

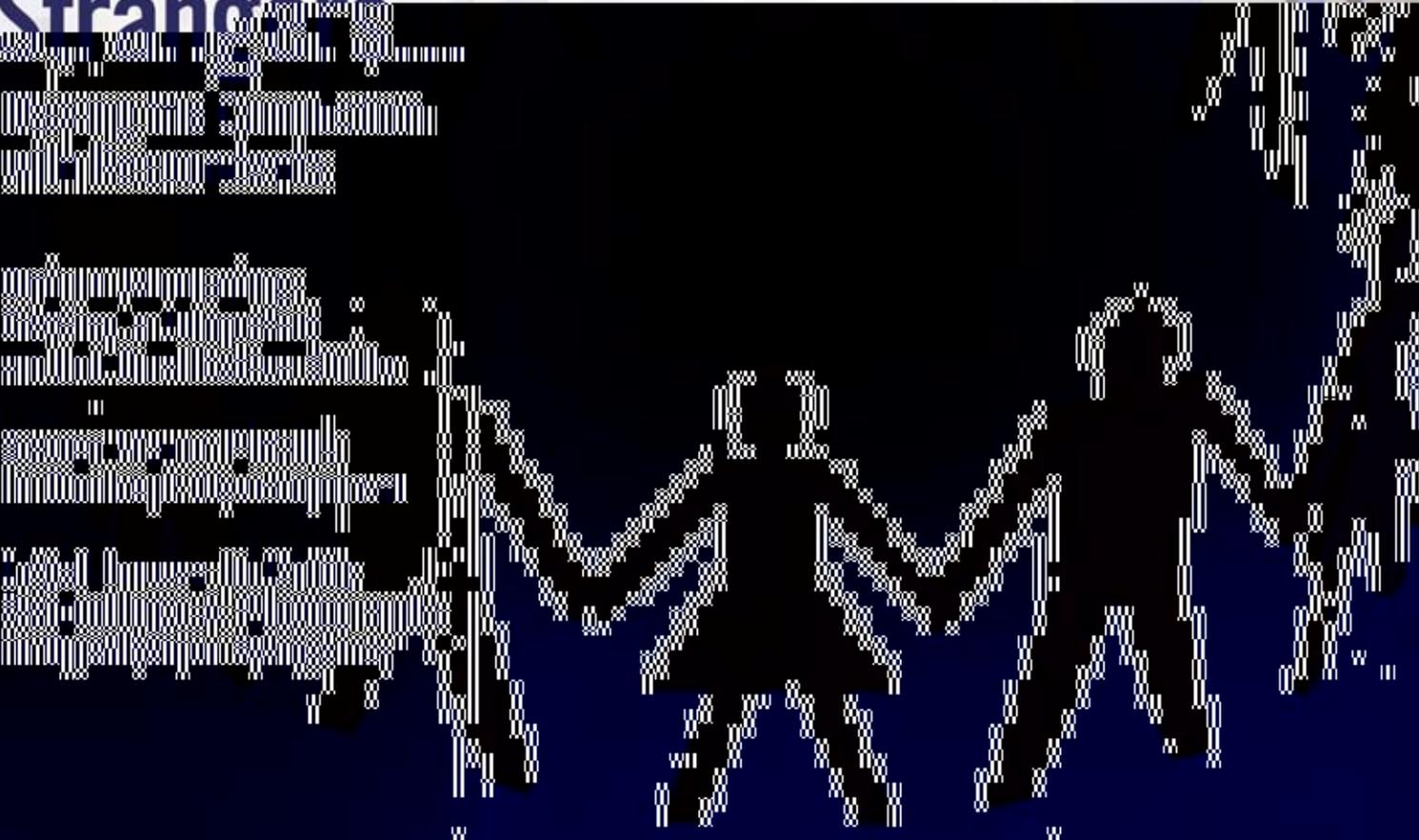


QRCA *IDEAS & TOOLS  
FOR QUALITATIVE RESEARCH*

# VIEWS

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## Intimate Strangers



# Working Every Day to Advance the Profession



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**QRCA** was formed originally as a loose social network of independent focus group moderators and qualitative researchers eager for the opportunity to relate to others facing the same professional issues.

From a couple dozen researchers then to nearly 1,000 members today, QRCA continues to provide an important outlet for qualitative researchers to interact with each other through educational opportunities and to offer advice, praise and empathy.

As QRCA has progressed over the years — and fast approaches its 25th anniversary next year — it has increasingly taken on additional roles, not just in service to our members, but also in efforts to advance the profession of qualitative research. As the world's largest organization of independent qualitative researchers, we have the privilege and duty of working to make qualitative research better. Key goals for QRCA include:

- Advancing the profession to develop and refine qualitative research methodologies
- Educating members to be more skilled practitioners
- Preparing our members to be true consultants to clients on the best uses of qualitative research for their goals
- Setting standards and best practices for how we deal with respondents, partner suppliers and clients

QRCA continues to assert itself in the continual progression of our industry through a variety of efforts on multiple fronts. There are many initiatives worthy of our attention, and we are trying to address as many of them as feasibly possible. Just recently, QRCA has made significant strides in these efforts.

QRCA's 19 Chapters offer a variety of opportunities to members who are in geographic proximity, and we even have the Virtual Chapter for members who are not near other members. Recently, QRCA has recognized the additional ways that interests within our industry are grouped, and so we have approved the formation of Special Interest Groups (SIGs). Already QRCA has its first SIG, the Latino Special Interest Group, and as of this writing, others are in the works. Special Interest Groups represent another exciting way that members can be involved in, and advance, various aspects of our profession.

This year, QRCA joined the Council of Marketing and Opinion Research (CMOR), which works on behalf of the survey research industry to improve respondent cooperation in research and to promote positive U.S. legislation and prevent restrictive legislation that could impact the survey research industry (such as data privacy and "do not call" laws). We are proud to lend our voice to join those of over 150 member organizations that represent all facets of the research profession. Our Leadership level membership entitles all QRCA members access to key CMOR materials, legislative updates, alerts on pending issues and results from special industry studies, as well as access to CMOR expert staffers on government affairs and respondent-cooperation issues.

Also this year, QRCA is making significant additional investment in our Annual Conference, the premiere gathering in the world of independent qualitative researchers to learn, network and have fun. Beginning in 2007, we will be providing free registrations for Conference speakers. Previously, we provided free registrations to "outside" speakers, meaning those from outside the qualitative research profession, and now we are allowing free registration for our own member speakers, as well. This new investment in our Conference is designed not only to reward the considerable efforts of speakers and presenters, but also to attract more presentation proposals, giving the Conference team more breadth and variety to choose from and, hopefully, to bring forth presentations from people who otherwise might not submit a proposal.

This expansion of the speaker program is the latest in a string of moves QRCA has made to enhance the learning opportunities at our Conference — for example, less than two years ago, we nearly doubled the speakers budget. We are continually increasing the resources dedicated to educational opportunities at our Conference and other places, not only providing an important value to our members, but also contributing to the ongoing development and progress of qualitative research in the 21st century.

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QRCA's Qcast webinars are live, interactive webcast presentations on a variety of topics in the qualitative industry. Produced multiple times a year, QRCA's Qcasts bring educational content, industry trends and best practices to the computer screens of both members and clients around the world, free of charge.

Also this year, the QRCA Professionalism Committee issued its newly revised *QRCA Guidelines To Professional Qualitative Research Practices*. This comprehensive document was first published almost 20 years ago and sets forth recommended best practices for qualitative research consultants, field partners and clients. The Guidelines has been updated several times over the years, and the latest revision considers the very latest tools, techniques and circumstances in the world of qualitative research today.

QRCA is also partnering in a variety of ways with other industry associations:

- Last year, the QRCA Canada Chapter partnered with the Marketing Research and Intelligence Association (MRIA, Canada's premiere association representing all aspects of the market intelligence and survey research industry) to present a special one-day Conference called "Bridging the Gaps," the second such joint Conference.

- We have also agreed to partner with the Association for Qualitative Research (AQR, the principal authority in the United Kingdom on the qualitative research industry) for our fourth Joint Conference, to be held in Europe in spring 2008.
- We recently have entered a partnership with the Marketing Research Association (MRA, a leading international association of the opinion and market research profession) to conduct a tracking study to understand the dynamics of the qualitative research industry.

Through these and many other efforts, QRCA strives to find ways to have a positive influence on the development of the qualitative research profession. By virtue of their membership, QRCA members demonstrate their dedication to advancing the qualitative research profession, and as an association of such dedicated practitioners, QRCA constantly seeks additional ways to ensure that qualitative research is used widely, is used correctly and helps clients better achieve insights that address their objectives. We continue every day to work on behalf of our members and their clients to advance the qualitative research profession. 



The advertisement features a large, circular gold seal on the left side with the text "TAYLOR RESEARCH 50 YEARS Still Going Strong". To the right of the seal, the words "Experienced. Service-oriented. Innovative." are written in a serif font. Below this, the "TAYLOR RESEARCH • SAN DIEGO" logo is displayed, with "A Member of GroupNet" underneath. At the bottom, contact information is provided: "Call us or visit our website to book your next project. 800-922-1545 • www.taylorresearch.com".