



QRCA

INSPIRATION AND RESOURCES
FOR QUALITATIVE RESEARCH

VIEWS

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REVISITING MASLOW:

What Models Can We Use to Understand and Explain Consumption Behavior?



DIAGRAM IT,
MAP IT, MATRIX IT!
VISUALIZING DATA FOR DEEPER INSIGHTS

DECISION ARCHITECTURE:
A NEW WAY TO APPROACH
WEB USABILITY STUDIES

STAND AND DELIVER...
MASTERING DEBRIEFS

Max-Neef
Matrix

Spradley's
Nine Dimensions



By Nancy Hardwick
HARDWICK RESEARCH
MERCER ISLAND, WA
NANCY@HARDWICKRESEARCH.COM

QRCA is an amazing resource for proven techniques — as well as the latest innovations — in qualitative research.

EDUCATIONAL OPPORTUNITIES GALORE

I **joined QRCA 13 years ago primarily for its educational benefits.** I had been working as a marketing research consultant for 12 years and wanted to continue to expand my knowledge. At that time, there were very few avenues for learning about qualitative research. I was obviously gaining knowledge through experience, but I wanted more. With the goal of finding opportunities for professional development, along with the desire to expand my knowledge and to connect with others in the same field, I found QRCA. I'm so glad I'm here!

QRCA is an amazing resource for proven techniques — as well as the latest innovations — in qualitative research. Whether you are a member or not, a vast range of resources is available through QRCA to meet your educational goals. For example:

- **QCasts.** These are monthly QRCA-sponsored webcasts on qualitative research topics. Each hour-long presentation is given by a QRCA member or guest speaker and offers rich opportunities for learning and interaction. During the QCast, you listen to the presentation, see the slides and share comments or questions via an online interface. No worries if you miss one — they are conveniently archived on the QRCA website for later viewing.
- **Podcasts.** Like listening to your education on the go? Consider downloading *QRCA VIEWS* podcasts from the QRCA website. This is a great opportunity to listen to interviews with a variety of research, marketing and business professionals.
- **Attend a QRCA-sponsored event.** Each year, QRCA offers an opportunity for the research community to gather in person to learn about the latest in qualitative research. Depending on the year, you can attend the “Symposium on Excellence in Qualitative Research” (May 2011 in Chicago) or the AQR/QRCA Joint Conference (2012 in Europe). Both events have their own unique style, and each guarantees a collegial learning environment with terrific presentations on the latest in qualitative research. The QRCA website is a great resource for information on these events, but also feel free to contact me.
- **Breakthroughs.** These are just what the name implies — short, online episodes that bring to life some of the most exciting qualitative research being done in the field. Visit the QRCA website, and check out the skill and creativity of our members.
- **LinkedIn:** If you prefer an interactive discussion, one that enables you to post and respond to questions, you need to join the LinkedIn Qual Group sponsored by QRCA. You can find it by searching for QRCA on LinkedIn, under Groups.
- **Website:** The QRCA.org website is an amazing resource. Not only does it contain links to everything I have mentioned, but there are also sections specifically created to provide information “About Research,” as well as “Research Tools” and a special section built just “For Research Buyers.”
- **Qualitative research books.** There are many more books about qualitative research today than there were 13 years ago. For those who like a good read, check out Amazon.com or Paramount Books. Both offer a variety of books on qualitative research. Not surprisingly, many of the authors are QRCA members!
- **QRCA VIEWS magazine:** Last but not least, this magazine you are reading is a fantastic resource. Published quarterly, it features qualitative research ideas and tools. Subscriptions are complimentary to members of QRCA and to non-member qualified research buyers. If this is not your copy of *VIEWS*, please visit the QRCA website at www.qrca.org to sign up for your free subscription.

Finally, if none of these resources provide exactly the kind of information you are looking for, consider contacting one of our members. Use the “Find a Researcher” tab on the QRCA homepage (www.qrca.org), and search for someone in your region of the world or within a specific area of expertise. A QRCA member would be happy to answer your questions. This wonderful group of sharing, creative individuals is the reason why I continue to be such a proud QRCA member. ☑