Sample Research (1 of 4): K-12
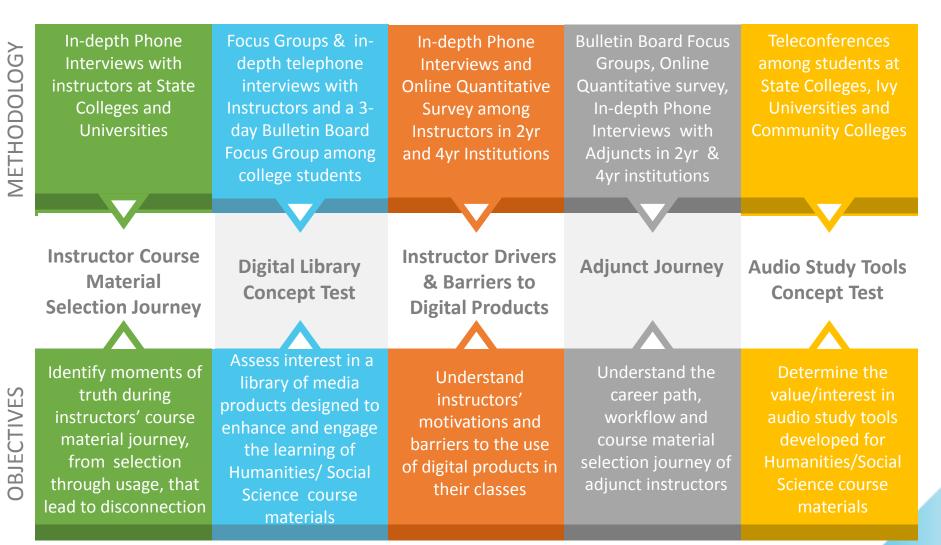
METHODOLOGY

Bulletin Board Discussion Groups, Live Focus Groups, Telephone in-depth interviews, Webcam Groups	Live Focus Groups, Bulletin Board Discussion Groups, In-depth telephone interviews, Online quantitative surveys	Live Focus Groups, Multi-Wave Bulletin Board Discussion Groups	Bulletin Board Discussion Groups, Online Quantitative surveys	Bulletin Board Discussion Boards, In-depth Telephone Interviews
Product Concept Testing	**Market Needs Assessment**	**Teacher Trends Panel**	**Member Needs Assessment**	**Sales Material Evaluation (Win/Loss)**
To obtain design and content feedback for print, digital or web products in nearly every subject including RTI, ESL . SPED, test readiness.,	To determine the strengths and weaknesses of current brands used as well as unmet needs of the marketplace prior to product development	To follow panelists over weeks/months to gather information regarding product experiences or subject area trends.	To understand member satisfaction with specific teacher associations along with the key benefits/services offered	To determine key reasons for adopting /selecting specific product brands, including marketing materials/ presentation review.

OBJECTIVES

Sample Research (2 of 4): Higher Ed Instructor

METHODOLOGY

In-depth Phone Interviews with instructors at State Colleges and Universities	Focus Groups & in-depth telephone interviews with Instructors and a 3-day Bulletin Board Focus Group among college students	In-depth Phone Interviews and Online Quantitative Survey among Instructors in 2yr and 4yr Institutions	Bulletin Board Focus Groups, Online Quantitative survey, In-depth Phone Interviews with Adjuncts in 2yr & 4yr institutions	Teleconferences among students at State Colleges, Ivy Universities and Community Colleges
Instructor Course Material Selection Journey	**Digital Library Concept Test**	**Instructor Drivers & Barriers to Digital Products**	**Adjunct Journey**	**Audio Study Tools Concept Test**
Identify moments of truth during instructors' course material journey, from selection through usage, that lead to disconnection	Assess interest in a library of media products designed to enhance and engage the learning of Humanities/ Social Science course materials	Understand instructors' motivations and barriers to the use of digital products in their classes	Understand the career path, workflow and course material selection journey of adjunct instructors	Determine the value/interest in audio study tools developed for Humanities/Social Science course materials

OBJECTIVES

Sample Research (3 of 4): College Student

METHODOLOGY

Bulletin Board Focus Groups and Online Quantitative surveys among 2yr, 4yr, & career tech students throughout the semester	Focus Groups & in-depth telephone interviews with Instructors and a 3-day Bulletin Board Focus Group among college students	In-depth Phone Interviews and Online Quantitative Survey among college students in 2yr and 4yr Institutions	Email Strategy among College students planning to attend 2yr & 4yr institutions	Bulletin Board Focus Groups among High School Juniors and Seniors

Student Course Selection Journey	**Digital Library Concept Test**	**Student Drivers & Barriers to Digital Products**	**Pre-college Experience**	**College Exam Test-prep Motivations**

OBJECTIVES

Develop a picture of the college student as a consumer of course materials and gain insights into their overall journey and decision process	Assess interest in a library of media products designed to enhance and engage the learning of Humanities/ Social Science course materials	Understand instructors' motivations and barriers to the use of digital products in their classes	To understand the flow of type of flow of information that takes place between students and colleges prior to orientation.	To understand the attitudes and emotions surrounding Test-prep classes for college SAT/ACT testing.

Sample Research (4 of 4): Corporate Education

METHODOLOGY

| Live Focus Groups with subscribers to a magazine dedicated to Health, Exercise and Nutrition. | Live Focus Groups with subscribers and prospects to a publication focused on healthy food, recipes, and social issues about food. | Bulletin Board Discussion Group among men and women 18-60 actively controlling their weight through diet and exercise | Online quantitative study among mothers age 25-44 with children ages 3yrs-12yrs. | Online quantitative study among primary grocery shoppers who obtain recipes and food information online. |

| **Career Readiness Concept Study** | **Online Industry Training Program** | **GED Professional Development Concept Test** | **HS Equivalency Test Prep Needs Assessment** | **Member PD Academy Evaluation** |

OBJECTIVES

| To develop a picture of the information needs of loyal readers spanning those with beginner, performance and wellness goals. | To understand core values of the brand and to identify opportunities for future growth/licensing opportunities. | To ensure the new book concept will meet the needs of weight control-ers and be successfully positioned among competitors. | To understand what family meal time looks like and how mom's involve & interact with their children in the kitchen. | To test 2 potential positioning concepts for a website as well as names and taglines. |

ZELDIS
RESEARCH ASSOCIATES

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4