

	Introductory	Intermediate Doing depths, starting groups	Intermediate/Advanced More experienced, managing projects	Optional techniques	Useful theories/ knowledge	
<b>Background and context to Qualitative Market Research (QMR)</b>	Definition & nature of qual; qual and quant	Qualitative mind-set & values	Professional competencies for researchers	‘Easier’ Projective & enabling techniques <ul style="list-style-type: none"> <li>• Analogies &amp; metaphors</li> <li>• Blob tree</li> <li>• Brand mapping</li> <li>• Completion techniques</li> <li>• Collaging</li> <li>• Obituaries /School reports</li> <li>• Personification &amp; brand party</li> <li>• Snakes and ladders</li> <li>• Word Association</li> </ul>	What is semiotics?	
	How is it reliable and valid; limitations on the use of qual	Detailed skill set	Coaching and mentoring others		What is behavioural economics?	
	Skills involved in QMR - overview	Quality of the interviewer & reflexivity	Emotional intelligence; styles of handling conflict		Technological advances – Eyetracking, biometrics, bio-shopping, Digividuals	
	<b>Personal development</b>	Codes & ethics – origins, key elements and Data Protection	Codes and current issues re privacy		Developing yourself as an interviewer: stretching, bracketing & hot buttons	Cognitive biases & heuristics - implications for research
Roles and power relationships			Levels of empathy & NVC		Emotions and facial coding	
Domains of qual understanding – emotional, social, cultural. What is ‘depth’ in qual?			Self- dev. questionnaires			
<b>QMR Methods</b>	Overview of qual methods & their limitations	Deeper into F2F variations & ethnography	Workshops – planning, facilitating, techniques to manage people and democratic processes			Neuroscience and QMR
	Focus on Groups vs. depths	Deeper look at collaborative methods & some facilitation skills			More Advanced Projectives <ul style="list-style-type: none"> <li>• Archetypes and fairy tales</li> <li>• Guided visualisation</li> <li>• Laddering</li> <li>• Psychodrawing</li> <li>• Storytelling</li> <li>• Role Play</li> <li>• Self-scripts</li> <li>• Serious Play</li> </ul>	NeuroLinguistic Programming for research
	Online vs. f2f	Deeper look at online qual – listening, OLF, BB and immersive				Transactional Analysis for researchers
<b>Preparing &amp; managing a project</b>	Step by step running a qual project	Role and content of a brief and proposal	Writing/checking a brief Business objectives to research objectives		Visual enabling techniques for maintaining involvement & getting more detailed data	What is insight and how to maximise it?
	Sample design principles & methods of recruitment	Writing a screener	Factors in designing a project ;using NLP to sell the proposal in	Questions to ask for engagement		
	Basics of topic guides	Range & purpose of stimulus	Varying Roles of guides	Creating a topic guide /observation guide Help clients get more from viewing groups		Gamification/ Serious gaming
		Handling concepts & mood boards				Psychodynamics
<b>Interviewing/ moderating</b>	Importance of the introduction Best practice; basic skills for depths	Where best practice comes from	Models of process for groups and depths	Facilitating client workshops		Social and group psychology
	Importance of listening	Range of interviewing skills including reflecting	Breaking the rules once you know them Clean language	Template for planning a workshop		Psychology of persuasion
	Managing people and energy	Understanding your own style	Excellence project – styles of working Creative interviewing	100 tools and techniques for running workshops	Understanding memory & implications for qual	
	Simple techniques to deal with dominant and quiet respondents	Active Listening and barriers to listening	Deep listening skills		Gender differences	
	Common mistakes in moderating	Simple projective techniques	Advanced projective techniques		Evolutionary psychology	
		Understanding and managing various types of difficult people			Stages of child development	
<b>Analysis &amp; Interpretation</b>	Outline of processes involved	Detail of analysis processes	CAQDAS; Different approaches to analysis – language to psychodynamics		New Lifestages	
	Analysis workshops	Interpretative processes	Creating stories; types of presentations		Maslow & Motivation	