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Tip the Scales

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TrialTech Online Jury Research Services

TrialTech is pleased to announce that it is presently providing online jury research services, *TrialTech Online*, in addition to traditional jury research services, such as mock trials and focus groups. Online jury research is a practical and convenient alternative to traditional methods of jury research that gives our clients the cost-effectiveness and scheduling flexibility that is sometimes lacking in traditional methods of jury research.

While the validity of these services may be a concern for some, the authenticity of traditional jury research services can be maintained in the virtual setting. At *TrialTech*, online participants are able to view presentations in a similar manner as they would in a traditional jury setting. Participants can also interact with each other and may be questioned by the moderator directing the session, just like they would during a live focus group or mock trial. Jurors participating in online jury research are able to view video clips of opening statements, closing arguments, and witness testimony, view graphic images of demonstrative exhibits, sample evidence and descriptive texts. The process also requires that jurors complete extensive questionnaires and discuss the strengths and weaknesses of the various arguments just like they would in a traditional jury research setting.

The use of online jury research services can be extremely valuable. One of the most significant aspects of this technological alternative is the representative nature of the online sample group. Participants can be recruited so that they are representative of a particular venue or they can be recruited based on a wider geographic scope. Online jury research also tends to elicit more objective responses from the participants than traditional methods of jury research. Often times, when participants are communicating face-to-face, they tend to be more reserved and less candid due to the anxiety of group settings. This less intrusive method allows participants to be more honest and forthright.

In addition to the substantive benefits of online jury research, there are also practical advantages. Conducting online jury research can sometimes be more cost-effective than traditional methods of jury research. Given that these services are accomplished purely online, the costs involved could be much lower. A consequential benefit of this more economically reasonable alternative is scheduling flexibility. This scheduling flexibility allows all of the parties, including the ultimate clients, to attend the virtual session – an aspect that is not always feasible in traditional jury research methods. While these online services are not intended to replace traditional jury research services, they provide a fine alternative when scheduling conflicts or budget restraints are at issue.

**Please feel free to contact us for additional information
or to answer any questions you may have.**