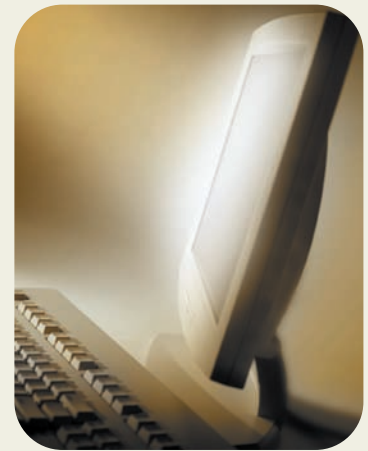


Time-Extended™ Online Qualitative  
The New Generation of Insight



**Time-Extended™ Online Discussion Forums and Depth Interviews take place over a period of several days. The “extended” time period delivers unmatched levels of detail, depth and insight. The advantages of Time-Extended™ Online Qualitative:**



- **Experience Proximity.** With Time-Extended™ Online Qualitative, we can direct consumers to shop for or use a product, then capture their innermost thoughts and feelings about their recent experiences through online diaries and depth interviews.
- **Superior Sampling.** Samples can be pulled from our premium online panels to better represent the target audience, including people living in rural areas and smaller cities, people who are not willing to commit to a scheduled time, or people who will not attend in-person groups.
- **Online Ethnography.** Time-Extended™ Online Qualitative provides a platform for conducting ethnographic studies. Participants can upload digital photos of their pantries, refrigerators, etc., to provide observational insights and serve as a stimulus to further discussion.
- **Quantitative and Qualitative Linkage.** Time-Extended™ in-depth discussions can be conducted with respondents from subgroups identified through our online quantitative surveys, providing in-depth explanations for their quantitative answers.
- **Worldwide Reach.** Our global Internet panels allow qualitative research to be conducted in multiple countries simultaneously, in multiple languages. Sessions can be conducted nationally or globally without requiring travel to multiple facilities.
- **Unbiased Honesty.** An anonymous environment where group social pressure is minimal can be created online, leading to openness and honesty in discussing sensitive topics such as money, sex, and politically incorrect views.

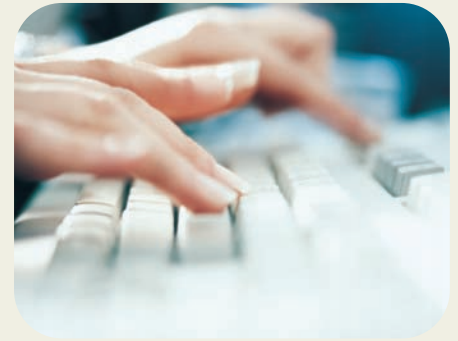


## Examples Of Time-Extended™ Online Qualitative Applications

- Depth studies among low-incidence groups
- Same-day, point-of-purchase experience
- Ethnographic in-home usage research
- Qualitative research following in-home product testing
- Qualitative “close-ups” from a quantitative study
- Creative dialogue with target audience
- In-depth interviews followed by discussion forums with the same respondents
- Traditional qualitative coupled with Time-Extended™ Online Qualitative

### Time-Extended™ Online Discussion Forums

These sessions follow a message board format and usually last five days. The 15 to 20 participants per group must comment at least two or three times per day and spend 20-30 minutes a day reading and answering the questions. Each Time-Extended™ participant, in total, spends two to three hours responding to questions from the moderator and comments from other group members. In comparison, participants in traditional in-person groups have limited “air time” (i.e., only get to talk for a few minutes, on average).



### Time-Extended™ Online Depth Interviews

An online message board format is also used to conduct Time-Extended™ Depth Interviews. Respondents answer the posted questions at their convenience. Fifteen to 20 depth interviews are usually sufficient. Interviews typically take several days to complete. Clients can view the online content as it is posted and they may communicate with the moderator at any time. This method is ideal for busy executives, physicians, or other difficult-to-reach respondents who are unwilling and/or unable to commit to a scheduled time.



### Other Internet-Adapted Qualitative Techniques

We have adapted our qualitative techniques to take advantage of the Internet's unique characteristics. Each of the following online techniques has its place, depending upon the target audience and the research objectives:

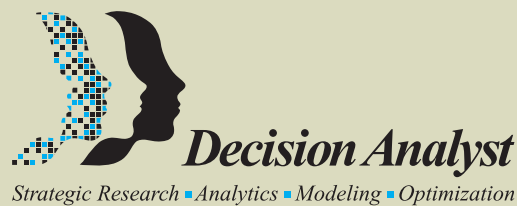
- **Online Pseudo-Depth Interviews.** This technique uses an online survey format and consists of 15 to 20 open-ended questions. The sample size is usually 25 to 50 target market respondents. The goal is to create “soul searching” questions that stimulate revealing responses. Pseudo-depths offer good quality data, reasonable cost, and quick turnaround.

- **Online Sentence Completion.** This projective technique uses an online survey format and consists of 40 to 50 incomplete sentences that respondents must finish. The sample size is usually 50 to 75 participants. Online sentence completion can be a stand-alone method or part of other qualitative techniques.
- **Online Word Association.** This projective technique uses an online survey format and consists of 50 to 75 stimuli words that participants respond to by typing the first word, association, or image that comes to mind. Sample sizes range from 100 to 200. This technique is best for exploring awareness, imagery, and associations linked to brands.
- **Online Hypotheses Quantification.** Following discussion forums or depth interviews, it is often wise to quantify the results. We accomplish this by identifying 50 to 100 verbatim statements that support the major hypotheses, and ask a nationally representative sample of 200 to 500 consumers if they agree or disagree with each statement. The statistical results are combined with the original qualitative data to create one integrated report.



## Why Decision Analyst?

Decision Analyst has over 32 years of qualitative research experience and is one of the pioneers in adapting qualitative research to the Internet. Our moderators can recommend the qualitative technique (online or in-person) best suited to your research needs. If you have a marketing problem that might lend itself to a qualitative solution, please give us a call.



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