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.



Upcoming RIVA Courses

RIVA 201: Fundamentals of RIVA 207: Fundamentals of IDI Moderating Moderating In-Person: September 15-18 September 8-11 October 6-9 RIVA 221V: Principles of User

Experience Research & Testing
Virtual: October 13-14
October 20-23

& Reporting RIVA 202V: Skill Acceleration – October 27-30

NEW DATE/NOW VIRTUAL November 10-13

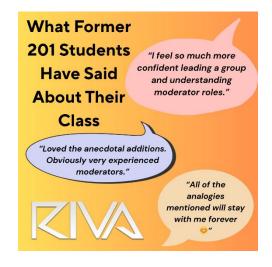
RIVA 204: All About Ethnography October 13-16

December 8-11

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

RIVA 241V: Qualitative Analysis

To learn more about or register for our courses, please visit our website.



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



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.

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 AI Survey

In case you missed it, RIVA sent out a survey on August 8th to our RIVA Alums to determine the current role Al 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!

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 <u>website</u> or reach out to Amber at <u>amber@rivainc.com</u> to partner with 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

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 XZY?" 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!

Brittany Mohammed Qualitative Training & Research Specialist

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

RIVA Training Institute is a proud <u>IACET Accredited Provider</u> since 2020.

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