



Galileo's Unique Psychology-Based Approach to Virtual Research in the age of COVID-19

We are leaning-in to the psychological advantages of speaking to participants in their home environment, as our 'new-normal' of COVID-19 continues to unfold, to ensure that our qualitative research can be as revelatory, valuable and engaging online as it has always been in-person.

Key Dynamics We Harness

- Home is the place where the **subconscious feels the most comfortable and safe**. This is a powerful psychological asset to leverage. In the current atmosphere of heightened anxiety and stress, it is more important than ever to create a research experience that promotes **feelings of comfort and safety and relaxes the subconscious**.
- Harnessing the power of the home environment provides a **particular advantage with HCPs** if they are still partly working from home, giving us more unfiltered insight into their identity and drivers. For HCPs not on the COVID frontline, we are seeing continued accessibility and engagement.
- Patients are talking to us **in the environment where their disease and treatment experience is lived out, enabling** them to access a more visceral and grounded recognition of its impacts.
- Even though lockdown restrictions have eased, many will be **spending more time with their closest family members**, enabling us, where relevant, to gain multiple perspectives on their disease and treatment experience.
- Many continue to feel **isolated, craving interaction**, making them more open to research.
- There is a **new level of comfort and familiarity among participants with social video platforms**, providing an opportunity for us to conduct online research in a more socially and physically interactive way.
- **Our clients** are often still working from home, with many distractions – meaning that **the research experience needs to be more engaging and stimulating than ever!**

What We Are Doing

- 1 Home as sanctuary:**
We help participants to create their ideal safe space for the conversation – to sit where they feel the most at ease, wearing their comfiest clothes, drinking their favorite drink, with pets nearby. (This subverts the natural “guarding” tendency to formalize the setting and present one’s “best” self.)
- 2 Virtual waiting room reimaged:**
Soothing music and nature imagery further relax their subconscious, and each discussion begins with deep breathing and stretches, to promote a focused and serene atmosphere.
- 3 Home anchors them in their experiences and yields clues and artifacts:**
Activities include “Couch Confessionals” (think therapist’s couch), “Video Home Tours,” “Scavenger Hunts,” “Anchored Media Moments.”
- 4 Family members welcome!**
We involve family members in some of our interviews, either with the participant as a truth checker, or interviewed in separate rooms and then together.
- 5 Carefully tailored technology:**
We combine methodologies based on our goals, e.g. TDIs for intimate conversations (favored by psychologists), Virtual Video Ethnography, and Social Video Platforms for collaborative discussions.
- 6 A supportive video community:**
We harness the social aspect of online video platforms to create a community dynamic – e.g. to connect all participants at the start of a study, or to pressure-test hypotheses in a post-interview collaborative forum.
- 7 Virtual Backroom Survival Kit:**
Sent to our lead clients to help them focus and stay engaged, and to capture a bit of backroom fun – including snacks, games and other surprises!