Qualitative

* Focus groups are good but require experience – hidden agendas – need to scratch beneath surface.
* Rationale cultural behavioral and interactional
* Who need to talk to – purposive – pick people who will help understand, representative different points of view (not different categories)

*Explore / Understand / Examine / Observe / Naturalistic / Why How / Detailed View*

What methods work best

* Access, cost and timing
* What do I need to know – what information is needed? – Look at ramifications.
  + Attitudes – affect, behavior, cognition / beliefs
* Gap between what they say they do vs what they actually do

Discussion

* Discover attitudes, claimed behavior, reactions, etc.

Observation

* Observe actual behavior

Collaboration

* Workshops, citizens forums, give participants influence over outcome

By-Pass Talk

* Technology based methods – eye tracking (people don’t know or can’t tell you how they think and feel).