



# Qualitative fieldwork services

Centralized and international

## Scope

---

1WR's qualitative fieldwork is customized to best suit your consumer or professional requirements and scheduling.

Two methods are frequently used:

- in-depth interviews
- group discussions/focus groups

Depending on the options, we can organise video production and simultaneous translations.

1WR is glad to provide:

- oral fieldwork debriefing
- provide transcripts translated generally into English
- video or audio recordings

## Depth and discussion among patients and physicians

### Background

This project was conducted in Paris and Lyon to understand a new form of insulin administration for diabetes type II among GP's, specialists and patients. Specific parts of the project are retained to protect confidentiality.

### Sampling and methodology

Depths and groups were conducted in Paris and Lyon, mainly using projective techniques.

Four groups were organised and some 20 depth interviews.

Filming of groups and depths was conducted with simultaneous translations.

### Project duration

5 weeks.

## Quality

On site by managers and clients; audio/video cassettes

© Copyright One World Research (1WR.net) 2002-2004  
updated last Sept. 2004

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

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