

6 Reasons to Use Frameworks in Qualitative Research

Psychological frameworks are evidence-based explanations of thoughts, emotions and behaviors. Explanatory frameworks demystify the apparent randomness of consumer behavior by providing a verified systemic explanation for the observations. Explanatory frameworks change findings from “surprising facts” to highly reliable and generalizable insights with strong predictive power.



Few researchers actually leverage frameworks in their research process which means their findings may only tell part of the story. At Russell, we use frameworks to shape our qualitative analysis to supercharge the predictive power of insights and generate maximally actionable recommendations. Here are 6 reasons to use frameworks:

Enables researchers to form reasonable hypotheses to frame research early in the process. This makes research more efficient and productive as it enables optimization from start to finish – from choosing the right respondents to interview, to guiding lines of questioning and shaping analytical approaches.

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Provides guardrails for moderators to distinguish between what's important and what's not, allowing them to dig deep where appropriate and avoid spending time on less helpful areas.

Structures data analysis to more quickly recognize valuable patterns that may otherwise be missed and uncover richer insights.

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Findings from research are repeatable, reliable and have greater predictive power. This maximizes confidence in decision making.

Adds explanatory power to the findings of the research by providing a systematic explanation for the observations. This turns your “surprising facts” into “a matter of course” that can be applied to future business scenarios as well.

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Directs your team towards a plethora of established resources and research to continue to learn more about the relevant behavior.

Contact Russell Research to talk about how we might leverage an explanatory framework for your qualitative research: sales@russellresearch.com

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