

About Qualitative Formats

The Team



Ipsos Public Affairs Qualitative HotHouse research group provides insights into the perception, opinions, beliefs and attitudes of target audiences about specific issues. We are Public Affairs specialists who are as passionate about the science of qualitative research, as we are about staying up-to-date on the newest developments in the field, and working to create innovative research techniques.

Our Formats

We have a vast toolbox of traditional and unique qualitative techniques using the latest in models to determine techniques that apply to our clients' research objectives.

The Ipsos Qualitative HotHouse team of in-house moderators is experienced in a wide range of qualitative formats, including:

- in-depth interviews
- focus groups
- deliberative research
- ethnography
- CitizensLab

One-on-One or In-depth Interviews (IDIs)

Often conducted with elite or hard to reach audiences (i.e. physicians, C-suite executives, etc.), the one-on-one interview is used to collect independent reactions on various topics and issues, usually via a 30–60 minute interview.

Focus Groups

Led by experienced moderators, a traditional focus group format is a 90 minute to 2 hour discussion with a group of up to 12 people.

Participants are paid for their time and discuss topics as a group, enabling them to bounce ideas off one another and explore the topic from a different dimension than if they were on their own. Most groups are done at a dedicated focus group facility with a one-way mirror for client viewing, which enables clients to see the behaviors of stakeholders as they grapple with topics and ideas of interest to the client.

Advances in technology have also made it possible to conduct focus groups online via the internet. While not as comprehensive as a traditional in-person focus group, this technique can be utilized to reach a specific target audience that is scattered geographically and is unable to meet at a central location.

Deliberative

The value of the deliberative approach is in its ability to go beyond people's initial reactions to issues. The deliberative approach provides a forum for people to gain information, exchange views and then deliberate on issues, allowing them to come to a reasoned conclusion on the questions being posed.

The deliberative approach produces deeper and more thoughtful responses to issues, exposing both the processes through which people make judgements and the principles underpinning those judgements.

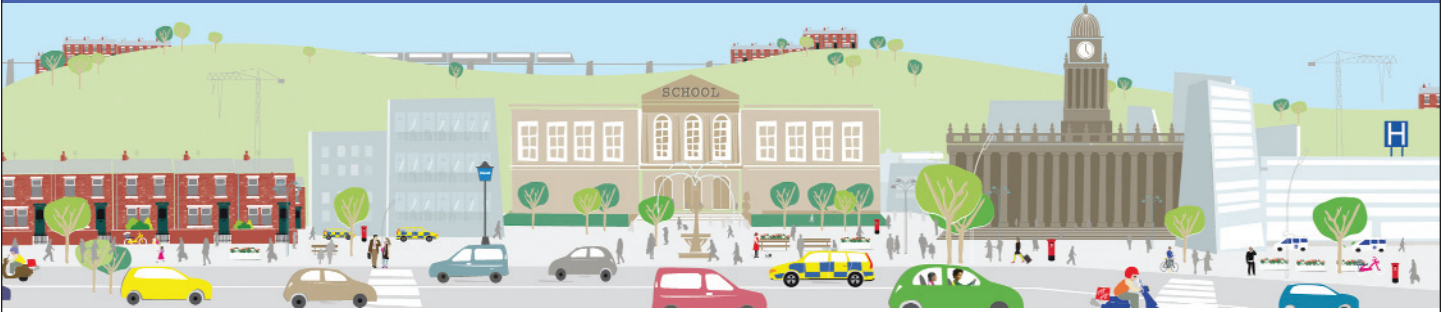
A deliberative session usually consists of 35 to 60 participants from across various attitudinal and/or demographic categories who are assigned to different roles during a half day session. Participants explore issues related to a specific topic based on their role and discuss those issues with other participants playing other roles.

The deliberative approach is often used to explore citizens' attitudes and perceptions towards interaction and transaction with government and other institutions.

Ethnography

Ethnography moves the researcher into the world of the participant. Often done "in-home," this model often includes the interviewer's use of a video camera while interviewing participants who are engaged in a particular activity or topic. In some cases the observation may take place in a store, a bar or restaurant... wherever the participant feels most comfortable and/or is most appropriate given the topic. The goal is observe (rather than interview), in order to develop an intimate understanding of personal motivations and actions as it relates to a particular project.





CitizensLab

Unique to Ipsos Public Affairs, CitizensLab incorporates both qualitative and quantitative research techniques to provide near instantaneous, statistically reliable data coupled with focused qualitative insights on the perceptions, opinions, beliefs and attitudes of a target audience on a given topic.

Respondents answer survey-style questions, usually before and/or after viewing certain stimuli/materials (i.e. social marketing concepts, positioning statement, public policy, etc.). Clients can watch, in real time, the responses to the closed-ended questions on a video screen either on location or remotely from their PC.

Since the data is instantly tabbed and graphed, we can then spend 10–15 minutes with the client discussing insights gleaned from the data and use that insight to determine the best course of action for the qualitative (i.e. recruit those who support or oppose, like or dislike a particular policy, concept, communication, etc.). Typically, we choose 8 to 10 participants from the larger group to take part in one or two follow up qualitative sessions. Moderators are armed with the most current data from the preceding quantitative session and are prepared to probe and delve into issues arising.

About Ipsos Public Affairs

Ipsos Public Affairs in North America conducts strategic research in partnership with clients from the government, public, corporate and not-for-profit sectors to understand and manage issues, advance reputations, determine and pinpoint shifts in attitude and opinion, enhance communications, and evaluate policy.

Strategic advice is the key deliverable. We provide clients with advice that goes beyond reporting on data, based on a concrete understanding of the issues and their context.

Our offices in Toronto, Ottawa, Calgary, Vancouver, Chicago, New York, and Washington D.C. are staffed with objective, research veterans. With sector experts in Reputation & Risk Management; Public Policy, Communications & Social Trends; Public Sector Research; Program Evaluation; International Trends; and Public Opinion Polling, we can tailor a research solution uniquely for you.

Contact

For more information about qualitative formats, and what the Qualitative HotHouse can do for you, please contact:

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