



QRCA *INSPIRATION AND RESOURCES  
FOR QUALITATIVE RESEARCH*

# VIEWS

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## USING ARCHETYPES TO BUILD STRONG BRANDS

Program Preview  
**2011 ANNUAL  
QRCA CONFERENCE**

**ROBUST RESEARCH**  
without Robust Resources

Eight Ways to Become a  
**REFERRAL MAGNET**





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Our hope is that through your involvement with QRCA, you are introduced to a variety of methodologies, both the latest innovative approaches as well as the tried-and-true that you can incorporate into your qualitative research “toolbox.”

## DIFFERENT APPROACHES

I have a good friend who plays on my co-ed volleyball team and who just turned 50. Bill decided that he would go on an adventure to celebrate his 50th year. His adventure even has a name, “50 in 50.” The plan is to visit all 50 states in his 50th year. That gave the rest of us on the team great fodder for brainstorming all the 50 in 50s we could come up with. My German friend said 50 different beers in 50 days. I was thinking 50 days off to do whatever I want might be a fun way to celebrate. No matter what the approach, we were all impressed with Bill’s commitment to take the time off of work, leave his family behind and head out on his great adventure.

Although Bill does not conduct research for a living, he is a true qualitative researcher at heart. One of his goals for this trip is to meet one person in each state he visits and learn a little about him (or her). Bill told me he just picks someone at random, confirms that he lives in the state and asks him three open-ended questions to get him talking. He then purchases a postcard from the area and sends it to himself with notes on his conversation. Bill chose a methodology that best met his needs and incorporated a consistent approach for each interaction. The results will be an amazing set of postcards with insights from people from around the United States.

As qualitative researchers, we do the same thing. We decide what the goals of the research are (in Bill’s case, it was the chance to meet someone in each state and learn a little about that person’s life), then choose a methodology that works best to meet those goals (taking into consideration time and budget) and then develop the questions or techniques that will be used to elicit the discussion and uncover the findings.

Each time we start a new research study, we work closely with our clients (internal or external) to clarify the goals of the research and determine what methodology is most appropriate for addressing those goals. Having a wide range of qualitative tools at our fingertips is critical for any qualitative researcher. Knowing what options are out there, the pros and cons of each methodology and the approach that works best in various situations enables us to be valuable consultants for our clients.

The mission of the Qualitative Research Consultants Association (QRCA) is to advance the discipline of qualitative research worldwide. As part of that mission, our goal is to provide industry-leading resources that are essential to members and professionals who use research. Our conferences, webcasts, website and *VIEWS* magazine are all resources for informing qualitative researchers — and research buyers — about the latest approaches to research. We also want to enable consultants to hone their qualitative research skills. Our hope is that through your involvement with QRCA, you are introduced to a variety of methodologies, both the latest innovative approaches as well as the tried-and-true that you can incorporate into your qualitative research “toolbox.”

QRCA members love brainstorming and coming up with the best approach for each new research project they are involved in. So, if you need some help, consider reaching out to one of them. The easiest way to find a QRCA member is through the “Find A Researcher” tab on QRCA.org. You can search for them by specialty area, language spoken or geographic area. Our members can be a huge resource, so don’t hesitate to contact them!

Oh, and by the way, my friend Bill left this morning on a flight to Anchorage, Alaska, state number 49 of 50. ✉