



MMR Research asks what reality television can do for research at the Worldwide Conference on Qualitative Research

Qualitative research expert to discuss how reality television formats can be used in qualitative research at this year's conference in Rome.

MMR Research Worldwide (MMR) will propose a new approach to 'gamification' at the prestigious biennial Worldwide Conference on Qualitative Research (Rome; April 25-27).

Qualitative research expert Ian Horritt will lead a poster presentation entitled "Watch and Learn" where attendees will learn the potential benefits of conducting research which imitates the well-understood conventions and formats of popular television programmes.

"A good qualitative technique is one that is familiar and engaging, and which creates a level playing field whilst revealing the true individual as much as possible. I will discuss how it is possible for all of these ideals to be achieved through the adoption of television show formats as exercises in qualitative research," says Ian Horritt, qualitative director at MMR. "In today's competitive market, it's more important than ever to embrace and exploit everyday culture as a tool in research practice. This is possible with everything from the more familiar set-up of Dragon's Den for new product development work, to The Price is Right which could conduct pricing research through the guessing of prices rather than stating what we think we would pay. Embracing these approaches and more inventive ways of uncovering human truths can really help our clients harness cultural insights to help their brands grow."

This year's conference will showcase new methods and technologies, and discuss how conventional methodologies are being increasingly challenged.

- Ends -

About MMR Research Worldwide

MMR Research Worldwide (MMR) is a leading research partner for food, drink and personal care companies with offices in the UK, USA, Singapore and China. With profound expertise in sensory research, product testing, packaging innovation, NPD and emotion-based research, MMR provides innovative, creative and scientifically-robust research and is a trusted advisor on all product, brand and packaging strategy decisions. MMR's clients have access to a variety of unique proprietary research assets including Brandphonics® – an approach to identify what influences consumer choice – and in-house sensory facilities. MMR is part of the MMR Group which is a privately-owned research company employing in excess of 130 people. Founded in 1989 by Professor David Thomson, the Group is headquartered in Oxfordshire, UK. www.mmr-research.com

About the Worldwide Conference on Qualitative Research


The event is co-sponsored by the World's leading professional associations for qualitative research; the Association for Qualitative Research (www.agr.org.uk) and the Qualitative Research Consultants Association (www.qrca.org).

Press Enquiries

Judy Collins, Propel Technology, Bloxham Mill, Barford Road, Bloxham, Banbury, Oxfordshire, UK, OX15 4FF. +44 (0)1295 724130 / +44 (0) 7786 455045.

judy@propel-technology.com

Images

 A portrait of Ian Horritt, a man with short dark hair, wearing a white polo shirt with thin horizontal stripes. He is standing in front of a brick wall.	<p>MMR qualitative research expert Ian Horritt will hold poster presentations on how research can benefit from embracing the culture of reality television.</p>
 The logo for MMR Research. It features a stylized profile of a human head in purple, with the letters 'mmr' in white lowercase font inside the head. To the left of the head are several green icons: a gear, a star, and a target. Below the head, the tagline 'beyond the obvious' is written in a smaller, dark purple font.	<p>MMR Research, a specialist consumer research agency serving consumer brands with particular focus on personal care, food and drink, presenting at this year's Worldwide Conference on Qualitative Research in Rome.</p>