What are the Event Types in QualBoard?

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One thing you'll notice about QualBoard is there are different types of events you can run. Maybe you're curious about what you need for your project. If so, this is the article for you.

There are currently six different event types in QualBoard - QualMeeting, AI Moderation, Group Discussion, Diary, Crowd Survey, and Quick Poll. All of these tools are meant to be flexible to help you get your research accomplished seamlessly.

QualMeeting

QualMeeting interviews are a live, recorded chat hosted inside of QualBoard. This methodology supports up to 8 participants and a moderator. This is ideal for when you want to quickly pull one or a few of your respondents in to get rich, deep insights that you can pull into your report.

Moderator View:

Participant View:

AI Moderation

AI Moderation lets you run qualitative discussions at scale without needing a live moderator. Participants respond to prompts on their own time, and the AI automatically jumps in with relevant follow-up questions to dig deeper into their answers. Participants can respond via text, audio, or video, and multilingual support means you can include respondents from anywhere in the world without worrying about language barriers or time zones.

Moderator View:

Participant View:

Group Discussion

Group Discussions are a great way to have participants answer questions that you've written ahead of time. Discussions are asynchronous, so participants can log in whenever is convenient for them over course of your study. Sections of questions are programmed to be open at various times throughout the study. Participants can talk to each other, or questions can be completely private.

Moderator View:

Participant View:

Diaries

Diaries are unique in that they can have repetitious entries and can only be seen by the participant and the moderator. They give you the unique ability to ask that a participant answers the same set of

questions multiple times over a given time period. All you have to do is set it up once and choose how often it should repeat to the participants.

Moderator View:

Participant View:

Crowd Survey

Crowd Surveys are a great way to ask a quick set of questions to respondents in real time. Participants will be displayed one question at time. Moderators have the ability to create the questions before the event starts, but also can create a question while the event is in progress. Participants do not see each other's answers.

Moderator View:

Participant View:

Quick Poll

Quick Polls are a great way to ask a quick set of questions to a respondent and/or to keep participants engaged in longer term studies. Participants will be displayed questions in sequential sections that all open at once. Participants do not see each other's answers, but moderators do have the ability to follow up to respondents.

Moderator View:

Participant View: