

What are Dyads and Triads?

Contributed by DJS Research Ltd
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Dyads and Triads, explained by DJS Research Ltd.

Dyads and Triads can be thought of as very small focus groups. However, unlike with focus groups, there is occasionally a connection between participants (i.e. husband and wife or purchaser and user). This allows the moderator to delve into dissimilar opinions within the same organization and to appreciate different perspectives within the same group of people (it often gives a detailed look at the good and bad points of a particular purchase decision).

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