

Beyond Listening

*Learning the Secret Language
of Focus Groups*

Bonnie Goebert

WILEY

Beyond Listening Learning The Secret Language Of Focus Groups

Liza Featherstone



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Beyond Listening Bonnie Goebert, 2002-04-08 Kundenreaktionen sind von gr ter Bedeutung f r alle Marketingprozesse angefangen bei der Werbung bis hin zur Verpackung Deshalb f hren Marketingexperten in Amerika j hrlich f r etwa 1 Milliarde US Dollar ber 150 000 Focus Groups durch um Emotionen Motive und Einstellungen von Kunden und potentiellen Kunden zu einem bestehenden oder geplanten Produktkonzept zu explorieren Beyond Listening befasst sich mit der besonderen Bedeutung von Focus Groups Dabei handelt es sich um moderierte Gruppendiskussionen die mit ausgew hlten Kunden und Endverbrauchern gef hrt werden Marketing und Werbeprofis lernen hier wie man Focus Groups einsetzt um detaillierte Einblicke in das Kundenverhalten zu gewinnen konkrete Kundenreaktionen aufzudecken Meinungen und Anregungen zu sammeln um so eine bessere Grundlage f r k nftige Entwicklungsentscheidungen zu gewinnen Mit einer F lle von Fallstudien zu verschiedenen Produkten wie z B Altoids Tropicana Velcro Maxwell House und Federal Express um nur einige zu nennen Die Autoren sind anerkannte Experten auf diesem Gebiet Bonnie Goebert Inhaberin der Bonnie Goebert Company ist eine f hrende Kapazit t auf dem Gebiet der Focus Group Forschung Sie kann auf 30 Jahre Erfahrung mit Fortune 1000 Unternehmen zur ckgreifen die sie in den Bereichen Markenidentit t Produktentwicklung Erweiterung von Produktkategorien und Werbestrategien in nahezu allen Produktkategorien beraten hat Co Autorin Herma Rosenthal ist Chefin des Consultingunternehmens Writing Resource Zu ihrem Kundenstamm geh ren u a The New York Times Discovery Communications und Children s Television Workshop

Focus Groups Graham R. Walden, 2008-07-07 This volume is the first of two volumes that address the most recent ten years 1997 2006 of focus group studies and research literature Volume one provides coverage of the arts and humanities social sciences and the nonmedical sciences and volume two concentrates on the medical and health sciences These volumes cover the English language academic literature books chapters in books journal articles and significant pamphlets available in libraries via interlibrary loan and online A variety of materials are included instructional guides handbooks reference works textbooks and academic journal literature In Focus Groups Volume I the following subject disciplines have been considered in the arts and humanities_ linguistics music religion and sports and leisure studies in the social sciences_ anthropology business cartography communication demography education law library science political science psychology and sociology and in the non medical sciences_ agriculture biology engineering environmental sciences and physics The selected entries have a minimum of four pages and include 29 books 50 book chapters 349 articles and 10 pamphlets for a total of 438 entries An appendix includes the titles of the 245 journals cited along with the appropriate entry numbers for each Author and subject indexes provide access to the contents with the subject index providing access to unique terms The detailed contents pages are designed to enable the reader to quickly find appropriate entries through the use of extensive and detailed subheadings

Applications of Social Research Methods to Questions in Information and Library Science Barbara M. Wildemuth, 2016-11-14 The second edition of this innovative

textbook illustrates research methods for library and information science describing the most appropriate approaches to a question and showing you what makes research successful Written for the serious practicing librarian researcher and the LIS student this volume fills the need for a guide focused specifically on information and library science research methods By critically assessing existing studies from within library and information science this book helps you acquire a deeper understanding of research methods so you will be able to design more effective studies yourself Section one considers research questions most often asked in information and library science and explains how they arise from practice or theory Section two covers a variety of research designs and the sampling issues associated with them while sections three and four look at methods for collecting and analyzing data Each chapter introduces a particular research method points out its relative strengths and weaknesses and provides a critique of two or more exemplary studies For this second edition three new chapters have been added covering mixed methods visual data collection methods and social network analysis The chapters on research diaries and transaction log analysis have been updated and updated examples are provided in more than a dozen other chapters as well

How Customers Think Gerald Zaltman, 2003 Despite the time and money spent on market research 60% to 80% of new offerings fail

Divining Desire Liza Featherstone, 2018-02-15 Over the course of the last century the focus group has become an increasingly vital part of the way companies and politicians sell their products and policies Few areas of life from salad dressing to health care legislation to our favorite TV shows have been left untouched by the questions put to controlled groups about what they do and don't like *Divining Desire* is the first ever popular survey of this rich topic In a lively sweeping history Liza Featherstone traces the surprising roots of the focus group in early twentieth century European socialism its subsequent use by the *Mad Men* of Madison Avenue and its widespread deployment today She also explores such famous failures of the method as the doomed launch of the Ford Edsel with its vagina shaped radiator grille and the even more ill fated attempt to introduce a new flavor of Coca Cola which prompted street protests from devotees of the old formula As elites have become increasingly detached from the general public they rely ever more on focus groups whether to win votes or to sell products And in a society where many feel increasingly powerless the focus group has at least offered the illusion that ordinary people will be listened to and that their opinions count Yet it seems the more we are consulted the less power we have That paradox is particularly stark today when everyone can post an opinion on social media our 24 hour focus group yet only plutocrats can shape policy In telling this fascinating story Featherstone raises profound questions about democracy desire and the innermost workings of consumer society

Crossing Borders in Community Interpreting Carmen Valero-Garcés, Anne Martin, 2008-05-09 At conferences and in the literature on community interpreting there is one burning issue that reappears constantly the interpreter's role What are the norms by which the facilitators of communication shape their role Is there indeed only one role for the community interpreter or are there several Is community interpreting aimed at facilitating communication empowering individuals by giving them a voice or in wider terms

at redressing the power balance in society In this volume scholars and practitioners from different countries address these questions offering a representative sample of ongoing research into community interpreting in the Western world of interest to all who have a stake in this form of interpreting The opening chapter establishes the wider contextual and theoretical framework for the debate It is followed by a section dealing with codes and standards and then moves on to explore the interpreter's role in various different settings courts and police healthcare schools occupational settings and social services

The Handbook of Marketing Research Rajiv Grover,Marco Vriens,2006-06-23 The Handbook of Marketing Research comprehensively explores the approaches for delivering market insights for fact based decision making in a market oriented firm

Emotional Design Don Norman,2007-03-20 Why attractive things work better and other crucial insights into human centered design Emotions are inseparable from how we humans think choose and act In Emotional Design cognitive scientist Don Norman shows how the principles of human psychology apply to the invention and design of new technologies and products In The Design of Everyday Things Norman made the definitive case for human centered design showing that good design demanded that the user's must take precedence over a designer's aesthetic if anything from light switches to airplanes was going to work as the user needed In this book he takes his thinking several steps farther showing that successful design must incorporate not just what users need but must address our minds by attending to our visceral reactions to our behavioral choices and to the stories we want the things in our lives to tell others about ourselves Good human centered design isn't just about making effective tools that are straightforward to use it's about making affective tools that mesh well with our emotions and help us express our identities and support our social lives From roller coasters to robots sports cars to smart phones attractive things work better Whether designer or consumer user or inventor this book is the definitive guide to making Norman's insights work for you

Dynamics of Industrial Revolution 4.0: Digital Technology Transformation and Cultural Evolution Ratri Wulandari,Idhar Resmadi,Vika Haristianti,Rahmiati Aulia,Riky Taufik Afif,Gema Ari Prahara,Aulia Ibrahim Yeru,2021-08-25 The 7th Bandung Creative Movement conference presented the theme Dynamics of Industrial Revolution 4.0 which discussed how the digital world and connectivity changed human culture in various aspects of life and transformed in accordance to human needs and social culture Digital technology has transformed society to serve people from manufacturing needs to smart cities from network connectivity to people connectivity The application of information technology has helped in improving live quality and environmental sustainability Digital transformation is revolutionizing how businesses and workers interconnect to be more productive and efficient The result is improved collaboration faster processes and time to market lower costs and better products Devices are getting smarter meaning they are able to perform more and more tasks without human intervention moreover these devices generate data that provide insights to further improve processes and gain greater efficiencies Moreover with the Internet of Things IoT all these smart devices are interconnected in ways that not only help make them even smarter but also enhances the intelligence of the

overall system Digital technology is a formidable driver for the transformation of a highly carbon dependent world into one that is more ecologically smart We are entering a new era of environmental innovation that is driving better alignment between technology and environmental goals Since its first announcement in 2011 industrial revolution 4 0 has dynamically changed and transformed to adjust itself to the human needs and to serve more efficiency and effectiveness of everyday life as well as environmental enhancement The 7th Bandung Creative Movement has brought forward discussions on dynamic changes ups and downs innovations relations of industrial revolution of the internet of thing data automation to human physical world new art and aesthetic business product innovation built environment and education

Decoding Technology Acceptance in Education Caroline Stockman, 2017-08-07 The process of integrating technology into education often overlooks that technology is a sign it is not a neutral message conveyor but rather a material artefact placed into a context inevitably subject to culture In an original and novel combination Decoding Technology Acceptance in Education brings together two academic domains not previously pursued together yet which diverge in many ways cultural studies and technology acceptance studies Drawing on empirical data Stockman demonstrates that teachers activate a meaning making process through encoding and decoding signs around technology as an artefact of culture and as a result their acceptance behaviour and decisions rely on the dynamics of the cultural whole to which they belong In this study technology acceptance is revisited as an issue of cultural negotiation the common approach which provides an instrumental view on technology as a neutral tool is insufficient for the topic of technology acceptance Rather than proposing yet another model of technology acceptance Decoding Technology Acceptance in Education offers a renewed frame of mind and the conclusions it provides are of vital importance to the theoretical and practical advancement of technology acceptance studies as well as to the practical integration of technology into education Providing original empirical evidence for the influence of culture on educational decision making the book raises awareness for the importance of cultural research in areas where it has been under considered This book will be of great interest to researchers academics and postgraduate students engaged in the study of technology acceptance and technology use in education as well as those interested in cultural studies

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