

Date Posted	Room	Sender	Text
11/15/2016 12:40 PM	Backroom	Gilles G	Hi everyone, welcome to the private observer Backroom. Feel free to chat with other observers. The backroom discussion is only visible to Moderators and other Observers. We are waiting for all our participants to join us.
11/15/2016 12:42 PM	Backroom	Gilles G	My name is Gilles Gauthier I will be moderating our backroom conversation as we watch the discussion taking place between our Moderator Bronwen and a handful of participant that's that represent buyers and suppliers of sample. Feel free to ask Candace and I any questions. Just to give you a quick orientation you are in the Backroom chat. This is the equivalent of being behind the one way mirror in a traditional focus group. You will also notice the main discussion occurring with our moderator and participants in the Main Room on your left. In the backroom, feel free to discuss what is being said in the Main Room. What you post in the Backroom is private from the participants in the Main Room. Bronwen will be able to see and participate in the Backroom discussion however she will likely be too busy to really pay attention to all of us. If you would like to get Bronwen to probe something based on our discussion in the backroom, let me know and I will probe her to see if we can fit in any custom probes that come up in the backroom. We have a lot of questions queued up so it will depend on how we are doing for time. Go ahead and get a feel for the chat by introducing yourself, and perhaps let us know what you are hoping to get answered regarding recruiting for online qualitative.
11/15/2016 12:52 PM	Backroom	Bronwen	Great! thanks all!
11/15/2016 12:55 PM	Backroom	Gilles G	Welcome Rafal, Diana, Bruno, Observer 48, Janet h, Robbie, Marvie and Observer 63!
11/15/2016 12:56 PM	Backroom	Rafal	Hi Gilles. Good luck with moderating ;)
11/15/2016 12:59 PM	Backroom	Gilles G	Rafal, I'm excited to moderate the backroom. When there are lots of observers it often feels like an ideation session in the backroom during the main discussion. Let's have fun learning together!
11/15/2016 12:59 PM	Backroom	Gilles G	Welcome Romanee and Mike.
11/15/2016 12:59 PM	Backroom	Gilles G	Welcome Monika, Holly and Jeffery.
11/15/2016 12:59 PM	Backroom	Romanee	Thanks, Gilles. Hello everyone!
11/15/2016 1:00 PM	Backroom	Gilles G	We're getting close to start the main discussion. Just waiting on a few more participants.
11/15/2016 1:01 PM	Backroom	Kellie	Hello
11/15/2016 1:01 PM	Backroom	Gilles G	You are all coming in faster than I can greet you ;). Welcome to the latest list of observers who just joined. Your really testing my typing skills.
11/15/2016 1:01 PM	Backroom	Gilles G	Hi Kellie! Glad you can make it.
11/15/2016 1:03 PM	Backroom	Josiah	hello
11/15/2016 1:03 PM	Backroom	Mike	Hi there. I'm wondering what the purpose of the Waiting Room is for us...
11/15/2016 1:03 PM	Backroom	Megan F	Hello!
11/15/2016 1:03 PM	Backroom	Corneliu v	hi everybody
11/15/2016 1:04 PM	Backroom	Megan F	Megan Foley - The Dieringer Research Group. We are primarily a buyer of online recruiting, but do have a local panel as well that we use to recruit to online methods. I've been in the industry 5 years.

11/15/2016 1:04 PM	Backroom	Corneliu v	Corneliu, Pernod Ricard, Buyer, 20 years experience
11/15/2016 1:05 PM	Backroom	CandaceN	Hi Mike, some client observers like to give feedback on if they keep observers or not based on how the interact in the waiting room. As a setting it can be turned off, however.
11/15/2016 1:05 PM	Backroom	Gilles G	Mike - It's more for the moderators to manage the participants and get them ready to join the discussion. Sometimes secondary screening is done in that room before people join the conversation.
11/15/2016 1:06 PM	Backroom	Observer 90	Diane Trotta here
11/15/2016 1:06 PM	Backroom	Gilles G	Hi Diane!
11/15/2016 1:06 PM	Backroom	Gilles G	Welcom
11/15/2016 1:06 PM	Backroom	Gilles G	e :)
11/15/2016 1:07 PM	Backroom	CandaceN	So the moderator just posted a poll there
11/15/2016 1:07 PM	Backroom	Romanee	Can they see responses before they enter their own?
11/15/2016 1:07 PM	Backroom	Jeffrey G	Hi everyone
11/15/2016 1:07 PM	Backroom	CandaceN	They can be set up in that way
11/15/2016 1:08 PM	Backroom	CandaceN	the default is that they can see the chat stream as responses come in
11/15/2016 1:08 PM	Backroom	Romanee	Ok - thanks Candace
11/15/2016 1:08 PM	Backroom	CandaceN	but you can also set up an uninfluenced question mode where they don't see the responses of others until they reply.
11/15/2016 1:09 PM	Backroom	Mike	I am wondering if folks got the scale mixed up the way Bronwen did when they gave their ratings.
11/15/2016 1:09 PM	Backroom	CandaceN	If you click on the whiteboard you can open it larger. Just so you know here participants see a much larger version of anything showing in the whiteboard.
11/15/2016 1:09 PM	Backroom	Mike	Got it - thanks, @Gilles
11/15/2016 1:11 PM	Backroom	CandaceN	Hi Mike, the scale on the chart shows the most selected at the top.
11/15/2016 1:11 PM	Backroom	CandaceN	So 3 of the 9 participants chose 5
11/15/2016 1:12 PM	Backroom	Observer 24	Karen, research director and long time focus group moderator/buyer client side and as consultant
11/15/2016 1:13 PM	Backroom	CandaceN	Hi Karen
11/15/2016 1:13 PM	Backroom	CandaceN	and Laura
11/15/2016 1:15 PM	Backroom	Observer 24	Yep agree, should not be a hard recruit. What about geo specs?
11/15/2016 1:16 PM	Backroom	Rafal	@CandaceN - can I get transcript after the group? I mean the record/note from the group? Unfortunately I would have to skip half of the group :(
11/15/2016 1:16 PM	Backroom	CandaceN	Hi Rafal, yes most definitely.
11/15/2016 1:17 PM	Backroom	Observer 24	Do you do the "recruit 12 for 10 to show" in this method, as we do in person?
11/15/2016 1:17 PM	Backroom	Rafal	@Thanks :)
11/15/2016 1:18 PM	Backroom	Janet	Am I in the waiting room?
11/15/2016 1:18 PM	Backroom	CandaceN	For chat groups, yes generally there is some over recruiting. Usually it is comparable to face to face groups as long as calls and reminders are made and some groups you need to over recruit more for. For example teens and doctors.

11/15/2016 1:18 PM	Backroom	Gilles G	Janet, you are in the backroom as an observer.
11/15/2016 1:18 PM	Backroom	Gilles G	Welcome Brittney!
11/15/2016 1:18 PM	Backroom	CandaceN	Hi Janet, you are in as an observer so you are in the backroom.
11/15/2016 1:19 PM	Backroom	CandaceN	This is where we can watch the group and talk to other observer / client users.
11/15/2016 1:19 PM	Backroom	Janet	OK, my bad. I was waiting for someone to call me when it started as it had asked for my phone number and I thought this was a webcam group discussion. My misunderstanding from the e-mail this morning!
11/15/2016 1:19 PM	Backroom	CandaceN	@ karen/observer 24 they are just talking about oversampling now I believe
11/15/2016 1:20 PM	Backroom	CandaceN(to Observers)	Hi Janet, not a problem at all - sorry for the confusion. It's just chat/text here today. No webcam needed.
11/15/2016 1:20 PM	Backroom	Observer 24	Do you ever take more than the typical 10-12 because of the platform? Unruly? Seems easier to control for moderator?
11/15/2016 1:21 PM	Backroom	Janet	(Needn't have done my hair and make up after all! ;)
11/15/2016 1:21 PM	Backroom	Observer 24	Can this be video enabled?
11/15/2016 1:21 PM	Backroom	CandaceN	Some do. It is harder to manage and get a good conversation with more than 12. As a moderator you are literally posting questions at that point and it doesn't leave much time for probing. I usually recommend 6-12 as a good number.
11/15/2016 1:21 PM	Backroom	Gilles G	:) Nice on Janet! There's an advantage to chat I've never thought of.
11/15/2016 1:21 PM	Backroom	Kellie	We usually over-recruit for sessions and let respondents know in the invitation to the group that there is limited space in the session and that they should login about 10 minutes early to make sure they get into the session. it helps us get full groups.
11/15/2016 1:22 PM	Backroom	Observer 24	Limits to historical FG or research participation -
11/15/2016 1:24 PM	Backroom	Gilles G	At any point, if there is anything you would like me to ask Bronwen to probe our participants, let me know and I can see if she can fit it in.
11/15/2016 1:25 PM	Backroom	Bronwen	happy to do it!
11/15/2016 1:25 PM	Backroom	Janet	Giles - are the participants in the chat all recruitment companies?
11/15/2016 1:25 PM	Backroom	Gilles G	No, it's a mix of buyers and sellers of recruitment.
11/15/2016 1:27 PM	Backroom	Janet	One of the benefits of chat, is if you arrive late (like I did ;)) you can scan the content you missed and catch up, which you cannot do if it's live!
11/15/2016 1:28 PM	Backroom	Katherine	And some of us focus exclusively on B2B/exec research . . .)
11/15/2016 1:31 PM	Backroom	Janet	If you got this recruit spec, would you push back and say "what is the purpose of this being synchronous?" Bearing in mind physicians are notoriously difficult to schedule - could this be asynchronous IDIs?
11/15/2016 1:31 PM	Backroom	CandaceN	Hi Katherine, so would you say that online research is better for B2B /execs because of being able to arrive later or something else?
11/15/2016 1:31 PM	Backroom	Mark	I have no idea how to participate in the discussion.
11/15/2016 1:32 PM	Backroom	Gilles G	Just a reminder for all the folks who joined the room recently. You are in the backroom where only moderators and other observers and see your comments. Feel free to discuss with other observers what you are seeing and ask questions. :)
11/15/2016 1:32 PM	Backroom	Mike	@Janet how would an IDI be asynchronous?

11/15/2016 1:32 PM	Backroom	CandaceN	Hi Mark, you are doing it :) You are set up as an observer in the back room. The chat is happening in the main room on your left.
11/15/2016 1:32 PM	Backroom	Gilles G	Mark, you are in as an observer. You only have a view into the discussion between Bronwen the moderator and the participants. The participants are a mix of recruitment buyers and sellers.
11/15/2016 1:33 PM	Backroom	Mark	OIC - thanks
11/15/2016 1:33 PM	Backroom	Janet	Bronwen's set this up as "synchronous IDI's" Why do they need to be at the same time as each other, why not "asynchronous IDI's". Am I missing something?
11/15/2016 1:34 PM	Backroom	Mark	I need to go get some bids for recruiting. Thanks for the view.
11/15/2016 1:34 PM	Backroom	Mike	@Janet - not sure if you're responding to my question, but I am not sure how an IDI could possibly be asynchronous
11/15/2016 1:34 PM	Backroom	Gilles G	@Janet, you can do an asynchronous IDI with a bulletin board. Questions can be set up in interview mode and participants respond on their own time.
11/15/2016 1:34 PM	Backroom	Katherine	Hi, Candace. Yes, dropping in late into a conversation among those with other expertise is actually quite interesting. Sharing is learning. And now back to the main room . . .
11/15/2016 1:35 PM	Backroom	CandaceN	I am glad Katherine
11/15/2016 1:35 PM	Backroom	Gilles G	You can also do a synchronous IDI by just inviting 1 participant to the discussion.
11/15/2016 1:35 PM	Backroom	Observer 90	Can you catch up the next day if you need to leave the chat? Need to go. THANKS.
11/15/2016 1:35 PM	Backroom	Mike	hm, okay, so a bulletin board makes sense as an asynchronous method
11/15/2016 1:35 PM	Backroom	Gilles G	While that's not as popular in a chat environment, I've seen it done.
11/15/2016 1:36 PM	Backroom	Janet	Got you. I thought she meant webcam IDIs. I took the wrong meaning. These IDIs might run over the same time span, but not literally "live" at the same time.
11/15/2016 1:37 PM	Backroom	Katherine	I've used a "game" approach with business execs less comfortable with tech to give them a chance to feel comfortable prior to the real sessions.
11/15/2016 1:39 PM	Backroom	CandaceN	@Observer 90 not so much. The group closes to participants when the questions are all asked by the moderator/the moderator closes it. If you do need this you would maybe want to look at a discussion board approach where they can come in over a number of days.
11/15/2016 1:39 PM	Backroom	Gilles G	We've been discussing for 40 minutes. Any thoughts on how much content is coming out of this chat in that time period?
11/15/2016 1:41 PM	Backroom	Gilles G	Bronwen is getting close to the end of her guide. If you have any questions you would like her to ask participants that has not been covered, feel free to post them here.
11/15/2016 1:41 PM	Backroom	Mike	A ton of information. It's challenging because it's not structured - people are sometimes answering the previous question after another question has been asked
11/15/2016 1:42 PM	Backroom	Janet	It's the first time I've been "observing" a chat, as my clients would, rather than moderating the chat. I'll be honest. I see how hard it is for the observer to really stay in the chat flow, particularly when they are tracking the backroom chat, which we encourage by having a back room moderator too, as you have here. I always love this format because you get so much content with all the respondents answering at once - BUT, I think this makes it harder for clients / back room observers to follow vs webcam mini groups or IDIs for instance!
11/15/2016 1:43 PM	Backroom	Janet	I also agree with Mike, which was a problem when I was scanning the chat that had gone before, having arrived late! A little confusing as to what question the answer is to, sometimes!
11/15/2016 1:43 PM	Backroom	Gilles G	Those are great points. @Mike, @Janet, are there things you would do differently moderating now that you have experienced the backroom?
11/15/2016 1:44 PM	Backroom	Garnette	Gilles, perhaps private message Bronwen to slow down.

11/15/2016 1:44 PM	Backroom	Bronwen	got it
11/15/2016 1:45 PM	Backroom	Jennifer D	I agree with Jane and Mike. There should have been pauses between questions - "any last thoughts before we move on?" etc.
11/15/2016 1:45 PM	Backroom	Mike	Good points. I'm thinking less about moderation and more about capabilities of the software: to allow participants to write a response to a specific question and then indicate that in their responses - or maybe group their responses by question and also allow free-form commenting
11/15/2016 1:46 PM	Backroom	Gilles G	@Jennifer, perhaps as a moderator we need to be mindful of the backroom and allow people enough time to respond. Probe anyone that is still typing (indicator at the top left of the discussion).
11/15/2016 1:46 PM	Backroom	Janet	Same as Jennifer D. Also, more opportunity for the participants to respond to/build on each other's comments rather than just "I agree with x" Lesson: Danger of overloading the DG on chat, just because it feels like it's possible to cover more - but sometimes "less is more"
11/15/2016 1:47 PM	Backroom	Janet	At the end of each section is when I'm working out what other questions would be useful to ask, i.e. when you've seen/digested all the input from participants, but then it's sort of too late - Bronwen has moved on to the next question!
11/15/2016 1:47 PM	Backroom	Gilles G	These are all great points. Any other feedback or questions you would like Bronwen to ask the participants?
11/15/2016 1:48 PM	Backroom	Bronwen	Thanks for the feedback. It is really helpful since I am never on 'that side of the wall'
11/15/2016 1:49 PM	Backroom	Gilles G	Your doing great Bronwen. I think it's fair to say we are all learning back here from the point of view of our clients observing.
11/15/2016 1:49 PM	Backroom	Bronwen	anything else for our respondents?
11/15/2016 1:49 PM	Backroom	Janet	I have to admit, I'm taking this more as a piece of "research / note to self" for when I'm using this method with my clients, than focusing on the detail of their responses as the content is the stuff we deal with the whole time with our clients. Great job Bronwen however, - I'd enjoy being in a live group with her energy and focus!
11/15/2016 1:51 PM	Backroom	Garnette	Fantastic job Bronwen! This group is atypical in that there are so many observers and a lot more backroom chatter!
11/15/2016 1:51 PM	Backroom	Jennifer D	Same here, Janet. Bronwen, it definitely seems like you went in with a lot of material, and you got a number of thoughtful responses. I thought it was great!
11/15/2016 1:51 PM	Backroom	Janet	Sadly I have to sign off to jump on another call, but this has been very enlightening and I want to think about how to make my clients' experience in the back room better / more engaging, in the future! Many thanks to you all at itracks
11/15/2016 1:51 PM	Backroom	Romane	Great learning experience. Thank you!
11/15/2016 1:51 PM	Backroom	Bronwen	Thanks all for joining. I had fun seeing both sides of this conversation!
11/15/2016 1:52 PM	Backroom	Jennifer D	I'm very new to focus group research, so it was very helpful to see this type of research. I can certainly see the pros and cons, and it was great to see the conversation from the Backroom. Thank you!
11/15/2016 1:54 PM	Backroom	Gilles G	You're welcome Jennifer D. Glad you enjoyed it and learnt from the experience.
11/15/2016 1:56 PM	Backroom	Jeffrey G	thank you for this opportunity, it's nice to be an observer for a change
11/15/2016 1:56 PM	Backroom	Gilles G	Just an FYI... We will be sending out transcripts to all who participated after the session is done.
11/15/2016 1:56 PM	Backroom	Kellie	Thank you
11/15/2016 1:57 PM	Backroom	Meiling	Thank you
11/15/2016 1:57 PM	Backroom	Bronwen	Thanks all for participating! And for the opportunity to participate!

11/15/2016 1:57 PM	Backroom	Aurelio	Great experience. Thanks
11/15/2016 1:57 PM	Backroom	Gilles G	Looks like we are done. Thank you for everyone who joined this session today. We hope it was informational and provided lots of information to digest.
11/15/2016 1:58 PM	Backroom	Observer 19	Thanks. I was really focused on the chat, as I am only involved occasionally in qualitative research as a client, so didn't have much to say in the backroom.
11/15/2016 1:59 PM	Backroom	Garnette	Thank you for joining us today as part of EVOLVE everyone!