



QRCA *IDEAS & TOOLS  
FOR QUALITATIVE RESEARCH*

# VIEWS

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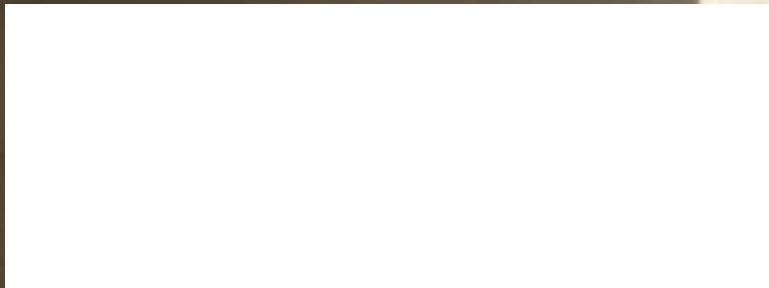
## The Qual Business Future Ain't What It Used to Be

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2007 QRCA Conference  
Program Preview

Chameleon Branding

Marrying Qualitative and Quantitative  
Techniques in a New Media World





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# New Initiatives for Your Magazine

**In** this issue of *QRCA VIEWS*, research buyers and researchers alike will find challenging food for thought. Among the delights contained herein is an article by Dr. Bruce Eckman describing a psychodrama technique he calls “The Crucible” for getting beneath respondent self-deceptions. Equally fascinating is the piece by Adriana Waterston on marrying quantitative and qualitative techniques to tackle such challenges as researching consumer acceptance and usage of new technologies and gadgets. Rupa Ranganathan offers us an international perspective, exploring emotional touch points for connecting with South Asian consumers. In the first of a two-part story, E.C. Salibian reports on the reflections of QRCA thought leaders in her article “The Qual Business Future Ain’t What It Used to Be,” citing the many challenges that loom before the independent practitioner. Meanwhile, Enrique Dominguez and Eduard Playà suggest that “Chameleon Branding” will be a necessary component in speaking to rapidly shifting and evolving consumer tastes and expectations. And these are just a few of this month’s offerings that we hope will both entertain and educate.

This issue marks yet another chapter in the unfolding story of *QRCA VIEWS*, inasmuch as I am stepping on board as this publication’s third editor-in-chief. Sharon Wolf was the founding editor of *QRCA VIEWS* in its current format in 2002, and in very short order, she made this an award-winning magazine. In 2005, Sharon stepped down, and Lana Limpert became the next *QRCA VIEWS* editor-in-chief, continuing the emphasis on quality that Sharon had established, while expanding the magazine’s size, distribution and scope. I am happy to report that Lana will continue on as the feature editor of her series on “Schools of Thought.”

It is said that we stand on the shoulders of giants. I am not certain that these two women would feel great about being called “giants.” Similarly, saying I have big shoes to fill might be taken as implying something about the size of their feet! Suffice it to say, they have set the mark high, and I hope to rise to the occasion. Fortunately, I will have the support of a seasoned and very hard-working editorial staff.

As one of QRCA’s more visible “wire heads,” I have had a good time being the Tech Talk feature editor for the past couple of years. I am very happy to have been able to recruit Matt Towers, another notorious “techie,” to move into that slot. Among other things, Matt has co-chaired our web committee, overseen the recent redesign of the QRCA website, redesigned our Member Forum online bulletin board and served as its moderator. Matt has also been a presenter on technology topics at our annual QRCA conference and will do so again at our upcoming conference. Clearly, Tech Talk will be in good hands!

When I discussed with Lana what my initial editorial should cover, she suggested it would be a good place to outline my vision for *QRCA VIEWS*. Beyond maintaining the terrific quality that the *QRCA VIEWS* team has already established, I do have some specific initiatives I plan to pursue.

First, I think all *QRCA VIEWS* authors should automatically receive an Adobe Acrobat file of their article for posting on their own website (or whatever) at no cost to them. In the past, they had to pay for this. Starting with this issue, our policy will be to automatically provide a free Acrobat (.pdf) file to all our authors.

A second initiative near and dear to my heart is to make at least one *QRCA VIEWS* article from each issue available as a free podcast. I know many of our

readers are so busy that they don't always get around to reading *QRCA VIEWS*, despite their best intentions. A podcast can be listened to while jogging, driving, waiting in the doctor's office or passing time in the airport, waiting for a flight.

A third initiative is to work on getting *QRCA VIEWS* out to more clients and potential clients.

I would love to get your reactions to the new initiatives I have proposed here, in person, at our Annual QRCA Conference in Vancouver, BC. Personally, I am really excited about this venue. Vancouver is such a gem! You really should plan some extra days there, if at all possible. And the program looks terrific! Whether you are new to QRCA or a longtime veteran, this annual event is the best opportunity you have as a qualitative researcher to learn and grow in your profession and to meet other practitioners in an open, collegial setting.

ENERGIZE is the conference theme, and all the events are aimed at pumping up your game and your motivation. This theme stems from a desire to get *all* conference attendees to head home from Vancouver with a renewed love for our profession, bursting with enthusiasm to start the next project

and full of new ideas on how to approach projects, clients and life.

This theme is carried through in the conference tracks:

**CONNECT:** Rediscovering tried-and-true methods, making new connections with established skills or reconnecting with established methodologies.

**SPARK:** Re-examining established ideas and turning them on their heads, finding new applications.

**DISCOVER:** Finding new energy sources, such as new trends or methodologies.

**FUEL:** Exploring new ways to build your business or ways to reinvent yourself and your business.

Keynote speaker Roger von Oech is an internationally acclaimed creativity author and consultant. I remember being sparked by his first book, *A Whack on the Side of the Head*. He is sure to get our juices flowing.

You will find more information about this exciting conference in this issue, starting on page 72. Here's to seeing you in Vancouver! 📍



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