Projective and Observational Research
Chapter Objectives

1. Explain the uses of projective techniques
2. Describe the types of projective tasks
3. Discuss the uses of observational research
4. Introduce the steps in the observational research process
Projective Techniques

- Provides nonverbal answer
- Uses writing, drawing or sorting cards
- Interactive
Advantages vs. Disadvantages

- **Advantages**
  - Emotional responses
  - Allows privacy
  - Maintains interest of participants

- **Disadvantages**
  - Tasks can appear challenging
  - Participants lack creativity
Steps in Method

- Decide upon method
  - Have back up methods available

- Prepare material

- Testing methods
  - Using subjects similar to participants
Completion Tasks

- Range from simple to complicated
- Starts conversations
- Relieves pressure to provide ‘right’ answer
Types of Tasks

- Completion
  - Sentence
  - Story
  - Cartoon

- Creative
  - Word association
  - Drawing
  - Product or add creation
Other Types of Tasks

- **Thematic Appreciation**
  - Participants provide story to pictures

- **Component or Card Sorts**
  - Cards listing characteristics or brands are sorted by participants
    - By segment of customers
    - By brand association
Observational Research

- Does not rely verbal communication

- People do not always communicate the truth
  - Don’t want to admit the truth
  - Don’t remember the truth
  - Will give an ‘acceptable' answer
Advantages vs. Disadvantages

• Advantages
  - Records behavior without verbal input
  - Cost and time savings
  - Reaches participants not interested in participating

• Disadvantages
  - Findings depend on accuracy of observations
  - Difficult to profile participants
  - Success depends on who is present
Types of Observations

- **Complete Observer**
  - Researcher cannot be seen

- **Participant Observer**
  - Researcher tries to fit in while observing

- **Complete Participant**
  - Researcher engages in same behavior as participants
Observation Process

- Deciding what behavior to observe
- Preparing a participant profile
- Choosing the correct site
- Choosing dates and times
- Preparing the observation form
- Training observers
Observer Skills

- Should be unknown to participants
- Attention to detail
- Patience