

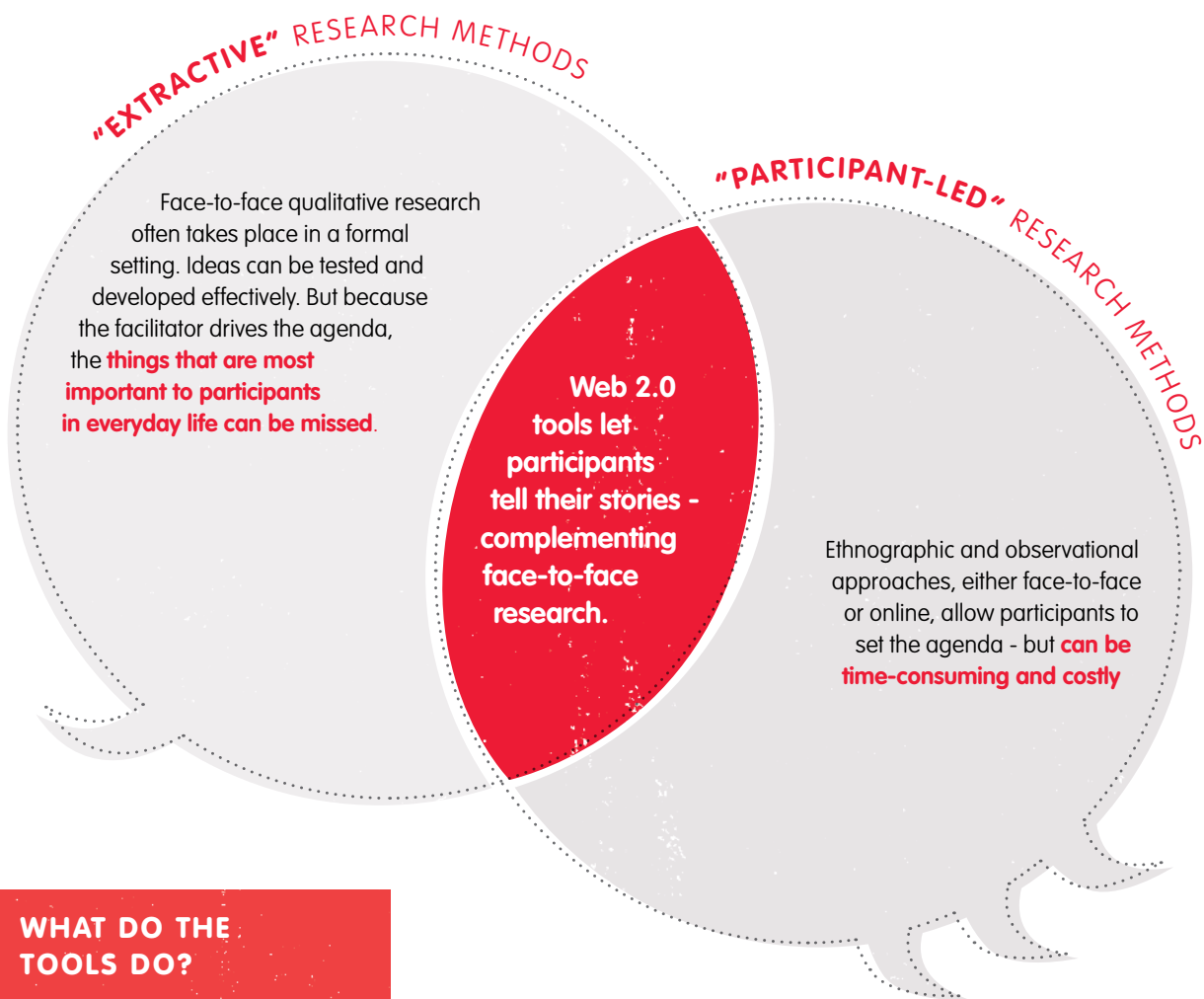


Qualitative Research

and Web 2.0

Web 2.0 tools: more insight at lower cost

Create more ways to engage with participants, using blogging, apps, and project websites. These tools **add more value to face-to-face research** - at low cost.



WHAT DO THE TOOLS DO?

- **Create mini-communities** around a project. Participants network with each other and with the research team, leading to richer findings.
- **Make pre and post tasks easier** and more fulfilling for participants, leading to detailed responses
- Help create panels of participants, who can stay **involved after the end of the project**

Does this really create communities?

Genuine social networks grow, they are not constructed. But these approaches use some social networking tools to create a temporary network around a project.

Does everyone participate?

We have been incentivising, briefing, and running online qualitative methods for the last five years so we know how to support participants through the process, getting the best from them and ensuring high response rates.

Is it suitable for everyone - how about those who aren't online?

We offer a range of approaches through flip cameras, mobile apps and options requiring online access - so increasingly large segments of the public can get involved.

TOOL 1

Blogs

Blogs are regular entries of commentary, descriptions of events, or uploaded material such as video or pictures. While traditional pre-tasks tend to be done by individuals on paper, **we now use blogs to help participants interact with one another and with researchers**. They can complete their tasks separately but reflect on one another's work - before, in between, or after, face-to-face meetings. Researchers observe the emerging discussions, intervene, and give offline help.

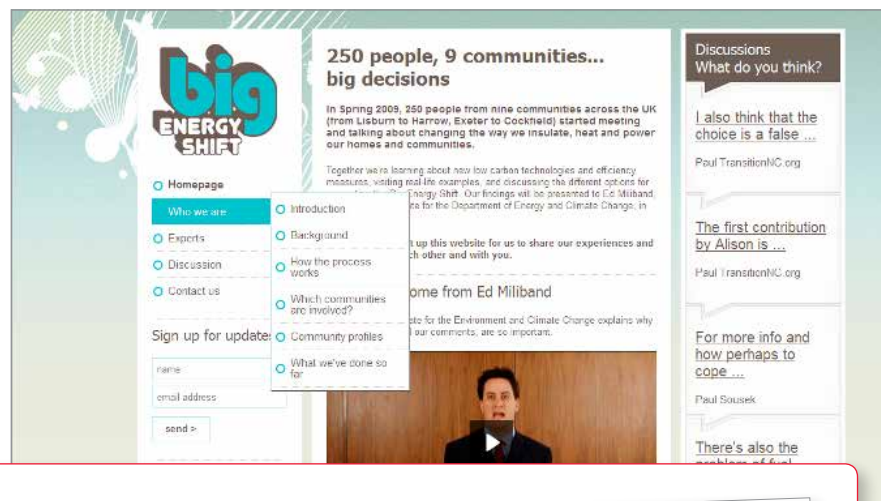

EXAMPLE:
Public Attitudes To The Sciences

Took 60 participants through reconvened deliberative workshops. Each was assigned mid-week tasks such as visiting a museum, interviewing their children, reviewing TV programmes or assessing science textbooks currently used in schools. Participants were asked to blog their responses. The online approach has boosted the participation rate and encouraged the use of photography and video in the tasks.

TOOL 2

Project websites

For projects involving both individual tasks and group discussions, a bespoke project website can gather participants and stakeholders together. The site might include **polls, links, emerging findings, blogs, new information, filmed messages and stimulus**, which allow participants from different locations to communicate with each other and feel part of a genuine engagement.


EXAMPLE: Big Energy Shift

250 participants in public dialogue, plus a range of stakeholders, contributed to a website which showed findings from across the 9 locations of the project, films of site visits and ethnographic interviews, and offered the chance to ask stakeholders questions. We also included a filmed message to participants from the then Secretary of State, Ed Miliband.



TOOL 3

Apps

Mobile research is a new method that allows respondents to send texts, upload images and answer questions through apps. Participants use their own device to send through their responses. This method is particularly useful when attempting to understand the highs and lows of user or customer journeys. Participants are able to **accurately reflect on their experiences in real time** instead of attempting to remember it in a single interview.



EXAMPLE

Orange Business Jury

Participants were recruited from an existing panel consisting of 1000 small business owners, managers and decision-makers. Mobile apps are used to understand how these audiences react to breaking news stories and events, as and when they happen. The flexibility and speed of the research enables instant results.

TOOL 4

Flip Cameras

Another way to capture views on the move is to give participants in groups flip cameras. These are very simple to use even for audiences who are not mobile-literate or online. **Short films capture thoughts at the moment they occur**, and participants or researchers can upload these instantly.



EXAMPLE

Office Of Fair Trading
Prices Analysis

Participants in group discussions were given tasks to do while out shopping. They noticed different price offers and how they felt about them by recording short films of themselves as they went about their shopping missions. They were able to comment on a number of different experiences that they may not have remembered in detail when attending a group discussion.

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