



ParentSpeak

The Next Step in Online Research Communities

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The Shared Market Research Online Community is the latest advance in digitally driven market research, and represents how technology, social networking and a creative eye toward research tools can combine for deeper insights without, necessarily, deeper pockets.

Market Research Online Communities—or MROCs—are currently the rage among market researchers and clients alike. They were the next logical step in the evolution of online research approaches. It started with online quantitative surveys, with new participants being recruited for each time a new survey was needed. Between expediency and a growing comfort with the social networking environment, the next phase became proprietary research communities.

While an exciting development, however, these do have their drawbacks. They are proprietary—created for a single business—and are an expensive proposition, and, moreover, offer only a limited view of the marketplace.

ParentSpeak—a *shared* community

C+R Research's ParentSpeak counters the limitations of the proprietary networks, while tapping into all the benefits of traditional and non-traditional online

research tools. This shared research community is comprised of more than 5,000 parents (mothers *and* fathers) of children up to 18 years old. And, through its connection to C+R's KidzEyes and TeensEyes online panels, it provides a unique, holistic view of family life today.

As a *shared* community, ParentSpeak lives well beyond a single project and is accessible to businesses of all sizes and research budgets. It is a marketing research resource that:

- Is ready when you are—no upfront time or investment needed.
- Allows you to dive deep into a project or just take a peek to complement other research underway.
- Is flexible enough to let you do online immersion with approaches like discussions and video journals, but at the same time, undertake traditional quantitative work like A&U studies.
- Gives members the opportunity to interact with one another and start their own discussions/groups, as well as participate in client-sponsored research projects.

Why ParentSpeak works

ParentSpeak is an exciting resource that shows how your research can

come together in an online community environment.

- Web-enabled technology continues to advance, creating exciting possibilities in terms of new tools and techniques that not only help clients get richer information but engage community members on a new level.
- By utilizing a variety of research methods, it helps create a more complete picture of your targeted audiences.
- It facilitates greater flexibility in the research process which allows the ability to dig deeper to get at unanswered questions by providing the variety of tools needed to both bring the data to life and uncover the unexpected.
- Best of all, it is highly interactive and peer-influenced.

At C+R Research—a consumer and market insights firm—we take a more comprehensive approach to qualitative and quantitative research projects. As specialists within the B2B and B2C segments, we emphasize a combination of traditional and non-traditional methodologies in order to discover the essentials of brands and consumer behavior.

Find out more about us.

Go to crresearch.com today.