

WMM: Qualitative Market Research 101 - Part 2/12

How do I find reliable participants for focus groups or in-depth interviews?



1 Recruiting through a panel:

This is a group of individuals who have previously agreed to participate in market research studies. These panels are typically managed by market research companies and can provide a quick and easy way to find a large number of respondents.



3 Referrals from existing participants:

Asking existing participants to refer friends or family members who fit the research criteria is a reliable way to find new respondents.



5 Snowball sampling:

This method is used when it is difficult to find individuals who meet certain criteria. In this case, the researcher will start by recruiting one or more individuals who meet the criteria, and these individuals will be asked to refer other individuals.



2 Advertising in the media:

This is a way of reaching a large number of people and can be effective if the research is looking for specific demographic groups, such as parents with young children.



4 Online recruitment:

This is a way of recruiting participants using online platforms such as social media, online surveys and online panels. This method can be cost-effective and is useful for recruiting large numbers of participants.



6 Direct recruitment:

This method is used when the research requires a specific group of people, such as employees of a company or members of a certain organization.

It's important to note that, regardless of the recruitment method used, it is essential to ensure that participants are fully informed about the research and have given their informed consent to take part.

