12:02:47 From Alba Villamil : Hey everyone, I'm Alba, an independent User Researcher in Boston. I'm joining this call because most of my clients are community orgs so I'm the default "Ops" person. Excited to learn from everyone:
12:03:30 From Katie Harrison : Hello!
12:03:36 From Janet Standen : Hi this is Janet from San Francisco. Scoot Insights is a small qualitative outfit so we are all heavily involved in every aspect of our projects including research ops!
12:04:10 From Paul Otto : Hi there — this is Paul from Palo Alto. I work at Houzz on the industry professionals-facing side of the business, on a team of two.
12:04:25 From Ki Arnould : Hey — I'm Ki, Sr UX Researcher at Home Depot: https://www.linkedin.com/in/kiarnould/ I'm here because our team is moving to a centralized model and will need organizing, and I'm getting a whole lot of testing-specific questions related to a customer panel that I manage
12:04:31 From Katie Harrison : My name is Katie and I am a User Researcher at Blizzard Entertainment in Irvine, CA. I'm a research team of one so excited to see what I can learn today!
12:04:35 From Janet Standen : How do you say your last name Philip?
12:04:40 From Hazel Ho : Hi all, I'm Hazel, a user researcher based in London, UK. I'd like to learn more about this space because I'm likely going to need to implement this down the line.
12:04:40 From Beth Leber : I can hear him fine
12:04:42 From Janet Standen : We can hear Philip fine!
12:05:01 From Carly Eiseman : Hi, I'm Carly, the Creator Research Programs Lead at Spotify, specifically working on Spotify for Artists. I'm joining because I've been working on rolling out democratic research programs for a while and am curious as to how others are doing it.
12:05:41 From Jean Watanabe : Hi! My name is Jean, I'm a user researcher at a small ed tech company in the SF Bay Area. Would love to get some designer self-service ideas of what I can implement asap in our company.
12:05:52 From gkim : Hi I'm Gloria a User Researcher at Pocket. I'm also working on rolling out self-service user research playbooks for our various departments
12:06:12 From Flavia Stoian : Hi everyone! I'm Flavia from SF. I'm a uxr @Chime, and as my team is currently thinking about hiring a ResearchOp, I'm here to learn more about what's top of mind for Ops, and get an understanding of what to look into an ideal candidate for the role. Happy to connect:
12:06:18 From nina_serpiello : I'm user research lead at HTC Creative Labs. We make virtual reality hardware and system software. If anyone in here is using VR for research, I'd love to chat more.
12:06:21 From Annie Volovik : Hi! Annie Volovik here. I am a product strategist and researcher at Philosophe. Looking forwarded to listen to everyones challenges and solutions.
12:07:06 From aistec : Hi everyone! My name is Aiste, and I am a researcher who recently transitioned to UX from academic research.

I've held roles involved in Research operations such Research Coordinator, and as I prepare and search for my next opportunity, I wanted to take the time to learn as much as possible about best practices.
Happy to connect!
12:07:24 From Luby Huang : Hello all! I am Luby, a User Researcher from San Francisco currently working at an ed tech company called Clever. I am interested in learning how to make research a bit more self servicing as I am supporting multiple product teams as the sole researcher. Let's connect!
12:08:16 From gkim : I forgot to share my LinkedIn!: Adding it here in case anybody else is a researcher working in media/journalism/content creation
12:09:06 From Paul Otto : I also forgot to share my LInkedIn :) –
12:09:09 From Mallory McMillan : In his experience, what was the most important to ask in the template/form
12:09:22 From Mallory McMillan : For research requests
12:10:08 From Anh Hua : Hi everyone, I'm Anh Hua. I am a junior User Researcher from the Nielsen Company. Our team struggles a lot with research ops, and scaling research in the company. Happy to be here and learn from everyone today.
12:11:29 From Na Mi : Hello all! I am Na Mi, a UX researcher from Palo Alto, CA, with a late stage tech startup. I'm super interested in learning this topic. Thanks for sharing!! Happy to connect with fellow researchers!
12:13:56 From Beth Leber : Hello from Oakland, CA! I'm experienced researcher and have been working as an independent consultant for the past 15 years. Here to stay current with all the great stuff that's happening in the industry. Happy to connect
12:14:42 From Janet Standen : Where is everyone at on the benefits of democratization of research to more of a DIY across the org (particularly designers and engineers) – Molly Stevens at UXR Conf admitted to having made a huge mistake in the past in encouraging this to happen that she now regrets as quality of research approach and output has declined and best practices are all over the place. She is now at Booking.com.
12:17:44 From Philip Begel : Yes exactly, we are trying to take the approach of making sure the quality of the output is kept at a high bar. So removing the researcher from the process at all, imo, isn't the best move. Hence that initial kick off is super important
12:19:15 From gkim : @Philip @janet we have the opposite issue where PMs and Designers insist on doing their own research! Even a designer running a diary study has come up. How do you delineate roles and ensure best practices and scaling with quality?
12:22:28 From Carly Eiseman : Quality is a huge challenge with self-service
12:22:35 From Whitney Raab : Stakeholders and Subject Matter Experts also think they are researchers.
12:22:44 From gkim : But how do you deal with demand for 'velocity'? Usually I find that velocity is behind a designer who wants to do

research (the designer feels stymied by the research process)
12:22:53 From Katie Harrison : Also forgot to add my information:
12:23:09 From Carly Eiseman : Im happy to jump in for a sec
12:24:57 From Paul Otto : Definitely agree that doing this requires basically constantly educating people about what research is and what it entails
12:25:48 From Cece O'Connor : We have worked hard to introduce research and properly executed design to the organization. We now have more demand are working to scale our research practice which may include mech engineers and SW developers. We don't hand over research, but these types of tools and process help us as we continue to push forward with scaling our offerings without a hand over. over time we have found some of these people who are able to become a part of the "extended XD team" They have been trained and we know they can contribute to a cohesive professional research approach. We still have one research person involved.
12:26:09 From Philip Begel : >But how do you deal with demand for 'velocity'? Usually I find that velocity is behind a designer who wants to do research (the designer feels stymied by the research process)
we've put the process on a timeline to break down what they should expect velocity wise. So 15-30 min kickoff/consultation about the testing, 30min-1hr test building session together, then up to a day for videos to come in, and then 1-3hrs for the analysis phase. So 1-2 days in total
12:26:44 From gkim : Thanks @Philip
12:30:09 From Carly Eiseman : The timelines are helpful; because breaking down the process allows others to understand how many steps there are and how much of a commitment research really is.
12:31:11 From Anh Hua : Do you find additional resources like documentations or guideline helpful to get designers and PLs educated in research? If yes, what type of resources? And if no, why not?
12:32:32 From Carly Eiseman : Yes. Documentation and guidelines are very helpful; it doesn't replace in-person training but every one has different ways of learning. One thing I truly advocate is that everyone that wants to do research needs to observe a round of sessions first.
12:34:10 From Janet Standen : I feel there is a spectrum - usability, usage experience, user experience. Usability is easier to self-serve, and the closer the need is to "user" experience the greater the research team needs to be involved or even leading the studies.
12:35:03 From Jean Watanabe : In a large company I worked at, non-researchers were discouraged from conducting research. And in a few instances if/when it was allowed, the risks of a non-researcher doing research were clearly communicated to the product team. At this smaller company I am working at now, everyone is encouraged to do things more quickly and in a lightweight manner. I'm thinking now education and communicating risks should be built into the formation of something self-service.
12:35:23 From gkim : Thanks! That was really helpful

12:37:58 From Paul Otto : Cece, I like the idea of the "expanded team" — I definitely tend to work with the same group of non-researchers repeatedly, who have a proclivity towards research.
12:38:10 From Whitney Raab : "research" ends up being a practice of confirmation bias if they don't understand the nature of research
12:38:11 From Carly Eiseman : Bias training is part of self-service research
12:38:27 From Carly Eiseman : Or rather needs to always be
12:40:27 From gkim : @carly Any good recommendations for resources on bias training?
12:41:13 From Philip Begel : The nn/g articles offer a good consumable start
12:43:05 From Philip Begel : – https://www.nngroup.com/articles/task-scenarios-usability-testing/
    – https://www.nngroup.com/articles/usability-testing-101/
    – https://www.nngroup.com/articles/better-usability-tasks/"
12:43:19 From Carly Eiseman : @gkim — I'll look at my docs and can share after.
12:44:31 From Carly Eiseman : But in terms of bias, the real issue with non-researchers doing researcher (especially designers) I find is confirmation bias.
12:44:32 From gkim : Thanks! Appreciate these leads!
12:44:44 From Alba Villamil (she/her) : I believe Megan Campos will be giving a talk at UXPA Boston about how to communicate to stakeholders about racially diversifying research participants: https://twitter.com/uxpaboston/status/1280482924308070401
12:46:42 From Paul Otto : The way we're thinking about it here, we distinguish based on scope as well, so any non-researcher-led research is at a much smaller scale than what we as researchers are doing.
12:46:53 From Alba Villamil (she/her) : Has anyone had success pairing with an internal ethics team or external IRB to frame democratization around participant risk?
12:48:14 From Janet Standen : The difference between judging "bad" research vs "good" research is a qualitative assessment which provides less explicit data points!
12:48:31 From Paul Otto : There's also the question of people who are going to go ahead and call customers directly and present that in the same way they'd present results from a research study.
12:48:59 From Paul Otto : So redirecting that energy with some oversight can be a challenge but potentially really valuable source of momentum.
12:49:21 From Whitney Raab : Sorry my mic was messing up.
I work in a large organization with pockets of UX practices, but not a lot of support to prioritize research. They pull us in after the fact much of the time.
My particular experience is working with internal tools and processes, so we have a lot of issues with stakeholders and SMEs not accepting research findings because it doesn't match what they know. They also have a hard time understanding who the users actually are other than themselves.

12:52:38 From Janet Standen : Check out the ongoing Implicit Association Test being run by Harvard to help us all understand our own biases on a broader life basis. Free to test yourself and there are many dimensions being tested. https://implicit.harvard.edu/implicit/takeatest.html
12:52:57 From Janet Standen : Molly Stevens article based on her talk at UXR Conf is here: https://medium.com/@mollystevens/escape-velocity-finding-our-path-in-the-next-decade-2fb2a3846c1e
12:55:53 From Carly Eiseman : To Paul's question — one solution I offer is there are plenty of people interested in research — but split up the roles. It can be a team effort to build a guide; one person can take on the interview, another can work on the analysis and then as a group you can work together to produce a report.
12:56:03 From Janet Standen : I'm interested, a slight aside, how many people here based inside companies feel as if their role is as an internal "research consultant" or is there a better term e.g. "research partner" "research colleague" etc?
12:57:32 From Philip Begel : We definitely operated as a consultancy due to the us being a small 1-3 person team supporting 20+ designers haha. So as the team has grown, we've become embedded and shifted to being called "partners"
12:57:49 From Paul Otto : Janet — even a "research coach"!
12:58:28 From Carly Eiseman : i think of it as a program manager
12:59:09 From Jean Watanabe : I see consultant as someone who is used to working with multiple clients. Similar to being a researcher working with multiple product teams.
12:59:39 From Kris Angell : Resources:
12:59:40 From Kris Angell : https://app.mural.co/t/researchopscommunity7839/m/researchopscommunity7839/1539419866773/d21dd2cce77e9e502dcdb46c4abfa7ad8a0aff88
12:59:40 From Janet Standen : I like that — "research professionals with expertise in research"
12:59:46 From Kris Angell : Medium Research Ops Community https://medium.com/researchops-community
"A framework for #WhatisResearchOps"
https://medium.com/researchops-community/a-framework-for-whatisresearchops-e862315ab70d
12:59:51 From Kris Angell : Research Ops Community http://researchops.community/
13:00:30 From Carly Eiseman : Thank you Kris!
13:00:47 From Janet Standen : https://www.qrca.org/page/diversity-equity-inclusion
13:00:54 From Whitney Raab : Thank you, everyone!
13:00:56 From Paul Otto : Thank you for setting this up!
13:01:00 From Janet Standen : Lots of content here about DE+I
13:01:08 From Anh Hua : Thank you so much — this was really insightful.
13:01:15 From Na Mi : thank you!!
13:01:16 From Julie Martin : Thank you!!
13:01:18 From aistec : Thank you!

13:02:12 From Anushka Pai : Thank you!