

POWER FROM THE PEOPLE



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Market Conditions Are Creating Opportunities for BlogNog™

Social media is everywhere. Millions of people now look to social media sites like the ones shown below as their primary source of news, opinion, and entertainment.



“Blogging” as a behavior is becoming increasingly widespread – 3 in 4 U.S. online adults now use social tools to connect with each other (Forrester, 2008).



- ✓ What is important to the market research profession is that we create ways to leverage this new mode of communication by adapting or blending traditional methods of collecting opinion data with blogging behavior and the technology that supports it.
- ✓ Enhanced technology often produces improvements in quality of data collection, reduces costs, and shortens the time required to produce deliverables.

What Is BlogNog™?

BlogNog™ is an online qualitative platform that has a very familiar look and feel for anyone who has ever used social networking sites like Facebook or Twitter.

BlogNog™ leverages today's blogging culture to have online conversations with respondents, either in a one-on-one conversation stream or in one-to-many bulletin board format.

This format simulates traditional qualitative methods without the obtrusiveness of moderator presence while providing enhanced geographic reach, fast feedback and results, and no travel costs and scheduling challenges.

The screenshot shows the BlogNog™ web interface. At the top, there's a navigation bar with links for Home, Manage Account, Support, and Log Out. The main heading is "Home Redecorating Ethnography". Below this is an "Assignment:" section with a welcome message and a search bar. On the left, there are tabs for "My Assignments" and "My Posts", and a note "Displaying 16 of 16 Comments" with a "View All" link. The central area is titled "Post Your Response:" and contains a large text input field, a file upload section with a "Browse..." button, and a "Post Your Comment" button. Below this, a conversation stream is visible. A post by "Joe Jones" includes a photo of a cluttered room and a comment about home organization. Below it, a moderator post asks for feedback on a video. Annotations with arrows point to specific features: "Writing space for blog entries" points to the response text area; "Upload photos, videos, and other files" points to the file upload section; "On-going conversation stream, with most recent posts appearing at the top" points to the list of posts; and "Similar to Facebook, click on comment to add a comment or question within the conversation stream" points to the "Post Your Comment" button.

Home Manage Account Support Log Out

Home Redecorating Ethnography

Assignment:

Welcome! Thank you for agreeing to take part in this important market research project. As part of this project, you will need to log in each day this week and complete the assignments posted from the moderator. Assignments will appear in the conversation stream below. We need you to be completely honest. There are no wrong answers in this research, just your personal opinion. Even if you feel negatively about something, please share it, because it's your opinion and it's important. As you respond, please be as detailed as possible.

Created 06/05/2009
Last Edited 06/18/2009

My Assignments
My Posts

Displaying 16 of 16 Comments
[View All](#)

Post Your Response:

Upload a photo or file:

Joe Jones I like the colors they use and the simple designs they incorporate into their rooms. I really feel like my bedroom has been taken over by mounds of clutter, including books, clothes, and photos. I'm attaching a picture of my room for you to see. It seemed that throughout the video all their ideas focused on how to keep rooms organized, simple, and clutter free. I like that. All the ideas were simple and straightforward and made so much sense.

- Posted 7 minutes ago | [Add Comment](#) | [Delete](#)

Moderator Please view this video on home redecorating. What ideas in this video would you use for your own home? Describe the ideas you liked and did not like.

Some Say BlogNog™ is a Better Way to Conduct Qualitative Research

Immersive and Longitudinal

One of the benefits of online communications channel is in sustaining interaction which allows us to see longitudinal behaviors, and therefore capture experiences as close as possible to the time that they happen. In reality, the things we are most interested in learning about customers happen when we are not there – that is, during the course of everyday life.

Highly Contextualized

Traditional methods such as focus groups and in-depth interviews (IDIs) are artificial and contrived because they require the respondent to be removed from the actual consumer behavior during interviewing and rely on memory to recall relevant experiences. Whereas, BlogNog™ respondents blog about their thoughts and feelings in their own environments as things happen – data collection is highly contextualized.

Greater Likelihood Of Obtaining Honest Feedback

Moderators, interviewers, and ethnographers have the potential to bias research outcomes because strong social norms can lead respondents to adjust their answers so as to appear socially acceptable or politically correct. Online conversations help to break down this social desirability bias because the lack of direct in-person or telephone interaction provides for perceptions of anonymity – helping to get honest answers.

No Travel Required and Fast

BlogNog™ has the ability to speak with respondents from a local area, nationally, or anywhere on the planet Earth without the need for clients to use their time and budgets to travel. And, BlogNog™ is fast – a study can be up and running as quickly as it takes to recruit participants and create a discussion guide.

Choosing The Appropriate BlogNog™ Design

BlogNog Communities -- What is it?

It is online bulletin board/discussion forum research that enables clients to gather qualitative information from interacting members of a target population.



How does it work? The “conversation” is a series of postings from the moderator and participants. The moderator posts questions and issues. Respondents post replies to the moderator and to each other.

Multiple discussions, each with its own conversation stream, can be easily set-up. The moderator states the discussion topic and presents any associated stimuli. Over the course of hours, days, or weeks, bloggers participate in the online discussion and have their own ability to upload photos and video. BlogNog™ allows the moderator (and client) to probe responses and participate in the discussion.

This provides an adaptive learning environment that leverages group dynamics to form overall opinions.

BlogNographies -- What is it?

It is a one-on-one in-depth study between the researcher and blogger and has distinct advantages over one-on-ones when set-up as an online ethnography. The major difference is the depth and intimacy with people in the natural context of their daily lives, in their home, places of business, or wherever we need to be to when and where consumers experience, think, feel, and form opinions about a particular topic. This research design provides a looking-glass into someone’s world for awhile, be it a couple of hours or for a few days, or whatever is necessary to meet study objectives.



How does it work? The moderator and blogger communicate directly with each other asynchronously (not necessarily in real-time). Other participants are not allowed to view what others blog. Any form of stimuli can be provided to and from participants, including text, photo, video, and audio recordings. Rich, symbolic data are collected as would occur in any traditional ethnography.

Who Uses BlogNog™?

BlogNog™ is built to be a powerful qualitative research tool user-friendly enough for research veterans and non-veterans alike

- Qualitative Moderators
- Research Companies
- Advertising, Public Relations, and Branding Agencies
- Marketing Consultants
- Corporate-side Researchers
- Employers



BlogNog™ is offered at three service tiers

1. **Self-service**, for those who wish to license the software on a per-project basis or longer-term licensing arrangement and manage all facets of the research themselves.
2. **Select-service**, for those who wish to conduct some phases of the research themselves, such as moderating, but otherwise receive support from Accelerant Research on other study-related aspects such as screening and recruitment.
3. **Full-service**, for those who wish to be involved from a design and guidance perspective, but otherwise leave all executional tasks and analysis to Accelerant Research.

When To Use BlogNog™?

For starters, BlogNog™ is fast. A BlogNog™ study can be up and running as quickly as it takes to recruit participants, usually within a matter of days.

Once a study is live, marketers have instant access to participant feedback and have the opportunity to interact and probe participants as hypotheses evolve.

BlogNog™ is flexible and intuitive enough to be used as a multi-purpose tool. The intuitive online interface combined with the flexibility of presenting or receiving photos, videos, and other files enables BlogNog™ to serve a number of potential qualitative objectives, such as:

- New product ideation
- Early stage concept and ad development
- Purchase cycle research to understand how prospects shop a category
- Interactive exploratory discussions on customer experiences to determine potential satisfaction and loyalty drivers
- In-Home usability testing
- Online usability testing, website and software design
- Diagnostic evaluations of ads, promotions, events
- Competitive intelligence gathering

We welcome you to connect with us
for a live



demonstration.



...strengthening customer ties, faster...

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