



Research Engagement Manifesto

How should incentive plans adapt to changing tasks required from research participants?

Respondent engagement is a key driver of research quality and for research panels, a proper incentive plan can lead to respondent satisfaction and retention.

Extensive research among participants has shown they want a clear connection between the reward offered and:

THE TIME AND ENERGY THEY SPEND IN A RESEARCH ACTIVITY

THE COGNITIVE LOAD REQUIRED.

THE LEVEL OF PRIVACY INTRUSION.

THE FORMAT OF THE RESEARCH ACTIVITY (E.G., IN-PERSON VS. VIRTUAL)

THE QUALITY OF THE INTERVIEW DEVICE (E.G., SURVEY, CHATBOT, APP, DIARY)

A good incentive will adhere to the principles of proportionality, transparency and ease of redemption while stimulating intellectual thought and, where possible, make the process fun.

Emerging technologies, like artificial intelligence, are not only affecting the way that researchers do their work, but also changing the interaction with research participants. This generational change presents the Insights Industry with an opportunity to address growing concerns about respondent engagement and quality.

Technology is playing an ever-increasing role in the collection of research data and these guidelines around how to best adapt incentive strategies to motivate respondents are necessary for a smooth transition in research methods.

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