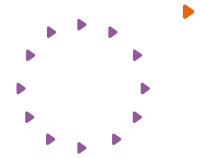




Ask. Answer. Act.

Best Practices for Video Research

Writing Video Questions



CHAPTER 1

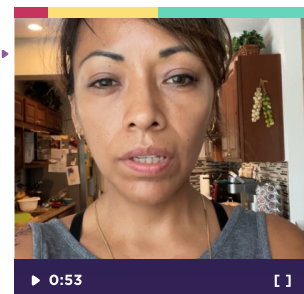
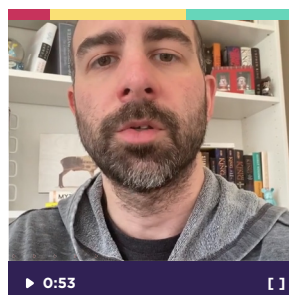
Writing Video Questions

Asynchronous video research can be an extremely powerful way to incorporate qualitative feedback into your process in an agile way, building empathy with the people you care about most. We've compiled best practices to help you get started and get the most from your consumer videos for maximum impact in your business.

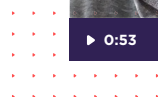
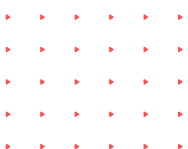
Asking the right questions

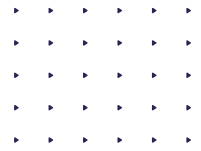
Question-wording in all types of consumer surveys is critical to getting the right results that meet your objectives. They result in authentic, unbiased feedback. Video research is no different, so we've compiled some tips unique to writing video questions to drive authentic and accurate results.

Why did you choose this brand rather than a competitor?



What do you like about this concept? Why?





Defining objectives

The first step for any successful research engagement is to set out your qualitative research's core objective or intent from the outset. A single-sentence purpose statement helps define a roadmap for the study. The use of qualitative words such as 'discover', 'understand' and 'explore' help set the tone of the question and demonstrate your desire to delve deeper.¹

How to write a good qualitative purpose statement

This statement provides the major objective, intent, or roadmap to the study. Follow this format:

- ▷ Single sentence
- ▷ Include the purpose of the study
- ▷ Include the central phenomenon
- ▷ Use qualitative words e.g. explore, understand, discover
- ▷ Note the participants (if any)
- ▷ State the research site

Use this template to write your purpose statement:

The purpose of this _____ (narrative, phenomenological, grounded theory, ethnographic, case, etc.) study is (was? will be?) will be to _____ (understand, describe, develop, discover) the _____ (central phenomenon of the study) for _____ (the participants) at (the site). At this stage in the research, the _____ (central phenomenon) will be generally defined as _____ (a general definition of the central concept).



¹Theory to Practical Application. "Writing Good Qualitative Research Questions." Mass Communication Theory, 9 Sept. 2011, masscommtheory.com/2011/05/05/writing-good-qualitative-research-questions/



Writing agile qualitative research questions²

Once the purpose has been defined, it's time to craft qualitative research questions. Your approach to video research questions shouldn't differ much from traditional qualitative approaches. It is just as crucial to start your study with well-constructed qualitative research questions that will encourage storytelling and truly emotional responses.

Key qualities of good qualitative research questions include:

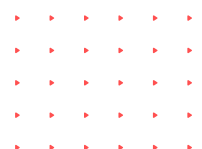
1. Discover problems and opportunities from respondents
2. Open-ended
3. Easy to understand with no need for clarification

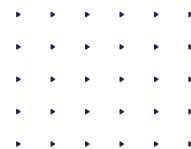
More tips for framing video questions:

- Keep questions short & sweet but detailed
- Open-ended, prompting the respondent to tell us a story vs. simply 'yes' and 'no' answers
- Write with key themes in mind. Think: describe the brand in three words vs. tell me what you think about this brand. Those "three words" will help identify key themes.
- Include the following types of qualitative words to engineer the type of responses you're looking for from interviewees:

- | | |
|------------|------------|
| ▷ How | ▷ Identify |
| ▷ What | ▷ Describe |
| ▷ What | ▷ Meaning |
| ▷ Why | ▷ Outline |
| ▷ Generate | ▷ Show |
| ▷ Discover | ▷ Explore |

²Business & IP Centre. "What Makes A Good Qualitative Research Question?" The British Library, The British Library, 10 Nov. 2016, www.bl.uk/business-and-ip-centre/articles/what-makes-a-good-qualitative-research-question.





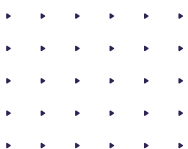
Question examples by methodology

Brand Research

Question Type	Question-Wording
Relationship	Describe <the brand> in 3 words. If you had to describe x to a friend in three words, what three words would you use and why?
Relationship	Show us how x makes you feel. Using items within your home (excluding those related to x), please select an item representing how x makes you feel. Show us that item in your video and discuss why this item represents how x makes you feel, and share why.
Relationship	Describe x as a person in your life. If you were to describe your relationship with x as a friend, family member, or someone else, who would x be and why?
Awareness	When have you experienced x? Thinking of the past seven days, when and where have you experienced (i.e., heard, seen) the <brand or logo> in your life? It can be a TV or digital ad, on a display at the store, or anything that says x! Tell us about it and what impact it made on you if any.
Drivers	Which brands do you think 'get you' and why?
Relationship	What is it about x that you connect with? What do you love about <brand> that keeps you coming back to it? What does <brand> do differently than any other brand? What could <brand> do even better?
Optimization	What are the Top 3 ways your experience could have been improved?
Optimization	What would <brand> need to change to ensure you purchase this concept/idea in the future?
Relationship	Please read through this question and complete it before recording your video response. For the next activity, write a love letter to <brand>. Within your letter, please include when and how you met, how you knew you were in love, how/when you introduced them, if at all, to friends and family, and what would make your relationship even better. Once finished, please read aloud your love letter to <brand>.
Relationship	Show us how <brand> makes you feel. Using items within your home (excluding those related to x activity), please select an item that represents how x brand makes you feel. Show us that item in your video, talk to us about why this item represents how <brand> makes you feel, and share why.
Relationship	If you were to describe your relationship to <brand> as a friend, family member, or someone else, who would <brand> be and why?

Concept Testing

Question Type	Question-Wording
Reaction	What is your initial reaction to this concept/idea? What do you like about it, and what do you dislike? Why?
Reaction	Tell me the first 3 words that come to mind/describe <concept>.
Relevance	How relevant is this to you, and does it make you interested to learn more? Please be specific.
Willingness to Try	Would you try this concept/idea? Please explain why or why not.
Optimization	What, if anything, could further improve this concept/idea?
Optimization	What would <brand> need to change or do differently to ensure you purchase this concept/idea in the future?
Performance	What is your perception of how the different concepts/ideas may perform? Which one do you think will be best? Why? Please speak specifically while referencing the name of each concept.
Recommend	Tell me about a time when you could have used a product like this. Would it have solved your need?
Recommend	Who would you recommend this product for and why?



Journey Mapping

Question Type	Question-Wording
Catalyst	What triggers x? When do you begin thinking about x? How do you know when it's time? What or why typically inspires or triggers it?
Preparing	Take us through your steps as you prepare for x – is there a goal, a plan, ...what are you doing from the time you first begin thinking about x to actually using it? How do you feel each step of the way?
Reflection	Reflect on your entire x and tell us about the different emotions you experienced throughout the day/process. Was there anything unexpected? What was your favorite/least favorite part? How are you feeling now that it is over? What did your x set the stage for?
Reflection	Is there anything that could have helped you along the way – inspiration, motivation, tips/tricks/shortcuts, emotional support, etc.?
Occasion	What are you seeing and feeling the day of x? What are you doing, seeing, and feeling from when you wake up until after the event?

Product Testing

Question Type	Question-Wording
Reaction	Tell me the first 3 words that come to mind/describe x in 3 words.
Selection	When selecting your x products, what benefits are you looking for? Does x play a role? Are you loyal to specific brands and products you've used in the past, or are you open to using new products?
Optimization	If you had to create one "super product" for x, what attributes would you pull from all of your different solutions to create this product? What specific sensory experience (smell, touch, sound, see) or benefit is most important for that product? Name your "super product" and the ideal format you would administer it.
Relationship	Show us how x product makes you feel. Using items within your home (excluding those related to x activity), please select an item that represents how x product makes you feel. Show us that item in your video and talk to us about why this item represents how x makes you feel and share why.
Recommend	Tell me about a time when you could have used a product like this. Would it have solved your need?
Recommend	Who would you recommend this product for and why?

