

Online Qualitative Research Methods: A 4-Week Power Program

Looking to broaden the number of online qualitative research methods at your disposal? This course covers social media research, crowdsourcing, online focus groups, webcam research, and more. Your instructor will lead your class through practice exercises and case studies. By the end of this 4-week course, students will know when to recommend these methods and how to set clear expectations with clients and colleagues about their benefits and limitations.

This course meets once a week, for a total of four, 90-minute sessions.

Day 1 (90 minutes): Social Media Research	• What is social media research?
	• How SMR addresses common market research challenges
	• Social Media Monitoring or Social Media Research?
	• Current Tools and Examples
	• A Simple Case Study
	• Common Applications
	• <i>Video interview: 3 Common Misconceptions About SMR</i>
	• Text Analytics Basics
Day 2 (90 minutes): Crowdsourcing	• What is Crowdsourcing?
	• Idea Management Platforms
	• Prediction Markets
	• <i>Demonstration: Idea Management platforms in action</i>
Day 3 (90 minutes): Online Focus Groups	• Chat-based focus groups
	• Video-based focus groups
	• OLFG use scenarios

	<ul style="list-style-type: none"> • Recruiting options and challenges
	<ul style="list-style-type: none"> • <i>Practice: When to recommend different types of focus groups</i>
Day 4 (90 minutes): New Tools, New Methods That Challenge Market Research Conventions	<ul style="list-style-type: none"> • Mobile ethnography
	<ul style="list-style-type: none"> • Webcam research
	<ul style="list-style-type: none"> • New approaches for measuring emotional reactions
	<ul style="list-style-type: none"> • Rethinking the roles of qualitative versus quantitative research
	<ul style="list-style-type: none"> • <i>Practice: When to recommend different online qualitative research methods</i>

Class availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.