



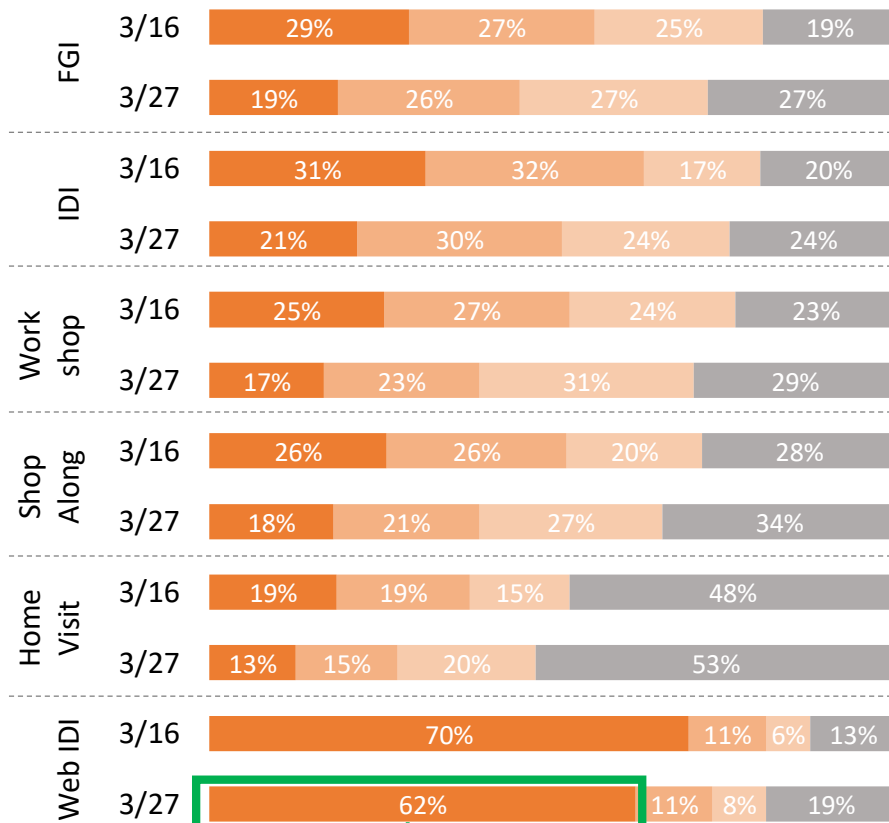
Why consumers prefer to participate in web interviews for reasons other than coronavirus!



Ipsos UU's [Syndicate Community](#) has conducted a second voluntary survey on the Covid-19 outbreak and how it is influencing the ways in which we conduct research!

In this survey, we ask not researchers but consumers about how willing they are to participate in research in the current climate. The results are consistent with previous wave (March 16) - consumers are much more likely to join if the interviews are conducted online, unlike other methodologies! Web interviews are preferred to other methodologies not just for minimizing Covid-19 risks but also because participants feel more like their natural self in a familiar environment. Perhaps now is the time to try digital approaches to research.

< Excerpt of survey results >



- Overall participation rates have declined since our previous study due to the perceived worsening of the situation from events such as Governor of Tokyo Yuriko Koike's press conference
- In spite of the change in results, participation rates towards web IDIs remain the highest by a significant margin

- I want to participate
- I want to participate if the project is working on infection control
- I want to join when the Covid-19 epidemic ends
- I don't want to participate

Approx. 2 times the participation rates for IDI/FGI

Let's take a closer look at participant opinions - "I can join nice and relaxed without being nervous", "I don't have to worry about breaking my daily routine", "It's less stressful if I don't have to deal with travel times and costs".

Web IDIs are not only convenient but also are very appealing because they exert less psychological pressure on participants! In the aftermath of Covid-19, we may well see web IDIs to be used more often as a way to pick up authentic voices in an authentic environment.

Aside from not having to worry about Covid-19, what appeals to you about web interviews? (OA excerpt)



I'm a shy Japanese person. Face-to-face interviews put me off. But this isn't as much of an issue if it's a web interview I can casually join from my home. Speaking up in a room full of people I've never met before like with a group interview is tough. I feel like **I can say things in a web interview that I wouldn't be able to if a real person was right in front of me.**



I would rather avoid face-to-face interviews because the longer you spend time in person with other people, the greater the risk of catching Covid-19. But I can join web interviews **without worrying about the virus.** I also appreciate that they're easier to fit into my schedule.

I like how **I don't have to worry about being late and that there's no commute to pay for** if it's a web interview. I'm fine with speaking to other people like in group interviews, but I feel I need to be polite for long periods of time because you never know what kind of people will turn up. By comparison, **I wouldn't have to worry and I'd be able to stay relaxed** in web interviews.

< Survey Outline >

Objectives: Understanding the intention of cooperation in each qualitative approach under the influence of Covid-19

Participants: n=528, 20-60s male and female who are panellists of Ipsos community (Syndicated)

Fieldwork: Mar. 26 (Thu) – Mar. 28 (Sat), 2020

Please feel free to try Ipsos UU'S digital qualitative approach for your next research!



For more details, please contact...

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