

A stylized, dark blue graphic of a guitar, showing the neck, fretboard, and body, positioned on the left side of the slide.

How to Facilitate Projective Techniques in Online Focus Groups

Meet the Instructor



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Agenda

- 1** Overview of Projective Techniques
- 2** Projective Techniques in Online Environments
- 3** Deep Dive into 6 Examples
- 4** Tips for Getting Started
- 5** Q&A

The What & Why of Projective Techniques

- Interpretive exercises that tap into subconscious thoughts and feelings
- Help to overcome the limits of qualitative research and human tendencies
- Roots in clinical psychology



SYSTEM 1

Intuition & instinct

95%

Unconscious
Fast
Associative
Automatic pilot

SYSTEM 2

Rational thinking

5%

Takes effort
Slow
Logical
Lazy
Indecisive

Qualitative research often
seeks to understand

Direct questioning tends
to be active

Source: Daniel Kahneman

- Uncover true emotions, attitudes & motivations
- Enhances creativity
- Reduces biases, such as social desirability
- Participant engagement
- Addressing sensitive or hard-to-articulate topics



- Subjectivity & Interpretation
- Not standardized
- Limited diagnostic utility
- Can be time-consuming

Various Types of Techniques

Association Techniques

- Emotional or cognitive connections
- E.g., Word association, image sorts, brand-as-car

Completion Techniques

- Finishing incomplete thoughts
- E.g., Sentence completion, cartoon completion, brand obituary

Construction Techniques

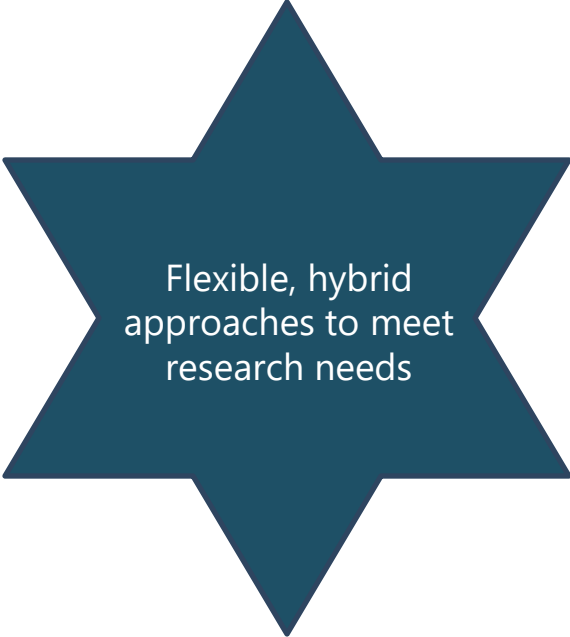
- Narratives or symbolic expressions
- E.g., Collaging, brand fairy tales, day-in-the-life

Structuring/Ordering Techniques

- Priorities, preferences, and mental models
- E.g., Balloon game

Role-playing Techniques

- Leveraging distancing to make it easier to discuss
- E.g., 3rd person questioning



Flexible, hybrid approaches to meet research needs

Using Projective Techniques Online

- Considerations

- Methodology
- Technology
- Participant Experience
- Client Experience



Key Point

Keys to Successful Online Projectives

- Set expectations & tone
- Warm up first
- Clear instructions
- Debriefing essential



Watch-outs for Online Projectives

- Technology overload
- Distractions
- Pacing
- Misunderstanding



Example 1: Word Association



Rebrand icons for a popular technology company.

Protocol

- Review of 3 sets of icons (randomized)
- Write down 1 word to describe each set & type into chat
- Discuss



Example 2: Sentence Completion



Understand perceptions of user experience with education under development.

Protocol

- Prework Survey with Stimuli Review
- Complete sentence: ***“This reminds me of _____ (something I currently do or use in other parts of my life), but it is different because _____ (what’s most unique).”***
- Moderator analysis before the group & tailors’ discussion



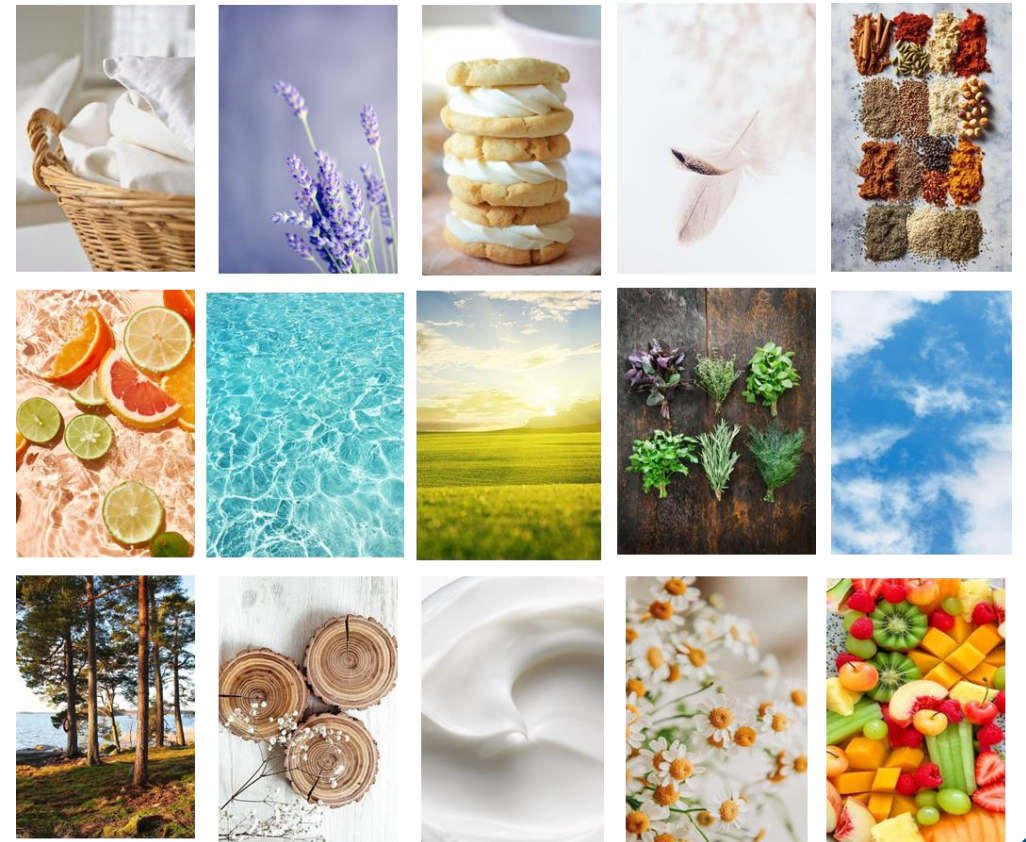
Examples 3 & 4: Collaging & Image Sorts



Explore the association people have with scents in order to better define what a “light” fragrance is.

Protocol

- **Prework:** Find/upload a minimum of three different online images that express what light scent means to you
- Debrief during the session to tell stories and explain why you selected the images
- Image array to select the desired fragrance in household cleaners



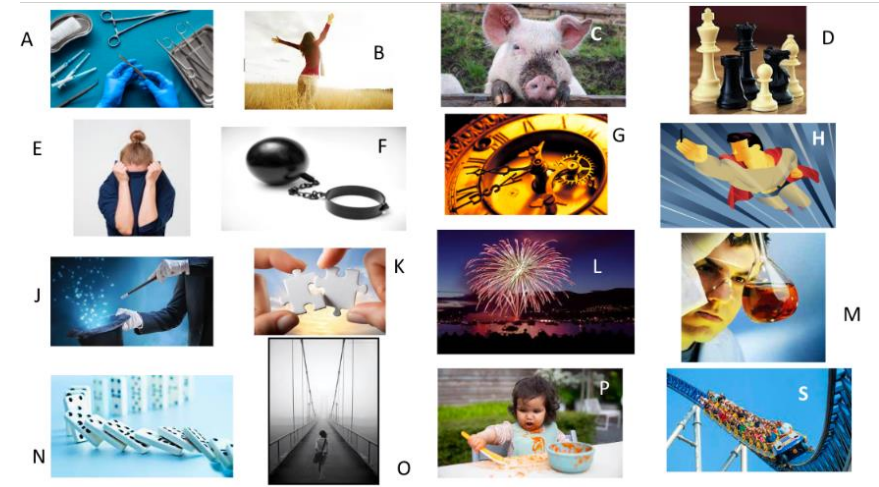
Examples 5 & 6: Image Sort + Role Play



Understand emotions around cleanliness/associations in general as well as brand perceptions and how to optimize 2 brand partnership.

Protocol

- Select the image that best represents feelings towards cleanliness or uncleanliness
- Using emojis built into Zoom tools for brand perceptions
- Convince your friend or relative to try a new product that combines brands

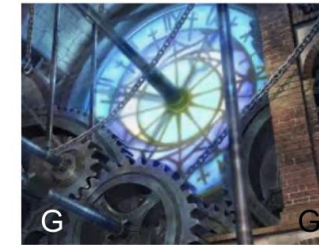


Now, it's your turn!



Remember – flexible applications

- Overall Experiences
- Current Experience
- Ideal Experiences
- Routine Experiences
- Benefits & Challenges
- First Experience



It's a Wrap: 5 Things to Remember for Online Projectives



1

One Size Doesn't
Fit All

2

Rehearse

3

Dig Deeper Through
Discussion

4

Interpret, Don't
Just Describe

5

Connect to
Objectives

Learn more from various organizations

- [Question Pro](#)
- [Marketing Society](#)
- [Ipsos](#)
- [More from Ipsos](#)
- [B2B International](#)
- [Flex MR](#)
- [Qualitative Mind](#)
- [Big Eye Agency](#)
- [Brand Speak](#)

Thanks for being a Research Rockstar!

We hope you get to use your
new skills soon!

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