

Method	Use for	Advantages	Scale/number of participants	Timescales	Resources
<b>Online asynchronous research communities</b>	<ul style="list-style-type: none"> <li>› Exploring issues</li> <li>› Understanding language</li> <li>› Evaluating concepts or messaging</li> <li>› Preparing for quant work</li> <li>› Agile research – iterating as learning develops</li> </ul>	<ul style="list-style-type: none"> <li>› Highly engaged participant</li> <li>› In-depth, considered responses</li> <li>› In-context responses - participants can show you their worlds</li> </ul>	<ul style="list-style-type: none"> <li>› Medium to large</li> <li>› As few as 20 participants up to hundreds and even thousands</li> </ul>	<ul style="list-style-type: none"> <li>› Longer-term projects. A few days – usually fewer participants</li> <li>› Months, up to years – usually large</li> </ul>	<ul style="list-style-type: none"> <li>› Management can be time consuming</li> <li>› Participant engagement can be resource intensive</li> <li>› Small incentives usually paid.</li> </ul>
<b>Branded communities</b>	<ul style="list-style-type: none"> <li>› Same uses as other communities but comprised of brand users.</li> </ul>	<ul style="list-style-type: none"> <li>› Highly motivated participants, often brand advocates or fans</li> </ul>	<ul style="list-style-type: none"> <li>› Larger scale – can be thousands of participants.</li> </ul>	<ul style="list-style-type: none"> <li>› Long term – up to years. A significant investment but significant payback.</li> </ul>	<ul style="list-style-type: none"> <li>› Management, engagement and recruiting to replace churn can be time consuming</li> <li>› Financial incentives not always needed.</li> </ul>
<b>Online focus groups</b>	<ul style="list-style-type: none"> <li>› Exploring issues, ideation, understanding language, evaluating concepts or messaging, preparing for quant work</li> </ul>	<ul style="list-style-type: none"> <li>› Can get instant reactions, moderator can probe directly to get more detailed understanding</li> </ul>	<ul style="list-style-type: none"> <li>› Small – typically up to 8 people in each. Costly to do at scale.</li> </ul>	<ul style="list-style-type: none"> <li>› Long lead time to set up, quick to do. Usually no more than 1.5 hours each due to 'Zoom fatigue'</li> </ul>	<ul style="list-style-type: none"> <li>› Can be cost effective</li> <li>› Ideally use just one moderator for all groups.</li> <li>› Incentives usually paid.</li> </ul>
<b>Online one-on-one interviews</b>	<ul style="list-style-type: none"> <li>› Sensitive topics</li> <li>› Where you don't want people to influence each other (such as evaluating concepts)</li> <li>› B2B research – can be harder to recruit for groups</li> </ul>	<ul style="list-style-type: none"> <li>› Focused time with one person</li> <li>› In-depth understanding</li> </ul>	<ul style="list-style-type: none"> <li>› As many as you like but typically small to medium numbers</li> <li>› Costly and time consuming to do at scale</li> </ul>	<ul style="list-style-type: none"> <li>› Can be time consuming both to set up and to complete</li> </ul>	<ul style="list-style-type: none"> <li>› Can be resource intensive - 1:1 interviewer to participant time</li> <li>› Incentives often higher than focus groups.</li> </ul>
<b>Online ethnography</b>	<ul style="list-style-type: none"> <li>› Exploratory research;</li> <li>› Immersing in world of consumer</li> <li>› Looking for unmet needs and opportunities</li> </ul>	<ul style="list-style-type: none"> <li>› In-context research – the participant takes you into their world</li> </ul>	<ul style="list-style-type: none"> <li>› Small – in depth focus on fewer participants</li> </ul>	<ul style="list-style-type: none"> <li>› Usually longer term, e.g. customer journey diaries</li> <li>› Can also be used as a technique within other methods such as communities</li> </ul>	<ul style="list-style-type: none"> <li>› Analysis can be time consuming – lots of video and image content</li> </ul>
<b>Mobile qualitative research</b>	<ul style="list-style-type: none"> <li>› 'In the moment' intercept type research</li> <li>› Can be a method on its own, or just a way of accessing other methods</li> <li>› All other methods need to be optimised for mobile</li> </ul>	<ul style="list-style-type: none"> <li>› In-context research</li> <li>› Great for capturing images, audio and video</li> <li>› More inclusive – especially younger people or those without other internet access</li> </ul>	<ul style="list-style-type: none"> <li>› Any</li> </ul>	<ul style="list-style-type: none"> <li>› Any</li> </ul>	<ul style="list-style-type: none"> <li>› Analysis can be time consuming – lots of video and image content</li> </ul>