

PROS	10 miles	10 miles	CON
Clients and respondents ca board when it is convenien may be more thou Flexibility in rese Responses can be one-on-o group discussion in the sam	Ats can be text, ohotos/images articipation (articipation) (n come on the t; respondents ghtful and less distracted arch format one or open to be study; offers r group effects	 Lack of verbal and non-verbal can be captures some non-verbal can be captures ponses Difficult to get quick, gut Respondents have time to converse response Potential for reduced en (vs. in-person) The research needs to be active to help increase engagement of the study Need to re-think the bac experience 	red in vio reactionsider the gageme
May allow for gre participation amo	ater ease of <	Some percentage of resp may not be comfortable However, as time goes, this is less and less the case	
Ability to test hypotheses with the < same study with the full sample		 Requires a change to exist practices/templates Requires the development of a guideline templates 	new
		Does not necessarily offer savings over in-person re	

Reframe Research Design: Leveraging Bulletin Boards for Deeper Insights

hypotheses or for questions that come up during the research



The insights come with engagement – the trick – keep everyone engaged

Reporting

Know what reporting tools are available to assist as there will be a lot of data to go through

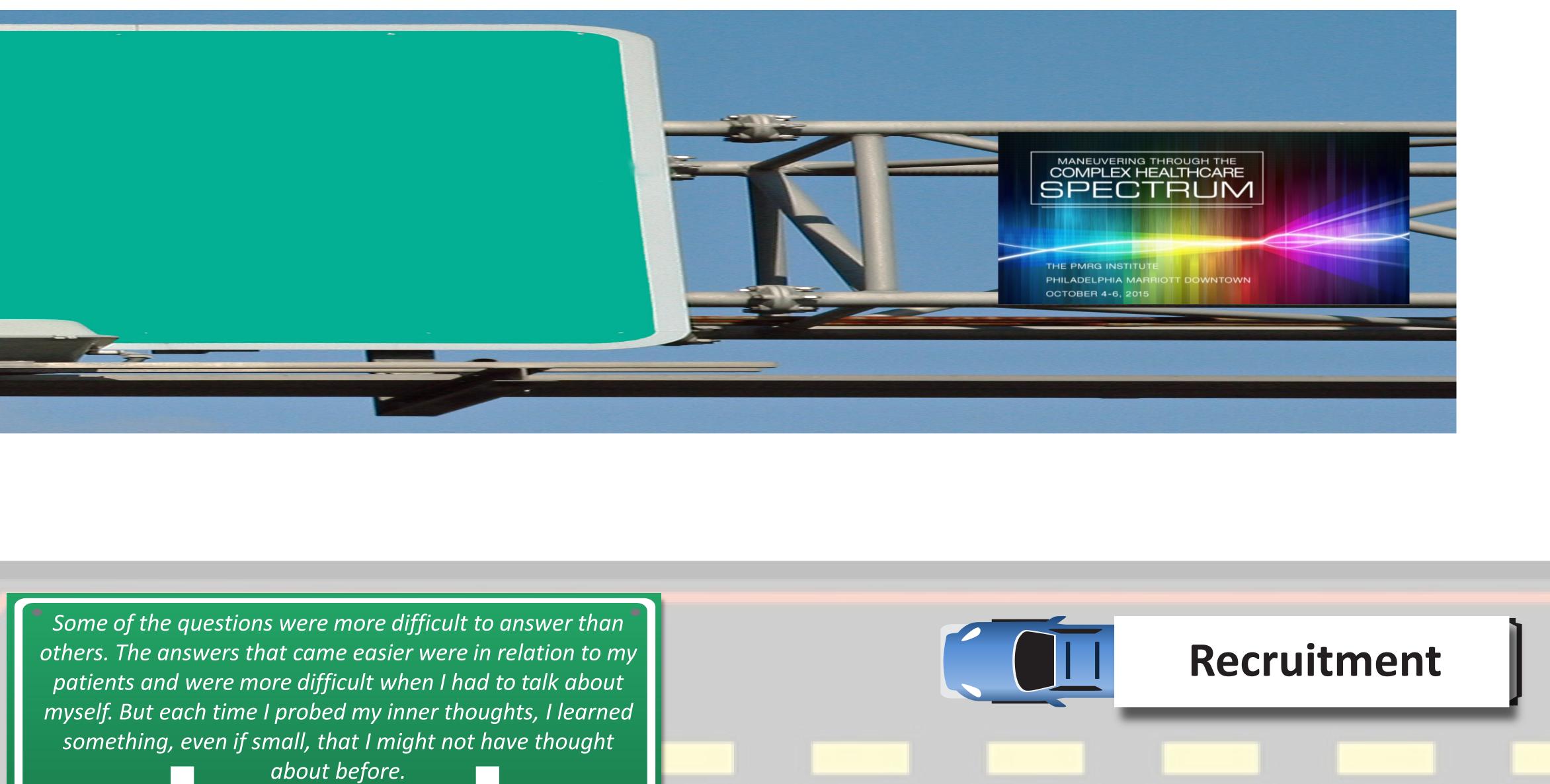
Platforms will offer transcripts of the discussion which can be generated in a number of ways

Tagging systems may help organize the data by topic. At minimum consider using general tags such as–insight, question, quote. Or considering tagging by theme or objective

> I thought that overall it was really good. It was an easy format, and since the schedule wasn't rigid, I could make it work without problems. The only think that was a little weird some times was making x number of comments. understand the idea behind it, and I liked it, but sometime I felt like I had to make a random comment. ③

Handling market research disclosures

- Break the disclosures into to bite size pieces. If you post all of the market research caveats as one long post along with any specific explanations of the platform, it is unlikely to be fully read
- Ensure you provide an explanation of the platform and how to get technical assistance
- Moderation
- When posing questions or probes write like you talk
- Be approachable you are asking them to share with you over time; you'll need to be open to sharing as well • Post all the questions at one time for the day – in the morning – allowing the greatest flexibility
- Increasing Engagement
- Physicians are difficult, in part given a concern about being judged by their peers, ways to address this:
- Anonymize the study (e.g., remove names completely by assigning them colors)
- Pose the questions as hypothesis based on other research so they are reacting to what other physicians have said
- Leverage Cunningham's Law which states "the best way to get the right answer on the Internet is not to ask a question, it's to post the wrong answer"
- Make interaction a task but do so with caution as it may not yield insightful engagement
- Nurses, patients and caregivers appear to naturally engage with each other
- With these groups, making it a task may just help them jump into it • Make it a game - offer an incentive to be the person with the most comments/posts



• Screener:

Oncology Nurse

- Ascertain potential participants' comfort level with the approach
- While important, it is not a limiting factor as participants on boards are representative
- Could be argued that it is a better mix that face-to-face and on par with telephone
- Ensure expectations are clearly outlined (e.g., when and for how long)

• Numbers:

- Over-recruit by 2-5 participants depending on the base sample desired
- Board Initiation:
 - Let the recruiters know when the invitations to the board will be sent and the email address it will come from so that they can let respondents know this information in their confirmation email; their email is less likely to end up in spam while the invitation to the board might
 - Arrange for the recruiter to call each participant on the day the board launches to ensure the participants have received their information and are able to access the board
 - Offers a personal touch and helps increase participation



• Consider using a video welcome; at minimum upload a picture of yourself as an avatar – put a face with the name

- Treat them as IDIs or use partially-blinded responses