

Verbal Projection tests

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Projection tests

- A **projective test** is a personality test designed to let a person respond to ambiguous stimuli, presumably revealing hidden emotions and internal conflicts projected by the person into the test
- These tests are designed by the psychologists for the collection of data to use projections of respondents for inferring about the underlying motives, urges or intentions which the respondent himself is unable to figure out himself.



Projective techniques in qualitative research

- Qualitative market research is often aimed at increasing understanding of consumers' thoughts and feelings toward brands, products, concepts, advertising, social issues and other important topics. Projective techniques are indirect methods used in qualitative research. These techniques allow researchers to tap into consumers' deep motivations, beliefs, attitudes and values
- These techniques are useful because the consumers tend to have less understanding of their own behaviours(their motive and desires)
- Most of the times market researchers want to investigate deeper values and thoughts of the consumer.In these case projective techniques are used in addition with direct questioning.
- Some of the common projective techniques used are word associations, imagery associations, grouping and choice ordering techniques, imagery associations

Types of verbal projection tests.

- Word association tests
 - This technique was invented by Carl Jung
 - In word association technique the respondents are presented with a list of words one at a time and asked to respond to each with the first word that comes to their mind.
 - The responses are analysed based on the frequency of a any word in the given responses
 - Amount of elapses before a response



Used in Advertising Research

Example: Word Association

Results of a Word Association Test with Alternative Brand Names for a New Fruit-Flavored Sparkling Water Drink

<u>Possible Brand Name</u>	<u>Associated Words</u>
Ormango	Green, tart, jungle
Tropical Fruit	Juice, sweet, island
Orange Sparkle	Light, bubbly, cool
Paradise Passion	Fruity, thick, heavy

Sentence completion

In a sentence completion or unfinished sentences the respondents are given an incomplete sentences and asked to complete them.

Rotters incomplete sentence blank(RISB)

- This includes list of 40-50 incomplete sentences and there is no specific time limit for the respondent and psychologist
- The respondent makes such sentences that shows his unconscious desires and emotions



Thank you

