

Online Research

As the Internet and its usage continue to grow, DRI has taken advantage of this medium to deploy customized online applications and techniques. We have approached this expansion with the same listening skills and interpretive acumen that are central to our core qualitative practices. And indeed, much of our online research activity involves the same sorts of marketing issues (e.g., exploration, diagnosis, concept testing, positioning development, etc.) and methodological formats (e.g., focus groups, mini-groups, individual interviews) as our conventional in-person or telephone qualitative assignments.

In addition to the conversion of typical marketing research objectives to online execution, DRI also explores the needs/concerns of consumers and business customers regarding information gathering, interactions, and transactions conducted via the Internet, per se. In that connection, we work with clients and designers to help develop corporate websites.

Some examples of DRI projects directly related to Internet use:

- Identifying browser behaviors
- Developing corporate web sites
- Evaluating reactions to site usability, content and design
- Creating software applications

- Understanding online shopping practices
- Outlining Internet delivery of product information

DRI conducts online research in a variety of formats.

- **e-Groups** are similar in structure to in-person focus groups; they typically last one to one-and-one-half hours.
- **e-Panels** can involve more people and are longer - anywhere from a day to several weeks. Respondents have control over when they participate and have more time to provide comprehensive answers.
- **e-Interviews** give the investigator an opportunity to broach topics that may require more privacy and/or in-depth probing.

To see an article authored by Nino DeNicola, go to www.dialogueresource.com and click on “*Quality Inter(net)action*” – published in *Marketing News*, November 19, 2001.

For a brief case study on using an innovative research design to reach a large audience at a relatively low cost, go to our website and click on “*Helping A College Reposition Its Role In The Marketplace*”.

Dialogue Resource is a marketing research and consulting firm located in Charlotte NC.

