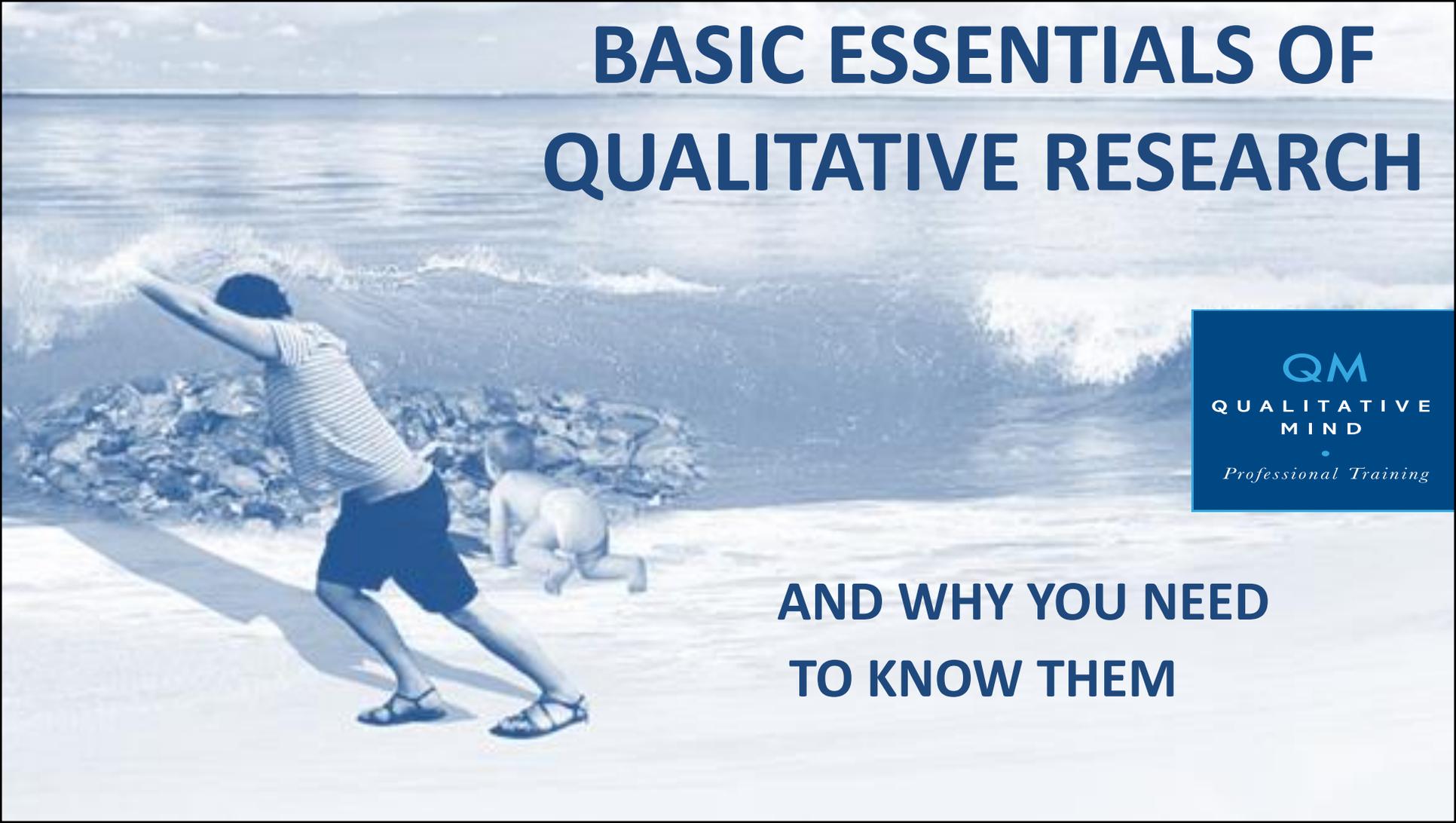


BASIC ESSENTIALS OF QUALITATIVE RESEARCH

QM
QUALITATIVE
MIND

Professional Training

**AND WHY YOU NEED
TO KNOW THEM**

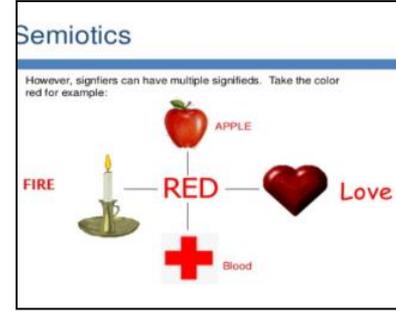
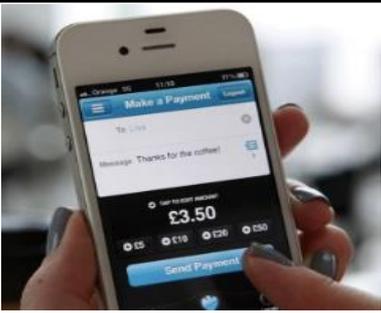


Learning to do depth interviews or groups, without understanding about qualitative research, is like.....



Learning to drive a car, without knowing the power of your vehicle, the rules of the road, or where it's safe to go.





Qualitative research helps you to deeply understand what things mean to people.

It has a variety of methods (vehicles) – you choose the most appropriate for the task. You can use (and mix) conversation, observation, and collaboration, and work face to face or online.

The two main types of vehicle

Person to person groups and depths account for well over half the qualitative research carried out in 2016. Add in telephone and online groups and depths and its closer to 90%. (GRIT report Q3-4, 2016)

Depth interviews are slower, more intimate.

Groups are by their nature social and need more people management.

Be sure you choose the right one.



Depth interviews

More detail and individual insight.

Best for:

- Stuff people interact with individually
- Communication and comprehension
- Complex decision-making processes
- Avoid peer group pressure
- Sensitive subjects

BUT

- Respondents have nowhere to hide!
- Time & labour intensive – cost more per respondent



Focus groups

- Range of perspectives & POV
- Flexible and dynamic
- Stimulating but also feel safe
- Snowballing, serendipity, spontaneity
- Ability to use many techniques
- Observe influence and decision dynamics
- Cost effective

BUT

- Require good moderating skills
- Management of dynamics
- 'Contamination' of response as people bring in other ideas
- Less detailed individual information than depths



Groups can be misused



Trying to avoid participants influencing each other, results in a rigid style of working



Trying to get lots of individual detail in a group, results in boredom and frustration

Driving skills

All the methods require an open mindset and a broad set of skills – to avoid wasted journeys – or accidents.



An open mindset

Exploring hypotheses,

Challenging assumptions,

Using open questions and techniques to allow findings to emerge.



Deep dives

We all wear masks to face the world. We want to look competent and confident.

Qualitative research allows people to remove their mask, to show their real needs and motivations.



Avoiding Bias

Stereotypes, biases and expectations can all get in the way of an honest and useful reaction.

She's going to like the picture of the dog....

Better not say anything about blondes..

Three times he has asked about security; must be important...

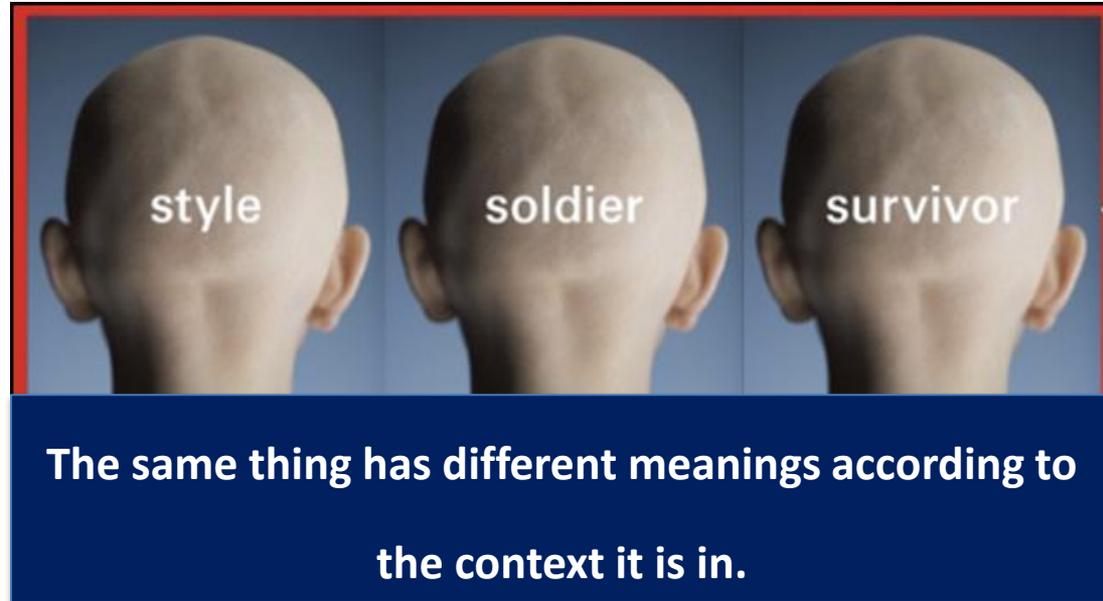
I wonder if he helped design it. Its not very good – how do I say so?



Empathy

Constructivism: meaning is generated by people and groups, as they interpret their own experience.

Researchers use empathy to enter the world of the participant, and understand its meanings.



Storytelling

Qualitative researchers hear people's stories...

And use storytelling to convey findings for impact.

WHAT'S
YOUR
STORY

Sooner or later you will have to defend the small sample sizes of qualitative research.



But you only spoke to 30 people!

The power of small numbers

It's a trade off.
If you want understanding, small numbers
of people can give you a clear picture.



Quantitative research allows you
measure, segment, test and predict .

The two are like Yin and Yang – they
complement each other.

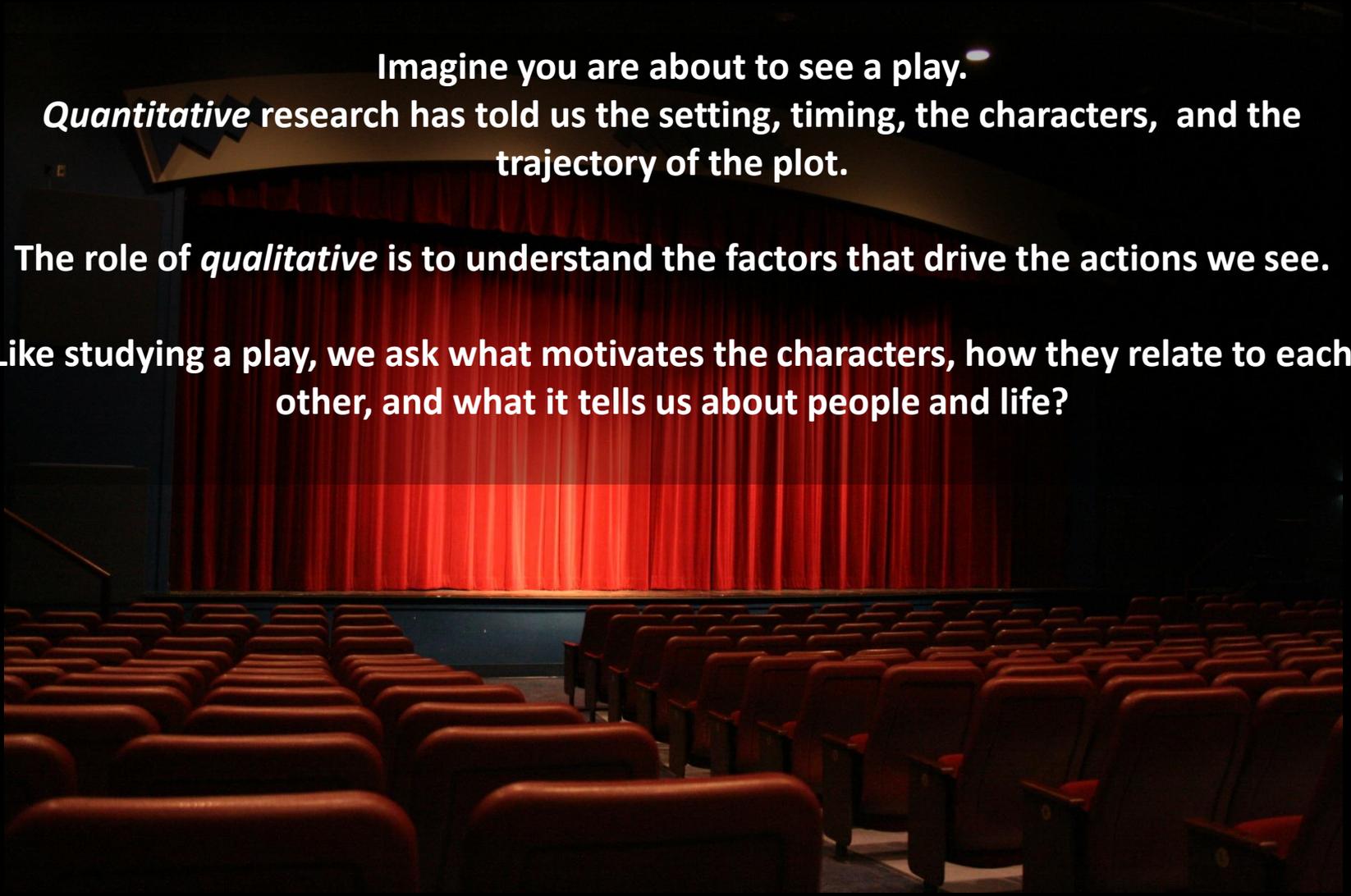


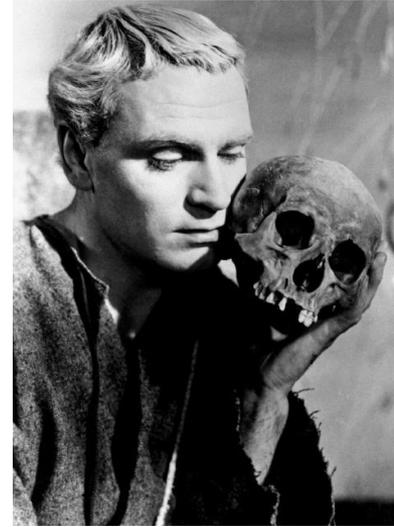
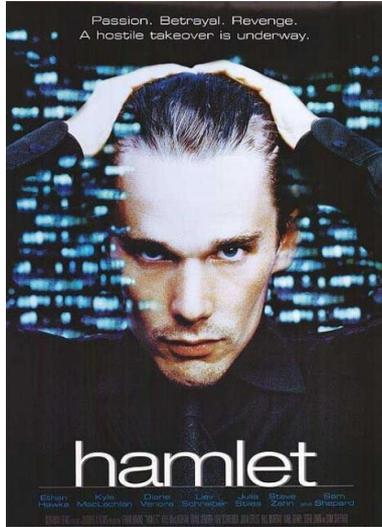
Imagine you are about to see a play.

Quantitative research has told us the setting, timing, the characters, and the trajectory of the plot.

The role of *qualitative* is to understand the factors that drive the actions we see.

Like studying a play, we ask what motivates the characters, how they relate to each other, and what it tells us about people and life?





Verbatim:

“I have words to speak in thine ear that will make thee dumb”

Themes:

Of ears and poison, signify how words can manipulate and corrupt

Significance:

How the dishonesty of leaders can destroy their organisations.

So, to drive your research you need

- The right 'vehicle'
- An unbiased and open mind
- A range of people skills
- Willingness to go into depth and analyse

.....and a map of the 'territory'





The territory is human beings: the rational, emotional, social and cultural aspects.



The 'conscious and rational'

System 2 thinking about beliefs, attitudes, decision-making processes and influences, preferences, behaviours, customer journeys.



The 'intuitive and emotional' (nonconscious)

System 1 perceptions, intuitions, heuristics, moods, emotions, needs, motivations, anxieties, aspirations, brand images and relationships....

See Appendix for System 1 and 2



Social relations

Peer groups, power structures
Conformity, influence, learning/copying
Social values and reference groups

The Cultural

assumptions, values, symbols
cultural rules & rituals
Residual, dominant and emergent codes (Semiotics)
Discourses, media, trends
National or ethnic / organisational cultures, subcultures.

The topic guide is your map through the territory

Emotions and motivations

Tasks and reactions

**You know roughly where
you are going but you
need to explore the route**

Concepts, improvements

Social influence

Images and perceptions

Behaviour and attitudes



Qual gets you to many destinations

Usability

Purchase decisions,
loyalty

Develop & assess
communications

Investigate
positioning &
strategy

Identify
customer
needs

Describe
audiences

Product, pack &
brand development

Prepare for/
explain quant

Understand &
influence
behaviour

Understand market
dynamics

Review – the benefits of qualitative research

Methods are flexible and adaptable

Understanding of behaviour, attitudes, emotions, thinking processes, social and cultural influences

Explore the hidden, implicit, nonconscious (using techniques to surface it)

Depth, detail, creativity, rich information

Review – and the drawbacks?

Potential for bias, dependent on researcher skill

Limitations to what people know about themselves/ can remember/ can tell you; memory and cognitive biases

Talk based methods often ignore real world context

Not statistically significant

спасибо 谢谢
GRACIAS 谢谢
THANK YOU
ありがとうございました MERCI
DANKE धन्यवाद
شُكْرًا OBRIGADO

www.qualitativemind.com

Appendix: What are Systems 1 and 2?

It would be good to know a person who is very adaptable, can keep out of danger, and can stay on top of fast moving situations where a lot of decisions have to be made. Evolution has given us a set of survival skills like this. Nobel prize-winner Daniel Kahneman calls this quick thinking System 1 and says we use it most often.

- It generates impressions, feelings and inclinations
- Operates automatically and quickly
- It mobilises attention, especially when there is a change from the normal
- Executes skilled responses and generates skilled intuitions, (after adequate training.)

Fast thinking is going to have some drawbacks too

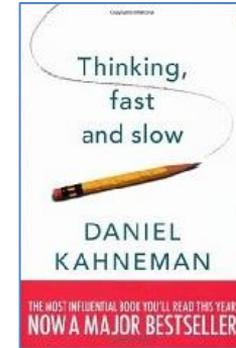
- It jumps to conclusions
- It operates automatically (subconsciously) so you don't know whether its short cuts are necessarily the best ones
- It make decisions on the basis of impressions, feelings and stereotypes, even when a more rational approach would be better
- Infers and invents causes and intentions
- It is subject to a range of biases as a result of these limitations

You will also be aware that you can think quite rationally. And yes, there is System 2 thinking. It is logical, calculating and conscious. It can do compare and contrast, compare objects on attributes, make chains of inferences – everything we think of as the higher thought processes. (It has its own biases too).

But sadly it's also relatively slow – and gets tired easily. Its called cognitive depletion – that desire to reach for a chocolate bar after intellectual effort. Or you just switch to System 1. So having narrowed down your choice of fridge freezers on all the rational criteria – you go for the one with the cool blue light on the outside.

Your systems work together. So all those impressions, feeling and inclinations from System 1, when they are endorsed by System 2, become beliefs, attitudes and intentions. System 2 can train System 1 on what it should look out for, and it can program the memory to override habitual responses.

Generally System 2 thinks its in charge, and its true that most formal knowledge is in System 2 format.



Researching Systems 1 and 2

Use probing and techniques to surface

Choice heuristics

What's top of mind

Brand images and associations

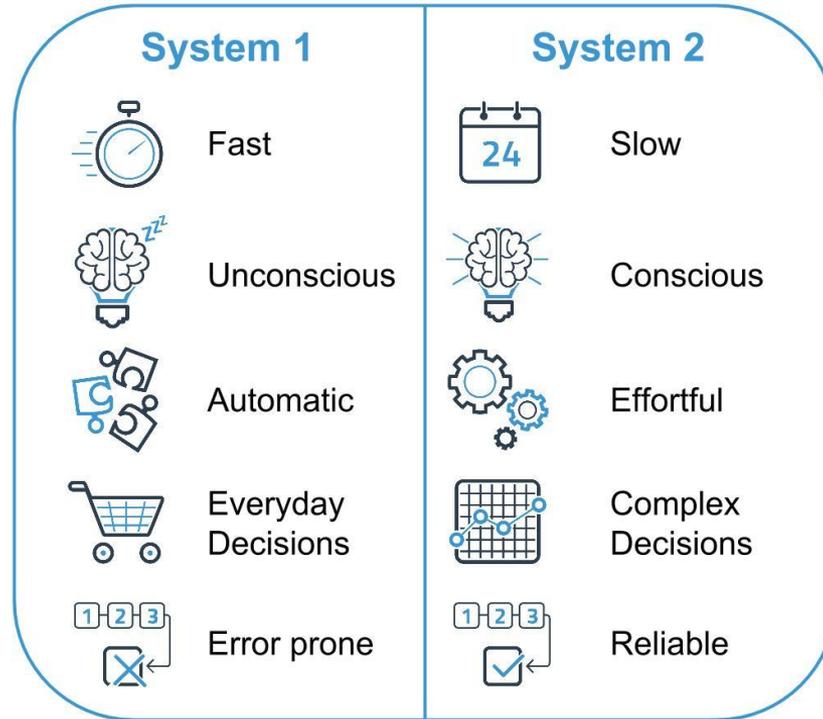
Perceptions of quality/service

User image, reference group

Emotional relationships /
loyalty, trust, goodwill

Part of identity; shared values

Cultural meaning, resonance



Discussion of attitudes, behaviour, needs, etc.

Utility value

Characteristics / experience

Ability to meet needs

Competitive comparisons

Features and benefits

Quality

'Contract' with consumer

Price / value trade off