



BURKE INSTITUTE

**Next Generation Qualitative Tools:**  
*Social Media, Online Communities,  
Virtual Research Platforms*

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Seminar Q03

# Next Generation Qualitative Tools:

## Social Media, Online Communities, Virtual Research Platforms

### SESSION 1: FRAMEWORK FOR USING NEXT GENERATION TOOLS + SOCIAL MEDIA FOUNDATIONS

- How companies and brands are leveraging virtual and social media tools
- Highlights from social media research and how it can be used
- Group activity using social media data

### SESSION 2: VIRTUAL RESEARCH TOOLS FUNDAMENTALS

- Overview of various virtual research tools: pros and cons
- Leveraging these virtual research platforms for mobile research applications
- Homework project: How to leverage virtual research tools for your company

### SESSION 3: HOW TO USE VIRTUAL RESEARCH TOOLS

- Guided workshop on how to plan, set up and conduct virtual research studies
- Best practices for conducting virtual research studies
- Closer look at the watch-outs, challenges, and ways to increase engagement using virtual tools
- Exercise to practice application skills of virtual research platforms

### SESSION 4: ONLINE COMMUNITIES AND VIRTUAL BRAINSTORMING TOOLS

- How companies are using online communities
- The limitations and benefits of online communities
- Tactical tips and tricks for managing online communities
- Tactical tips and tricks for a discussion leader/moderator for online communities
- Review of some of the leading brainstorming tools, their capabilities and applications