



QRCA IDEAS & TOOLS FOR QUALITATIVE RESEARCH

# VIEWS

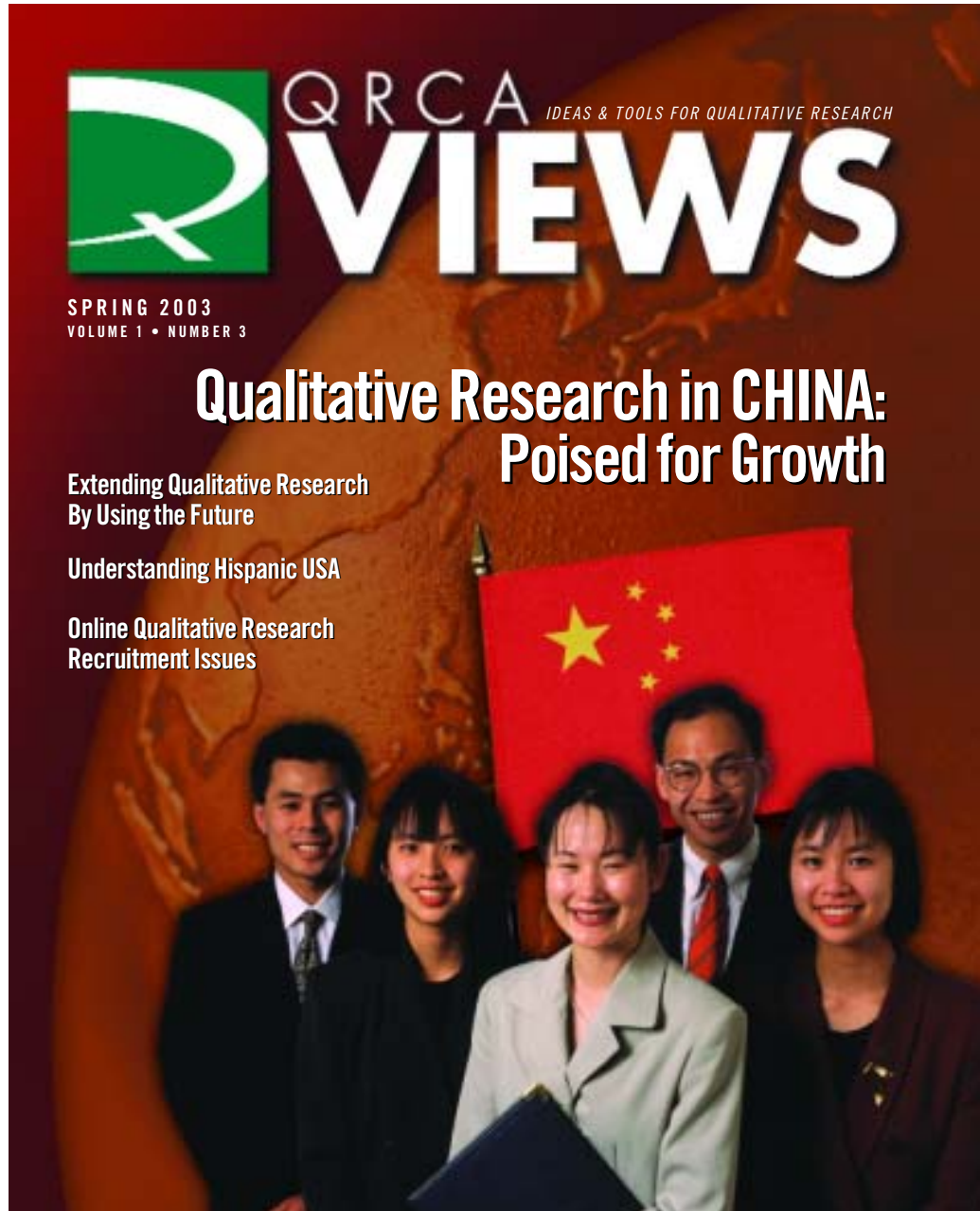
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## Qualitative Research in CHINA: Poised for Growth

Extending Qualitative Research  
By Using the Future

Understanding Hispanic USA

Online Qualitative Research  
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# QRCA Launches a Virtual Chapter

**Ilke Kuhagen describes the birth and mission of QRCA's Virtual Chapter which unites members from around the globe.**

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**T**he idea of creating a Virtual QRCA Chapter arose from an awareness that some members live far away from any local chapters and cannot take advantage of chapter programs, workshops, or opportunities for personal interaction and camaraderie.

## Needs Assessment

To better understand and meet the needs of the "chapterless" members, Petek Cırpılı Dalyan from Turkey, now co-chair of the Virtual Chapter, conducted a survey to learn about potential members' interest in and expectations for a virtual chapter. The survey was sent via email to all QRCA members who do not currently belong to a local chapter. Nearly 50% of those who received the survey answered the questionnaire! The study's findings revealed that interest was very high. Professional exchange of ideas and interaction are the main needs of this group.

We discovered through this initial survey that we needed to address challenges such as communicating through time zone differences and inconsistent communication technology platforms across countries. A follow-up survey was conducted to get feedback on those issues. Based on survey feedback, we decided to hold meetings online in both bulletin board and chat formats. The Virtual Chapter is now searching for sponsors to underwrite online costs.

## Mission

The mission of the Virtual Chapter is to become a platform for professional exchange of ideas and to stimulate interaction among members.

## Opportunities for Intercultural Communication

The Virtual Chapter now has eighty-four members plus twenty-two members who belong to other QRCA chapters and who are interested in our activities. Our members are from small towns and cities throughout the U.S. and from countries including Indonesia, China, India, Japan, Vietnam, Ireland, United Kingdom, Turkey, Italy, Spain, Germany, Bulgaria, Greece, the Netherlands, Finland, Mexico, Argentina, and Jamaica. This international mix provides contact among members from a wide variety of cultures.

## The Set-Up

The Virtual Chapter has a new separate folder on Delphi that allows for regular communication. The Virtual Chapter is different from Delphi Forum discussions in that meetings are focused on a single topic; specific presentations are pre-scheduled, with options to participate in follow-up discussions. When they log on, members of the Virtual Chapter are asked to introduce themselves, allowing for personal contact. Some members have already taken advantage of Delphi and have held personal discussions with new friends from around the globe. The folder will be archived and can be accessed by any new member. Also, this folder enables follow-up discussions after meetings and provides room for further communication without a time limit.

## Bimonthly Meetings

All members wishing to participate are welcome to our bimonthly meetings. Our first meeting was held online on February 10. GQG sponsored the virtual facility for this meeting. The featured speaker was Pat Sabena, who gave a presentation on "Contemporising Brand Equity: Helena Rubenstein and Herbal Essences Case Studies."

Up to twenty members can participate in the discussions and guests can observe the meetings. Topics to be covered in future sessions will include:

- Increasing creativity in qualitative research
- Projective techniques
- Online qualitative
- Methodologies and case studies
- Arch-typology in building brand personality
- Ethnography

Upcoming meetings are scheduled for March 21, May 21, and September 24, 2003.

Since these dates are subject to change, please visit the QRCA homepage at [www.qrca.org](http://www.qrca.org) to check for final meeting dates. ■