



Qualitative studies

Introduction

Qualitative studies are generally used to explore a domain or to get a diagnostic. They are applied to a small set of people, who are not drawn statistically but chosen to represent different categories of the market or an audience, yielding a contrasted sample. In-depth interviews are conducted one to one and can be organized in the respondent's home. Group moderating is conducted generally with 4 to 8 participants in specific studios or hotel meeting rooms.

Precise and definitive conclusions are not expected from qualitative studies. They are often based on impressions and always more suggestive than authoritative. As such, qualitative research is opposed to quantitative research, but in practice both are often used in a row, one after the other.

Production

1WR's qualitative studies are customized to best suit your requirements and scheduling.

Two methods are frequently used:

- creative exploration to understand the why's with depth probing, for instance on differentiation, appreciation, importance's, benefits, and feelings
- projective techniques to help understand transference that removes 'novelty threat' and evokes deeper emotional levels

1WR provides:

- best practice project management, provided at initial depths or groups to offer project training/roadmaps to other interviewers/moderators
- analysis through customized frameworks facilitating international content analysis and profile analysis
- audio or video recordings of in-depth interviews or groups, including simultaneous translations
- respect of deadlines

New product opportunity research

Objectives

To explore consumer opportunities for a new electrical appliance.

Difficulty: Find specific means to assess a non-existent product.

Solutions: Creative researchers as an international team developed concept descriptions understandable in cultures of key markets, developed to be as neutral as possible.

Sampling and methodology

Two creative groups formed of 6 participants each in main city of 3 key markets. Discussion started with general opportunities and terminated with more specific opportunities.

Difficulty: Although approved by client research managers, the end client personnel mostly involved in this project was not a researcher and hence not aware of group discussion techniques.

Solutions: 1WR provided explanation and a written concise tutorial on qualitative research to end client.

Reporting and advice

Reporting included an oral presentation that was filmed. DVDs of presentation and groups were produced. Advice enabled client to orient product development.

Project duration

4 weeks (1 week preparation, 1 week fielding, 2 weeks analysis)

Quality

For qualitative projects, client observation enables to ensure quality of interviewing. Audio recording are also generally provided. In addition, controls were organized on recruiting criteria's through observation/telephone means.