

DECODE'S ONLINE DISCUSSIONS

Connect with youth around the globe, talk about what matters to them and understand why it matters for your business.



DISCOVERING THAT ANSWERS ARE JUST A CLICK AWAY

DECODE: POWERED BY DEEPER KNOWLEDGE OF YOUNG GENERATIONS

Discussion. Debate. Reflection.

DECODE has successfully completed hundreds of online discussions. Online Discussions are a cost-effective supplement to in-person qualitative research, which develop the rich insights and feedback necessary for strategic positioning. Discussions utilize secure online bulletin boards, moderated by DECODE, using questions developed and refined in collaboration with you.

How can we get more out of interview participants?

Online Discussions take place on DECODE's password-protected bulletin board with 8-10 participants on each board. Once a population has been recruited, DECODE posts questions that can only be viewed by the participants, and the client. Participants are encouraged to not only answer the assigned questions, but to respond to issues and concerns raised by others. Each morning a series of pre-determined questions and visual stimuli are posted. Participants then have until the following morning to post their responses to questions, as well as comments for their group members. Online discussions typically involve three to four days of questions, with participants having five days to respond.

While in-person qualitative research will always be effective, Online Discussions compliment focus group research in unprecedented ways. The best part? **We can recruit participants from all over the world to participate in the same group!** If you require qualitative research with a global reach, Online Discussions allow for easy access and simple coordination with anyone, anywhere, anytime.

Online Discussions are particularly effective for projects that require deep discussion, debate and reflection. The average participant will spend up to five hours on each session – far longer than a typical focus group. Participants can log-in and answer questions according to their own schedule, thereby attracting a wider range of potential research populations.

Range of benefits:

- + Online Discussions are a cost-effective supplement to in-person qualitative research
- + Further develop insights necessary for strategic positioning
- + Clients collaborate in designing questions, refined by DECODE and the rest of the team
- + Online Discussions allow more depth, reflection and time from participants
- + Accommodates participants' schedules
- + Because each participant logs in under a created username, Online Discussions typically allow for more candid feedback from participants and can eliminate the uncomfortable effects of dominant group members in focus group settings
- + Full transcripts allow for deep research & analysis
- + Connect in multiple languages across time zones for a truly global perspective
- + A secure log-in ensures privacy and confidentiality between you and participants
- + Clients may observe discussions and decide whether they want to connect directly with participants

Contact DECODE

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DECODE is a global strategic consultancy, with 19 years of experience working with youth, young adults and young families. We decode what young people think, feel, want, need, believe in and aspire to guided by our in-depth knowledge of this population. Our expertise in uncovering fresh, relevant insights—using both traditional and pioneering methodologies—helps out clients. Since 1994, DECODE has completed over 500 projects with the world's leading businesses and governments.

