SKOPOS launches new online/offline Kwal(TM) Department

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By the creation of SKOPOS KwalTM, SKOPOS will provide a new take on qualitative research, uniquely combining online and offline qualitative approaches, with online and offline ethnography (observation).

This comprehensive toolset and team will ensure that the most appropriate qualitative technique is utilised to meet clientsâ€™ needs.

Existing methods already being utilised include Accompanied Surf Interviews (ASIs), i-groups, i-forums and multi-media open-ended online questionnaires.

New methods and applications will also be developed; such as the SKOPOS VisioScopeâ„¢ for online ethnography and hybrid qual/quant online surveys (more soon on this).

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