



BURKE INSTITUTE

# Specialized Moderator Skills for Qualitative Research Applications

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Seminar Q02

# Specialized Moderator Skills for Qualitative Research Applications

## SESSION 1: BUILDING THE FOUNDATION FOR SPECIALIZED TECHNIQUES

- Brief review of basic moderating techniques
- Traditional structure of focus interviews/groups (inverted pyramid guide)
- An alternative to the traditional structure based on behavioral economics
- Questioning skills – including laddering and probing techniques
- Basic formats; specialized toolkit

## SESSION 2: MAPPING & SORTING TECHNIQUES

- Free association and mind mapping techniques
- Additional mapping techniques including bulls eye, longitudinal and perceptual maps
- Qualitative techniques commonly used in market structure and competitive analysis including sorting and attribute generation techniques
- Frustration analysis and Force Field Analysis

## SESSION 3: PROJECTIVE TECHNIQUES

- Understanding when, where, why and how behind projective techniques
- Examples and variations for personification techniques
- Case study and reporting examples of how to leverage the results from these techniques
- How to daisy chain techniques by linking one exercise to the next
- Workshop exercise

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## SESSION 4: DRAWING & IMAGE BASED TECHNIQUES

- How to use drawing and storytelling techniques to help participants be able to recall information and provide more concrete examples and information about their usage of a product or service
- Workshop using image based techniques
- Tools used to uncover many of the latent and unarticulated feelings and emotions behind a product or service
- Techniques using photo decks, collages and other image based techniques

## SESSION 5: TOOLS FOR INNOVATION AND CREATIVITY

- Creativity exercise to enhance the creative process
- Facilitation skills for leading co-creation and innovation sessions
- Guidelines, tips and tricks for running brainstorming and ideation sessions
- Various divergent and convergent techniques that form the foundation of these types of sessions
- Framework for conducting ideation/brainstorming sessions
- Workshop exercise

## SESSION 6: MODERATE A VIRTUAL MOCK FOCUS GROUP

- This session will provide each seminar participant with the opportunity to apply everything we have learned
- The group will be divided up into small teams
- Each person on the team will then lead a virtual mock focus group with your teammates
- A Burke Institute moderator will observe your virtual group and provide feedback for you and your team
- The feedback session will be an interactive sharing by all the people on that team
- Each seminar participant will have the opportunity to watch and learn from other moderators as they lead their groups
- Each seminar participant will also have the opportunity to be a participant to see what it is like to both moderate and participate in a focus group