Projective Techniques: “Belief is to believe in something that is intangible and invisible.” (Napoleon Bonaparte)
Projective Techniques (PT)

- Clinical psychology
  → Consumer, marketing, advertising research
- Generally known as motivation research

Cf. **Motivation** is the activation or energization of goal-oriented behavior.
Theoretical Foundations of PT

- What is “projection”?
  → A defense mechanism with which the ego protects itself from anxiety by externalizing unpleasant feelings or experiential element
Theoretical Foundations of PT

• What is “projective techniques”?
  → The use of vague, ambiguous, unstructured stimulus objects or situations in which the subject “projects” his or her personality, attitude, opinions and self-concept to give the situation some structure
Theoretical Foundations of PT

- Uncover feelings, beliefs, attitudes and motivation which many consumers find difficult to articulate
- Discover the person’s characteristic modes of perceiving his or her world and how to behave in it
- Enter the private worlds of subjects to uncover their inner perspectives in a way they feel comfortable with
Practical Approach of PT

- A way of transcending communication barriers
- Design and structure of projective techniques
- Types of projective techniques
- Analysis and interpretation of data
- Advantages and disadvantages of projective techniques
A way of transcending communication barriers

- Not always share their innermost feelings
- Unaware of their underlying motives, aspirations, values and attitudes
- Fear being considered irrational or stupid
- Reluctant to admit to certain types of behavior
  - Tend to offer answers that are socially acceptable and stereotypical in an interview situation
Instead of questioning them directly,

In talking about a third party or an object, the subjects project their covert feelings to the third party or object

- Low literate consumers
- Children, adolescents
- Impulsive/compulsive/addictive buyers
- People in the face of catastrophe: Hurricane Katrina, Haiti earthquake, Iraq war
- Gay and lesbian consumers
Design and Structure of PT

• The more ambiguous a stimulus, the more the subjects will project their emotions, motives, attitudes and values

  1. Structured stimuli: Answer “T” or “F”
  2. Ambiguous stimuli (with little structure)
  3. Semi-ambiguous pictures and sentence completion techniques

→ The Thematic Apperception Test (TAT)
Thematic Apperception Test (TAT)
You are proud because you can do it
You fear the power of others
This seems to take for ever
You are glad you have met
This is really stressful
You hope to get closer to the other one by taking the initiative
You fear to lose social acceptance
This is fun
Types of PT

• Categorized in terms of the response types required of subjects
  1. Association
  2. Construction
  3. Completion
  4. Expressive
  5. Choice Ordering
Association

• RULE
  ➔ The subjects are presented with a stimulus and they respond by indicating the first word, image or thought elicited by the stimulus.

• Objective
  ➔ Consumer vocabulary
  ➔ Brand personification
Brand Personality

• Symbolic meaning brands acquire
• The set of human characteristics associated with a brand (Aaker 1997)
Brand Personality

Hi! I am Mr. IBM

I am Mr. Apple
I’m a PC.

I’m a Mac.
Apparel

Polo Ralph Lauren:
J.Crew:
LACOSTE:
Tommy Hilfiger:
North Face:
Banana Republic:
Guess:
Timberland:
Diesel:
reliable, successful, confident, popular, well-made, stable, leading, efficient, satisfying, secure, real, clean, stylish, comfortable, fun, handy, different, new, innovative, trendy, up-to-date, imaginative, contemporary, unique, informative, versatile, fast, funny, warm, easy, bubbly, smooth, family-oriented, sentimental, playful, cheerful, simple, honest, corporate, friendly, sincere, western, free, technical, outdoorsy, delicate, professional, down-to-earth, health, active, neat, cool, wholesome, spirited, elegant, glamorous, upper-class, charming, feminine, formal, though, rugged, masculine, hard-working, old, traditional, typical, small town, original, strict, intelligent, busy, daring, heavy, big, young, good-looking, independent, expensive, exciting
NEW CLASSICS
Vintage varsity style celebrates the arrival of autumn
• SHOP NOW

• SHOP THE VINTAGE WOOL SHAWL CARDIGAN
Backpacked across Europe.
Visited town where grandfather grew up.
Discovered grandfather still owes some guy a lot of money.

Would you do it again?

[ ] yes
[ ] no

Shop anytime at timberland.com
reliable, successful, confident, popular, well-made, stable, leading, efficient, satisfying, secure, real, clean, stylish, comfortable, fun, handy, different, new, innovative, trendy, up-to-date, imaginative, contemporary, unique, informative, versatile, fast, funny, warm, easy, bubbly, smooth, family-oriented, sentimental, playful, cheerful, simple, honest, corporate, friendly, sincere, western, free, technical, outdoorsy, delicate, professional, down-to-earth, health, active, neat, cool, wholesome, spirited, elegant, glamorous, upper-class, charming, feminine, formal, though, rugged, masculine, hard-working, old, traditional, typical, small town, original, strict, intelligent, busy, daring, heavy, big, young, good-looking, independent, expensive, exciting
5 Dimensions of Brand Personality

- Sincerity: Honest, Down-to-earth, Wholesome, Cheerful
- Excitement: Daring, Spirited, Imaginative, Up-to-date
- Competence: Reliable, Intelligent, Successful
- Sophistication: Upper-class, Charming
- Ruggedness: Outdoorsy, Tough
Construction

• RULE
  ➔ The subject is asked to construct a story or a picture from a stimulus concept.

• Objective
  ➔ Build a story around each picture, what led to it and what may happen in future
  ➔ Present opinions of other people’s actions, feelings or attitudes
Completion

• RULE
  ➔ The subject is given an incomplete sentence, story, argument or conversation, and asked to finish it.

• Objective
  ➔ Brand mapping (Gordon and Langmaid, 1988)
Each sentence below has one or two blanks, each blank indicating that something has been omitted. Beneath the sentence are five words or sets of words labeled A through E. Choose the word or set of words that, when inserted in the sentence, best fits the meaning of the sentence as a whole.

Example:

Hoping to ------- the dispute, negotiators proposed a compromise that they felt would be ------- to both labor and management.

(A) enforce . . useful
(B) end . . divisive
(C) overcome . . unattractive
(D) extend . . satisfactory
(E) resolve . . acceptable

4. In young children, some brain cells have a ------- that enables them to take over the functions of damaged or missing brain cells.

(A) fragility    (B) reminiscence
    (C) perniciousness    (D) whimsicality
    (E) plasticity
The Conversation
The Art of Listening, Learning, and Sharing

Brought to you by Brian Solis and JESS3
A Molecular View of the Cadillac Brand

- Cadillac
- Allante
- Elvis Presley
- Cimarron
- Fleetwood
- Potamkin (etc.)
- Eldorado
- Bose
- Michelin
- Bosch
- Magnasteer
- Toyota
- OnStar
- Northstar
- Twilight Sentinel
- StabiliTrak
- Night Vision
- General Motors
- PASS-Key II
- Zebrano Wood
- DHS
- DTS
- Steinmetz
- Catera
- DeVille
- Caddie
- Seville
- STS
- Evoq
- Le Mans Racing
- SLS
- Escalade
- Team Cadillac
- Senior PGA Tour
- PGA
- Pebble Beach
- EWGA
A Low-Tech Approach

PHILIP MORRIS

NASCAR
- MILLER PARK
- MILLER BREWING COMPANY

DISTRIBUTORS
- MILLER GENUINE DRAFT LITE
- BLIND DATE CONCERT SERIES

MILLER LITE
- MILLET ICE
- MILLER TIME
- MILLER HIGH LIFE
- MILLER RESERVE

MILLER
- MILLER GENUINE DRAFT
- MILLER ICE

NFL
- OFFICIAL BEER OF THE SUPER BOWL
- OFFICIAL BEER OF THE DALLAS COWBOYS
Expressive

• RULE
  ➔ A subject is asked to role-play, act, draw or paint a specific concept or situation.

• Objective
  ➔ Focus on the manner in which the subject constructs something, rather than on what it represents
Choice Ordering

• RULE

→ The subjects have to explain why certain things are “most important” or “least important”, or to "rank" or “order” or “categorize” certain factors associated with a product, brand or service
4. Which of the following restaurants is your favorite?*

- The Olive Garden
- Hacienda
- Rock Bottom Restaurant & Brewery
- Outback Steak House
- The Armadillo
- Other ________________

Reasons Uninsured CALPIRG Members Lack Coverage

- Unemployed, can't afford individual coverage
- Employer doesn't offer group coverage, can't afford individual coverage
- Employer offers group coverage, but can't afford it
- Self-insuring or relying on Health Savings Account

SONY ONLINE ENTERTAINMENT

EverQuest

We'd like to start the survey by asking you about how you use your time. Let's start by asking about how you use the computer or Internet. In the past week, how frequently have you used a computer or Internet for the following purposes?

- Finding information about local events
- Finding information about national or international events
- Sending instant messages
- Playing games other than this one?
- Meeting someone new
- Visiting forums
- Communicating with someone far away
- Communicating with friends in the local area

We'd like to start the survey by asking you about how you use your time. Let's start by asking about how you use the computer or Internet. In the past week, how frequently have you used a computer or Internet for the following purposes?

<table>
<thead>
<tr>
<th>Text</th>
<th>Code</th>
<th>Weight</th>
<th>Anchor</th>
<th>Parese</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>1</td>
<td>6</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Rarely</td>
<td>2</td>
<td>6</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Sometimes</td>
<td>3</td>
<td>6</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Often</td>
<td>4</td>
<td>6</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Frequently</td>
<td>5</td>
<td>6</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

S O Y N L O N L L E N T E R T A I N M E N T

E V E R Q U E S T

S O Y N L O N L L E N T E R T A I N M E N T

E V E R Q U E S T
Analysis and Interpretation of Data

Qualitative Data

Audio

Text

Video

Text as Proxy for Experience

Systematic Elicitation

Free-Flowing Text

Analysis of:

Free lists, pile sorts, paired comparisons, triad tests, and frame substitution tasks

Componental Analysis

Taxonomies

Mental Maps

Analysis of:

Words

Codes

Analysis of:

Conversation

Performance

Narratives

Grammatical Structures

Text as Object of Analysis

Grounded Theory

Schema Analysis

Classic Content Analysis

Content Dictionaries

Analytic Induction/Boolean Algebra

Ethnographic Decision Models

KWIC

Word Counts

Semantic Networks

Cognitive Maps
Quantitative Approach

1. The content of verbal or pictorial descriptions or sorted information is analyzed by classifying the content into categories that are then given numerical values.

2. Specific components of the test protocol are thus tabulated and used systematically to evaluate either a subject's responses or the empirical validity of generalizations about groups.
Qualitative Approach

1. There are no systems of scoring or tabulation.

2. The description and explanation of the projections by the subjects form the database which then requires ordering and interpretation.
Advantages & Disadvantages of PT

(+)  
1. The amount, richness and accuracy of the information  
2. A view of the overall functioning of individuals  
3. “Breaking the Ice” in a focus-group discussion

(-)  
1. The complexity of the data and the corresponding skills  
2. Expensive to administer  
3. Sampling & Generalization  
4. The reliability of measures
Focus Group Interview (FGI)
The Objective of FGI

• Explore a group’s range of ideas or feelings
• Understand differences in perspectives between groups
• Find the factors that may influence the groups’ opinions, behaviors, or motivations
• Test new concepts or ideas
• Capture words, phrases, or other tidbits from consumers in the target audience
The Characteristics of FGI

• Size
  → Small: An opportunity to share insights
  → Large: A diversity of perceptions

• Homogeneity
  → All FGI members have a similar interest or expertise

• Unacquainted with each other prior to the interview

• Moderator must be trained and skilled in group dynamics
The Desirable Qualities of Moderator

• Warm, genuine, and sensitive
• Set a tone (reassuring & supportive)
  ➞ “Emotional frame of reference”
• Foster a “free-flowing discussion” while being ready to probe or question deeper
• Familiar with the people, hypotheses, research, and areas of concern of the study
• A carefully-developed interview guide but not be dependent on it
• Skilled in group dynamics and know how to use group dynamics positively
Conducting Successful Interviews: Tips for Interview/FGI

- Studying Background Information
- Analyzing Interviews
- Creating and Revising Protocols
- Practicing Self-Reflexive Interviewing
Studying Background Information

- Gathering and analyzing information about interview topics and subjects
  - Ideas for questions
  - Understanding the cultural contexts in which the respondents live
  - The comfort level for the researcher
Analyzing Interviews

• *Journalists* excel in eliciting information not only about what an individual does or thinks about but also about the how and why of behavior (Dwyer, 1996)

→ The conversational act between two (or more) people

→ Different questions and frameworks
Creating and Revising Protocols

• Protocol questions are a guide to the journey we want our respondents to take.
  ➔ Six questions: who, what, when, where, why, and how
  ➔ Should be revisited and revised

• Memorize the protocol’s progression
  ➔ Structure the flow of questions toward the larger research questions of the study
Practicing Self-Reflexive Interviewing

- Perform five activities, in varying degrees, at all times of the interview
  1. Listen to what the person is saying as well as observe how he is saying it
  2. Compare what the person says to what we know from previous interviews and/or background studies
3. Compare what the person says to the questions on the rest of the protocol
4. Be cognizant of time – to make judgments on whether to stray from protocol or stick to it
5. Offer information to prompt reflection, clarification, or further explication
• Talk 20% & Listen 80%
  ➔ More than one’s ears
  ➔ Eye contact, body language, and active mental consideration of both the content (words) and context (emotions) of what is being said, and not being said
Online FGI

Dear Aviram,

Thank you for accepting our invitation to attend the paired interview on the topic of mobile phones.

Attached please find the homework task. Please print this, fill it out and bring it along to your session.

If for any reason you can no longer make this please notify us immediately as we will have to find a replacement on your behalf or for another attendee.

What to bring along on the day:

Your Pre Task Home work:
1. YOUR 3G Phone
2. Reading glasses if you require them.
3. Photo ID (eg Drivers license)

The necessary details are as follows:

Venue: TNS, Room Hawthorn, SEE ATTACHED MAP
Date: Friday 23rd February 2007
Arrive Time: 1:15pm for a 1:30 pm Start
Duration: 1.5 hours + Pre-task
Incentive: $100 cash (tax free)

We are confident you will enjoy this session!

Kindly re-confirm your attendance on this email by replying with your full name (for eg: Jordon White - will be attending)

Best Regards

Farrah

[Attached image of an email with aStart button and panel options]
A Special Note of Online FGI

• Locating and researching markets that are …
  ➔ Hard to recruit
  ➔ Have low incidence
  ➔ Touch on sensitive topics
  ➔ Are online based
  ➔ Geographically dispersed

• Participant familiarity with online communication methods
• Real-time Internet communication capabilities
  ➔ Instant messaging
  ➔ The use of a competent online conferencing software

• Moderator having a certain degree of control over the group’s online responses and controlling the interview proceedings