the pandemic

- 80% of F2F researchers modified to move online in the Americas, with the expectation that some will move back to F2F and some will transition to a hybrid model or even remain online only;
- There is a desire to integrate qual and quant into a join methodology to better understand consumer behaviour;
- There has been a genuine curiosity in finding out the reasons behind certain behaviours as a result of the pandemic, and this is not something that can be assumed from data alone – by combining qual and quant, more nuance can be uncovered;
- The frequency of contact has also changed as a result of the pandemic, and data from April that was reviewed in May already felt out of date – smaller projects are being done more frequently to better reflect the rapid changes;
- Since the BLM movement, advertisers and brands have shown an interest in conducting more message testing;
- The sector is also seeing more panel integrations for different surveys, and automating the process of moving people onto qual platforms;
- Elements of offline research are still doing well, such as phone research, and there is a resurgence of people wanting to share their opinions on the world and what is happening around them;
- US-based clients are going DIY for global research, and there are more requests for buying samples from DIY platforms;





Challenges identified

- In Latin America, for example, there have been challenges with online quant research in areas with limited internet access;
- When doing research in an emerging market, making surveys shorter and simpler can be a good way to go, as well as avoiding webcam use which can overwhelm the connection;
- Embracing a hybrid model in emerging markets where penetration rates are lower can also be a good idea – a combination of offline and online, and continuing the conversation both digitally and via phone;
- In challenging situations where resources/time are limited, attitudes still need to change around the scale of the research and how big or how often it needs to be – this conversation is still ongoing;
- One of the challenges to overcome is also continuing to learn new things, new techniques and models – we are seeing the democratization of conference-going where everything is streamed and accessible, so now is a good time to join these virtual events – this is a particularly good development for younger researchers;
- There are also training challenges that may be addressed through certifications, though this should not be relied upon as a full indication of quality;
- The sector overall needs to make available training and certifications for people from minority groups and who are economically disadvantaged;

