



Insights and Sound Bites

Mar/Apr 2009

"True originality consists not in a new manner but in a new vision." - Edith Wharton

QUAL CARDS™ - Refreshing the Tried and True

While they aren't truly "original", they are a new twist on a tried and true technique used for years by qualitative consultants. And, based on our recent experiences they certainly have created new and very rich visions for clients (hence our chosen quote for this edition of the newsletter!).

Expressive Techniques

The term "projective technique" is often used as a catch-all term for any indirect or creative technique. In its purest sense a true projective technique is exactly that – the use of projection, a psychological technique which allows someone to "project" their motivations and perceptions onto someone or something else, thereby removing any potential judgments that may be associated with them. Creative techniques run the gamut from analogies, to collages, to picture sorts, to role play exercises - none of which are necessarily projective.

Whatever we call them, these creative techniques are effective approaches to help respondents verbalize thoughts and feelings by giving them something they can connect with – i.e. they allow respondents to "express" themselves. They are a means of circumventing obstacles including:

- Being unaware of a particular association or influence
- A desire for socially acceptable responses
- The aspiration to project a specific image,
- A need to try to "rationalize" affective (i.e. not necessarily rational) behaviors.

So back to our, not-so-original-but-new-and-fun Qual Cards™. For many years we have used pictures, archetype-type cards, and other visual stimuli to elicit these richer insights from respondents. Recently we decided to create a "deck" of Qual Cards™ using fun, culturally current pictures, and we have had the opportunity to use them in nearly every project we have recently conducted. Clients have "expressed" (pun intended) such enthusiasm that we decided it was worth sharing an example.

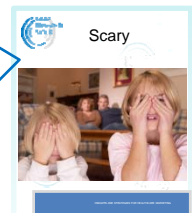
The True "Flavor" of the Insights

So here is just a sampling of how rich the insights can be.

The objective here was to understand what it is like for a patient to have the condition we were researching.

SCARY

Fear of dyingScary when you find out what could happen to you!....You don't know the long term effects of the drugs down the road....I had no idea what was happening the first time I had an attack.



THIEF

Steals time and energy..... Steals activities from your life....Steals my money because I have to spend so much on medication.



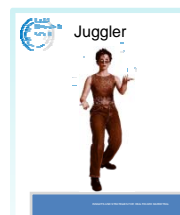
UNSTABLE

Never know when it will hit you and how bad it will be.... Feel unstable when I have an attack..... Sometimes the medication makes me feel jittery.



JUGGLER

Have to remember to take everything I need with me.....Try to avoid all my triggers.....Trying to balance what I need to do with what I can do... Juggle medications to see which will work.



VICTIM

Have to take this medicine,..... Can't live a normal life.....Feel so much better if I don't have to take my medicine.



www.laddresearchgroup.com; T:513.233.9780; insights@laddresearchgroup.com