

WMM: Qualitative Market Research 101 - Part 12/12

What are the most important aspects of fieldwork for qualitative market research projects?

The most important aspects of fieldwork for qualitative market research projects include:

Recruitment:

Carefully selecting and recruiting a diverse group of participants that match your target audience.

Fieldwork management:

Having a well-designed fieldwork plan that includes timelines, objectives, and responsibilities to ensure the research runs smoothly.

Ethical consideration:

Ensuring that the rights and well-being of participants are protected through informed consent, confidentiality and other ethical guidelines.

Data quality:

Ensuring that data is accurate, reliable and representative of the population by using appropriate sampling techniques.

Triangulation:

Using multiple methods and sources of data to increase the validity of findings.

Data collection:

Gathering data through methods such as focus groups, interviews, ethnographic studies, and observation.

Report presentation:

Summarizing and presenting findings in a clear, concise and actionable format.

Data analysis:

Interpreting and analyzing data to identify patterns and themes.



Starting from a solid foundation of recruitment and fieldwork management is absolutely detrimental to the success of every project.