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Tower Bridge, London

Keynote speeches from London Conference

For Thursday, 10 October from Becky Rowe, of ESRO Revealing Reality.

This provided an excellent example of the **successful application of ethnographic methods** in a case study examining the behavioural difficulties often experienced within the A&E wards of the UK's NHS hospitals. Amongst many other insights Becky highlighted the markedly different perceptions of the success of the signage introduced as a result of the research; with patients considering it to be helpful whilst doctors and nurses believed it makes no difference!

For Friday, 11 October from Ken Parker, founder of Discovery Research and current chairman of AQR. Ken's primary thesis asserted that the spice had never been missing from qualitative methods but that there is often a failure of clients to appreciate quality and value. He thus established a key theme for the day of **how best to interpret and present data once collected.**

WORKING TOGETHER

Me and AIMRI

It's now just four months since I had the pleasure of becoming chairman of **AIMRI**, with the ambition to ensure that our Alliance confirms its position at the forefront of International Research. I wished to do that not only through sharing information on techniques but also through confirming our unique appreciation of the role that different cultures have in the effective conduct and interpretation of multi-country research.

I have a number of ideas for achieving this position, and naturally they influence our future publications, website and conferences, seeking a holistic approach designed to gain more members and a higher profile with end clients. Because, ultimately, it is those end clients and their stakeholders that will gain the most from our sensitive and experienced approach to International Research. However, it will take time to make changes and for now I have concentrated upon learning the nuts and bolts of my job as chairman and making alterations to our administration. This is still work in progress and will be reported in detail at a later date.

Meanwhile, I was also heavily engaged in developing the programme for the London Conference as reported elsewhere in this publication. Personally, I believe that the quality of the papers was exceptional and the event deserved much more support than it received. However, it was competing with the conference Market Research in the Mobile World which was also on in London

from 8th to 11th October! A factor we were unaware of when planning our conference with the ICG. So, my first lesson as chairman is to be sure to double check what else is on in the research world when planning conferences. My second lesson is that, wherever possible, we should seek to partner with others as was so successfully done with the ICG!

You and AIMRI

Not a member? Elsewhere in this publication you will find details of some new members – why not join them?

Already a member? The definition of Synergie is 'A state in which two or more things work together in a particularly fruitful way that produces an effect greater the sum of their individual effects. Expressed also as **"the whole is greater than the sum of its parts"**.'

So why not add your synergy to mine and suggest ideas for events, articles, the web site or any other activity that might help us to increase awareness and enhance our image. Working together is the only way forward for AIMRI and, indeed, Market Research. Why not put yourself forward for council?

I should like to extend our warm thanks to our sponsors for the London conference i.e. **Kantar, (TGI), Research Now and 20/20.**



Tony Dent
Chairman



More than 30 market researchers representing eight different countries gathered in the Grand Connaught rooms in central London on Thursday, 10th and Friday, 11th October, to share opinions and gain insight into the latest trends in qualitative research. Jointly organised by the **ICG (Independent Consultants Group)** and **AIMRI**, it successfully attracted a very distinguished set of speakers whose content fully justified the two day format.

Day 1 was “Mixing the ingredients” and after a short introduction by **Arthur Fletcher, chairman of the ICG, Andrew Smith took over the chair** and the programme proper began with a keynote speech from **Becky Rowe of ESRO Revealing Reality** (see page1).

So, onto the first session – entitled “Crossing the Rubicon” because **John Attfield of Attfield, Dykstra and Partners** of Germany was taking us across to the new territories of ‘**Moderating Online Qualitative for effect**’; sharing examples of best practice for bulletin boards, forums and groups. This informative start was quickly built upon by **Paul Hudson of Flex MR** who spoke about “**Mixing techniques in a dynamic and changing world**” – for further details see the article on the back cover.

After the break the programme moved to focussing on types of respondents with, firstly, **Janet Kiddle of Steel Magnolia discussing “Social media for the older Consumer”** describing how older people are adapting to the world of two-way communications (see short article opposite). This was followed by **Liz Montgomery of Sharp Research with “Engaging Busy B2B Audiences”** making research relevant and effective for everyone; respondents, clients and researchers! Liz explained how online qualitative has been shown to be a good fit for B2B research for some while. It fits with busy work lifestyles bringing together audiences that have common interests but who rarely have the opportunity to interact when working.

Following lunch conference was treated to two views of Latin America. Firstly,

Ricardo Modolo of Uniquet, Brazil with his paper “**Public Opinion Polling in Brazil**” provided an excellent example of the manner in which qualitative research can identify trends that quantitative ‘trackers’ can readily miss (see also page 7). Ricardo was followed by **Iris Griffiths of Across Research** with her invigorating “**Let’s talk Latin America**” (see notes on back page).

After the tea break, Day 1 ended with a ‘workshop’ session lead by **Robin Shuker of Exposure Research** who divided the company into groups to put some of the latest methodologies into practice. This enjoyable session was so successful that many participants believed they had resolved some important research issues for Robin!

Later that evening many delegates enjoyed the conference dinner in **Wolfe’s Bar & Grill** – located opposite the conference centre.

Chairman for Day 2 was **Tony Dent, Chairman of AIMRI** and the emphasis shifted to “enjoying the benefits”. Once again conference was treated to a thought provoking keynote speech, this time from **Ken Parker founder of Discovery Research and current chairman of AQR** (see page 1).

The first presentation was by **Andy Evans of Exposure Research with ‘Everywhere and Anyone – Mobile Insight’** exploring best practice in the use of mobile phones for qualitative research. Of particular interest was using mobile for diaries, including providing photographs and even video of respondent experiences. Andy highlighted the richness of data that can be available and the difficulty sometimes presented in summarising and reporting! Next for ‘new perspectives’ was the paper “**China Qual: Inside-Outside**”, providing fascinating insight into the problems and opportunities of undertaking qualitative work in China. Presented by **Michael Herbert, MHA Consulting and Jessica Shepherd, Independent Consultant** (see notes on back page).

PUTTING THE SPICE BACK INTO QUALITATIVE RESEARCH

St Paul's Cathedral, London



Following the coffee break we reconvened for “taking the longer view” and a minor programme change with, firstly, **Karen Cooper of Living Brands and Howard Josephs of See Research & Planning** presenting their paper “**4D Qual: taking qual to the top table**”. They explained that the rapid changes in technology allows for a repositioning of qualitative research from a static, one dimensional and underutilised tool, to a fluid, dynamic and integral part of commercial decision making. Thus, the final paper before lunch was “**Building business through understanding your customers**” as given by **Sabine Lohmann of Insight Research** who emphasised that it is more important than ever to minimise risk prior to market introduction to guarantee business success and growth. Engagingly, Sabine extolled her belief that even basic consumer research helps a business to grow, whereas failure to conduct research will guarantee eventual business failure!

After another excellent lunch we were treated to two interesting case studies illustrating “**Hybrid Methods for**

Results”. Presented by **Ruth Stanat of SIS International Research**, the paper firstly discussed how different qualitative methods are appropriate for different markets and provided a framework for selecting methods to achieve client needs and add value. Ruth then described a ground breaking study to identify the housing and other needs of autistic children and adults. Based initially upon an extensive qualitative phase, engaging all relevant stakeholders, the primary recommendations were then derived from a quantitative study with 9,000 responses. The second case study was a more light hearted investigation of the automated world of air travel in the future. Although some participants questioned whether the study was actually exploring the present rather than the future!

Our final presentation was another interactive session, this time with **Arthur Fletcher of Blauw Research** discussing “**Gameplay – the right way?**” getting everyone on their feet and throwing balls around the room Arthur illustrated how playing games ensures

more enjoyment and thus engagement from respondents!

After the final break we all reconvened for a summary reminder of the conference from the chair and a final Q&A with **Tony Dent, Andrew Smith, Ken Parker and Arthur Fletcher** as our ‘panel’. The session was dominated by the issue of establishing qualifications for qualitative research and **Michael Herbert** provided an update of the work he had done on this issue for the ICG.

The conference ended with the majority of participants agreeing that there had seldom been a more thorough or more enjoyable examination of the qualitative research scene.



Ricard Chilton
with extensive help
from **Tony Dent**

UNDERSTANDING HOW OLDER CONSUMERS USE SOCIAL MEDIA

The media landscape has changed hugely in recent years with the advent of social media such as Facebook, Twitter and LinkedIn and many others that keep emerging e.g. Pinterest. One of the main areas of change is that instead of communications being one way, where brands control the location and message, it is two-way. When using social media consumers respond in a different way to traditional media, they want to use the media to talk about what they are doing, what they are using, read reviews add their comments and share their images.

Younger consumers have **grown up with two-way media** and are comfortable telling the world what they think and expect to interact. Older consumers were not brought up in that way so as a 50+ expert I thought it would be interesting to see how older consumers are using social media – are they adapting, have they acquired new behaviour and what are they actually doing when they log on to Facebook and other social media. And as no one can really tell us how older people are using social media brands targeting the older consumer are unlikely to be getting it ‘right’.

Lots of research has been undertaken to understand what older consumers’ usage habits are in terms of how they access the internet e.g. laptop, smartphone, tablet and how many access the internet ie penetration. All the data shows that usage is increasing, shopping is widespread and social media is being adopted.

Steel Magnolia has undertaken some original research using a multi-method approach comprising questions on Facebook, face-to-face depth interviews with older users of social media and experts in digital communications.

The key questions the research addresses are:

- Older consumers have been brought up with one way communications. **Have they adapted to the two-way communication?**
- All brands have to have a social media strategy these days. **Do brands that have an older profile need to adopt different strategy to those that have a younger profile?**
- Should brands that have mass appeal **expect older people to respond in the same way as younger people to their social media activities?**

The research focuses on the three main social media – **Facebook, LinkedIn and Twitter**.

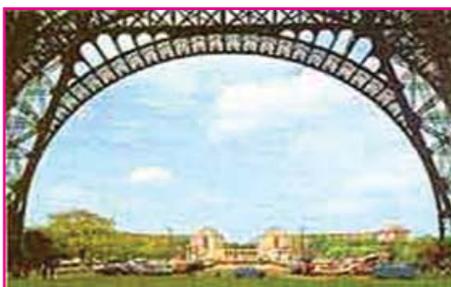


Janet Kiddle
Steel Magnolia
Oxshott, UK

DIFFICULT RESEARCH ASSIGNMENTS: AIMRI MEETS IN PARIS

“Doing market research in India is very demanding”

Eiffel Tower



On Monday, 3 June 2013 a small but distinguished group of AIMRI members met in Paris to debate the topic “**Meeting the challenge of difficult research assignments**”. The venue was the Conference Centre within the CNA (Cercle National des Armées) – a very imposing officers' club.

When it comes to case studies it is often believed that as much could be learned from projects which did not succeed as from successful ventures. In this case, **Philippe Lespinet from PLM Market Research** in Paris was willing to expose a novel technique which did not succeed.

The project was known as the **sharp basket®**. The basic idea was to make consumers pay for a product test and offer it free to their clients.

Once a month between five and 10 products were selected. The manufacturers of these shipped 800 samples of these products to the agency's four warehouses, for free of course. Panelists were to come to their warehouse and collect the samples and the questionnaire. They had to pay half price for each product, and could not choose themselves the products, they had to take and pay for the whole lot.

The questionnaires were filled in and sent back by post to PLM Market Research. Data entry and data processing were done for free, and a full report sent to the clients.

The project was a real success at the beginning: 1200 panelists were easily recruited and four locations were equipped with storing facilities.

Why did it finally fail? There was no lack of panelists and the return rate for questionnaires was good. The main reason why was a lack of time of product managers! **Finally they preferred to PAY** for traditional product tests:

- One location
- A few samples to prepare
- No logistics
- Just one click and that is it

PLM kept their panel and still use it for Focus Groups, IDIs, etc.

Another rather different economical method was offered by **Jan Schöttelndreier of Cluetec in Germany**. He spoke next about

“**Managing large scale fieldwork using mobile in India.**”

90 % of the market research data in India is still collected with paper and pencil. Only a few companies work with mobile technologies. **But Indian market research companies can benefit a lot from the use of mobile survey software.**

Doing market research in India is very demanding: the country's geographical size, heterogeneous target groups, the great variety of languages and cultures and the very different level of education make representative market research very challenging. Market Xcel Data Matrix Pvt. Ltd, (**AIMRI members** and one of India's biggest market research agencies), have demonstrated how mobile market research technology helps to overcome successfully India's major stumbling blocks in the market research world.

To keep the hardware costs at manageable levels the software had to be available for Android devices. Market Xcel chose mQuest, a market research software developed by the German company **cluetec GmbH**.

More efficiency and control

Market Xcel is currently using over 450 tablets and the advantages of the mobile technology are very clear: managing fieldwork over large distances becomes easier and the quality of data is enhanced.

The ability to transfer directly the gathered data to the research agency's server via online interface accelerates data availability and permits permanent field control.

Our new chairman **Tony Dent of Sample Answers** next tackled the subject “**Answers for difficult to reach sample groups**”. Who are the hard to reach groups? Some examples:

Consumers - High net worth, young people (especially young males) and aborigines

Health Care - Professionals such as doctors and persons with specific ailments

Business - ‘C’ suite executives and IT personnel

Countries – Iraq, Iran – Parts of Africa, and South America.

For this task we need not only a good source but also an appropriate method. For emerging markets we should consider mobile technology for both telephone and online.

How about mixing telephone with online? What CATI has to offer cannot be replaced by online. Yet, if combined properly both methodologies can play to each other's strengths and provide more than each can offer on its own. One consequence of that is that CATI providers get asked to 'fill up' incomplete online surveys.

Conclusions

- There is always a way to contact difficult to reach respondents (post, telephone, online, face-to-face or a mixture).
- You need to consider the method and, possibly vary it by country!
- Allow more time and, sometimes, more money.

"Mixing methodologies for difficult assignments" was the next subject and **Carole Sasson of Cocedal Conseil** in Paris had some novel solutions related to mixing online qual with online quant.

The methods discussed by Carole included individual blogs, U&A questionnaires, online forums, online concept tests, and home use tests.

The broad stages of a project included:

Explore - collect information to build a questionnaire e.g. experience of a given target group with a sensitive or new topic.

Listen to specific wording or ideas expressed by opinion leaders on an innovative market so as to build a product concept after quantitative testing.

Motivate participants to take part in an usage test involved in a long run survey to prevent and reduce the risk of them giving up the usage test in the middle.

Richard Sheldrake of Perspective Research Services in London then talked about **"The role of CATI in difficult situations"**.

They specialise in interviewing and recruiting **'Hard-to-Reach' and High Net Worth Respondents**. Their motto is **"Data collection through intelligence."**

No project is possible without a reliable sample and they have access to

comprehensive business data bases covering all of Europe – key to this is their partnership with **Sample Answers**.

Consumer research requires substantial lifestyle data bases with information ranging from credit card usage to hobbies and pastimes.

Key requirements

- Continuous interviewer training
- Constant listening in to live interviews
- Constructive feedback to interviewers
- Team based bonus schemes
- Regular company events

Finally **John Mackay** (the outgoing chairman) made some comments designed to guide a discussion on **"Benefits of AIMRI membership"**.

What is AIMRI?

- **AIMRI** is the premier international membership association for global research partnerships.
- **AIMRI** offers an unique opportunity to create partnerships for member organisations to work internationally, experience professional learning and grow.
- **AIMRI** is the ideal professional platform to meet, learn, buy and sell to the MR community – worldwide.

Joining AIMRI provides the opportunity to meet, learn, buy and sell into the International MR Community in a friendly atmosphere.

What can AIMRI offer you?

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AIMRI's unique social heritage
- Combine these to make an
UNIQUE proposition
- A place to practice your presentation
skills on a sympathetic audience,
great for first-time speakers
- Understand MR's INTERNATIONAL
perspective
- Leave conferences feeling INSPIRED

The same evening the party moved to a famous fish restaurant **La Marée** where excellent food was enjoyed in a convivial atmosphere.

AIMRI MEETS IN PARIS CONTINUED ...

**"we need not only
a good source but
also an appropriate
method"**



Richard Chilton
AIMRI



NEW MEMBERS : Eight new members in seven countries

Buzz Central Ltd

Online focus groups

Allowing you to convene the groups that could never otherwise happen, online focus groups allow discussions between respondents who, through time, location or lifestyle, cannot otherwise be brought together. A cost effective means of gaining a great depth of understanding, online groups also allow highly sensitive or political topics to be discussed freely as respondents are afforded a level of anonymity impossible in a face-to-face setting.

Discussion boards

Buzzcentral provides an easy way to run these extended studies, with the built in facility to prompt respondents in order to maintain their commitment throughout the course of the research. Results can be instantly reviewed, compared and reflected on, allowing on-going, responsive development of the research and increasingly informed analysis.

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We are a full service marketing research agency, with a team of researchers with an average 15 years' experience. From questionnaire development to analysis, we use cloud based research tools and project management software to give our clients a great service experience.

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Sample Answers - Amsterdam

Sample Answers is a premier Global sampling agency, providing a full range of business and consumer samples to researchers from the UK and overseas.

Our service is responsive, fast and cost efficient. The SampleHome database, offered in association with Acxiom UK, usually ensures same day response for urgent samples of UK consumers, and almost any order can be met within five working days, however unusual the requirement.

Sample Answers was founded over 20 years ago, with the mission of utilising the power of massive marketing databases to supply sample frames for the market research industry. As evidence of our success, it is now common practice within the industry to use such databases and over time we have built up an enviable client base throughout the European Union and North America.



Amsterdam

We have supplied an extremely wide range of social, consumer and business samples internationally. Indeed, the only continent from which Sample Answers has not yet provided sample for a research project is Antarctica!

With experience going back over thirty years in the database and research industries, Sample Answers has become the first port of call for many researchers when they require sample.

Backed up by fluency in most major European languages, Sample Answers offers a wide range of sampling services as well as data provision. From sample design and data sourcing to sophisticated statistical consultancy.

Our office in **Amsterdam** provides sampling services in the Netherlands and in many other neighbouring countries (especially Germany).

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Sample Answers - Latin America

Our office in **Columbia** can handle all parts of Latin America including the Carribean, Central America and all Spanish and Portuguese speaking counties in South America.

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- Academic research
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ONLINE QUAL: THE NEXT FRONTIER

When he addressed the joint AIMRI/ICG conference in London on 10 October 2013, Paul Hudson explained the advantages of “**Mixing techniques in a dynamic and changing world**”.

A mixture of techniques can deliver the right insights far more effectively online and can be the exact solution required for clients in these more difficult economic times.

Most clients have been doing online surveys for at least a decade and now they are beginning to see the advantages of taking qual research online too.

Finally, we are seeing the **world of online qual being admired and cherished** as researchers begin to understand the time, cost and reach benefits of online quant also apply to qual, with some even recognising the extra benefits that online anonymity and freedom can have for reaching true insights.

Innovative researchers are reaching insight efficiently by combining qual and quant – using **all the techniques at their disposal** to achieve depth and accuracy in the same sample.

Drive for efficiency

In these times efficiency has never been so important, so we can't afford not to be skilled at applying these techniques. Online qual now offers a wide range of tools for achieving depth and detail, which when mixed with a large online sample becomes extremely powerful. Having the technology to explore depth with a larger sample online gives much more weight and accuracy to findings.

Successful techniques that are being used more and more in online qual include; community panels, online pre-tasks and mobile diaries. Each of these three methods will be discussed.

■ **Community Panels** enable access to a large group of varied customers and are an ideal way of

combining qual and quant in one place because they allow detailed investigations alongside quick response - combining methods flexibly and quickly to get closer to customer behaviour. But, what has held this approach back for so long, and why is now the time to take it up?

- **Online pre-tasks** – are a highly effective way of preparing face-to-face participants for a detailed face-to-face meeting and complement face-to-face qual in those situations where only face-to-face will do (e.g. when initial emotional responses need to be read).
- **Mobile diaries** – Finally researchers can share in the advantages of constant connectivity by engaging participants in diary studies through their companion devices, but what needs to be taken into account when conducting qual through mobile?

With such a ‘**promised nirvana**’ of unlimited tools, speed and insight, what are the risks of getting it wrong? How can we avoid these? And whose responsibility is it? The promised land is here, but this new world requires **new rules, new ways of operating and an even better understanding of techniques**, methods and how to use the right tools at the right time. When is quick insight bad insight? When do speed and cost advantages actually become our Achilles heel?

With over 10 years' experience of running online qualitative research and seven years pioneering community panels, **FlexMR** will use real examples to demonstrate how to achieve the real benefits and leverage a new world of insight as well as using examples and suggestions of how to avoid the pitfalls and mistakes.

Paul Hudson spoke on this subject at the AIMRI/ICG conference in London on 10 October 2013 - see page 2.

Paul Hudson
FlexMR, UK



Notes from Qualitative Research Review on pages 2-3

Iris Griffiths of Across Research with her invigorating “**Let's talk Latin America**”, described as “one region, 20 countries: understanding the cultures for qualitative research”, she engagingly summarised many of the requirements for working with cultural differences in Latin America. Importantly, Iris highlighted the manner in which many of those engaged in market research seem to believe that the only thing needed for success in understanding a different culture is to find someone that speaks the idiom of the country. Often little attention is given to the cultural knowledge of the market, essential for understanding the behaviour patterns of the target consumers.

Michael Herbert, MHA Consulting and Jessica Shepherd, Independent Consultant they successfully conveyed the effects of rapid economic change and the diversity of cultures within that vast country (**China**). There was also an interesting echo from the Latin American papers, whereby local researchers in both cases appear as if nothing will be ready in time for the focus groups and then, suddenly, it all comes together - respondents appear, technology works and all proceeds unexpectedly smoothly!