

Qualitative Research

Companies that conduct research that does not yield quantifiable results, but rather an in-depth understanding about consumer behavior. The results of qualitative research are exploratory, not statistically reliable. Qualitative methodologies include focus groups, mini-groups, one on-ones and open ended-questions.

- **Qualitative/Recruiting Services and Facilities**

- Central Location Testing (CLT)
- Focus Group Facility
- Home Use Test/Product Placement
- In-person Moderation/Analysis
- Laundry Services
- Mall Location
- Online Focus Group Hosting/Moderation
- Recruiting
- Smartphone/Tablet Interviewing
- Social Media/Big Data/Data Mining
- Test Kitchen Facility
- Transcription Services
- Usability Lab
- Video Conferencing Services
- Video Streaming Services
- Viewable In-Depth Interviews (IDIs)/Dyads/Tryads/Mini-Groups
- Other: _____

- **Qualitative Research in Action**

... help businesses of all sizes address these challenges, with **qualitative** research playing a key role. From a market researcher's ... that this doesn't have to be the case – and that **qualitative** research, in particular, can be conducted and leveraged ... Over the years, I've seen firsthand how a variety of **qualitative** approaches have informed new product development, led to service ...

- **MRA Certificates in Qualitative and Quantitative Research Now Available Through Research Rockstar**

... Research Association has approved new MRA Certificates for **Qualitative** Research Principles and Quantitative Research Principles. The ... each area. MRA Certificate in **Qualitative** Research Principles MRA Certificate in ...

- [MRA Certificates](#)

... The certificates are offered in two areas of concentration (**Qualitative** Research Principles Certificate and Quantitative Research ... within a 16 month period. The MRA Certificate in **Qualitative** Research Principles is available through the completion of the ...

- [Exploring Heart and Brain Health Through Qualitative Approaches](#)

... lives free of cardiovascular diseases and stroke. We use **qualitative** research for various exploratory purposes. Most often it is to ... We traditionally use in-person focus groups as our primary **qualitative** methodology. While this approach still makes sense in certain ...

- [7 Lessons Learned About Recruiting Hard-to-Reach Populations for Qualitative Research](#)

As **qualitative** researchers, we are tasked with capturing the voices of a target ... we learned through this process may help others in their **qualitative** research endeavors. Hard-to-reach populations are truly ... Plus Facebook Karissa Horton, Ph.D. Tags **qualitative** ...

- [New Metrics To Compare Qualitative Method Options](#)

... As new methodologies for recruiting and conducting **qualitative** research appear and change, we all need some basis for looking at ... there are alternatives to shoehorning survey metrics onto **qualitative** projects. Here are a few that will help you get behind the quote, ...

- [The Application of Qualitative Research for Effective Product Portfolio Management](#)

... Plus Facebook Thomas P. Frauman Tags **qualitative** illustration1.gif illustration2.gif

...

- [The Man Who Started it All: The Granddaddy of Qualitative Research](#)

... Facebook Ira Weinstein Tags focus groups **qualitative** psychology ...