

> ANSWER KEY 5

CHAPTER FIVE: CULTURAL TRIANGULATION

- 1 (p. 120) interrogation – use of quantitative survey techniques and expert interviews to poll individuals or groups about their attitudes or activities with a view to determining the percentage breakdown of these in relation to the larger population
 - * observation — use of a set of qualitative tools such as ethnography and visual profiling to shadow and observe individuals or consumers involved in a particular task or lifestyle activity with a view to learning more about that task or activity
 - * intuition — drawing on your experience as a forecaster to add a further layer of insight to the qualitative and quantitative underpinnings acquired during the interrogation and observation stages
- 2 (p. 123) term used to describe the initial stages of the cultural triangulation process in which a forecaster probes the client they are working with for all information the forecaster considers relevant to the issue or question under review
- 3 (p. 129) size of group affected by new or emerging trend identified as a proportion of the bigger population
 - * relative ages of these people in relation to their adoption of the trend
 - * percentage of male to female members within the group
 - * income of the people in the group
 - * the region/town/city in which members of the group live
 - * the ethnicity and/or sexual orientation of the group
 - * social/political/ethical views that might influence any or all of the above
- 4 Key findings which emerge from a survey are known as topline findings. (p. 132)
- 5 (pp. 135-136) process in which a forecaster observes the lifestyle of the group under observation
 - * to better understand the behavioural activities and motivations of an individual or group and what this means to the trend under review or the question being asked
- 6 (p. 145) quantitative surveys can sometimes prevent the harvesting of more complex and insightful responses from consumers
 - * because interviewing large body of ‘average’ people to establish how they sit in relation to new and emerging ideas potentially may miss out on less visible but more profitable trends set to impact on the culture long-term