

Welcome to Tutorial Two

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Agenda

Topics

MDPs and MRPs

Specific Research Questions

Decision Tree

Interview Guides

What to do for next tutorial

Have you done your MDP and MRPs?

If you haven't you should have these done
within the next 10 minutes

Developing Specific Research Questions (SRQs)

- **Important** - Choose the most important questions
- **Practical/Applicable** - Choose questions that will generate useful knowledge
- **Feasible** - Can research be successfully completed with the resources you have?
- **Data Available** - Can the data for your question be collected easily?
- **Research participants knowledge** - Will your research participants have knowledge to answer these SRQs?

Developing Specific Research Questions (SRQs)

Specificity is introduced when you specify a clarification regarding:

- **Time**
- **Place**
- **Context**
- **Conditions**

If you feel that the question is too specific or narrow you can remove one of the clarifying details, but a specific research question should have at least one of these in it

Converting MRPs to SRQs

MRP: Consumers
Perception of the
Salvation Army



SRQ: What is the
consumers perception
of the **Salvation Army**

MRP: Consumers
Willingness to use
Facebook Marketplace



SRQ: How often are you
willing to use **Facebook
Marketplace** to make
second-hand purchases?

Who, what, when, where, why and how

15–20 minutes

Group work

- Create SRQs
- Minimum amount should be the same as the amount of MRPs
- Can have as many as you like, you don't need to research all of them
- Remember who, what, when, where, why and how
- and Clarifying Criteria: **Time, Place, Context, Conditions**

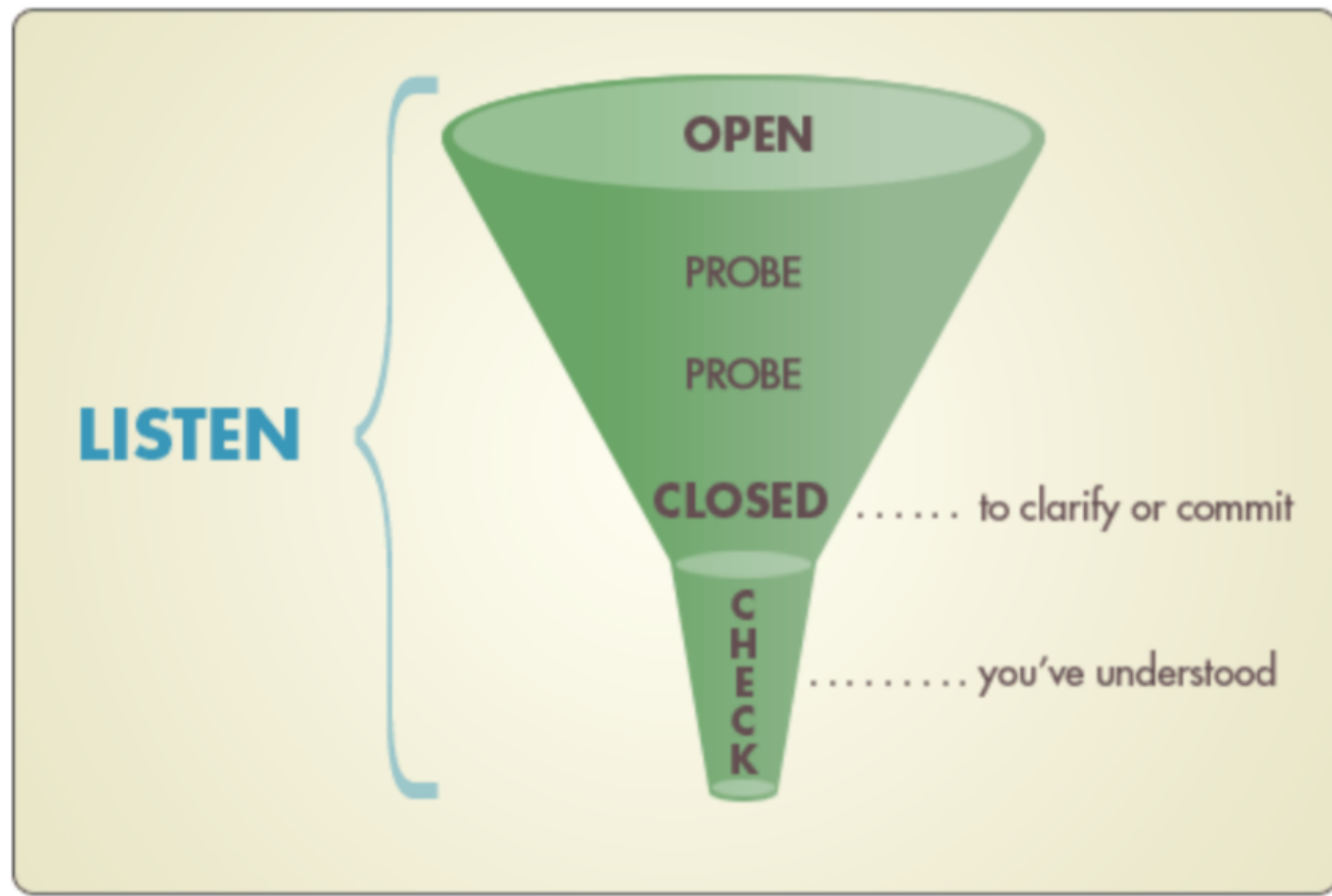
Developing Interview Questions

- Remember to encourage story-telling
- Avoid questions that would get short answers (yes or no answers)
- SRQs are not the same as interview questions

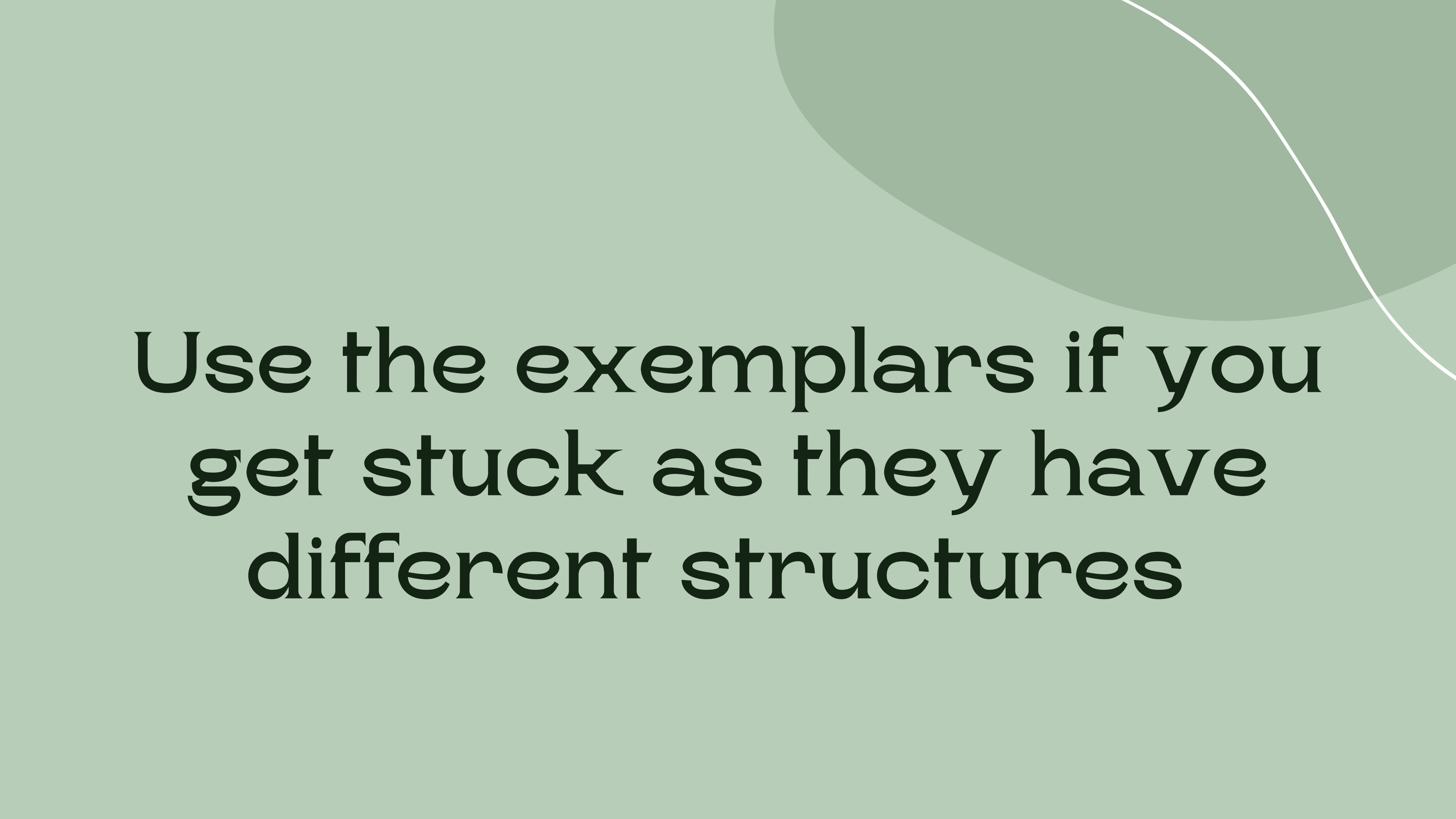
Breaking down SRQs

Specific research question	Interview Questions
How much would the target market (action-oriented young consumers) be willing to pay for spherical video camera brands?	Action cameras, let's talk about them...
	Have you ever used an action camera? When? How? In what circumstances?
	<i>Here is the new innovation (tell the interviewee about a spherical video camera). How do you feel about it?</i>
	<i>Tell me about the desirable features of the camera? (probe continuously to elicit rich information about user perceptions)</i>
	What do you know about the action camera brands? The producers of action cameras?
	<i>How would you use such a camera? (probe about the context of use)</i>
	How do you feel about the price of this camera? What would be a fair price for the camera with XYZ features?

Funnelling Technique



- **Step 1:** Welcome the interviewee, start with a broad, open question
- **Step 2:** Probe, start becoming more specific
- **Step 3:** Confirm they have nothing to add or change
- **Step 4:** Repeat back your understanding of what they have said and ask if they agree



Use the *exemplars* if you
get stuck as they have
different structures

15-20 minutes Group Work

Specific research question	Interview Questions
How much would the target market (action-oriented young consumers) be willing to pay for spherical video camera brands?	Action cameras, let's talk about them...
	Have you ever used an action camera? When? How? In what circumstances?
	Here is the new innovation (<i>tell the interviewee about a spherical video camera</i>). How do you feel about it?
	Tell me about the desirable features of the camera? (<i>probe continuously to elicit rich information about user perceptions</i>)
	What do you know about the action camera brands? The producers of action cameras?
	How would you use such a camera? (<i>probe about the context of use</i>)
	How do you feel about the price of this camera? What would be a fair price for the camera with XYZ features?

Conducting your interview

- You will need to provide your interviewee with the **INFORMATION** and **CONSENT FORMS** found on Nuku.
- The interview **MUST** be electronically recorded, you can use Zooms, Microsoft Teams, Discord or any other platform.
- The interview should be **AT LEAST 30 MINUTES** long.
- You **CAN** interview another **MARK 203** student but they **CAN NOT** be in your group and they can only be interviewed **ONCE**.

Transcribing your interview

- Whilst you will not have to provide the recording of the interview you will have to provide a transcript.
- If you record your interview you can upload it to Descript, where it will transcribe the interview for you. Otherwise there are alternatives such as otter.ai

Preparing for Tutorial Three

#	Person	Discussion	Memo	Code
21	Interviewer	Do you think they realise that they're misleading people?		
22	Respondent	They probably do (pause) but it's accepted, it's not unacceptable – they don't think it's unacceptable, because they do have plenty of other rooms that, where they can see the harbour type things		
23	Interviewer	yeah,		
24	Respondent	I don't think it's on purpose		

This step is not necessary but if you want to be prepared for tutorial 3 I would suggest putting your transcribed interview into a table like this. (Don't worry about Memo and Code yet)

Preparing for Tutorial Three

What to do next:

- Attend the next lecture
 - Conduct your interviews
 - Complete your decision tree
 - Do background research on your chosen company and the questions you have chosen.
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- Read exemplars - specifically the sections on "Description of Interview Process and Description of Interviewee"

Thank you!

Slides available:

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