



QRCA

IDEAS & TOOLS  
FOR QUALITATIVE RESEARCH

# VIEWS

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## How Global Is Your Village?

Why You Should Do Online  
Qualitative Research in Your  
Corner of the World!

**Pratfalls and Profit  
in International Research**

**The U.S. Hispanic Market —  
Qualitative Research  
Practices & Suggestions**

**Secrets to TV Advertising Casting**



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# Thinking INTERNATIONALLY

**The** visionary Buckminster Fuller popularized the phrase “Spaceship Earth” back in 1963, capturing the then-dawning realization that the planet is smaller than we were used to thinking and that we are all far more interdependent than we had previously realized. Similarly, Marshall McLuhan underscored this notion, bringing the concept of “The Global Village” into our everyday vocabulary. Now, the World Wide Web binds us all together ever more tightly, and with each passing day, planet Earth shrinks just a little bit more.

“Global warming” and “globalization” are contemporary manifestations of this emerging reality. The home-mortgage market in the U.S. sneezes, and the rest of the world catches a cold. A monkey virus jumps from ape to human in Africa, and we all are impacted. And political events in the Middle East, in India, in China and in Africa will shape the future for millions around the world.

The seismic shifts of this shrinking world present not only dangers but also new economic opportunities and challenges. In this changing environment, it is imperative that we, as researchers, break out of the confines of parochial thinking and practices and expand our horizons to include an international perspective.

For some time now, QRCA has been moving toward becoming an increasingly international organization, despite the fact that the bulk of its membership is in the United States. In recent years, the organization has made significant strides in this direction. Two members of the QRCA Board of Directors are in Europe. Our International Editor for *VIEWS* is in India. Joint conferences with the U.K.-based Association for Qualitative Research (AQR) have also helped to consolidate this direction. In fact, one of the highlights of our recent annual conference in Vancouver was the panel of three AQR members who gave stellar presentations. You can bet that I buttonholed them to be future contributors to *VIEWS*, and I am pleased to report that all three agreed.

Meanwhile, this *VIEWS* issue you hold in your hands is chock full of internationally oriented content. Our feature article by Ilka Kuhagen from Germany and Corette Haf from South Africa addresses the issue head on in “How Global Is Your Village? Why You Should Do Online Qualitative Research in Your Corner of the World!” Their article makes a strong case for the effectiveness of online qualitative in international research, especially when local qualitative researchers in each country partner on the project.

The title of Gene D’Ovidio’s article, “If It’s Saturday, We Must Be Doing Shop-A-Longs in Singapore,” certainly picks up on this theme. Gene’s article is part two of a series on the research buyer’s perspective, and it emphasizes that business as usual is increasingly a thing of the past. Qualitative researchers need to “up their game,” and one way of doing that is to become more sophisticated about working with international partners.

Bridgid Michaud offers plenty of practical tips in her article, “Pratfalls and Profit in International Research.” To further put you in an international frame of mind, you will find Mary Beth Solomon’s article, “Barcelona, Here We Come: Get Ready for the AQR/QRCA Joint Conference in Barcelona.” In Barcelona, you will hear plenty of Spanish. But not just in Barcelona. Spanish is the second-most widely spoken language in the world, as well as the second-largest language group in the U.S. It would be a mistake, however, to treat all Spanish-speaking people as if they come from a monoculture. This point is driven home by Ricardo Lopez, who writes about Hispanic research guidelines developed by the QRCA Latino Special Interest Group.

You will find lots of other valuable content, as well, in this issue. Moreover, be sure to check out the latest podcasts (at <http://podcast.qrca.org/>), in which our book reviewer, Kay Aubrey, interviews authors Bill Buxton (*Sketching User Experiences*) and Scott Berkun (*Myths of Innovation*). You will find more information about these in the Podcast section of this magazine.

In other news, we are discontinuing our long-running Targeted Marketing section, which was edited by Judy Langer, one of QRCA's founding members. Judy did a fabulous job and continues to serve the organization in other ways. Targeted Marketing will be replaced by our new section, Trends, which will be overseen by new feature editor Shaili Bhatt. Look for the first offering of Trends in the next issue. And, finally, we are happy to announce Humor, a new feature that will be edited by Joel Reish, last year's QRCA president. 📧

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