



## The Setting

The term “web2.0” is getting less and less of an outing these days, displaced by talk of social media and user generated content. But it should still be revisited from time to time – as it carries an enduring principle... that the web, and associated channels and applications, are now well and truly two way. Research must continue to adapt to the functional democratisation of the online world.

## The Response

Whether studying online behaviour itself, or subjects which may be far removed from it, we have been actively developing ways of deriving value from the way people interact with each other (and with us and our clients) around a topic. This is the unifying proposition for ‘Participant Interaction’.

## The Consequences

Although this involves the adoption of existing formats such as forums, blogs and online communities, Participant Interaction is not synonymous with them. We may have started out “using the new to do the old” but that’s how we have learned to create new genres – giving our participants more leeway to interpret and create activities, or choose key topics themselves. It’s an approach we apply to Online Qualitative Research, to Socialised Panels and, of course, to Full Online Communities. This can give rise to great quantities of unstructured content and one consequence is that we must now be creative in making some of this more quantifiable. Again, the participants themselves may take a key role in helping us to create this framework – for which our working title is ‘Online Quant Gadgets’.

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