Exploratory research. This type of research can be very effective in giving us insights and ideas. Ethnography, focus groups, depth interviews, lead user research and social media scanning ….. Just remember to conduct some good old fashion quantitative research on your hypotheses that derived from your exploratory research before coming to any conclusions. One of the newest of these areas as you not is scanning the social media for insights. Companies like Radian6 and GeeYee are doing this kind of research today for many companies. I helped GeeYee get rolling several years back

<http://www.slideshare.net/tmalkin/geeyeeyale-school-of-customer-insights-impact-of-social-media-on-product-development-decision-making>

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