

product, for example. But it's absolutely crucial to recruit the right people as participants. As well as the criteria I've mentioned, they have to be comfortable talking about themselves and being watched as they go about their activities. Actually, most researchers say that people open up pretty easily, maybe because they're often in their own home or workplace. Q38

So what makes this type of research special is that it's not just a matter of sending a questionnaire to the participants, instead the research is usually based on first-hand observation of what they are doing at the time. But that doesn't mean that the researcher never talks to the participants. However, unlike in traditional research, in this case it's the participant rather than the researchers who decides what direction the interview will follow. This means that there's less likelihood of the researcher imposing his or her own ideas on the participant. Q39

But after they've said goodbye to their participants and got back to their office, the researchers' work isn't finished. Most researchers estimate that 70 to 80 per cent of their time is spent not on the collecting of data but on its analysis – looking at photos, listening to recordings and transcribing them, and so on. The researchers may end up with hundreds of pages of notes. And to determine what's significant, they don't focus on the sensational things or the unusual things, instead they try to identify a pattern of some sort in all this data, and to discern the meaning behind it. This can result in some compelling insights that can in turn feed back to the whole design process. Q40

TEST 4

SECTION 1

- ROB: Good morning. Stretton Festival box office. How can I help you?
- MELANIE: Oh, hello. My family and I are on holiday in the area, and we've seen some posters about the festival this week. Could you tell me about some of the events, please?
- ROB: Of course.
- MELANIE: First of all, are there still tickets available for the jazz band on Saturday?
- ROB: There are, but only £15. The £12 seats have all been sold. *Example*
- MELANIE: OK. And the venue is the school, isn't it?
- ROB: Yes, that's right, the secondary school. Make sure you don't go to the primary school by mistake! And there's an additional performer who isn't mentioned on the posters – Carolyn Hart is going to play with the band. Q1
- MELANIE: Oh, I think I've heard her on the radio. Doesn't she play the oboe, or flute or something?
- ROB: Yes, the flute. She usually plays with symphony orchestras, and apparently this is her first time with a jazz band. Q2
- MELANIE: Well, I'd certainly like to hear *her*. Then the next thing I want to ask about is the duck races – I saw a poster beside a river. What are they, exactly?
- ROB: Well, you buy a yellow plastic duck – or as many as you like – they're a pound each. And you write your name on each one. There'll be several races, depending on the number of ducks taking part. And John Stevens, a champion swimmer who lives locally, is going to start the races. All the ducks will be launched into the river at the back of the cinema, then they'll float along the river for 500 metres, as far as the railway bridge. Q3
- MELANIE: And are there any prizes?