



W5 on Dinner Discussion Groups

WHAT ARE DINNER DISCUSSION GROUPS?

Dinner Discussion Groups take a traditional research methodology in a new direction by conducting exploratory qualitative research in a new environment, bringing recruited participants, professional moderators, and client stakeholders together in a private, yet familiar setting.

The result is a casual, interactive discussion that fosters deep exploration and a free-flowing discussion centered on themes, trends, and larger cultural phenomena often glossed over in traditional focus groups. They also provide an opportunity for client stakeholders to get closer than usual to their consumers.

HOW DO DINNER DISCUSSION GROUPS WORK?

SETTING

A key factor in designing a Dinner Discussion Group is matching the environment to the topic and audience. These groups can take the form of a sit-down dinner to foster in-depth conversations about a broad range of topics, a 'happy hour' setting when the focus is exploratory, or a casual coffee chat when seeking an intimate conversation with a smaller group.

SEATING AND GROUP DYNAMICS

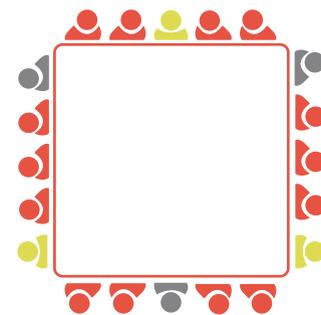
All participants take part in an informal meet and greet beforehand to bring them into a similar mindset. W5 moderators and client stakeholders then assess participants' personalities to assign seating, accounting for participant personality and group dynamics.

MODERATION AND CONVERSATIONAL FLOW

Moderators lead the discussion, allowing conversation to naturally develop. An annotated discussion guide provides themes of inquiry, thereby adding richness and value to a collaborative discussion.

CLIENT INTERACTION

The flexible structure allows clients and management to be personally involved in the conversation, rather than simply observing a traditional focus group or reading a research report.



-  W5 Moderator
-  Client Stakeholder
-  Recruited Participant

WHY DINNER DISCUSSION GROUPS?

Real Respondents, Real Responses: The casual environment allows participants to build natural rapport with moderators and others, opening the door to a collegial atmosphere and candid response.

In-Depth Discussion: Provides in-depth conversations over the course of an entire evening. Multiple moderators can lead multiple conversations, focusing on more in-depth discussion of specific topics in smaller, more intimate conversations.

Exploration, Not Evaluation: Offers flexible and free-flowing conversation, as participants and moderators feel less pressure from time constraints and feel free to share stories and anecdotes, placing research in the context of their lifestyles.

Higher Involvement: Removes the one-way focus group mirror, allowing unfettered access to target audiences. Topics of conversation can be adjusted as the discussion progresses, allowing for iterative learning.

There are several key points of distinction between Dinner Discussion Groups and traditional focus groups:

| Dinner Discussion Groups  | Traditional Focus Groups  |
|---|---|
| <ul style="list-style-type: none"> Casual Long, in-depth discussions Multiple moderators Multiple conversations Build a natural rapport Generate and share ideas Direct client involvement Emotionally driven | <ul style="list-style-type: none"> Structured Multiple short groups One moderator One conversation Discussion outline Reviewing concepts "Behind the glass" observation Rationally driven |



DINNER DISCUSSION GROUPS

