



Qualitative studies

Understand the whys and deeper emotional levels

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

Pilot testing a new TV programme

Pilot testing

A new broadcast programme can be piloted before its launch. The advantages of such a qualitative exercise can help better understand typical audience reactions: general likes and dislikes, and more specific regarding introduction, decor or sound effects. Emotional reactions can also suggest improvements.

Sampling and methodology

Depending on audience and specific objectives, a qualitative small set of people will be drawn.

In-depth interviews could be conducted after the programme's viewing as well as during a second viewing enabling to seek reactions of specific programme moments.

Questions would start from general to more specific ones. The questionnaire would be hence semi-structured, enabling the respondent to determine themes of discussion according to a general plan.

The sampling of such a pilot exercise could be conducted upon 20 respondents.

Reporting

Programme managers would be able to view the interviews that would be conducted in a qualitative studio.

The report would summarize improvements and extract verbatim to highlight improvements.

Profile analysis could eventually also be performed if distinct patterns are noticed among the sample.

Report would in appendix detail all verbatim and eventual video cassettes of interviews.

Quality

For qualitative projects, client observation enables to ensure quality of interviewing. Audio recording are also generally provided.

In addition, controls could be organized on recruiting criteria's through telephone means.

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

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