

	On-Line Bulletin Boards	Traditional Focus Groups	On-Line Focus Groups	In-Depth Interviews
Scheduling	24/7	Specific Day/Time	Specific Day/Time	Specific Day/Time
Location	On-Line	Focus Group Facility	On-Line	Focus Group Facility On-Line / Webinar Telephone / On-Site
Duration	3-day/72-hour period is typical. Easy to involve multiple time zones.	90 minutes to 2 hour sessions.	90 Minutes to 2 hour session.	30 minutes to 1 hour session.
Sharing Stimuli	Ability to share and evaluate concepts in a variety of formats – audio, video, or print.	Ability to touch / mark-up concepts.	Ability to share screen for visual review of concepts.	Full to limited ability to touch / mark-up concepts depending on location.
Sharing Views	Allows interaction among participants after personally responding to questions, while remaining anonymous.	Full interaction with other participants.	Some interaction with other participants.	No other participants / no interaction.
Depth	Significant depth, breadth with an opportunity to think things over, refresh memory over a couple of days and to revisit topics. All participants are required to answer every question.	Top-of mind reactions with added depth from probing. Discussion flow and time constraints prevents all participants from answering every question.	Top-of mind reactions with added depth from probing. Discussion flow and time constraints prevents all participants from answering every question.	Top-of mind reactions with added depth from probing. Participants are required to answer every question.
Client Observations	Clients are given 'back room' access – with ability to chat with each other and communicate directly with the moderator. Ability to change/add questions during discussion.	In-person – back room access or video streaming for off-site clients. Direct access to moderator at break-points. Some ability to change/add questions during discussion.	Clients access moderator via confidential posts, but moderator is highly engaged. Very limited ability to make changes during discussion.	In person IDIs: In-person – back room access. Direct access to moderator. Some ability to make changes during discussion. Telephone IDIs: Clients may dial-in as observers. Limited access to moderator. Some ability to change/add questions during discussion.
Travel	Not Required	Required	Not Required	Required if in-person.
Number of participants	Up to 30 per board	8 to 10 per group	6 per group	1 per interview

For more information,
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