



gemiusFGI

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The idea behind the Research

Polish internet users constitute an attractive target group as consumers of various products and services. By taking advantage of the internet's interactivity, Gemius is able to conduct online qualitative research, thereby helping our clients access unique marketing data. This research, which has been carried out successfully on the American and West European markets for many years, has a wide range of applications. The most popular method of conducting such research is online focus group interviews (FGI, focus).

Advantages of online qualitative research	
SHORTER COMPLETION TIME	efficient recruitment, short duration, transcription available immediately after the research
LOWER COSTS	less expensive recruitment, lower costs of conducting the research
"THE VENETIAN MIRROR"	an opportunity to track the course of the study, with the study participants being unaware of this
HONESTY AND SECURITY	participants do not see one another; they assess one another to a lesser extent and therefore, they feel more at ease
INTERESTING RESULTS	participants are more open-minded and their answers are more considered
ATTRACTIVE RESPONDENTS	the opportunity to reach allegedly unachievable target groups, as there are no geographical limitations, thereby saving respondents time



Subject Matter of the Study and its Benefits

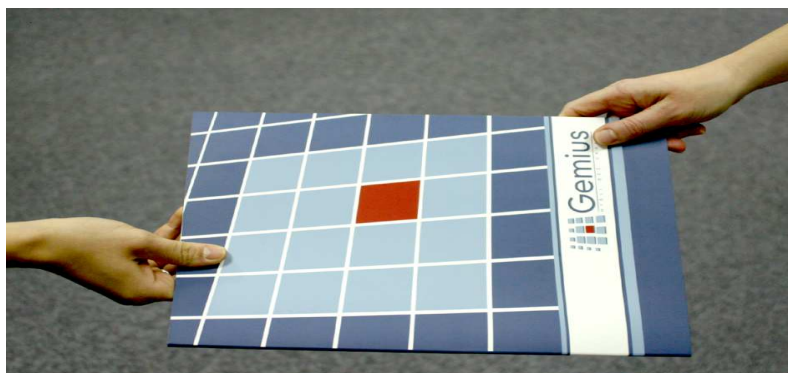
Gemius provides research, which allows you to learn about the habits and opinions of internet users on any given subject. Thanks to projection techniques, it is possible to find the brand's unconscious, hidden image, lower the level of the investigated person's self-control, limit argument rationalization and go beyond stereotypical, trivial answers.

Online focus group interview subject matter:

- Assessing the appearance, content and functionality of existing world wide web services or their projects;
- Assessing the advertising and promotional materials at various stages of their creation, evaluation of packets;
- Studying features of products existing on market or entering the market;
- Difficult and personal topics: erotica, stimulants, health, religion, moral standards, stereotypes and many others.

When should this type of research study be commissioned?

The online FGI research can be used at every stage of the product life cycle; from the moment of launching relevant products on the market until their maturity stage, when the need to refine and/or modify them arises. It is also perfectly suited to assessing future projects connected with a relevant internet web site, as well as for generating concepts related to the web site's general appearance and contents.



Scheme of the research realisation

Preparation for an FGI online study

- ✓ Consultations with the client and preparation of a brief (aim of research, respondents, deadline, costs)
- ✓ Preparation of the study schedule
- ✓ Creating a research manual for the moderator
- ✓ Creating a trial web site and execution of a trial log-on

Recruitment of participants

- ✓ Determination of the target group for the object of the study
- ✓ Creating the recruitment tools
- ✓ Recruitment for the research (via combined e-mail and telephone)

Course of the research

- ✓ Participants' log-on and start of the study
- ✓ Warm-up: introductory questions
- ✓ Tasks stage
- ✓ Discussion

Results of the research

- ✓ Preparation of the transcription
- ✓ Qualitative analysis of the study
- ✓ Preparation of a research report

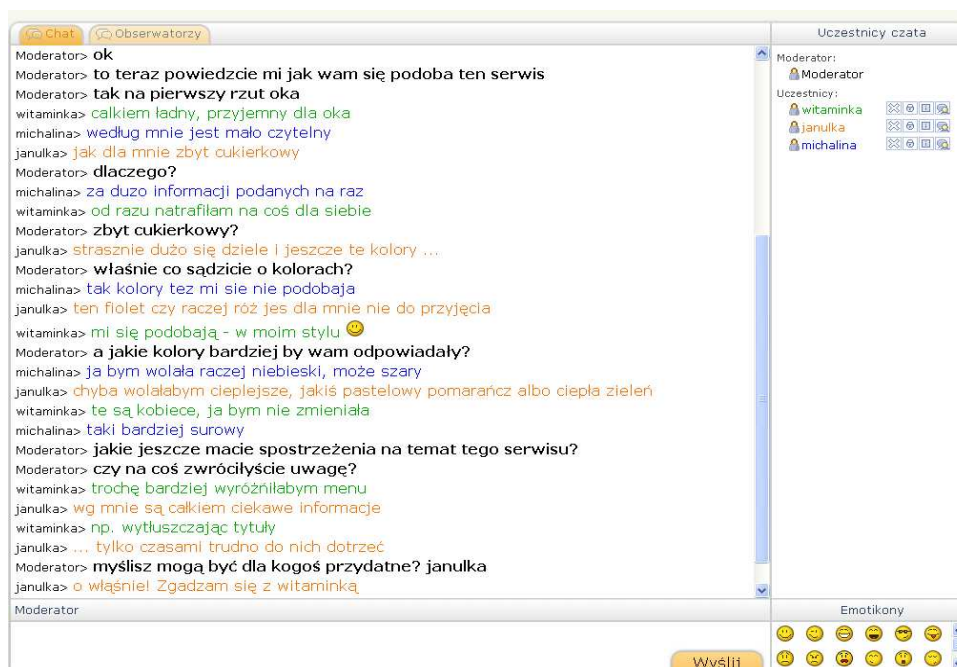


Methodology

The method of a group discussion, which is conducted "live" on the internet, enables us to gain multidimensional answers from respondents on given subject. It incubates new e-marketing ideas, which live up to internet users' expectations .

FOCUS GROUP INTERVIEW (FGI) ONLINE:

- the format resembles a regular Internet chat;
- a maximum of 6-8 participants;
- discussion is managed by professional moderator;
- the study lasts approximately 120 minutes (it depends on type of a study or focus group);
- the study research transcription is available immediately after the study is completed.



Part of the discussion moderated by an expert.



Research procedure

During the study, **participants** remain in their natural environment – place where they are usually using a computer connected to the internet, i.e. their homes, workplaces or internet cafes. They communicate with a moderator by entering their answers using the keyboard, immediately after they are asked particular questions, or by commenting on answers provided by other participants. They express their opinions, assess different aspects of the relevant internet service and describe their emotional attitude towards the object of the study.



The **moderator** is perfectly capable of conducting a discussion with the whole group as well as sending posts to individual participants. The moderator carefully observes the verbal reactions of the participants and controls the discussion by focusing it on specifically selected topics.

Unseen by the participants, the **client** may keep track of the entire study. For this purpose, the client is logged on in a special room booked for observers, from where they can communicate with the moderator.



Price offer

The price of the research is established individually with the Client and depends, amongst other things, on the number of focus groups and the percentage of internet users fulfilling the target group criteria.

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