Ipsos-MORI - XSight Case Study

Contributed by QSR International
Friday, 22 September 2006
Last Updated Friday, 22 September 2006

QSR International Case StudyÂ -Â Ipsos-MORI Excels with XSight, By QSR

One national evaluation, nine moderators, 78 focus groups and 39 local reports later, Britainâ€™s largest independent research agency Ipsos-MORI is now an XSight convert.

The company started using the qualitative data analysis program in May 2004 on a large national evaluation of a government program. Ipsos-MORI Project Manager Sara Butler said the software was a natural fit for the agencyâ€™s â€˜Qualitative Hothouseâ€™, set up in 2002 to create a centre of excellence and pursue innovative research practices. â€œIt is significant step for Ipsos-MORI to be using XSight, and we are aware that we are amongst the first in the business to be doing so,â€• she said.

The Benefits

New methodical approach to research â€œIt has given us an opportunity to run an amazingly big qualitative project with a more methodological approach to analysis. We hope itâ€™s an example of how researchers can embrace developments in analysis technology and use it in a way which can enhance and clarify their thinking.â€•

Fosters teamwork on complex projects

Ipsos-MORI used XSight as a virtual whiteboard where researchers working from multiple locations could share their findings with one another on a daily basis, allowing emerging trends to be teased out and categories refined as the project progressed. â€œWe could see right away that XSight would enable us to set up the structure needed to deliver this complex research project,â€• said Ms Butler. Three researchers were trained and spent half a day setting up a template which could be customized for each of the nine moderators. An XSight Coordinator was appointed and was responsible for refining the template following a short pilot. â€œThe Coordinator designed individual versions for each of the moderators based on their feedback, and kept an eye on the project as a whole.â€• Rather than having the focus group discussions transcribed, information was extracted directly from audio recordings and inputted straight into the XSight framework designed by the core project team.

Easy to Learn

â€œThe moderators were trained in XSight at the same time as their focus group briefings. The sessions went smoothly and everyone found XSight easy to learn,â€• said Ms Butler.

Facilitates direct communication and feedback

â€œFollowing each focus group, the moderators had 48 hours to input the data and email it directly to the XSight Coordinator. This allowed for direct communication between the moderators and Coordinator at each stage. The Coordinator can immediately check the quality of the moderatorsâ€™ work and offer advice and guidance on any changes needed on the way information was being extracted. â€œUsing a specially designed observations framework in XSight and their daily journals, the moderators also provided direct feedback to the Coordinator on any changes to the categories they required.â€•

Increased quality of analysis

Ms Butler said while the project is ongoing, the benefits of using XSight are already becoming clear to Ipsos-MORIâ€™s project team. â€œThe software has offered us something quite unique,â€• she said. â€œItâ€™s boosted our ability to manage unstructured data. Because the data is much easier to view, it has meant an increase in the quality of our analysis.

Significant time savings

â€œThe ability to input our analysis directly from the audio recordings is helping â€“ we are kind of building the reports as we go That, and the fact that we have not been getting audio transcribed will lead to some time saving I expect.â€• Ipsos-MORI Project Director Jaime Rose puts the time saving at â€œabout an hour or so per groupâ€• when inputting the information. â€œW expect to significantly reduce our reporting time when we reach that stage of the project,â€• said Ms Rose. Once the research and evaluation is completed, Ipsos-MORI will be able to use the software to produce 39 local reports and later, merge them into one overall report. The team will use XSight to quickly produce comparison tables of different participant responses, to produce the overall report for its client.

Ability to store and archive projects

Â â€œAll this and itâ€™s allowing us to construct an archive to build on future work for our client. Weâ€™re already wondering h would have coped without it,â€• said Ms Butler. Ipsos-MORI plans to run information sessions about XSight and its possible uses for other internal researchers. Ipsos-MORI Managing Director Mike Everett said â€œWe envisage a number of different applications across the company. XSight is likely to become a key analytical tool for other divisions within Ipsos-MORI too.â€•

About Ipsos-MORI

Â Founded in 1969, Ipsos-MORI is one of Britain's fastest growing market and public opinion research agencies. It provides a full range of quantitative and qualitative research services, working with hundreds of clients in both the private and public sectors. Based in London, with offices around the world, Ipsos-MORI adds value to research with interpretation, recommendations, and advice. Ipsos-MORI established its Qualitative Hothouse in 2002, with a specific brief to both create a 'centre of excellence' for qualitative research within the company, and to look at ever more innovative and interesting ways of both doing and using qualitative research, and thereby raising the profile of Ipsos-MORI's qualitative research within the industry.

About QSR International

QSR International is the largest privately owned qualitative research software developer in the world, with more than 300,000 software users in over 90 countries. QSRâ€™s flagship products â€“ XSight and NVivo â€“ are both designed to help researchers and other people working with textual data to compile, compare and make sense of their information quickly and easily. As well as market research agencies, government bodies and universities, QSRâ€™s research software is used by a broad range of industries, from tourism and urban affairs to human resources and law. With customers like the Childrenâ€™s Hospital Boston, Turnstone Research and the University of Oxford â€“ QSR software is playing a key role in some of the worldâ€™s most prominent research projects. From their head office in Australia, sales offices in the UK and the US and through a global network of partnerships, QSR delivers the highest quality software, training, consulting services and customer support.

For more information

Â http://www.qsrinternational.com/

QSR International Second floor, 651 Doncaster Road, Doncaster, Victoria, Australia, 3108 Tel: +61 3 9840 1100 Fax: +61 3 9840 1500 Email: info@qsrinternational.com