

Table of Contents

Preface	v
Acknowledgements	vi
Introduction.....	vii
Purpose.....	vii
A Brief History of Qualitative Research.....	vii
Types of Qualitative Research	viii
Focus Groups	viii
Depth / In-depth / One-on-One Interviews	viii
Methods of Conducting and Observing Qualitative Research.....	ix
OnLine Recruiting / Focus Group Sessions.....	ix
Videoconferencing.....	x
Video Streaming	xi
Other Advancements	xi
Part One: RECRUITING	
CHAPTER I: The Recruiter	1
Recruiter / Supervisor Responsibilities	1
Major Responsibilities	1
Primary Activities	1
Characteristics of Successful Recruiters	2
Finding or Hiring Recruiters	3
Free-Lance / Independent Recruiters.....	3
In-House Recruiting Staff.....	3
Recruiter Training	4
Training Topics.....	4
Resources for Training	5
Retaining Recruiters	5
CHAPTER II: The Respondent.....	6
Typical Types of Respondents	6
Household Consumers	6
Business Owners / Executives	6
Children	7
Ethnic Groups	7
Physicians	7
Determining Desirable Respondent Types.....	7
Methods of Recruiting	8
Data Files	8
Pre-Qualified Lists.....	9
Random Dialing.....	10
Central Location Recruiting	10
CHAPTER III: The Recruiting Process	11
Planning the Recruiting Phase	11
Timing Requirements	11
Project Control.....	12
Factors Affecting Participation	12
The Screener / Script.....	13
General Rules of Thumb for Screener Design.....	13

Screener Introduction.....	14
Screening Interview	15
Invitation.....	17
Confirmation Calls and Letters.....	17
Re-Screening.....	18
The Re-Screener Script.....	19
Administering Re-Screener At The Facility	19
Over Quota Pay and Send Instructions	19
Confidentiality / Agreement Statements.....	20
Respondent Confidentiality	20
Project / Client Confidentiality	20
Database and List Confidentiality.....	21
Documentation.....	21
Adequate Respondent Identification.....	21
Call Record Results / Tally Sheets	22
Participation Rate.....	22
Reasons for Declining Invitation	22
Respondent Summary Sheet.....	22
CHAPTER IV: Other Recruiting Issues.....	24
Quality Control Procedures.....	24
Over-Recruiting	24
Rationale.....	24
Overage Rates.....	25
Managing Problems	26
Suggestions for Solving Specific Types of Problems.....	26
Hostess / Qualitative Assistant Responsibilities	27
For Respondents and Clients	27
For Moderators	28
Pre-Research Support.....	28

Part Two: Facility Set-Up, and Management

CHAPTER V: Location, Design and Layout	28
Selecting a Location.....	28
Design and Layout	28
General Considerations.....	28
Construction and Materials.....	29
Mirrors	29
Sound Features.....	30
Temperature Control.....	30
Lighting	30
The Focus Group / Discussion Room	31
Client Observation Room and Lounge	32
Respondent Waiting Area.....	32
CHAPTER VI: Systems, Equipment, and Maintenance	33
Audio & Video Systems	33
Audio & Video Recording	33
On-Going Maintenance	33
Pre-Session Procedures.....	34
Wiring	34
PC's and Internet Access	34

Video-Conferencing.....	35
Video Streaming	35
CHAPTER VII: Provisions and Other Services	36
Food and Beverage Provisions.....	36
Additional Supplies / Equipment, and Service Requirements	36
Supplies	36
Equipment.....	37
Services.....	37

Appendix A

Tally Sheet	1
Toothpaste Screener.....	2
Screener Question Examples.....	12
Invitation	35
Confirmation Letter.....	36
Toothpaste Re-Screener	37
Confidential Code for Toothpaste Re-Screeners.....	38
Participant / Confidentiality Statement	39
Video Operator Non-Disclosure	40
Employee Confidentiality Agreement.....	41
Client “Respondent Confidentiality” Statement	42
Respondent Summary Sheet	43
Research Cost Estimate Sheet.....	44
Recruitment Instructions	45
Research Checklist.....	48
Examples of Floor Plans	49

Appendix B

Bibliography

MRA / QRCA Joint Committee Recommended Best Practices for Qualitative Database

Development and Usage

MRA Alert! Newsletter Articles

Facilities

“*Focus Group Facilities: The Physical Side*”, Judith Langer, Langer Associates, Inc., January 1997: pg. 6

“*Focus Group Facilities: The Conference or Focus Group Room*”, Judith Langer, Langer Associates, Inc., January 1998, pg. 6

Technology

“*Focus Groups Catch Up With the Technology Revolution*”, John Houlahan, FocusVision Worldwide, Inc., May 1999, pg. 18

“*How Technology is Changing Focus Group Observation*”, James H. Nelems, The Marketing Workshop, Inc., July 1999, pg. 20

“*Expanding the Qualitative Research Arena: Online Focus Groups*”, Casey Sweet, Quesst Qualitative Research, Pg. 8

“*The Growing Impact of Technology on Qualitative Research*”, John Houlahan, FocusVision Worldwide, Inc., October 1999, Pg. 19

“*Online vs. Traditional Focus Groups*”, Gabe Oshen, Interviewing Services of America, Inc., October 1999 pg. 22

“*The How’s, Why’s, When’s and Where’s of Online Focus Groups*”, David Lewis, Strategic Focus, Inc., December 1999, pg. 21

Database

- “Computerized Database Systems for Focus Group Recruiting”*,
Kathy Pellman, and Anndel Martin, March 2000, pg. 22
- “Recommended Best Practices for Qualitative Database Development and Usage”*,
Nancy E. Kolkeback, JRA, J. Reckner Associates, Inc., November 1998, pg. 4
- Best Practices
- “MRA / QRCA Joint Committee Endorses Best Practices”*, Jane Rosen,
and Annadel Martin, June 2000, pg. 13
- Miscellaneous Articles
- “Mindshift for Managers: Change Is Inevitable, Growth Is Optional”*,
Susan Murphy, June 1999, pg. 14
- “Creating Great Partnerships: Qualitative Research Consultants
and the Research Facility”*, Jan Lohs, and Sue LaGrippe, June 2000, pg. 22
- “Follow-up on the Cheating and Repeating Signals”*, Anndel Martin, Research
Unlimited, June 1999, pg.13
- AMA Marketing News Article
- “Turning The Focus Online”*, James Heckman, February 2000, pg. 15