



QRCA IDEAS & TOOLS  
FOR QUALITATIVE RESEARCH

# VIEWS

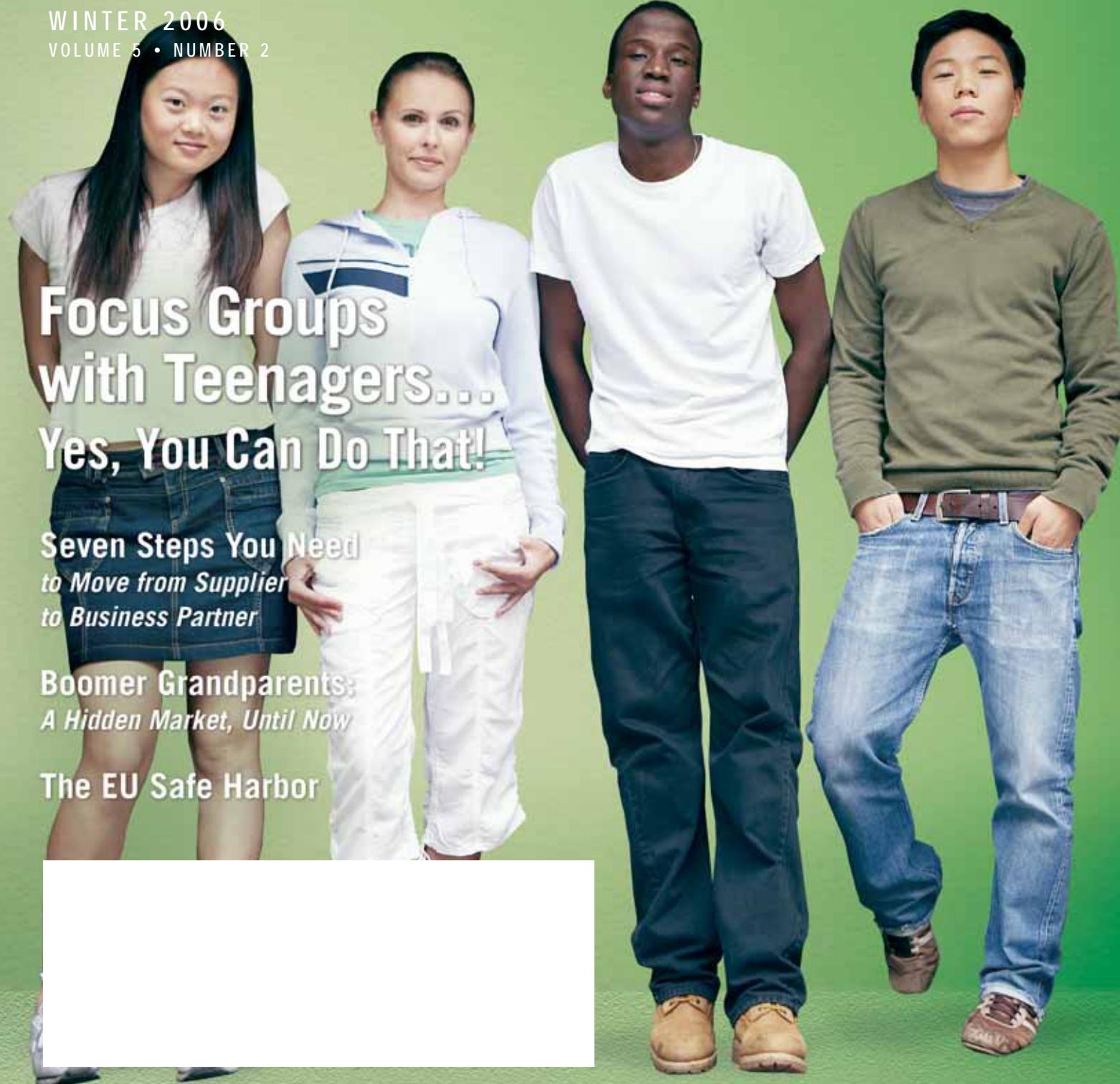
WINTER 2006  
VOLUME 5 • NUMBER 2

## Focus Groups with Teenagers... Yes, You Can Do That!

**Seven Steps You Need**  
*to Move from Supplier  
to Business Partner*

**Boomer Grandparents:**  
*A Hidden Market, Until Now*

**The EU Safe Harbor**



# QRCA Enables Our Members' Commitment



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QRCA provides the tools, educational content and networking opportunities for our members to continually advance their skill set, knowledge and resources.

I am privileged to be QRCA's president for the 2006–2007 term. This service truly is a privilege because of the opportunity to work with and learn from so many diverse professionals from across such a wide range of skills, disciplines and experiences — top-level professionals in focus group moderating, depth interviewing, ethnography, usability testing, ideation and other qualitative research endeavors.

In many ways, the QRCA membership is so diverse that it is hard to find anything we all have in common. But there is at least one thing we definitely do have in common. In fact, it is our defining trait — our commitment to our profession.

There are more than 900 QRCA members in over 25 countries, so how can I make such a sweeping statement that QRCA members are committed to our profession? Actually, our very membership proves the point — QRCA members demonstrate their commitment by deciding to be part of the premier association in the world for qualitative research consultants.

QRCA membership enables our members' ongoing commitment to being the best qualitative research consultants possible for our clients, for our respondents and for our profession. QRCA provides the tools, educational content and networking opportunities for our members to continually advance their skill set, knowledge and resources.

Here is an overview of some of the ways that QRCA membership enables our members' ongoing commitment to being the best qualitative research consultants they can be:

- First and foremost, QRCA is unique among professional associations — our members, who at a fundamental level are business competitors, freely and openly exchange their knowledge and expertise with each other. This sharing of knowledge reflects QRCA members' commitment to enhancing their own professionalism, as well as to promoting excellence in the qualitative research field.
- The QRCA Annual Conference is our showcase event every year, when hundreds of our members meet for three days of learning, networking and fun. QRCA also participates in other conferences on an international arena.
- Our many local Chapters, along with the Virtual Chapter and the Latino Chapter, meet regularly for members to exchange ideas, gather resources and maintain the high standards of our industry, enabling our global members to benefit fully from membership.
- The award-winning magazine you are reading, *QRCA VIEWS*, is another example of the enrichment received by our members and other key constituents of the qualitative research community.
- We also have *QRCA Connections*, a monthly members-only newsletter that is chock-full of educational seminar reviews, opinion and editorial submissions, and strategic planning for key issues our profession faces.
- Qcasts is our monthly educational webcast that delivers a real-time interactive learning experience, free of charge to both members and clients.
- The QRCA Forum is our members-only online exchange of ideas, tips and resources — anything from facility recommendations to brainstorming custom research techniques for specialized respondents to spirited debates over key industry issues.
- The City List and the *QRCA Facilities & Services Directory* are more examples of the resources we provide for our members to turn to in their commitment to our profession.

We also extend our knowledge and resources to buyers of qualitative research services. I invite you to visit our newly designed website, [www.qrca.org](http://www.qrca.org), with online resources like our Find A Researcher feature and other tools and links. Read all about the *QRCA Code of Member Ethics*, the *Guide to Professional Qualitative*

(continued on page 12)



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# Qualitative Research



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magazine with news and reviews  
from the front lines of  
qualitative research.

With these and other resources, QRCA members are able to advance their own professionalism and the industry as a whole. We strive to always be versed in the widest array of research techniques to ensure that our clients gain the most meaningful insights possible. Of all these resources, the one that most QRCA members will tell you is the most valuable is the opportunity to interact with so many knowledgeable peers from across the entire spectrum of our profession. Where else can a qualitative research consultant speak with literally hundreds of other professionals who can offer advice, guidance and a different perspective?

As a QRCA member, I have the privilege of meeting and exchanging with seasoned veteran qualitative research consultants, as well as newer entries to our fold, from an incredibly diverse background of industries and experiences. I meet with focus group moderators, ethnographers and all kinds of other specialists. I meet with practitioners from a wide variety of industry and demographic specialization. I meet with experts in specific techniques and approaches. And in all these encounters, I learn something and become a better professional myself. That is the spirit of QRCA. It is our commitment that binds us together and, therefore, is the quality that most defines us. 