

## **COMMUNITY ANALYTICS' COO SPEAKS TO THE QRCA**

Jon Farley discusses the role that Social Networks play in customers' purchasing decisions

BALTIMORE (September 2009) –Jon Farley, COO of Community Analytics delivered a keynote address at the Qualitative Research Consultants Association (QRCA) DC/METRO Chapter Meeting on September 24, 2009. Mr. Farley discussed the role social networks play in customers' purchasing decisions. He also demonstrated how to apply social network data, analysis and implementation to qualitative research practices.

During the event held at Observation Baltimore in Baltimore, MD, Mr. Farley discussed diffusion of innovation theory and how social networks impact the velocity of product adoption throughout a given population. He also presented strategies that brands can use to identify relationships of trust and advice-seeking and engage customers by connecting with their trusted networks.

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### **About the QRCA:**

QRCA (Qualitative Research Consultants Association) is a not-for-profit organization that promotes excellence in all aspects of qualitative research. Through QRCA, members have access to nearly 1000 Qualitative Research Consultants throughout the world. QRCA Research Consultants include focus group moderators, facilitators, interviewers, and planners in many types of qualitative research. Their expertise includes focus groups, individual depth interviews (IDIs), ethnography, observational research, usability research, idea generation, and other qualitative approaches in-person and online.

### **About Community Analytics:**

Community Analytics is an information services organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

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