



Observations fieldwork services

Real life from home, work and/or retail

Scope

To observe and better understand specific new media in "real life" usage and purchase conditions.

Observations are conducted where appropriate: in home, at work, or elsewhere.

Participants are informed of project objectives in respect to market research's professional code of conduct.

The video films of media usage are analysed, and eventually used to further depth interviewing or group discussion.

A few participants (10 to 30) are necessary for such exercises.

Reporting

Typical reporting is composed of:

- summary extracts will be presented on a DVD that may be accessed by:
 - household or socio-demographics
 - media moments
- technical fieldwork details

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Source: <http://www.1wr.net/field/observations.php>

Request a presentation or a quotation: enquiries@1WR.net or for further information call Alexandre Khan, 1WR Director, on + 33 6 77 84 16 81