

Viewing Facility

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If you are undertaking a qualitative piece of research then viewing facilities can be handy. They basically enable you to view your interviews or group discussions. The moderator or researcher will sit in one room with the respondent(s), whilst you the client will sit in another room. By using one-way mirrors you are able to see and hear the conversation but they can't see or hear you. Viewing facilities also offer audio, video and DVD recordings of the interview/group.

Using viewing facilities can be fairly expensive compared with in-home groups for example (viewing facilities cost c600-£700 for an evening slot) but they do offer an environment where you are able to view the interview or group live, without your presence effecting the discussion in anyway.

If you choose to use a viewing facility you should ask the question: Are you a member of the Viewing Facility Association (VFA)? Members adhere to both the MRS and the VFA codes of conduct.

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