

## Welcome Back

Hey everybody, it's Brenda, and I wanna welcome you back to this lesson.

In this lesson, I'm going to be talking about User Interviews.

### ■ Average Incentive

Let me just start by saying that the average incentive is about \$80.

User Interviews is one of the biggest platforms for market research and focus groups.

## Why User Interviews Is Worth Joining

You're going to see a lot of User Interviews studies on the job board.

I also recommend that you sign up and keep your eye on their platform as well, because you can never be looking around too much.

They post a lot of studies every year — about 20,000 or so — so there's a lot of opportunity available.

## Complete Your Profile

Make sure your User Interviews profile is completely filled out.

With this many studies, a complete profile is going to put you in front of recruiters for niche opportunities automatically.

## The Main Study Types

User Interviews offers three main types of studies:

- Moderated studies
- Unmoderated studies
- Multi-day studies, also known as diary studies

### Moderated Studies

Moderated studies are one-on-one interviews and are the most common study type on the platform.

These can happen online, over the phone, or in person.

Focus groups also fall into the moderated category because multiple participants are involved in a group session.

### Unmoderated Studies

We've already talked about unmoderated studies.

These are self-managed tasks where you complete activities on your own without a live researcher present.

## **Diary Studies**

Diary studies are multi-day studies where you log your experiences over time.

Sometimes they're only a day long. Other times they can last several days or even a couple of weeks.

When you apply, they'll let you know exactly what is expected from you.

## **Remote vs. In-Person Studies**

Most User Interviews studies are conducted remotely.

They do have in-person focus groups too.

You'll want to decide whether the drive is worth it for you, but in-person studies usually pay a little better.

## **Getting Started**

When you're ready, you can click the link and create a free account.

You're going to want to fill out your profile completely.

They'll ask you about:

- Your demographics
- Your profession
- Household information
- Areas of expertise

The more detail you give them, the more studies you'll match with automatically.

## **How to Find Studies**

Once your profile is set up, you can browse available studies directly on their site and apply to anything that fits.

I recommend that you browse their platform directly as well as using the focus group job board.

## **What's Next**

I want to thank you so much for being here.

I really appreciate that you've come this far.

We're going to be talking about another company in the next lesson.

So please join me there to learn all about another company that you can use to make money.

Thanks for being here, and I'll see you there.