



When beginning any research project, we recommend starting with a few common questions:

- What is the overall purpose of this project?
- How am I planning to use this information?
- What decisions do I want to make?

Once you have identified answers to these key questions, the next issue is HOW to collect data, in other words, what is the best methodology? Often, the go-to approach is a quantitative method. However quantitative often can only go so far. **One of the shortfalls of this research approach is its relative inability to dive into the "why" or the motivation/beliefs/feelings behind actions or behaviors.** "Why did folks attend a conference?" "What was the decision-making process that helped them choose which conference to attend?"

In our work, we have found that qualitative research--specifically in-depth interviews (IDIs)--is a highly undervalued and underused research approach. Understanding the true drivers behind actions/thoughts/feelings are often some of the most important insights.

It is important to note that IDIs have many research applications:

- **As a stand-alone exercise:** for example, to understand why employees are resistant to utilizing newly adopted company-wide AI technology in their day-to-day tasks).
- **As an information gathering exercise,** conducted before a quantitative survey project: for example, to better understand a given population to craft survey questions and response options, thus making the quantitative insights more useful.
- **As a follow up to a quantitative survey** to probe further into thoughts/behaviors behind survey responses: for example, diving deeper into why members do not plan to continue their membership into the following year.

So, when you are asking yourself questions about research, make sure you don't limit yourself to the types of research you have done in the past.

IDlofAmerica by Readex can help work with you to determine what research approach, including IDIs, may be best for your purpose/scope/budget. Visit our webpage at IDlofAmerica.com