i-Discuss
(Online Discussion Board)

i-Discuss is useful for undertaking group discussion over a period of time. That is, the discussion boards are not 'moderated live' but rather, they gather respondent input over days or even weeks. In this way discussion content is built up gradually as people in the group check and respond to messages posted by the Moderator or each other.

Our discussion boards have a range of flexible set-up options to satisfy your specific research needs. For example board 'styles' can be chosen from a simple 'ramble style' boards which have little control over a respondent's activity, through to 'sequential message display' boards where respondents are asked to respond to some messages before they are shown others and can only move on in the discussion once a response has been received.

As with all our systems, no downloads are required and the system is compatible with all recent browser versions. In addition, all our research facilities can incorporate image and streaming video or audio presentations. Discussion Boards are also available in multiple languages and can be managed remotely by any researcher with the ability to export transcripts any time at the touch of a button.

Posting discussion topics and monitoring / adjusting discussion flow can be undertaken remotely, by a Project Manager or Moderator.

Utilising advanced stable technology, i-Link has developed world class research applications. Our facilities have been designed for research specific use and are able to handle the most complex of projects.

• Facilities are easily customised to suit your needs including brand, logo and corporate image.

• Data is collected live to highly secure databases within our system.

• Sensitive data can be encrypted and all files routinely backed up on an hourly basis.

• Security options can be employed to restrict project entry only to invited respondents.

• All facilities have the ability to integrate images, audio and video streaming.

• Our survey system handles sophisticated piping, skipping, quota, question rotations and line rotations.

• Available in multiple languages.

Research design

i-Discuss has been developed specifically for research purposes. Neutral colours and easy-to read message postings focus respondents on the discussion. Moderator messages are clearly identified and lead the discussion by organising threads.

Automatic organisation of discussion threads

Each time the moderator posts a new message, a new discussion thread is automatically begun. This enables the discussion to flow and for respondents to be able to easily and quickly view the latest messages posted by the Moderator and other respondents.

Floating message box

i-Discuss is extremely easy to use for both respondent and moderator. While reading the messages displayed, a floating pop-up window is activated for posting new messages. This pop-up message box can be size-adjusted and moved from point to point so threads can be read at the same time. Single

thread and comments

Unlike other discussion boards available, the i-Discuss board maintain only a single thread under each new Moderator message. Respondents are able to make comments on each other's messages, but these are displayed sequentially in a single thread in order to keep the discussion focused and under moderator control.

i-Discuss keeps track

The number of times a person visits an i-Discuss board is tracked. The number of messages posted since last visiting are displayed and includes a quick link to view the latest

messages only. Emoticons

Respondents are invited to indicate an emotion they may be feeling when they post their message. Emoticons are also neutral in colour. E-mailing

Moderator Posts

In order to maintain interest in the discussion, project managers can arrange to have Moderator posts sent to all theactive participants in the discussion every time a new post is made. This is done to provide a recap or people who have not visited the board for some days and to motivate participants to continue with the discussion. This also allows participants time to consider their response, as with all i-Link facility functions, this is optional.

Transcriptions collected live

All conversations are text-based and recorded live as a discussion occurs. Moderators and Project Managers can download transcripts of the discussion at any time during the field period.

Multiple Languages

i-Discuss can be setup and administered in other languages. Standard languages currently available include German, Spanish, Italian, Japanese, Chinese, Taiwanese and others. Any language set not currently established can be introduced upon request within 7 working days.

Image, video & hyperlinks

Discussions can also refer to images or audio and video streaming. Links can be impeded following a moderator message to refer respondents to other web-based material.

Online help and immediate support

As with all of i-Link's facilities, help documentation can be obtained from online within the discussion board. In addition, all i-Link facilities have 24 hours days a week support. An immediate support request can be sent by e-mail within the discussion, or respondents can phone our Support Centre Toll-free from anywhere in Australia.