4 Research and development 2

A If you want to get **feedback** on a product or service, you can use **qualitative research**. Qualitative **research** uses open-ended **interviewing** to **explore** and **understand** the attitudes, opinions, feelings and behaviour of individuals or a group of individuals. Qualitative research has many common uses, including:

- **investigating** current product/service/brand positioning
- **identifying** strengths and weaknesses
- **exploring** alternative communication messages
- understanding why customers buy and use a product or service
- **evaluating** the impact of advertising or public relations campaigns

B Research is based around a wide range of *activities* – from detailed analysis to product improvement. Results from research activities need to be scientifically *measured* and then *reported*.

Research activities

analyse • assess • compile • determine • develop • discover • evaluate
experiment • explore • find • identify • improve • innovate • investigate
modify • record • search for • study • survey • test • trial

Measuring the results

constant • correlation • deviation • distribution • frequency • mean
measurement scale • median • mode • norm • random • reliability
sampling • standard • statistics • validity • variable • variance

Reporting the results

feedback • report • response

C The following words can be used as both nouns and verbs:

study • test • trial • experiment

We plan to conduct a *study* of consumer attitudes.
We are going to *study* consumer attitudes.
We intend to *test* the reactions to our new advertising campaign.
We will carry out the *tests* in order to get feedback on our advertising campaigns.
The *trials* produced some very interesting results.
We aim to *trial* our new products over the coming months.
We have evaluated the reliability of the *experiments*.
It is important to *experiment* with new processes.

Notice the following verb and noun patterns

Form	noun ending	Noun
compile	-ation	compilation
standardize		standardization
evaluate		evaluation
identify	-ication	identification
modify		modification
assess	-ment	assessment
develop		development
improve		improvement