

Name	Laddering
<b>Methodology</b>	<p>Laddering is a specific interview technique. The interviewer should frame the specific aspects of a topic that he/she would like to discuss (f.e. Product preferences). The interview is framed as follows:</p> <ul style="list-style-type: none"> <li>• Analysis of the context, in which the interviewer and the interviewee agree on the basic topic</li> <li>• First phase - eliciting among options: the interviewee is asked to choose among a set of option pre-selected by the interviewer</li> <li>• Second phase - the interviewer, based on the decision of phase 1, conduct an in-depth, open-ended interview with the aim to identify the reasoning behind those choices</li> <li>• Third phase - analysis of results: the interviewer reduces the results obtained in ladder, summarizing the relations in content codes, resulting in an implication matrix of all paired relationships</li> </ul>