

## **Engaging Qualitative Respondents**

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New online qualitative tools are changing the face of qualitative research.

Some are being used as replacements for tried and tested techniques such as group discussions and depth interviews (eg online focus groups); others are being used to enhance these traditional approaches by engaging respondents for longer and allowing us to increase our understanding.

This paper concentrates on the latter. We will show the range of tools that can be used by researchers to engage respondents for longer. We will then show how the output can be used within a presentation that is more engaging for clients.