



Virtual Research and Creative Collaborations: Doing Old Things in New Ways

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The end
of in - person
qualitative research?



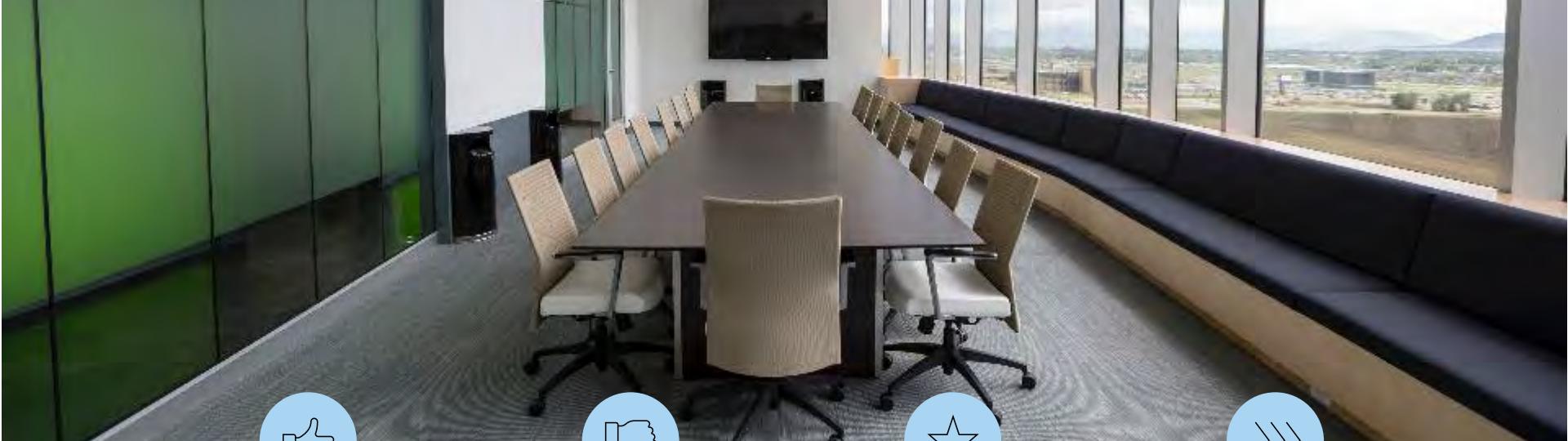


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What we've
gained



What we've
lost



Tips for
success



What's
next?



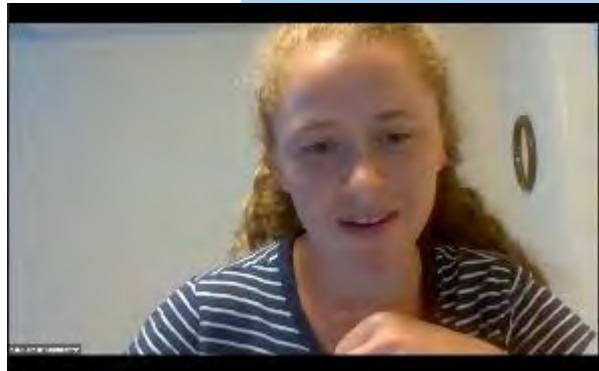
Peyton Williams, MPH



Claudia Squire, MPH



Doug Rupert, MPH



Kate Ferriola Bruckenstein, BA



Sarah Ray, MPH



Stephanie McInnis, MPH



What we've gained

Benefits of virtual data collection

Benefits



- **Accessibility.** For participants who experience challenges traveling to a traditional focus group facility (e.g., geography, mobility or health issues).
- **Cost and time savings** For researchers, clients, and participants (although preparation time can be just as long or longer).
- **Reduced participant and moderator burden** Easier to join with no travel.
- **Participant diversity.** No geographic limitations on recruitment (but clusters around recruitment firms).

Recruiting is actually easier in some ways, because we're not limited to trying to find people in a specific area that are available at this very specific time.

“

Sarah Ray, MPH



What we've lost

Pain points of virtual data collection

Pain Points



- **Distractions and noise** No control over participant environment, background noises, cross talk.
- **Facilitation**. Difficult to manage group dynamics and ensure all voices are heard.
- **Privacy**. Unable to discuss sensitive topics without a private location.
- **Show rates** This year we have experienced higher cancellation and no show rates.
- **TECHNICAL DIFFICULTIES** Internet connectivity, audio and video delay, screen sharing, etc.

I did interviews with folks who it was their first time using Zoom and we spent the first 15 minutes on technical difficulties , which makes your interview a lot shorter.

“

Stephanie McInnis, MPH



Tips for success

Strategies for virtual data collection



Tips



- **No one size fits all** Think creatively about what works best for the population you want to talk to.
- **Anticipate needs** Some participants and populations may have an easier time joining virtually than others (e.g., students, educators, older adults).
- **Think small** Smaller groups (46 participants) are better to hear from everyone and alleviate cross talk.
- **Troubleshoot** Ask participants to join early and have a tech savvy person on the call to troubleshoot.
- **Test everything** Set up technology tests to anticipate problems and prepare solutions.

If you're using Zoom, it's better to have people connect from their computer for audio rather than phone, because otherwise there's a delay.

“

Peyton Williams, MPH



What's next?

The future of qualitative data collection

The future?



- **Hybrid approach.** A combination of virtual and in-person data collection, with in-person as the preferred method for focus groups and usability testing. Or moderator is virtual, participants are gathered in-person.
- **Platform improvements.** New tools for virtual data collection may resolve some pain points but create new challenges.
- **Opportunities for innovation.** Leverage the virtual "window" to investigate participants' experiences and behaviors.

Right now, we're treating the fact that we're in people's homes or workplaces as a disadvantage. But I don't think we leverage what an opportunity it is to be where [participants] are...

“Pick up your phone,
let's go to where you smoke.”

“

Doug Rupert, MPH



Happy moderating!

Email me:ajordan@rti.org



Credits

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#) and [Pexels](#)

Further reading:

Rupert DJ, Poehlman JA, Hayes JJ, Ray SE, Moultrie RR. Virtual Versus In-Person Focus Groups: Comparison of Costs, Recruitment, and Participant Logistics *J Med Internet Res* 2017 Mar 22;19(3):e80. doi: 10.2196/jmir.6980



Quick definitions



Data collection

The period in which focus groups and/or interviews are conducted to obtain qualitative data (e.g., recordings, transcripts).

Virtual

Participants and/or research staff conduct data collection remotely via digital platforms including Zoom, WebEx, FocusVision etc.

Not Another Zoom Meeting Please! Conducting Human Centered Design Activities in a Virtual World.



National Conference on Health
Communication, Marketing and Media

August 25, 2021

Olivia Burrus
Social Marketing and Digital Strategy Program
Center for Communication Science

Where are You Calling in From?



Virtual Collaboration Tools are Amazing! Embrace Them.



Develop, implement, and evaluate a toolkit to disseminate RCE, a patient-centered structural intervention that links people with HIV who are newly diagnosed or returning to care within 72 hours.

Activity 2: RCE Readiness Checklist

What do implementing clinics need to assess within each domain?



MURAL

Help groups ‘see and feel’ emerging knowledge.

You CAN Keep People Engaged & Cultivate a Creative Mindset on Zoom!

WARM-UP

⌚ 10 minutes

My One Island Item:

If you were stranded on an island, what one item would you have with you?

The facilitator can add questions from their tool kit. Ask them to open the word "get to know" before sharing results.



Need Inspiration?



<https://www.mural.co/blog/online-warm-ups-energizers#energizers>

DARESAY

<https://checkin.daresay.io>

AGENDA

The goal of this mural board is for us to begin to better understand each audience segment, the context in which they work, as well as define key challenge(s) we are going to solve for each segment with regards to the interactive process

**10
mins.**

Warm-Up: Just for fun, and to learn a little more about mural's functionality, participate in the warm-up activity below.

**45
mins.**

4-Ws: Add in key learnings under Who, What, When/Where, and Why for each audience segment based on what you heard in the stakeholder interviews you participated in. One idea per sticky note. Try to keep it brief. No need to write a novel.

Don't worry about the problem statement right now. We'll work on

**10
mins.**

BREAK

**45
mins.**

Context: Add in any thoughts related to the context in which our high level problem and project focus exists, specifically as it pertains to the 3 audience segments (Trainers, SDOs, and Researchers).

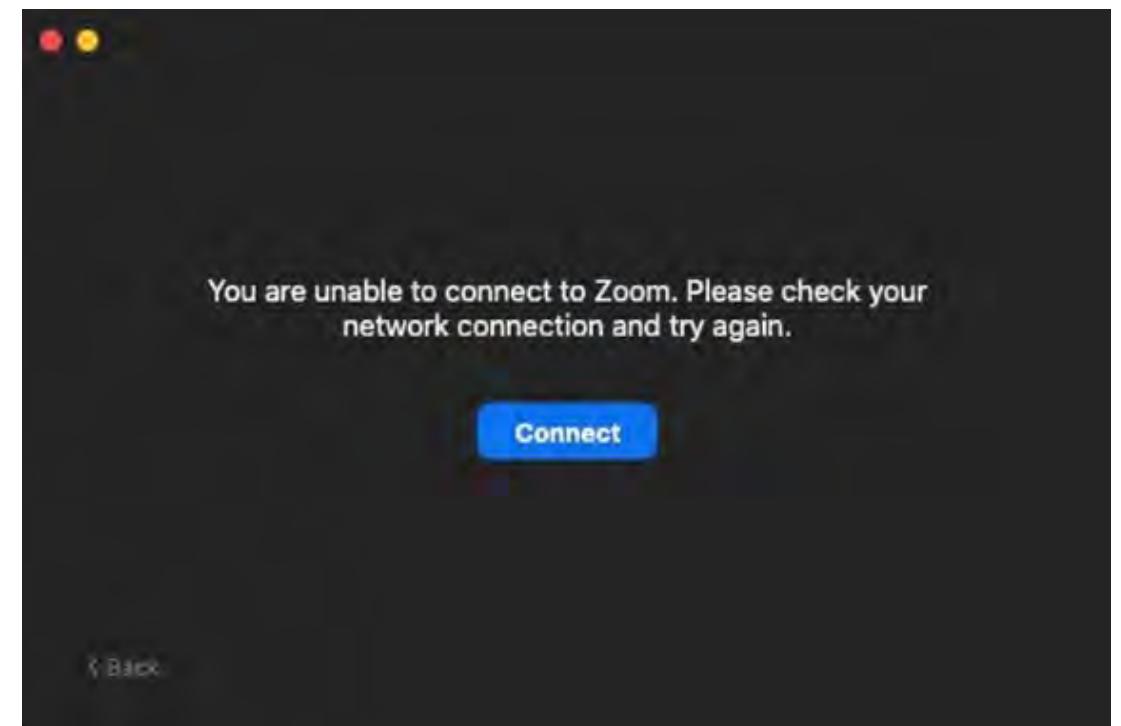
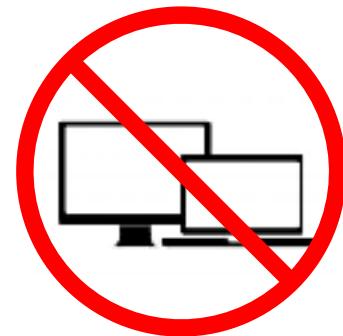
**10
mins.**

Wrap-up: Review key decisions and next steps

3-4 Hours Max
Visual Agenda
Time-Box Activities
Shorter Activities
Schedule Breaks
End on Time

You're on Mute: Tech Strugglers & Limited Tech Access

"Alice, turn your video on. No, it's the button on the bottom. Not that one, over to your left Jan, you're on mute. UNMUTE YOURSELF!"



Give Participants Access to the Tech in Advance

Pre-Meeting Activity All changes saved

Who's Who - Youth Social Media Innovation Team

INSTRUCTIONS

1 CHOOSE A PHOTO Use the photo upload tool. You will need a photo of yourself to upload so our team can identify you.

2 TELL US ABOUT YOURSELF Share your name, age, and your role in our team. This is a judgement-free zone!

3 TO EDIT, DOUBLE CLICK THE TEXT BOX

Olivia Barnes
Age: 18
Role: Social Media Manager
Bio: Olivia is a rising junior at Harvard University. She is currently involved in several student organizations and enjoys volunteering at local charities.

Joe Martinez
Age: 20
Role: Marketing Specialist
Bio: Joe is a marketing major at the University of Michigan. He is currently working part-time at a local advertising agency.

Alexander Rodriguez
Age: 19
Role: Content Creator
Bio: Alex is a content creator for a popular YouTube channel. He is currently working on his own side-project.

Veronica Thomas
Age: 18
Role: Social Media Intern
Bio: Veronica is a rising senior at MIT. She is currently involved in several student organizations and enjoys volunteering at local charities.

Red Carpet Entry

Share your thoughts, this is a judgement-free zone!

INTRODUCTION | Using Mural

Zooming in
[+] Use the slider on the bottom right of the screen.

Resizing
[...] Use the handles around the edges of a sticky note to resize it.

Arranging
[...] Use the arrows around the edges of a sticky note to move it around the board.

Deleting
[X] Click on the X in the top right corner of a sticky note to delete it.

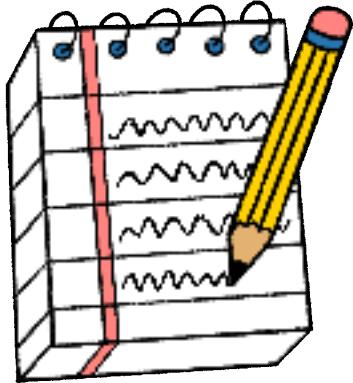
Give it a try! What is your favorite SPRING activity?

Sticky notes are great for:

- A flexible and constantly changing space
- Engaging and visual communication
- Encouraging participation from all. It's the perfect tool for collecting ideas, generating discussion, and tracking progress.

Don't make your sticky note big

Always Have a Backup Plan!



Individual Brainstorm
on Paper

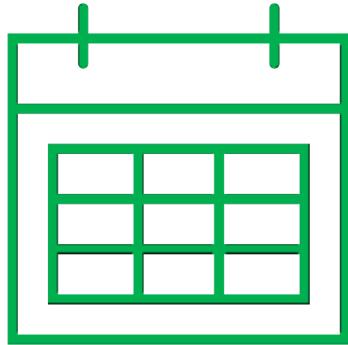


One (tech comfortable) Person
Records Thoughts & Discussion on
Virtual Whiteboard



Dot Vote Using Zoom Chat

Don't Forget, It's Not ALL Bad



Scheduling



Travel



Accessibility



Budget



Asynchronous



Record Keeping

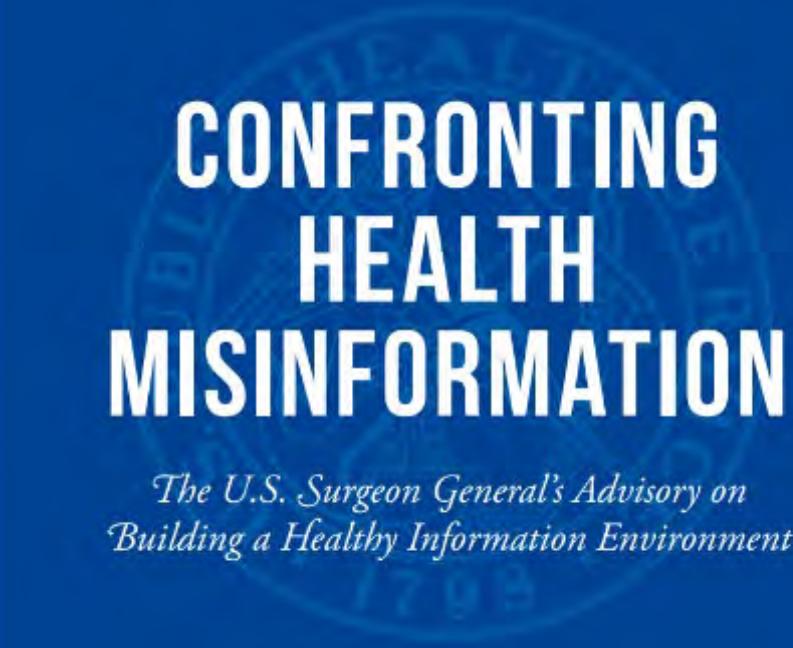


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<https://www.linkedin.com/in/briansouthwell/>



CONFRONTING HEALTH MISINFORMATION

*The U.S. Surgeon General's Advisory on
Building a Healthy Information Environment*

2021



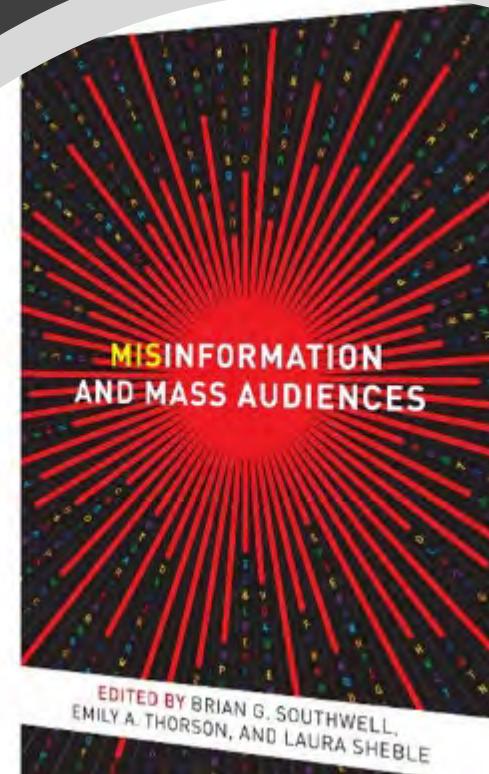
AMERICAN
Scientist

What COVID-19 Misinformation Says About All of Us

BY BRIAN G. SOUTHWELL

Coronavirus myths reveal ourselves—our hopes, dreams, and fears. When someone shares such falsehoods, we should at least listen to their needs.

We need more focus on building trust and less on blaming those who do not trust us.





Duke AHEAD
Academy for Health Professions Education and Academic Development



Clinician workshop at Duke University:
*Why Patients Encounter, Believe, and
Share Medical Misinformation,
and What to Do about It*

Made possible by



**Craig Newmark
Philanthropies**

Virtual training program for healthcare professionals

The Duke Program on Medical Misinformation
Guiding Principles for Partnering with Patients



Medical Misinformation

Guiding Principles for
Partnering with Patients

<https://www.hsq.dukehealth.org/medmis/>

For more information: bsouthwell@rti.org