

Online Discussion Boards

Consumers are Changing - Are your Research Methodologies?

TouchScreen Marketing & Research introduces online discussion boards as a highly effective way to engage and understand your customers in our digital age. Online discussion boards are a blend of traditional focus groups combined with cutting edge digital methodology.

Participant Feedback:

'The time allocated for this discussion board was great - running this over 3 days meant that I was able to take my time and answer the questions with care, and login numerous times when it suited me.'

'I liked the online discussion board because I could do it in my own time, no travelling required to meet. It allows time to think, add more information, digest what others have said and comment. Not looking at my watch as you can in a live situation and wonder how much longer it's going on for. No parking hassles, rush to get there after work if evening focus group. I believe more likely to get willing participants due to ease of being able to do from home/ location of choice/in own time.'

'I enjoyed the online discussion. Personally, I am not very good with technology, but found it easy to follow.'

Benefits of this Online Methodology:

- ◇ High quality actionable insights in terms of relevance, depth and integrity.
- ◇ Quality output containing rich verbatim quotations.
- ◇ Blend of qualitative and quantitative.
- ◇ Fast turnaround of reporting due to highly accurate transcripts.
- ◇ Appeal to all demographics with reduced 'group think' influence.
- ◇ Heightened quality engagement with written responses providing time to reflect and synthesise information.
- ◇ Anonymity encourages more open and honest feedback.
- ◇ Undoubtedly increased convenience for participants logging from any location over a 3 day research period.

We call our online discussion board - Round Table - Bringing Heads Together depicted by this image of participants on their assorted devices.



How Online Discussion Boards Work:

- ◇ The moderator creates a discussion guide and questions for our private online discussion board.
- ◇ Similar to a focus group concept but procedure-wise comparable to posting and commenting on Facebook.
- ◇ Selected participants represent the desired demographics and each receive private and protected access.
- ◇ Participants login to respond to questions, answer single or multi-choice polls or join open discussion topics. Once they comment on a topic, they are encouraged to comment and engage with earlier posts.
- ◇ Each participant must provide input on every topic resulting in a rich in-depth discussion.
- ◇ Participants can upload screenshots or images to illustrate their viewpoint.
- ◇ Cross-tabulation allows for comments to be filtered to report on sub-sets of participants i.e. by gender, age.