

Online Research Top Tips

An iReach Market Research Publication

Is Online Research Really That Good?

Here are some questions and answers, to help you decide on how and where you can use online research for best effect.

1. Is online research cheaper than traditional methods? In certain situations, yes. Online research will cost less than telephone interviewing, but set-up costs can be higher. Telephone research may be cheaper for 100 interviews but online will usually be cheaper if you're doing 500 or more interviews.

2. So is online research best for large surveys? Done correctly, online research works very well both for large and small surveys. Much depends on what you need to find out, the type of people you need to ask and on how well your questionnaire is designed.

3. Why is questionnaire design so important? To make sure your data is reliable. Too many surveys are designed just to collect answers – you need to think about who is answering the survey and how easy it is for them to give you accurate answers.

4. But isn't collecting answers the whole point? Of course! But a poorly designed questionnaire won't give you what you need - reliable, robust insight. If you ask too many questions, or give too many options to choose from, you'll create 'respondent fatigue' where any old answer is entered just to finish the survey!

5. Can online research reach the people I am interested in? Yes if you design it properly and make sure you can reach a representative sample of the right population.

6. So is online research worth considering? Definitely! Sometimes it's the best tool to use, such as following up on customer feedback or complaints posted on your website, where time is of the essence.



Some other considerations with Online methods

International Research

Online research is also ideal if you need to survey people in different countries (but do make sure your translations are "word perfect"!).

Online Focus Groups

Online Focus Groups is also ideal if you need to survey people from different locations or countries or particular segments such as business people.

iReach Market Research

iReach Market Research is a full Agency in Ireland covering all methods and techniques. See www.ireach.ie or our Online Research website www.ireachonline.com and you call us on **01-4003600**