

Flying Pig News



The Occasional "take a break" newsletter from Sigma Research 

Let's get engaged



Online surveys have been around for many years and as they have grown in popularity along with the growth of internet use, they have become the go-to quantitative methodology for many research users.

However, the relative ease of conducting an online survey and the advent of DIY platforms has the potential to be – as one of our favorite clients (Maureen O.) would say – “counterproductive”.

One of the issues is questionnaire design. This topic was recently addressed in a blog “Who’s Responsible for Lousy Questionnaire Design” by Edward Appleton and posted on the GreenBook Blog by Leonard Murphy.

Excellent thoughts, including this one: “Surveys should be as engaging and fun as we can make them without introducing additional unquantifiable bias.”

And, moving along into online qualitative research, we have all kinds of new techniques and platforms available to us which allow that engagement to occur. But, sometimes, the boat is missed.

Recently, we’ve had two occasions where clients have requested a proposal that was ideally suited for an online Bulletin Board. It was surprising to learn that the technique would not be considered because of their previous experience with a study that appeared to be a good match for the Bulletin Board technique but did not generate enough depth of information. I know that some of my “qually” colleagues will be scratching their heads over this, having themselves been up to their eyeballs in participant-generated information. So, what went wrong with those studies? Admitting to an educated guess, we would bet on a lack of respondent engagement.

Our hypothesis: Among some of our colleagues on the research agency side, this may be a qualitative study approached with a quantitative mindset.

Perhaps, because the discussion guide is drafted, approved and then programmed, it is thought of more as an online

Engagement in the research converts a respondent to a participant

questionnaire sporting a bunch of open-ended questions. Once the study is launched, a few probes may be asked, but in general, the respondents are left to their own devices and the opportunity for them to actually participate in the research process is lost. Just our hypothesis though– we would really like to hear other thoughts. After all, it is the season of debates, at least here in the US.

FUNNY STUFF



If you live or work in LA, it is appropriate to end most statements with the phrase, “depending on traffic”

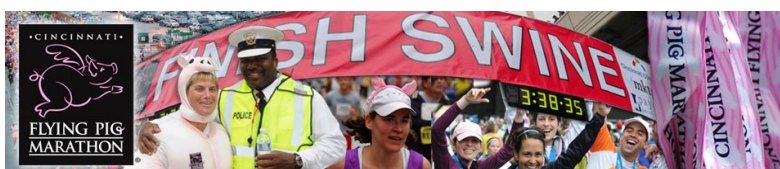
UPCOMING EVENTS

**QRCA/AQR joint Conference
Rome, Italy April 25-27, 2012**



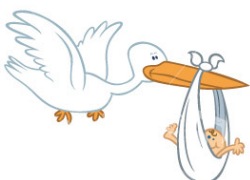
Foster has been chosen to present his paper, “Design Thinking Meets Qualitative Analysis - Will it be a Lasting Relationship?” at this year’s April conference.

**The Flying Pig Marathon
Cincinnati, OH May 6, 2012**



Congratulations

In our previous edition of the FPN, we noted that Ward Lamphere is our Scenario Planning Guru as part of our Strategy and Planning practice. Well, he’s pretty good at that planning stuff, but while his granddaughter was born on December 13 “a healthy little girl at 9 lb. 4 oz, the “Queen of Timing” is our colleague, Renee Murphy who delivered her new little girl moments before midnight on December 31. Congratulations to both, but only Renee and David were the beneficiaries of the 2011 deduction!



Sigma Welcomes Two New Team Members

Patty Sherman joins us as Office Manager bringing over 20 years of professional service experience to us. Patty and her husband, John, moved to the Cincinnati area from Connecticut four years ago. While Patty can be found most evenings chauffeuring her 4 busy, athletic boys to and from games/matches/practices, she also found the time to be a past President of a Kindervelt chapter, a charity benefitting Cincinnati Children’s Hospital.

Margi Levin has a degree in Nursing, but also has worked with the Newport Aquarium, across the river from Cincinnati in Newport, Kentucky (if you’re in the area, it’s worth visiting). In addition, she is very familiar with the world of marketing research, having worked on projects with her husband Aron, who is Professor of Marketing at Northern Kentucky University. Combine these skills with being the mother of 11 and 14 year-old sons and we have a terrific combination for her position of Project Director here at Sigma.