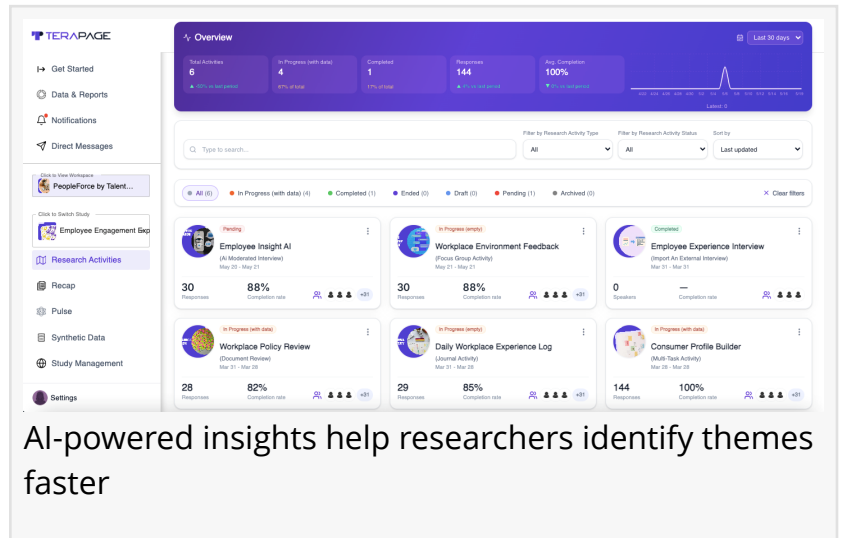


Research Platforms Integrate Multi-Method Capabilities and AI Tools in Study Design

Hybrid research platforms, AI-driven analysis, and integrated tools that improve research quality and insights.

LONDON, LONDON, UNITED KINGDOM, May 25, 2026 /EINPresswire.com/ -- Modern research workflows now include surveys, interviews, participant journals, community-based studies, and automated reporting functions within unified platforms. These systems are designed to handle structured and unstructured data in parallel.



Methodological flexibility has become a common feature in research software development.

“

The right platform doesn't just collect data, it shapes the quality of decisions made from that data.”

Anietie Godswill

Platforms are being configured to support mixed-method research designs that combine statistical datasets with contextual participant input. Participant engagement features such as recruitment systems, online communities, and longitudinal study tools are included in several research environments to support ongoing data collection processes. Artificial intelligence functions are also being applied in research workflows. These include automated

theme identification, data categorization, and summarization of qualitative responses.

Some systems also incorporate synthetic data generation for testing and simulation purposes.

A research strategist working with mixed-method studies stated:

The integration of multiple data types within a single workflow changes how research teams organize and process information. Consistency across methods remains a key consideration in study design. Research environments now commonly include tools for real-time interaction, such as live interviews and group discussions, as well as asynchronous methods like diaries and journal-based entries.

Reporting systems within research platforms typically include data visualization, export functions, and structured documentation features to support analysis and review processes.

Platforms such as Terapage provide examples of systems that combine multiple research functions within a single workspace environment.

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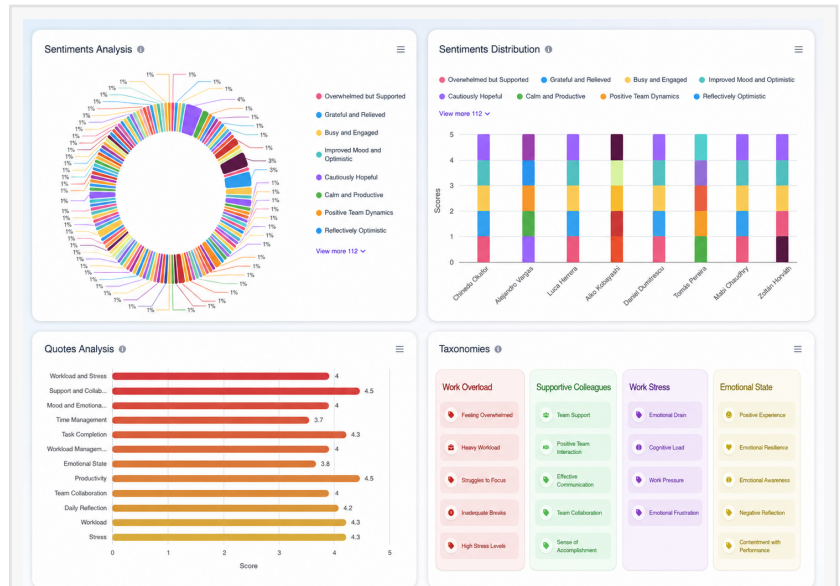
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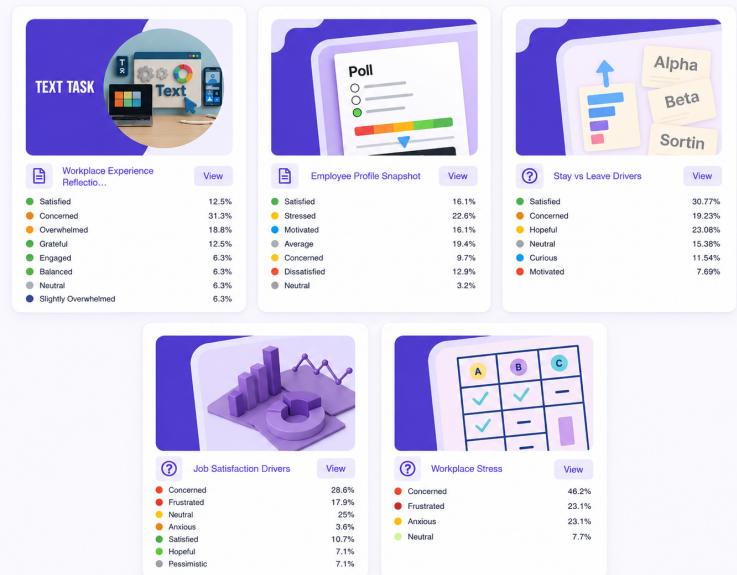
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Journal activities capture participant experiences over time



Multiple research activities inside one flexible study workspace

Five powerful products. One unified platform. Endless insights.

Terapage Live
Real conversations. Real time insights.

- Live Interview (ID)
- Focus Group
- AI Moderated Audio Interview
- AI Moderated Video Interview
- AI Moderated Chat Interview

Terapage Asynchronous
Engage on their time. Get deeper insights.

- Journal & Diary Studies
- Mobile Ethnography
- Polls & Surveys
- Image Review Task
- Video Review Task
- Audio Review Task
- Document Review Task
- Multimedia Uploads Task
- Image Review Task
- Import Your External Interview
- Ranking, Scaling, Sorting

Terapage Long-Term Community
Run continuous research with a real-time insight community.

Our always-on community platform captures real behaviors and preferences over time, delivering continuous, longitudinal value. Unlike traditional platforms that only provide insights during projects, Terapage keeps the conversation going—constantly generating valuable data.

Unmatched continuity. Always-on insights.

Terapage Synthetic Users / Data
Smarter research with synthetic intelligence.

Our Synthetic Users Solution creates realistic, high-quality responses using advanced AI. It replicates real-world behaviors and patterns—safely and compliantly—so you can supplement or replace sensitive datasets with confidence.

Use it across interviews, diary studies, reviews, surveys, polls, sorting, ranking, scaling and more.

Realistic. Reliable. Responsible.

Terapage Pulse
Context that turns data into decisions.

Terapage Pulse connects your research to the world—tracking trends, news, behaviors and economic shifts in real time. By adding contextual intelligence to your results, Pulse helps you uncover what matters most, right when it matters.

Always on. Always relevant.

POWERING EVERY PRODUCT: PLATFORM FEATURES

AI-Powered Insights
Smarter analysis that surfaces what matters.

Rich Reports & Analysis
Beautiful, customizable reports in minutes.

Publish Your Insights
Share and collaborate with ease.

API / Integrations
Seamlessly connect with your favorite tools.

Streamlined Onboarding
Quick, guided setup for teams and participants.

e-Consents
Digital consent that's secure and compliant.

Cross-Device Compatibility
Engage anywhere, any device.

Notifications
Stay informed in real time.

Access Controls
Granular permissions. Total control.

Security & Compliance
Enterprise-grade security. Global compliance.

✓ Quick Insights
✓ Agile
✓ Affordable
✓ Centralised
✓ Compliant
...and more

Terapage AI All in one unified Market Research platform

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