

Why Are Discussions Allowed To Continue When A Respondent Is Basing Their Views On Misinformation?

Contributed by DJS Research Ltd.
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Discussion Moderation, as explained by DJS Research Ltd.

As a provider of a product or service, you will know what you need to about the product or service you provide. Through qualitative research, you can discover what the respondents, your customers, know and understand. If you know what your customers know, think they know and what they don't know, it can give you a greater understanding of the communication that will be needed in the future. It can really help you to interact with your customer base more effectively.

If others in the group are affected by the wrongly-interpreted information then the moderator will act to correct the information, thus ensuring that the opinions of others are left unscathed. However, understanding the sources of the misinformation would be more than useful to you in learning how to educate potential customers of your products/services.

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

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