



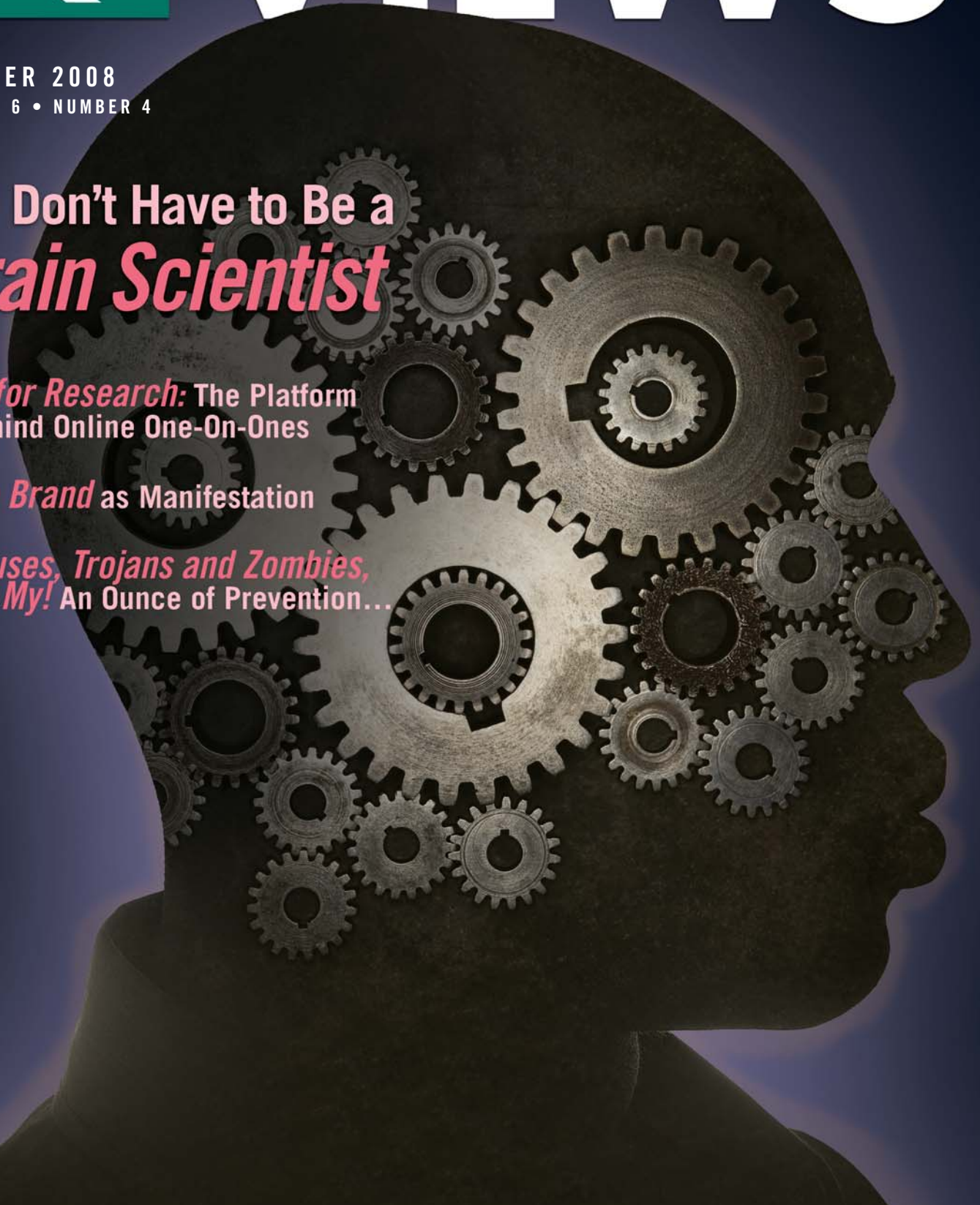
QRCA IDEAS & TOOLS
FOR QUALITATIVE RESEARCH

VIEWS

SUMMER 2008
VOLUME 6 • NUMBER 4

You Don't Have to Be a *Brain Scientist*

- + *IM for Research: The Platform Behind Online One-On-Ones*
- + *The Brand as Manifestation*
- + *Viruses, Trojans and Zombies, Oh My! An Ounce of Prevention...*





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One of the hallmarks of this internationalization has been our close tie with the U.K.-based Association for Qualitative Research (AQR).

Contributions from the U.K.

In my last editorial, I pointed out that, for some time now, QRCA has been moving toward becoming an increasingly international organization, despite the fact that the bulk of our membership is in the United States. One of the hallmarks of this internationalization has been our close tie with the U.K.-based Association for Qualitative Research (AQR). By the time you read this, our joint AQR/QRCA conference in Barcelona will have just ended. And, you will recall, we had a panel of AQR presenters at our Fall 2007 conference in Vancouver. We are pleased to present thought-provoking articles by two of those AQR panelists, Caroline Hayter and Chris Barnham, here.

In fact, Hayter's article is our first published contribution for the new Trends section of *QRCA VIEWS*. We couldn't be more excited or happy to kick off this section of the magazine with such a high-quality article and author, so we have opted to showcase it as our cover story for this issue. It is this sort of contribution that further underscores the value we derive from our association with AQR.

As a result of new imaging technologies, there is a wealth of fresh information about the brain and its functioning. What sense are those of us in the trenches of qualitative market research, who have not had training in neurology, to make of this explosion of technical knowledge about the brain? Fortunately, as the title of AQR member Caroline Hayter's article asserts, "You Don't Have to Be a Brain Scientist." In part, you don't have to be a brain scientist because Caroline has done the grunt work of pouring through this research literature and boils down for us the implications for brand marketing.

She points out that recent findings in neuropsychology suggest that we are unconscious of up to 95 percent of what goes on in our brains. As a clinical psychologist, I can't resist pointing out that this is exactly what Dr. Freud proclaimed nearly a century ago. Trained as a neurologist himself, he would be only too happy to learn of this scientific confirmation were he alive today. Of course, as qualitative market researchers, we have long accepted this perspective and have developed a panoply of projective tools designed to help us dig beneath the rational surface of consciousness to get at underlying emotional dynamics.

But will the new scientific gadgets unseat us? Should we be threatened by these new developments and emerging technologies? Caroline thinks not, asserting, "Clearly, we all will not replace our tape recorders with MRI scanners." Rather, she suggests, "We can use the latest findings in neuroscience constructively to understand people more effectively and deliver this understanding to our clients." As you read her fascinating article, you will discover that Caroline offers four "neurofacts" — practical ideas derived from the new neuropsychology — that can be applied to our work with brands.

AQR member Chris Barnham also addresses brand issues in his article on "The Brand as Manifestation." Like Hayter, he challenges the notion that brand communication has to do with the sending of *rational* messages from brand owner to consumer. He goes even farther, however, to suggest that the very model of brand owner sending brand communications to the consumer is flawed and needs to be reexamined. Instead of this conventional *messaging* model, he suggests we need to look at how the brand *manifests* itself and its values in the mind of the consumer. He points out that today's consumers are far more sophisticated than in the past and therefore resist traditional *messaging*. To overcome this resistance, brands need to

become *instantiated*, which he suggests occurs at a subconscious level. Once again, I imagine Dr. Freud jumping up and down with glee.

The two articles I've highlighted here just scratch the surface of the cornucopia of potentially useful information you'll find in this issue. Be sure to check out our Book Reviews, the latest podcasts, Tech Talk and all our other regular departments.



Finally, it is with sadness that we note the passing of Suzanne Hill, who was the senior art director with our publisher, Leading Edge Communications. Suzanne died in childbirth at the age of 32 years. Consequently, her death was an unexpected shock to all who knew and loved her. Fortunately, her baby, Matilda Ruby Bennett, was delivered in good health, weighing in at 8 pounds and 8 ounces, and is being looked after at home by her dad. Suzanne played a key role in the look and feel of *VIEWS*, overseeing all of the art and layout of the magazine.

Her philosophy for *VIEWS* was that the magazine should visually communicate not only sophistication but also a certain lightness and sense of fun. We extend our condolences to her family, friends and coworkers. She is already missed. 📧

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