

August 2025 Newsletter

Success is no accident. It is hard work, perseverance, learning, studying, sacrifice, and, most of all, love of what you are doing.

~ Pele

RIVA Highlights:

- ✚ Brittany celebrated eight years at RIVA on August 7th!
- ✚ Bonnie celebrates her retirement from RIVA after 15 years – please join us in wishing her the best on her next adventure!
- ✚ Kristin has joined RIVA as our new Bookkeeper/HR!

RIVA Learning Opportunities

In September, RIVA is proud to co-present with QRCA the second of the 2025 “Mind Your Ps and Qs” [webinar](#).

MARKET RESEARCH
RIVA
TRAINING INSTITUTE



QRCA

Present a

Mind Your Ps & Qs

Webinar

**Sept 12th @
11am ET**

**“Moderator
Neutrality: Avoiding
Trigger Points When
Moderator is
Emotionally
Attached to the
Topic”**



Upcoming RIVA Courses

RIVA 201: Fundamentals of Moderating

In-Person:
September 8-11
October 6-9

Virtual:
October 20-23
December 8-11

RIVA 202V: Skill Acceleration –
NEW DATE/NOW VIRTUAL
November 10-13

RIVA 204: All About
Ethnography
October 13-16

RIVA 207: Fundamentals of IDI Moderating
September 15-18

RIVA 221V: Principles of User Experience Research & Testing
October 13-14

RIVA 241V: Qualitative Analysis & Reporting
October 27-30

RIVA 275: Beyond Probes: Using Interventions and Projective Techniques to Get Below Top-of-Mind Answers
November 17-18

To learn more about or register for our courses, please visit our [website](#).

**What Former
201 Students
Have Said
About Their
Class**

“I feel so much more confident leading a group and understanding moderator roles.”

“Loved the anecdotal additions. Obviously very experienced moderators.”

“All of the analogies mentioned will stay with me forever 😊”

RIVA

RIVA's Online Moderating Classes – Bundle & Save When You Register for 2 or More Classes!



**MARKET RESEARCH
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RIVA's Online Moderating Classes

610V: Moderating Online Message Boards Oct 27-29	614V: Moderating Real- Time Text Chats Dec 15-16	618V: Moderating Video Chats Nov 12-13
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Bundle & Save 10% on your tuition! Contact Linda for details (linda@rivainc.com).

RIVA's Recent Blogs

[“Managing YOUR Expectations in a QRE”](#)

[“Qual Researchers Should be Well-Versed in All Qual Research Options – A Guest Post”](#)

[“4 Common Mistakes New Moderators Make & What to do Instead”](#)

Taking Requests:



Want RIVA to answer a question that's been tugging on your mind? Submit your topic requests for blogs to Brittany at brittany@rivainc.com.

RIVA's AI Survey

In case you missed it, RIVA sent out a survey on August 8th to our RIVA Alums to determine the current role AI is playing in their qualitative projects. If you missed the email and would like to take the survey, please contact Brittany at brittany@rivainc.com

All who take the survey by Sept 5, 2025, and are interested, are submitted in a drawing to win a \$500 scholarship to be used by Sept 6, 2026. For more information, refer to the survey document or contact us!

More on Why

Written by: Amber Tedesco

As Qualitative Researchers, when we are conducting research what we want to know from Respondents is “why” they do what they do, “why” they feel the way they feel, “why” they like or don't like something. At RIVA, we

Scholarship Opportunities

The [Naomi Henderson Legacy Awards for Teaching and Learning](#) are currently accepting applications until October 10th!

Honor Naomi's legacy by recognizing Qualitative Researchers who embody her two passions for continued education and sharing what you know with the next generation.

The [Lloyd J. Harris Scholarship Fund](#) honors Lloyd's dedication to teaching others by providing the opportunity for new Qualitative Researchers to receive formal moderation training at RIVA Training Institute or Burke Institute. They are currently accepting applications for the 2026 recipients!

RIVA's Qualitative Market Research Division



You know RIVA's “Gold Standard” of excellence for our courses – did you know we offer our Clients the same standard for research projects?

Let us know how we can help you get the most out of your next qualitative research project! You can visit our [website](#) or reach out to Amber at amber@rivainc.com to partner with us.

strongly believe that asking Respondents “why” all the time in a QRE does **NOT** get you the in-depth responses to your question that you are looking for from them. Based on our company’s four decades of experience and countless others since the foundation of the qualitative market research industry, what we know about asking “why” is what it could mean for people. From what we have heard from countless Respondents, how they feel when asked “why” can range from annoyed to judged to offended. Because of its weak benefits, we urge Moderators to not ask “why.” If a “why” question slips out, that is fine but consistently throughout the QRE is not a good habit to have.

Instead, as asking “why” we encourage Moderator’s to ask a non-leading, non-judgmental question such as “What is the reason for XYZ?”; “How did you come to start using XYZ?”; “When do you purchase XYZ?” If you were to ask Respondent’s “why” at the beginning of each of the above questions, it could start to feel as if they need to defend their responses/positions. This creates a barrier between you and your Respondents which is something you most definitely don’t want to do. You want the majority of your questions to be inviting, non-judgmental, and non-threatening. Asking “why” is the opposite: it can be very personal, put someone on the spot, or can feel attacking.

The easiest way I’ve found for me to break asking “why” in research was to stop using it in my everyday language. When I catch myself asking “why,” which I do from time to time, I immediately stop and ask the question a different way. Try it and see how it changes your everyday conversations with people! Hopefully, you’ll be pleasantly surprised by what you get as I have.

If you would like to be removed from RIVA’s mailing list, please reply to this email with “Unsubscribe” in the subject line. We’ll be sad to see you go!

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"We do what we teach, and we teach what we do."

RIVA Training Institute is a proud [IACET Accredited Provider](#) since 2020.

Find out more about Naomi's book at: <https://rivainc.com/our-book/>