



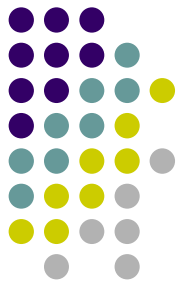
BULLETIN BOARDS: FAQ

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What are Bulletin Boards?



- Bulletin Board Focus Groups (BBFGs) are an online qualitative research methodology.
- Participants are pre-recruited and asked to log in to a secure website and respond to in-depth qualitative questions.
- Bulletin boards typically run for three to five days, and different sets of questions are asked each day.
 - Participants are asked to log in multiple times per day, thus allowing them to respond to probes, follow-ups, and other participants' comments.

When are Bulletin Boards a good idea?



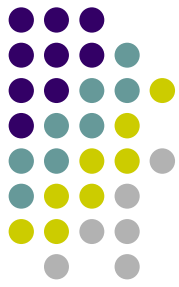
- BCFGs are an attractive alternative to other qualitative methods when feedback is needed:
 - In-depth
 - Quickly
 - Cost-effectively
- We recommend BCFGs for a number of populations, including:
 - Consumers
 - Educators
 - Professionals

What advantages do BBFGs have over traditional in-person groups?



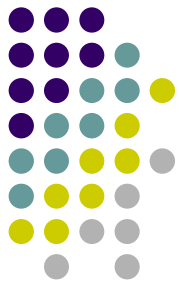
- BBFGs can be national in scope, unlike traditional focus groups, which are limited to certain cities.
 - Thus, they are particularly useful when members of a desired population are not concentrated in a given geographic area.
- Participants in online boards have time to think about and formulate their responses, which leads to more in-depth commentary and rich verbatims.
- Bulletin boards are more cost-effective, requiring no travel.
- A BBFG can also be much larger than an in-person group (30 or more participants).

Why not conduct a real-time online focus group?



- Although live online groups are also popular, BBFGs offer several advantages:
 - Online groups are more easily influenced by the most outgoing, computer-savvy, or even the fastest typists.
 - BBFGs allow more time to think about responses. Thus, comments are often longer and more in-depth.
 - BBFGs also allow more time for moderators and clients to develop probes and follow-up questions. Entire topics can be added in the second or third day that were not part of the original guide.
 - Most participants feel BBFGs are more convenient. Although they require a multi-day time investment, participants can log on any time, from morning to late at night.
 - By contrast, live online groups require availability at a specific time.

How does a BBFG work?



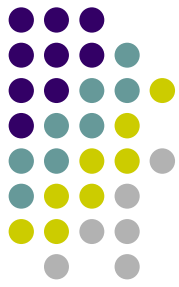
- Participants are recruited by telephone or online. They are emailed a login and detailed access instructions for the group.
- Groups are hosted by Itracks, one of the leading online qualitative research software providers.
 - Itracks' interface is easy to use for participants, moderators, and observers.
- The topic guide is developed and posted onto the bulletin board. Participants are asked to visit once and answer the day's questions, then come back later and respond to follow-ups.
- Moderators post probes, follow-up comments, and additional questions throughout the day.

How can I see what's going on?



- Clients will be given an observer login and password to access the groups. You can log in anytime while the groups are running.
- Comments posted by observers are viewable only by the moderator and other observers, not by participants.
- You can make comments, suggest changes, or request probes or follow-up topics/questions.

What if I have visuals for review?



- BBFGs can accommodate visual stimuli in two ways: via the group's whiteboard or via the Internet.
- Materials can be posted onto the whiteboard as part of the group. Participants can view these items (e.g., sample pages, documents, product concepts) and make comments.
- Participants can also be directed to a website during the group discussion. They can be asked to review items on the site, then return to the discussion page for follow-up questions.

What are the deliverables?



- Immediately following the group, full transcripts are available from the Itracks website.
- Transcripts can be filtered and sorted in a number of ways (e.g., by question, by participant).
- Zeldis Research Associates also prepares a full report of findings, including a Summary and Recommendations section and a Detailed Findings section incorporating direct quotes from participants.

How can I get more information?



- For more information and/or pricing, please contact Zeldis Research Associates:
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