



### RIVA Highlights

- RIVA had another Mental Health Day for Q4 on Friday, Nov 14<sup>th</sup> where staff took the day to focus on anything that wasn't work related. Staff spent the day with family, reading, and/or on self-care.
- Kristin will celebrate her birthday on Friday, Nov 28<sup>th</sup> – Happy early birthday!

### End of 2025 RIVA Classes

#### RIVA 201: Fundamentals of Moderating

In-person

December 1-4 – 1 seat left

\*Registration closes 11/28

Virtual

December 8-11 – A few seats left

\*Registration closes 11/28

#### RIVA 614V: Moderating Real-Time Text Chats

December 15-16

### RIVA 195V – Asynchronous Intro to QLMR

**ASYNCHRONOUS!**

**RIVA 195V:**

**Principles of Qualitative Market Research**

**ASYNCHRONOUS!**



All the basics taken  
at your own pace &  
on your own  
schedule!

### RIVA Classes in 2026

#### RIVA 199V: Project Management & Screener Development

January 26

#### RIVA 201: Fundamentals of Moderating

In-person

January 12-15

Virtual

February 9-12

#### RIVA 207V: Fundamentals of IDI Moderating

February 23-26

#### RIVA 610V: Moderating Online Message Boards

February 17-19

#### RIVA 701V: Guide Development Workshop

January 26-28

### RIVA Coaching Packages

RIVA offers alums the opportunity to continue their RIVA education through coaching packages. If you work in highly specific industries, need business advice, and/or are looking to improve additional skills, our coaching option might be a good fit for you. Reach out to Linda at [linda@rivainc.com](mailto:linda@rivainc.com) to learn more and begin setting up your coaching package.

## Announcing RIVA 710

Our students have consistently requested that we offer an additional way for them to get more constructive feedback on their moderating skills as they progress through their careers, beyond our moderating courses. We have now designed that course!

RIVA 710 allows RIVA alums to work one-on-one with a RIVA Trainer to determine the next steps they need to take in order to elevate their moderating skills.

Learn more on our website or contact Linda at [linda@rivainc.com](mailto:linda@rivainc.com) to schedule your Refresher!

*You requested; we delivered!*



## RIVA's Online Moderating Classes – Bundle & Save 10%

A banner for RIVA's Online Moderating Classes. The background is a desk with a coffee cup, crumpled paper, a keyboard, a mouse, and a pen. The RIVA Training Institute logo is at the top center. The text "RIVA's Online Moderating Classes" is in large black letters. Below it are three class options: 610V: Moderating Online Message Boards (Feb 17-19), 614V: Moderating Real-Time Text Chats (Apr 8-9), and 618V: Moderating Video Chats (Jun 2-3). At the bottom, it says "Bundle &amp; Save 10% on your tuition! Contact Linda for details (linda@rivainc.com)."

To register for any of our 2025/2026 classes, please visit: <https://rivainc.com/browse-courses/>

## Recent Blog Posts

[Reasons for Keeping Quantitative Research Out of Qualitative Research](#)

[Is 8 Still the Magic Number?](#)

[You Asked, We Delivered – Introducing RIVA 710: Moderator Refresher](#)

[Importance of Work/Life Balance](#)

## Lloyd J. Harris Scholarship

If you or someone you know is interested in formal moderation training and are early in your moderating career, the Lloyd J. Harris Scholarship Fund might be a good fit for you. Two winners will receive tuition to either RIVA Training Institute or Burke Institute. To learn more and apply, visit: <https://www.qrca.org/site/lloyd-harris-scholarship>

**Deadline: December 15<sup>th</sup>**



## #AskRIVATrainer Ep 6

Episode 6 of RIVA's #AskRIVATrainer 2025 Facebook Live series is coming December 12<sup>th</sup> at 1pmET. You can view the event by going to our [Facebook page](#) the day of the event.

Topic: When to Use Online Message Boards

Join us to get your questions about best use-cases for online message board answered! (You can submit questions prior to the event by emailing them to [brittany@rivainc.com](mailto:brittany@rivainc.com).)

### Meet the Staff: Kristin Harwood

**Name:** Kristin Harwood

**Start Date:** August 4, 2025

**Title:** Bookkeeper/ Human Resource Manager

**Astrological Sign:** Sagittarius

**A Color That Brings You Happiness:** Blue

**A Go-to Food:** Asian Food

**Current Read/Hobby/Free-time activity:** Cooking new recipes with my kids, going to the movie theatre.

**A Quotation You Like:** "You must be the change you wish to see in the world." — Mahatma Gandhi

**A Cherished RIVA memory:** Meeting the RIVA team and participating in my first focus group.

**Someone you admire/are inspired by:** My mother

**Best piece of professional advice you've ever**

**received:** Proof your message before sending, not after.

**Best piece of "life" advice you have received:** "A good laugh and a long sleep are the best cures for anything."

— [Irish Proverb](#)



### Respondents ENJOY Participating in Research

Written by: Brittany Mohammed

One of the benefits of getting to work with such a large group of incredible Respondents from all over the U.S. is that we get the opportunity to learn so much about the Respondent experience. Through those interactions, we've learned that Respondent's enjoyment of the research process extends beyond just getting the incentive. While it's certainly welcome and appreciated, many find the experience of sharing their ideas with others fun.

What Respondents love about participating in research:

1. They share their opinions in a safe place without judgement for their POV in a world where, typically, their comments are dissected by peers.
2. It's fun!
3. Often, they get to see products/ideas before they are implemented (they get to feel in the know).
4. They get heard by some of the brands they use every day – impacting not just their experience but those in their community.

At RIVA, we often highlight how the real hero of the research study are the Respondents because without them, there's no data to aid in progress, evolution, and decisions that are made within a company that impact the consumers. It's beneficial to remember that people enjoy being part of the process and that without them, you

wouldn't have job! It's always important to honor our Respondents and what they contribute. Understanding how they feel about their participation helps in keeping focused on making sure they feel appreciated and welcome in the research session.



We want to take a moment to wish you all a beautiful, blessed, and happy Thanksgiving. Enjoy this time with family, friends, furbabies, etc.

RIVA offices will be closed Thursday, November 27 and Friday, November 28 in observance of the holiday.

Brittany Mohammed  
Qualitative Training & Research Specialist

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

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