

<b>Name</b>	<b>Laddering</b>
<b>Brief Description</b>	<p><i>The laddering method has its origins in market research. It is used with the aim of identifying the relationships between consumers and products, in order to understand cognitive positioning strategies for products, but also to develop positioning strategies for new products.</i></p> <p><i>In relation to sustainable development, this method is used to reveal underlying belief systems, dogmas and constructs.</i></p>
<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>
<b>Estimated planning time needed:</b>	4h
<b>Objective</b>	Laddering aims at receiving specific individual statements (inner ideas and confirmations) and to identify certain needs.
<b>Time estimated:</b>	1-2h
<b>Composition of audience:</b>	Homogeneous
<b>Experience level required:</b>	Medium - the interviewee needs to have a minimum knowledge of the topic and its environment
<b>Number of audience:</b>	<10
<b>Level of complexity and possible challenges</b>	Medium - the interviewer needs to undertake some preliminary research on the topic addressed; the results obtained should be sorted and analysed in a schematic manner

<b>Picture</b>	
<b>Relevant sources</b>	<a href="https://www.partizipation.at/laddering.html">https://www.partizipation.at/laddering.html</a>