What are Online Communities?

Contributed by DJS Research Ltd
Wednesday, 05 January 2011
Last Updated Tuesday, 17 July 2012

Online Communities, as explained by DJS Research Ltd.

Online communities allow in-depth research to be carried out online with specifically targeted members (rather than respondents). The communal nature of the research allows researchers to move away from traditional methodologies which often perceive the consumer as an isolated individual.Â Furthermore, online communities allow for the recruitment of demographics which may be more difficult to target through traditional means.

In practice, the members of the community talk to each other and eventually organically raise the questions which the researchers wish to be asked, and others which they may not have thought to ask.Â This is as opposed to an online panel where respondents reply to questions asked by researchers in what is essentially isolation. Researchers do, however, moderate online communities to make sure discussions stay generally on topic and to protect against offensive language etc.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

Follow DJS Research Ltd: On Twitter :: On Facebook :: On Linkedin :: On You Tube

Â