

TNS Qualitative

Qualitative 360° - Istanbul, February 19-20, 2014

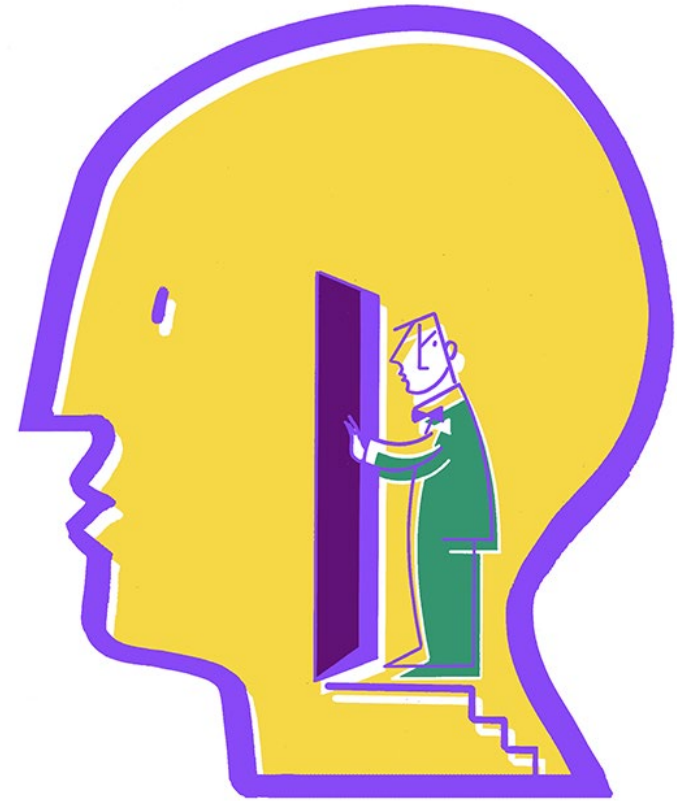
The power of cognitive interviewing

...and what qualitative
research can learn from
Behavioural Economics

QUALITATIVE



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Content

1 Intentions and behaviour

2 What Behavioural Economics brings to the table of qualitative research

3 The power of cognitive interviewing

4 The Horlicks case study in a nutshell

5 Conclusions & food for thought



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1

Intentions and behaviour



Intention Behaviour



Intentions and behavior

Qualitative research can reveal why such intentions do often not produce the behaviour that we might expect.

But its ability to deliver the correct explanation depends on where we look for the answers.



Motivations and needs are only half the picture



Behavioural Economics reminds us that human nature needs to be understood more holistically.



2

What Behavioural Economics brings to the table of qualitative research



Behavioural Economics have made popular the idea...

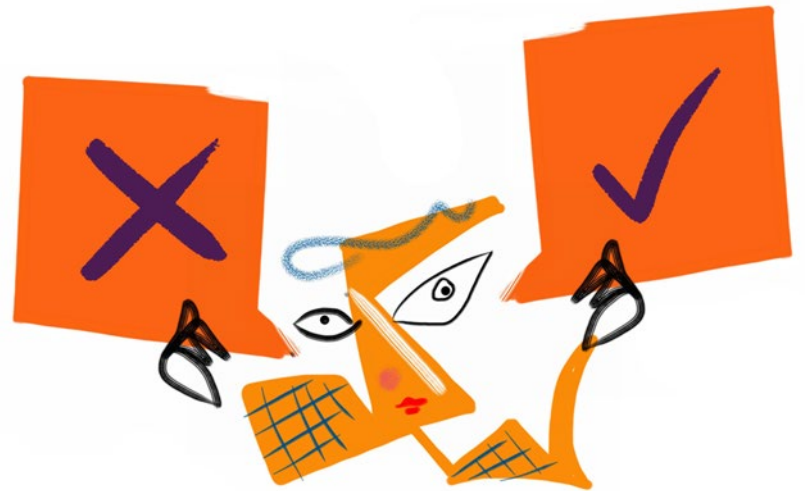
...that people do not behave rationally,

...that intuition and emotion play a big role in what people do,

...that choices are often influenced heavily by contextual factors.

But didn't we always know this?

Yes and no.



Common ground

People don't say what they mean or mean what they say.

Behaviour is driven by unconscious processes.

Words are poor tools.

Intuition and emotion are important.



Important Differences

Qualitative Research

- What people do/what brands they use = outcome of enduring needs, preferences, beliefs
 - Ideal solutions
-
- Feelings, perceptions, attitudes

Behavioural Economics

- Automatic, unthinking behaviour, shaped heavily by
 - external factors: context
 - internal factors: rule of thumbs/ heuristics
 - Satisfying, not maximizing
-
- Real choices/ what people really do

New perspectives on the 'unconscious'

Qualitative Research

- Psychoanalytical view
- Raw, untamed
- Repressed emotional forces are driving behaviour

Behavioural Economics

- Contemporary cognitive psychology view
- Unconscious is seen as a collection of mental processes that are acting in the background
- 'Adaptive Unconscious'
 - Evolving system
 - Capable of learning complex information better and faster
 - Ability to act intuitively

Different entry points give us different perspectives

Qualitative Research

- Using meaning & imagery as an entry point
- Understanding needs
- Identifying positioning opportunities
- Developing and building brand identity

Indirect (and direct) questioning

Projective & enabling techniques

Behavioural Economics

- Using behaviour as an entry point
- Unravelling habits
- Shaping usage
- Influencing choices at the point of purchase

(Online) Diaries

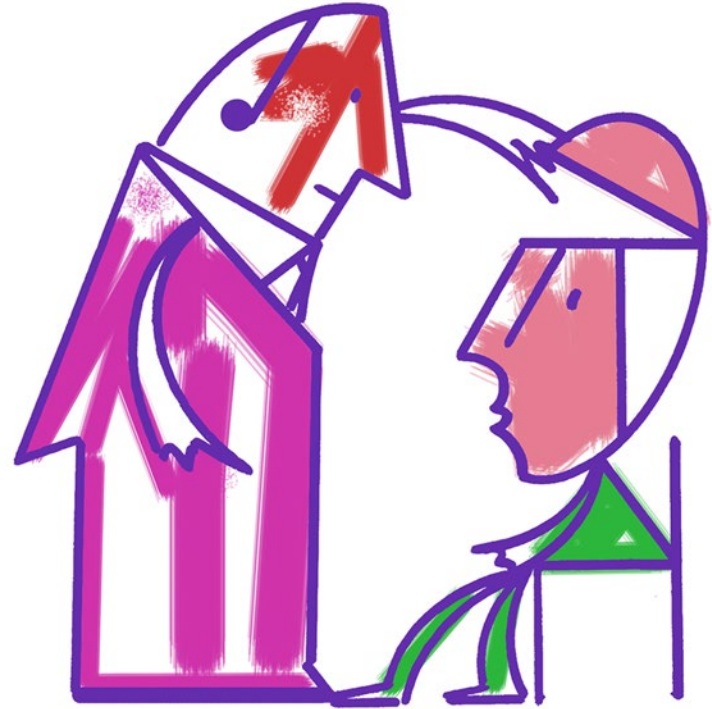
Ethnography/Observation

Recollection



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The power of cognitive interviewing

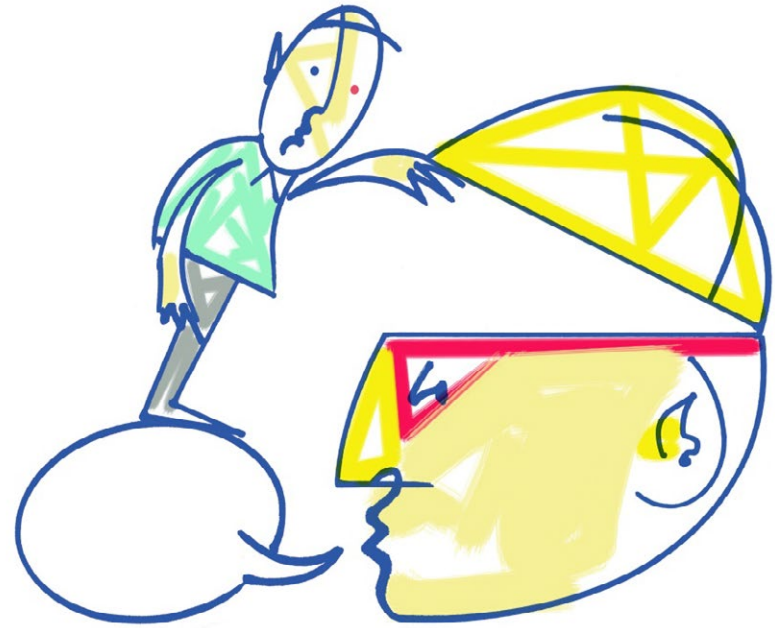


Cognitive interviewing: the power of context

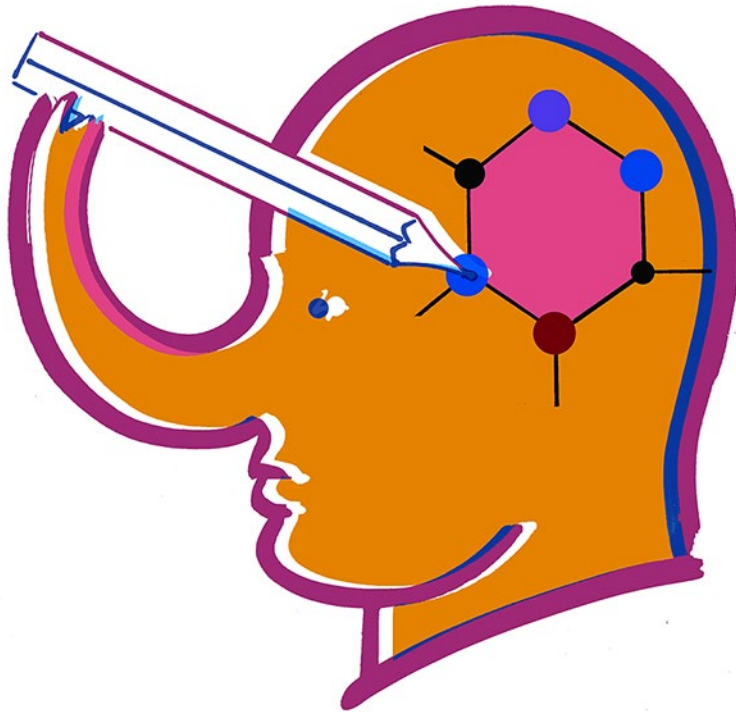
Cognitive interviewing was developed in the 1970s by memory researchers Ronald Fischer & Edward Geiselman.

It was adopted by the police to improve the quality and accuracy of eyewitness recall.

It uses a collection of **memory enhancing techniques** for better recall of forgotten or low-involvement experiences.



Recollection as a route to finding behavioural patterns



Cognitive interviewing is a form of recollection based interviewing.

The approach is one of reconstructing a past reality in the manner of re-creating a scene from a movie.

- Real experiences vs. perceptions
- Reconstruction vs. deconstruction
- Full contexts
- Longitudinal vs. snapshot view

How memory works

Cognitive interviewing is based on a set of theories about how memory works.

Memory failure is a failure of retrieval. If we have the right codes to retrieve it, we will find it.

Contextual factors can help bring back a memory... image... smell... taste... sound... emotion... physical location...



Don't ask why!

Sample questions to recreate context

'Your first day in your current job'

Anchoring in time

- How old were you?
- What time of year was it?
- Was it close to a holiday or festival? Weekday / weekend?
- What else was happening in your life at that time?

Environment

- How was your drive to work?
When did you arrive?
- What did you notice about the building / reception?
Where did you first sit down?
- Describe the area.
What was the atmosphere like?
- What sounds or smells can you remember?

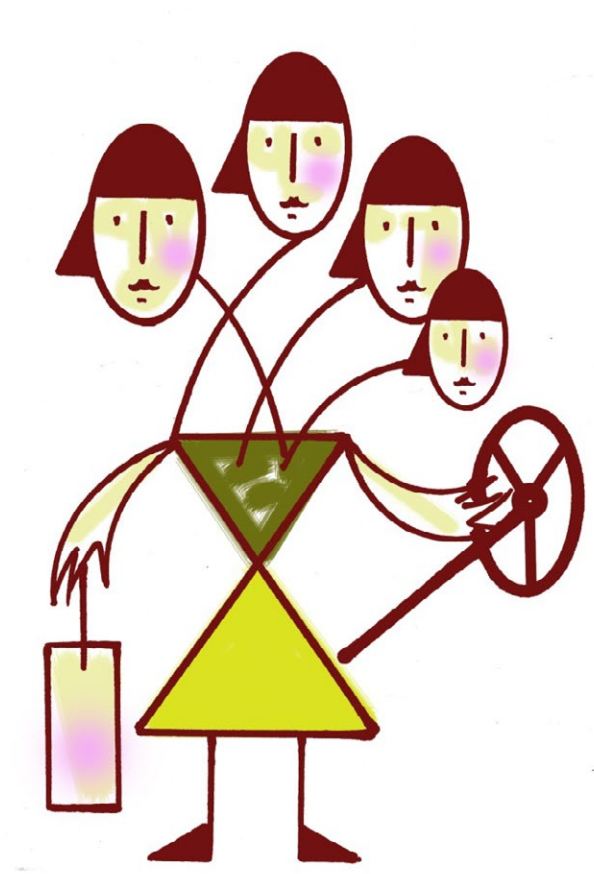
Activities

- Who was there?
- What were they doing there?
- What did they say?
- What did you have to do on your first day? Describe the tasks.
- Who did you talk to?

An interviewer with particular qualities is required

Sample questions

- Anchoring in time
- Environment
- Activities



Creating a stream-of-consciousness 'flow'

- Not interrupting – allowing the narrative to develop
- Allowing some meandering – essential to develop flow
- Being comfortable with an unstructured/spontaneous interview flow
- Being comfortable with silence
- Patience!

4

The Horlicks case study in a nutshell



The Horlicks case study

Horlicks is a mild additive.

Made of malted barley and wheat flour Horlicks is fortified with vitamins and minerals and needs to be prepared with either hot milk or hot water.



Diagnosing lapsed usage

Emotional and functional needs

- Being mothered, comforted, cared for
- Feeling healthy and nourished
- Easing out of the stress of the work, into the warmth of home

Social/ cultural norms

- Horlicks widely accepted as an adult drink. Option to tea, coffee

Relevant attitudes and beliefs

- Investing in health
- Avoiding excess sugar
- Adult's don't need milk



Habits

- Tea and cigarettes in the morning
- Long work hours = heavy beverage consumption at office, Soy milk, Green tea

Heuristics

- Drinks what's easily available
- Avoid tedious preparation

Physical environment

- Beverages available at work – tea, coffee, soup but not Horlicks
- Often no milk at home

5

Conclusions



Qualitative research is not Behavioural Economics enemy – instead, it's its friend

A holistic perspective.



Thank you!

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