

ELICITING MEANING: USING PROJECTIVE TECHNIQUES IN SOCIAL RESEARCH

David Roberts¹

¹*RobertsBrown, Curtin, Australia*

Half day	Beginner to intermediate level
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This workshop provides an introduction to the use of projective techniques for use in research and evaluation. It is designed for beginners with little or no experience of projective techniques. At the end of the workshop participants will have an understanding of the concept of projective techniques and experience in the use of three different types of projective technique.

Projection is an omnibus term for a wide range of techniques used in social and market research to reveal information that is not available to direct questions. Projection differs from a direct question, in that it seeks to elicit the meanings associated with a phenomenon, rather than a description of, or judgements about, the phenomenon.

Projective techniques entail either the presentation of an ambiguous stimulus, or requesting the participants to express themselves in a picture, role-play, story, etc. The range of stimuli includes: vignettes (telling part of a story and asking respondents to complete it or comment upon it), participant drawings, photo-interviewing and "Thematic Apperception Testing."

David Roberts will provide a brief theoretical overview of projective techniques and their cognitive basis. Participants will then engage as a group of research informants using participant drawings. The next stage of the workshop will cover three other techniques. The workshop will conclude with a discussion of the strengths and weaknesses of the different techniques and the circumstances in which they might best be used.

BIO

David Roberts has over 35 years experience in research and evaluations. He has an Honours degree in anthropology, is accredited as a Qualified Practicing Market Researcher (QPMR) and is Chair of the AES Awards Committee. He has participated in over 30 research projects, including three cross-portfolio policy reviews.

David has been using projective techniques in both community development projects and evaluations for over 20 years. He is currently completing a Masters thesis on the how projective techniques work.