



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 physicians, specialists or patients, who are not drawn to from a contrasted sample. In-depth interviews are conducted one to one and can be organized in hospital or various locations such as patients home. Group moderating is conducted generally with 4 to 8 participants in specific studios or in certain countries in 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. Qualitative techniques are used frequently for new product development, branding, product positioning, advertising preparation and satisfaction studies.

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

Positioning of new product

Background

Specific parts of the project are retained to protect confidentiality. The objective this qualitative study was to understand a new form of insulin administration for diabetes type II among GP's, specialists and patients.

Sampling and methodology

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

Filming of groups and depths was conducted with simultaneous translations.

Reporting

Reporting consisted in a debrief of various types of 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

On site by managers and clients; audio/video cassettes.