Exploratory and Qualitative Research Methods: Part II
“A man is least himself when he talks in his own person; when given a mask he will tell the truth.”

--Oscar Wilde
It’s not unusual for people to attribute their own thoughts to someone else. Projective techniques use this phenomenon to help gain valuable marketing information.

Teddy wants to know if we can have some milk and cookies because he had a nightmare and is scared of the dark.
Projective Techniques

- Present ambiguous unstructured object
- From motivation research binge of 1950s
Types of Projective Techniques

• Thematic apperception test (T.A.T.)
• Word association test (latency)
• Sentence completion
• Unfinished scenario completion
• Third-person role playing
Do you think we need to upgrade our word processing software?
TAT

PLEASE FILL IN THE WOMAN’S ANSWER
I was wondering if a steel tennis racket would be better than a wood racket.
WAIT A MINUTE FOR ME. I WANT TO DEPOSIT THIS MONEY BEFORE WE GO OUT AND THE BANKS ARE CLOSED.
Hey Herman, where are you going in your new Corvette?
Would you think Ms. A or Ms. B would drink more milk, or possibly the same amount? (Give reason)
A husband and wife discussing the purchase of a set of new automobile tires. What are they saying to each other?
I am going to buy an Apple II computer.
EXHIBIT A

EXHIBIT B

EXHIBIT C

EXHIBIT D

TAT
Comparison of structured, direct (A) and structured, indirect (B) approaches to determining perceived income associated with different eyeglass styles. In Approach B, the purpose of the study is not revealed to members of the three comparable groups involved in the study.

A. Assuming that all you know about a certain individual is that he wears eyeglasses of a certain style, how much would you estimate that each of the following individuals earns each year?

Income: $____,000

Income: $____,000

Income: $____,000

B. Please fill in the blanks below in order to describe the characteristics that you think would apply to the individual in the picture.

(This figure is shown to one-third of respondents.)

Age: _______

Income: $____,000 per year

College graduate: Yes____ No____

(This figure is shown to one-third of respondents.)

Age: _______

Income: $____,000 per year

College graduate: Yes____ No____

(This figure is shown to one-third of respondents.)

Age: _______

Income: $____,000 per year

College graduate: Yes____ No____
**Word Association**

*Word association:* Subjects are asked to respond to a list of words, read to them one at a time, with the first word that comes to mind. The words of interest (in this case, methods of conducting banking transactions) are dispersed throughout the list to disguise the purpose of the study.

<table>
<thead>
<tr>
<th>Stimulus word</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanic</td>
<td></td>
</tr>
<tr>
<td>Bank teller *</td>
<td></td>
</tr>
<tr>
<td>Dry cleaner</td>
<td></td>
</tr>
<tr>
<td>House</td>
<td></td>
</tr>
<tr>
<td>Automatic teller machine *</td>
<td></td>
</tr>
<tr>
<td>Automobile</td>
<td></td>
</tr>
<tr>
<td>Waiter</td>
<td></td>
</tr>
<tr>
<td>Bank by phone*</td>
<td></td>
</tr>
</tbody>
</table>
Sentence Completion

People who drink beer are ______________________

A man who drinks light beer is ___________________

Imported beer is most liked by ___________________

A woman will drink beer when____________________
Sentence Completion

_Sentence completion:_ Subjects are asked to complete a sentence with the first thought(s) that comes to mind.

a. What I like most about automatic teller machines is ______________________

b. People that use automatic teller machines are ______________________

c. Automatic teller machines may be convenient, but they ______________________
Unfinished Scenario

*Unfinished scenario technique:* Subjects are asked to complete an unfinished scenario with what they think is happening.

Bill had just received a large commission check and because he was out of town was going to deposit it in an automatic teller machine because __________, but his friend told him that he should _________________________________, because
Third-person Role Playing

Sample 1:
Fifty housewives, randomly selected.

- Stimulus:
  - Shopping list that included instant coffee.
  - 1½ pounds of hamburger
  - 2 loaves of Wonder Bread
  - bunch of carrots
  - 1 can, Rumford’s Baking Powder
  - Nescafé Instant Coffee
  - 2 cans, Del Monte Peaches
  - 5 pounds of potatoes

- Percent of sample who attributed various characteristics to the shopper using this list:
  - Lazy: 48%
  - Did not plan purchases: 48
  - Thrifty: 4
  - Good wife: 4

Sample 2:
Fifty housewives, randomly selected.

- Stimulus:
  - Shopping list that included regular coffee.
  - same
  - same
  - same
  - same
  - Maxwell House Coffee
  - same
  - same

- Percent of sample who attributed various characteristics to the shopper using this list:
  - Lazy: 4%
  - Did not plan purchases: 12
  - Thrifty: 16
  - Good wife: 16

A summary of the methodology and results of Haire’s classic study of instant versus regular coffee.
1. Look, The Defensive Driving Course is being offered next month. Are you going to take it?

No, I

2. Most people probably sign up for the Defensive Driving Course because
5. Most people probably don’t take the Defensive Driving Course because _____________.

A combination of sentence completion and cartoon test projective techniques used in measuring nonstudents’ perceptions of the National Safety Council’s Defensive Driving Course.
Breakdown of responses to projective questions that were asked in questionnaire

<table>
<thead>
<tr>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question 1</strong></td>
<td></td>
</tr>
<tr>
<td>Can drive well enough already.</td>
<td>53%</td>
</tr>
<tr>
<td>Don't have time.</td>
<td>23</td>
</tr>
<tr>
<td>Already took it.</td>
<td>12</td>
</tr>
<tr>
<td>Other.</td>
<td>12</td>
</tr>
<tr>
<td><strong>Question 2</strong></td>
<td></td>
</tr>
<tr>
<td>Are bad drivers/want to improve driving ability.</td>
<td>40</td>
</tr>
<tr>
<td>Want lower insurance rates.</td>
<td>20</td>
</tr>
<tr>
<td>They have to/need course for their job.</td>
<td>18</td>
</tr>
<tr>
<td>Had a close call or accident recently.</td>
<td>10</td>
</tr>
<tr>
<td>Are afraid of other drivers.</td>
<td>7</td>
</tr>
<tr>
<td>Other.</td>
<td>5</td>
</tr>
<tr>
<td><strong>Question 3</strong></td>
<td></td>
</tr>
<tr>
<td>Already knew material.</td>
<td>49</td>
</tr>
<tr>
<td>Class was too long.</td>
<td>20</td>
</tr>
<tr>
<td>Class was boring.</td>
<td>17</td>
</tr>
<tr>
<td>Other (e.g., &quot;... I wrecked the instructor's car&quot;).</td>
<td>14</td>
</tr>
<tr>
<td><strong>Question 4</strong></td>
<td></td>
</tr>
<tr>
<td>Bored statement/ daydreaming.</td>
<td>47</td>
</tr>
<tr>
<td>Already knew material.</td>
<td>35</td>
</tr>
<tr>
<td>Positive statement or thought expressing interest in lecture.</td>
<td>8</td>
</tr>
<tr>
<td>Want to be in car instead of classroom.</td>
<td>5</td>
</tr>
<tr>
<td>Other.</td>
<td>5</td>
</tr>
</tbody>
</table>