

Chapter 3 Qualitative research

TRUE/FALSE

1. Qualitative research allows the researcher to uncover insights without depending on numerical measurement.

ANS: T PTS: 1 TOP: What is qualitative research?

2. Qualitative research utilises approaches that are more structured than quantitative approaches.

ANS: F PTS: 1 TOP: What is qualitative research?

3. The focus of qualitative research is to provide findings that can be communicated to the wider population.

ANS: F PTS: 1 TOP: What is qualitative research?

4. Qualitative research is focused on providing a broad understanding of the phenomena of interest.

ANS: F PTS: 1 TOP: What is qualitative research?

5. Qualitative research relies more on the researcher's interpretive skills than quantitative research.

ANS: T PTS: 1 TOP: What is qualitative research?

6. Qualitative research can help to diagnose the dimensions of a marketing problem.

ANS: T PTS: 1 TOP: Uses of qualitative research

7. Quantitative research is often used to help to define the key issues needed for the qualitative research that follows it.

ANS: F PTS: 1 TOP: What is qualitative research?

8. Qualitative research should not be used when the researcher has a limited amount of experience with, or knowledge about, a research issue.

ANS: F PTS: 1 TOP: What is qualitative research?

9. Clients are generally more familiar with statistical findings than with findings derived from qualitative research.

ANS: F PTS: 1 TOP: What is qualitative research?

10. Qualitative research focuses on extracting meaning from structured responses and converting it into actionable information.

ANS: F PTS: 1 TOP: What is qualitative research?

11. Qualitative research answers questions of fact necessary to determine a course of action.

- ANS: F PTS: 1 TOP: Qualitative versus quantitative research
12. Qualitative research provides a precise measurement and understanding of a concept or problem.
- ANS: F PTS: 1 TOP: Qualitative versus quantitative research
13. As a mode of enquiry, qualitative research is commonly associated with surveys and experiments.
- ANS: F PTS: 1 TOP: Qualitative versus quantitative research
14. Ethnography is a type of research that requires the researcher to be detached from a culture while observing the behaviour of its participants.
- ANS: F PTS: 1 TOP: Ethnography
15. Ethnographic research relies more on observation of natural behaviour than on direct questioning.
- ANS: T PTS: 1 TOP: Ethnography
16. The phenomenological interviewer seeks to ask direct questions from respondents in order to reveal their stories.
- ANS: F PTS: 1 TOP: Phenomenology
17. A key advantage of the case study method is that it allows information from many situations similar to the researcher's problem to be investigated.
- ANS: F PTS: 1 TOP: Case studies
18. Researchers using phenomenology rely on focus group interviews to study human experiences.
- ANS: F PTS: 1 TOP: Focus group interviews
19. A focus group can provide a good sample representation if the participants are carefully recruited.
- ANS: F PTS: 1 TOP: Focus group interviews
20. Group homogeneity reduces the effectiveness of focus group sessions.
- ANS: F PTS: 1 TOP: Group composition
21. In projective techniques, respondents are required to answer direct, structured questions.
- ANS: F PTS: 1 TOP: Projective techniques
22. Word association is commonly used to test potential brand names.
- ANS: T PTS: 1 TOP: Word association tests
23. Role-playing is a type of projective technique in which the respondent is expected to transfer his or her attitudes to the third person.
- ANS: F PTS: 1 TOP: Third-person technique and role playing

24. When administering a thematic apperception test, the picture stimulus used should not be ambiguous.
- ANS: F PTS: 1 TOP: Thematic apperception test
25. A major advantage of qualitative research is in its ability to make projections from findings.
- ANS: F PTS: 1 TOP: A warning about qualitative research
26. It is difficult to discuss sensitive topics in focus group interviews.
- ANS: T PTS: 1 TOP: Focus group interviews
27. Heterogeneous groups work best in focus group interviews.
- ANS: F PTS: 1 TOP: Focus group interviews
28. Information gathered from social networking sites can be considered more realistic and less influenced by response biases than direct questioning.
- ANS: T PTS: 1 TOP: Social networking
29. Qualitative analysis software can assist in interpreting photographs and videos for meaning.
- ANS: T PTS: 1 TOP: Software development
30. No good ideas will be rejected during qualitative research.
- ANS: F PTS: 1 TOP: A warning about qualitative research

MULTIPLE CHOICE

1. Which of the following is *not* a focus of qualitative research?
- A. To enhance understanding of the nature of the marketing problem
 - B. To produce generalisable findings about the phenomena of interest
 - C. To help define key issues for quantitative research
 - D. To provide deep understanding pertaining to the phenomena of interest
- ANS: B PTS: 1 TOP: What is qualitative research?
2. All of the following are characteristics of qualitative research, except:
- A. qualitative research answers questions of fact to determine a course of action.
 - B. qualitative research provides greater understanding of a concept.
 - C. qualitative research focuses on words and observations.
 - D. qualitative research often occurs in natural settings.
- ANS: A PTS: 1 TOP: Qualitative versus quantitative research
3. Concept testing is:
- A. a qualitative technique that intensively investigates one or more situations similar to the problem situation.
 - B. a quantitative technique that utilises rigorous statistical tests to provide conclusive answers about a problem situation.

- C. a means of evaluating ideas by providing a feel for their merits prior to the commitment of any research or development.
- D. an approach used by management to help diagnose the dimensions of the problem at hand.

ANS: C PTS: 1 TOP: Screening alternatives

4. When exploratory research is conducted to try to reduce the number of new product ideas for further consideration, it has the purpose of:
- A. screening alternatives.
 - B. discovering new ideas.
 - C. providing conclusive evidence.
 - D. diagnosing a situation.

ANS: A PTS: 1 TOP: Screening alternatives

5. Which of the following is *not* a characteristic of qualitative research?
- A. It focuses on capturing data through observations and words.
 - B. It provides better understanding of a concept.
 - C. It helps to crystallise a marketing problem.
 - D. It answers questions of fact necessary to determine a particular course of action.

ANS: D PTS: 1 TOP: Qualitative versus quantitative research

6. Which type of qualitative orientation would be most appropriate when studying the behaviour of children?
- A. Grounded theory
 - B. Ethnography
 - C. Case study
 - D. Phenomenology

ANS: B PTS: 1 TOP: Ethnography

7. Which type of qualitative orientation would be particularly useful for studying highly dynamic situations involving rapid, significant changes?
- A. Ethnography
 - B. Case study
 - C. Grounded theory
 - D. Hermeneutics

ANS: C PTS: 1 TOP: Grounded theory

8. A researcher posing questions about information provided from historical records in order to derive a deeper understanding is an example of which of the following?
- A. Grounded theory
 - B. Case study
 - C. Ethnography
 - D. Survey

ANS: A PTS: 1 TOP: Grounded theory

9. Which of the following research approaches is most useful to helping to understand how toddlers obtain value from their experiences with toys?
- A. Case study
 - B. Depth interview
 - C. Survey
 - D. Ethnography

ANS: D PTS: 1 TOP: Ethnography

10. A clothing manufacturer first looks at a few retailers to help identify the nature of any problems that may require further formal investigation. This is an example of which of the following?
- A. Survey
 - B. Ethnography
 - C. Experiment
 - D. Case study

ANS: D PTS: 1 TOP: Case studies

11. When a bank in New South Wales decides to study the marketing activities of an innovative bank in New Zealand, in order to develop new ideas for product line expansion, this is an example of a(n):
- A. case study.
 - B. test market.
 - C. experiment.
 - D. survey.

ANS: A PTS: 1 TOP: Case studies

12. Which type of research approach would be most appropriate for a fast-food chain wishing to understand the fast-food culture in its stores?
- A. Grounded theory
 - B. Ethnography
 - C. Case study
 - D. Phenomenology

ANS: B PTS: 1 TOP: Ethnography

13. A text passage from a respondent's story that is linked with a key theme from within that story is called:
- A. data structure.
 - B. ethnographic data.
 - C. an analysis unit.
 - D. a hermeneutic unit.

ANS: D PTS: 1 TOP: Phenomenology

14. Which of the following is *not* an advantage of focus group interviews?
- A. They can cover sensitive topics.
 - B. They can be executed quickly.
 - C. They can gain multiple perspectives.
 - D. They can be flexible.

ANS: A PTS: 1 TOP: Common techniques used in qualitative research

15. Which of the following research tools is *not* typically used in ethnography?
- A. Focus group interviews
 - B. Depth interviews
 - C. Observation
 - D. Conversation

ANS: D PTS: 1 TOP: Ethnography

16. Depth interviews are commonly used in each of the following qualitative approaches, except:
- A. grounded theory.
 - B. phenomenology.
 - C. ethnography.
 - D. case studies.

ANS: B PTS: 1 TOP: Common techniques used in qualitative research

17. In a focus group discussion, the group produces a wider range of information than would be possible if each member provided information by him- or herself. This is called:
- A. Serendipity
 - B. Specialisation
 - C. Synergy
 - D. Spontaneity

ANS: C PTS: 1 TOP: Focus group interviews

18. In a focus group discussion, the comments of one member trigger a stream of comments from the other participants. This is called:
- A. serendipity.
 - B. snowballing.
 - C. structure.
 - D. spontaneity.

ANS: B PTS: 1 TOP: Focus group interviews

19. In a focus group discussion, members speak only when they have definite feelings about a subject. This is called:
- A. serendipity.
 - B. specialisation.
 - C. structure.
 - D. spontaneity.

ANS: D PTS: 1 TOP: Focus group interviews

20. In a focus group discussion, recording the session for detailed examination later is a form of:
- A. serendipity
 - B. security
 - C. scrutiny
 - D. stimulation

ANS: C PTS: 1 TOP: Focus group interviews

21. What is the ideal size of a focus group?
- A. One–five
 - B. Six–10
 - C. 10–15
 - D. 16–20

ANS: B PTS: 1 TOP: Group composition

22. In hermeneutics, stories gathered from respondents can describe all of the following, *except*:
- A. characters.
 - B. events.

- C. opinions.
- D. locations.

ANS: C PTS: 1 TOP: Phenomenology

23. A researcher asking a respondent 'Can you give me an example of that?' is an example of which type of question?
- A. Probing
 - B. Structured
 - C. Direct
 - D. Conclusive

ANS: A PTS: 1 TOP: Depth interviews

24. In a focus group session, which of the following is *not* part of the moderator's role?
- A. To develop a rapport with the group
 - B. To promote group interactions during the discussion
 - C. To focus the discussion on the areas of concern
 - D. To ensure the group has control over the discussion

ANS: D PTS: 1 TOP: The moderator

25. What is likely to occur when one member of the group dominates the focus group discussion?
- A. The bandwagon effect
 - B. The halo effect
 - C. The projective effect
 - D. The interviewer effect

ANS: B PTS: 1 TOP: Shortcomings

26. Which of the following statements about projective techniques is *not* true?
- A. Respondents are not required to provide answers in any structured format.
 - B. Respondents are encouraged to describe a situation in their own words.
 - C. Respondents are expected to interpret the situation within the context of their own experiences.
 - D. Respondents are prompted by the interviewer to draw out hidden thoughts.

ANS: D PTS: 1 TOP: Projective techniques

27. Which of the following statements about word association tests is *not* true?
- A. Word association tests are easy to interpret.
 - B. Word association tests can be used to pretest words or ideas for questionnaires.
 - C. Word association is frequently used to test potential brand names.
 - D. Word association tests are analysed by the amount of elapsed time.

ANS: A PTS: 1 TOP: Word association tests

28. Suppose that a researcher presents a description of a shopping list to a respondent and asks for a characterisation of the purchaser. This is an example of a(n):
- A. third-person technique.
 - B. role-playing technique.
 - C. thematic apperception test.
 - D. experience survey.

ANS: A PTS: 1 TOP: Third-person technique and role playing

29. An online focus group consisting of a series of bulletin boards on which respondents type answers to open-ended questions and responses to other postings at their own convenience is called a(n):
- A. on-time focus group.
 - B. off-time focus group.
 - C. streamlined focus group.
 - D. real-time focus group.

ANS: B PTS: 1 TOP: Interactive media and online focus groups

30. Which of the following projective techniques is most useful in investigating situations in which interpersonal relationships are the subject of the research?
- A. Role-playing
 - B. Third-person
 - C. Word association
 - D. Thematic apperception test

ANS: A PTS: 1 TOP: Third-person technique and role playing

30. Which of the following is a common analysis technique for analysing qualitative data?
- A. Descriptive analysis
 - B. Thematic analysis
 - C. Flexible analysis
 - D. Inferential analysis

ANS: B PTS: 1 TOP: Analysing qualitative responses

30. In a focus group an individual usually can find some comfort in the fact that his or her feelings are similar to those of others in the group. This is called:
- A. synergy.
 - B. serendipity.
 - C. support.
 - D. security.

ANS: D PTS: 1 TOP: Focus group interviews

30. When exploratory research is conducted to find out what problems people occur when using public transport in Melbourne, it has the purpose of:
- A. discovering new ideas.
 - B. diagnosing a situation.
 - C. refining the research objective.
 - D. screening alternatives.

ANS: A PTS: 1 TOP: Discovering new ideas

COMPLETION

1. The study of posts in online discussion groups and communities is known as _____.

ANS: netnography

PTS: 1 TOP: Ethnography

2. _____ is a philosophical approach to studying human experiences based on the idea that human experience is inherently subjective and socially constructed.

ANS: Phenomenology

PTS: 1 TOP: Phenomenology

3. The approach that relies on textual analysis, through which a person tells a story about him- or herself, is known as _____.

ANS: hermeneutics

PTS: 1 TOP: Phenomenology

4. A qualitative research technique that intensively studies one or a few situations similar to the problem situation is known as a(n) _____.

ANS: case; study

PTS: 1 TOP: Case studies

5. In depth interviews, interviewers use _____ questions to stimulate the respondent to elaborate on a discussion topic.

ANS: probing

PTS: 1 TOP: Depth interviews

6. A bandwagon effect that can often occur in a focus group interview situation is called _____.

ANS: snowballing

PTS: 1 TOP: Focus group interviews

7. _____ are a common tool used in qualitative research that require respondents to assemble pictures that represent their thoughts.

ANS: Collages

PTS: 1 TOP: Common techniques used in qualitative research

8. The extraction of data from various sources – for instance, social networking sites – to uncover patterns and possible causes of behaviour is known as _____.

ANS: text; mining

PTS: 1 TOP: Text mining

9. A _____ effect is said to occur if participants react negatively towards the dominant member in a focus group.

ANS: halo

PTS: 1 TOP: Shortcomings

10. When a respondent is instructed, 'Say the first word that comes to mind when I read a list of words to you one at a time,' it is an example of _____ test.

ANS: word; association

PTS: 1 TOP: Word association tests

11. When respondents are given a part of an idea (for example, 'People who drink beer are...'), it is an example of a(n) _____ method.

ANS: sentence ; completion

PTS: 1 TOP: Sentence completion method

12. A child using a make-believe phone and describing the new biscuit she has just seen advertised is an example of the _____ technique.

ANS:
role playing

PTS: 1 TOP: Third-person technique and role playing

13. The projective technique that presents a series of pictures to respondents and asks them to build a story from them is known as a(n) _____ test.

ANS: thematic; apperception

PTS: 1 TOP: Thematic apperception test (TAT)

14. Asking a child to draw what comes to his or her mind when thinking about going to a theme park is an example of a(n) _____ technique.

ANS: construction

PTS: 1 TOP: Thematic apperception test (TAT)

15. An online focus group in which respondents use a chat room to type responses in real time, and a moderator is present, is called a(n) _____ focus group.

ANS: on-time

PTS: 1 TOP: Interactive media and online focus groups

16. _____ is an inductive investigation in which the research asks the questions to himself or herself and repeatedly question the responses to derive deeper explanations

ANS: Grounded; theory

PTS: 1 TOP: Grounded theory

17. Ethnography is a research approach that studies cultures by _____.

ANS: participant; observation

PTS: 1 TOP: Ethnography

18. In qualitative research, samples are generally _____ in size.

ANS: small

PTS: 1 TOP: Qualitative versus quantitative research