REC

How to

CAPTURE THE POWER

of

VIDEO RESPONSES

Including Example Questions and Use Cases

00:01

jibunu

What in the world is a Jibunu?

Jibunu is derived from two words:

Jibu: To answer or respond.

Ubuntu: Often translated as “humanity towards others,” but is used in a more philosophical sense to mean “the belief in a universal bond of sharing that connects all humanity.” I am what I am because of who we all are for without each other, none of us can be great.

jibunu

Table of Contents

Dispelling common myths and misconceptions about video responses 1

What are video responses? 2

5 reasons to start using video responses in your market research 3

- #1 Your competitors are using video responses 4
- #2 They are easier than ever to capture 5
- #3 Video gives respondents another way to voice their opinion 6
- #4 Video responses impress key stakeholders 7
- #5 Video responses provide qualitative feedback at quantitative scale 8

When can you use video response? 9

Planning for Success 10

- Step 1: Define goals and expectations 11
- Step 2: Write a really good video response question 12
- Step 3: Capture video responses 13
- Step 4: Analyze videos to extract insights 14

The future of research, available today

Ready to get started? 15

jibunu

Dispelling common myths and misconceptions about video responses

Have you started using video responses in your market research surveys or projects?

If not, you may want to consider this technology. Giving respondents the option to submit open-ended feedback in **video form may help you gain better insights** than you might from a standard text question in your survey.

At the same time, it's completely understandable if you haven't tried video responses yet. Like any new technology, it may seem too hard to implement, too expensive, or like something you just don't need.

But the use of video responses are well worth it (we promise!), and now, adding them to your market research toolkit can be **much easier than you think**.

This Jibunu eBook will offer a closer look into using open-ended video responses in market research. More specifically, it will highlight many compelling benefits this technology can offer and provide tips and tricks to help you write the most effective video response questions possible.

What are video responses?

Quite simply, video responses are an alternative to traditional text-based questions presented in market research surveys. Open-ended video responses let any respondent create a short video using their phone, tablet, laptop, or PC to answer questions in their own words.

Using video responses help research teams collect deeper, more meaningful insights while also gaining a new qualitative dimension to respondents' feedback. Video responses help lend more "color" to quantitative survey feedback, with the ability to capture respondents' voice and facial expression.

Video responses will help you put a face to customers and prospects, making it the next best thing to an in-person conversation. Seeing and hearing consumers' thoughts and opinions goes a long way to understanding their motivation and can help develop new buyer personas or other marketing approaches.

jibunu

5 reasons to start using video responses in your market research

While the idea of including video responses is not a new concept—and has been proven to provide meaningful insights not possible with traditional research—many companies are still hesitant to use video responses.

Why is this? Many companies think that respondents either won't know how to record and upload a video, or that this is just too much to realistically expect as part of a survey.

This is a common misconception, not surprising when you consider that many companies are not aware of the many benefits video responses can deliver.

Let's take a closer look at five reasons you should consider using video responses in your research.

#1

Your competitors are using video responses

Today, video responses are a must-have capability, and overall adoption rates are increasing as more and more companies are willing to give it a shot.

Not to sound harsh, but if you're not using video in your surveys and market research projects, you may be falling behind.

Use of video responses is taking off. A full 51% of companies said they currently used webcam-based interviews, with an additional 23% reporting that this technology was currently under consideration.[1]

[1] Greenbook Research Industry Trend Report, "The GRIT Report," page 21, Q3-Q4, 2018.

jibunu

#2

They are easier than ever to capture

New advancements in video technology have made it easier than ever to request and receive video responses. Consumers can simply click a button to record a response using the camera in their phone, tablet, laptop, or desktop computer.

In the past, your audience may not have known how to record themselves, or may have been reluctant to participate in the process. Today, just about everyone has access to a device capable of recording video, and thanks to social media, we're all generally much more comfortable creating and posting short videos.

>> **TAKEAWAY:** Your audience may be much more receptive to video response questions than you first thought.

More than 500 hours of video content are being uploaded to YouTube each and every minute, which translates into 720,000 hours of new content per day. This amount would take one person more than 82 years to watch all the content that is uploaded to YouTube each day.

2 Tubefilter, "More Than 500 Hours of Content Are Now Being Uploaded to YouTube Every Minute," May 7, 2019, https://www.tubefilter.com/2019/05/07/number-hours-video-uploaded-to-youtube-per-minute/.

#3

Video gives respondents another way to voice their opinion

The idea of submitting video responses might be completely new to your respondents—"Ooh, that seems like fun!"—and may encourage them to give information they would not have shared in a standard survey question.

This may help you learn more as you can now actually see and hear the individual responses. For example, each person can expand on a particular point, give additional examples, or elaborate in a way to provide additional context. In addition, being able to see the respondents' facial expressions and gestures help lend more context to their responses.

In this way, videos give you a new way to let you understand exactly what consumers are trying to say and can bring your data to life.

[1] Greenbook Research Industry Trend Report, "The GRIT Report," page 21, Q3-Q4, 2018.

jibunu

#4

Video responses impress key stakeholders …

and help executives understand the data better

Video response questions in surveys are still viewed as an innovative new technology, which may help impress internal stakeholders who have not seen it before. In turn, this can increase engagement and generate more interest in the entire process, especially the results of the video questions.

Additionally, video will help busy executives gain a faster understanding of the key data, particularly those who don't have the time to read a long research report. Videos are a great way to actually see and hear the "voice of the customer".

GIVE THEM WHAT THEY WANT

59% of executives agree that if both text and video are available on the same topic, they are more likely to choose video.

#5

Video responses provide qualitative feedback at quantitative scale

In the past, researchers clearly understood video's potential, but couldn't overcome one major stumbling block: How to get past the barriers related to attempting to using video at scale?

In other words, collecting videos from dozens or even hundreds of individuals sounded great, but who was going to watch them all and painstakingly extract and transcribe all their quotes and other feedback?

Today, advancements in technologies, such as automated transcription and keyword search capabilities, eliminate the need for humans to watch every video to attempt to uncover respondents' feedback.

BEST OF BOTH WORLDS

Transcription services are now up to 90% accurate, ensuring virtually all the content in a video response can be captured for complete analysis.

jibunu

When can you ask video response questions?

You may be asking yourself, when is it a good time to use video response questions in your research? The answer can vary depending on your goals, budget, and the output you are looking for, but generally speaking you can use them anytime you have questions you need answered.

Common use cases

Traditional Open-Ended Questions

Most surveys will include one or more open-end questions. Video responses can easily replace or be offered as an alternative means of answering traditional open-ended questions.

Ad & Concept Testing

You can choose to present something—such as a logo, a new product concept, new packaging, etc.—and ask respondents to give their reaction. This is an extremely effective way to get honest opinions and any additional feedback a respondent may have to offer.

Video Diaries

Ask your audience to complete a task using a video diary. They can record themselves performing the specific task—such as trying a new product or approach—and give real-time reactions and opinions.

Consumer Reviews

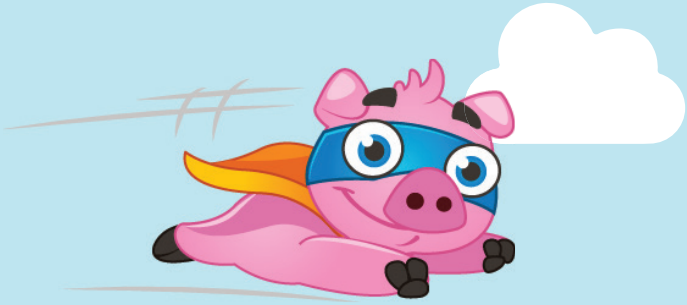
Ask respondents to review your product or service and ask for specific details behind their experience.

Customer Testimonials

If respondents like your product or service, ask them to provide a quick testimonial with the reasons why.

Alternative to In-Person Surveys

There may not be an exact replacement for in-person interviews and focus groups, however video responses can often produce the similar insights as in-person surveys, interviews, or focus groups—at a fraction of the price.



PLANNING FOR SUCCESS

Assuming you do make the decision to add open-ended video response questions to your next survey, chances are that you'll have a few questions before you can officially get started.

It's understandable. Getting started—especially thinking about how to write the ideal question—may not be as easy as it might seem, especially if you've never written a video response question before. **Let's take a closer look at key points to consider as you create video response questions.**

Step 1:

Define goals and expectations

Here are some main thoughts to keep in mind as you get started.

- **Why are you capturing video responses?** Remember, like many other "new" technologies, using video just for video's sake is never a good reason. Make sure you're using video responses to get information and insights you may not get using standard questions..

- **Will video work for your audience?** Not everyone may love the idea of posting a video, especially less tech-savvy audiences who may be content to answer a traditional survey question. It's important to use video responses where you'll see the most user adoption.

- **Are you asking the right questions(s)?** Not all video questions are created equal. For example, an open response with a one-minute cap will generally get respondents to give a brief, reactionary comment. This may be helpful depending on what exactly you are asking, but you can also consider other strategies, such as video diaries, asking your audience to show themselves using your product in a particular setting (such as their kitchen), for longer videos with more detailed tasks.

- **Are your expectations reasonable?** Make sure you think through the entire process and carefully evaluate all that you're asking respondents to do. Don't ask them to spend too much time or effort on any one question or face the risk that they will ignore your question completely.

Step 2:

Write a really good video response question

Ready to jump in? To write a great question, consider these best practices:

- **Ask one question at a time:** Resist the urge to try to get more out of each video question by asking for too much or additional information. Focus on asking the question in a way so your audience will give a single answer and supporting views or information. Examples include:
    - What three things do you like BEST about our product?
    - What is your initial reaction to this concept? Likes/Dislikes?

- **Make sure questions are open-ended:** This starts with the idea of asking questions that can't be answered with a simple "yes" or "no," but also i cludes the thought of including questions to ask for any additional thoughts that may not have been covered. Examples include:
    - If you were designing the perfect product for yourself, what features would you definitely need to include?
    - What emotions/feelings come to mind when you think of our brand?
- **Get to the "why":** Make sure you always ask why (or why not). You may think respondents will always give you the full information, but some times they need a little prompting. Examples include:
    - How satisfied are you with our product? For what reasons?
    - What are your top reasons for using our product?
- **Be provocative (but be nice!):** Sometimes it's effective to offer one side of a topic and let respondents either agree or offer a differing perspective. Here the goal is not to provoke, but to engage your audience and encourage a passionate response. Examples include:
    - "Our product is the best one on the market". Do you agree or disagree? Please explain your reasons.
    - "Product A is superior to Product B." What are your thoughts? Do you agree or disagree? Please explain your reasoning.

Step 3:

Capture video responses

As you dive in, it's important to think about what it will take to collect the highest number of video responses possible.

- **Provide multiple capture methods:** You can choose a few different ways to collect videos, including smartphone , laptop webcams, or direct video uploads.

- **Encourage participation:** You also need to plan the best ways to design the overall experience to draw respondents in and actually complete the video question. This includes best practices such as letting the audience know how they will be helping the brand/product/company or phrasing questions to encourage respondents to provide valuable insights. You can even consider incentives, such as gift cards or other items, to drive adoption.

- **Offer instructions and tips to make it as easy as possible:** Many survey participants may not know how to complete a video response question, so you should also offer very clear instructions and tips for how to complete the ideal video. This information can cover lighting suggestions, tips to avoid background noise, pacing of speech, and more.

HELP THEM HELP YOU

Companies who include instructions in how to complete a video response receive a higher percentage of high-quality video submissions over those that don't (83% vs. 63%).

Step 4:

Analyze videos to extract insights

1) Transcribe the videos

Many video responses capturing tools will automatically transcribe the videos. The accuracy of automated transcriptions is usually around 80% to 90%. For a higher rate you can consider having a human transcribe or review the transcriptions.

2) Watch and read

Once your videos are transcribed, it's time to watch/read through them. As you do, you should take care to notice key words or phrases that may (or may not) support your initial hypothesis. At the same time, you should also look for new themes or other findings that you may not have expected. This may help uncover new patterns, trends and key nuggets of insight.

3) Categorize and Tag

After reading/watching some or all of your responses you can then categorize them based on the key words, phrases, and themes you have identified. Depending on the tool you are using you may be able to do this by "tagging" your videos with one or more categories you have identified. Once your videos are categorized you use the same reporting and analysis methodology you would with closed-ended questions.

4) Create a story

Everyone loves a good story. Video responses questions enable you to tell the best story possible from this research. Many researchers use the videos as "voice of the customer" examples, but you can also pull out key insights, themes, and messages to quickly, and easily summarize the most important takeaways. You can also combine multiple snippets of video responses to create a highlight reel or multiple reels based on a specific theme or insight.

The future of research, available today

The use of open-ended video responses is a proven way to deliver much more insight into consumer feedback for more meaningful analysis and decision making.

Even better, both the technology and consumers' willingness to use it are at all-time highs, giving researchers a significant opportunity to capitalize on all that video responses have to offer.

Ready to get started?

To learn more about Jibunu's approach to video response technology and how we can help you gain more insights from your research, please visit

www.jibunu.com/video-response-capturing today.

jibunu

Jibunu is a pioneer of technology-enabled research services. Since 2003, we have been known for superior survey programming and research tool development.

www.jibunu.com

Copyright © 2020 Jibunu. All Rights Reserved.