

PARs

Participatory Action Research



Diagnosis

- ✓ There is a need to understand a specific cohort and/ or topic on a deeper level but they are a 'challenging' demographic when it comes to traditional methods - more niche or premium cohort, less likely to attend a focus group on average and/or if the project concerns a sensitive topic.

Treatment

- ✓ PAR In-Depth Interviews are an innovative methodology that allow us to harness comprehensive qualitative insights from specific cohorts.
- ✓ The process essentially promotes respondents to 'research lead'; whereby the PAR lead undertakes research amongst their peers and reports back to a member of the Coyne Research team.

Results

- ✓ Through empowering lead respondents to do their own research amongst their peers we often achieve more personal and intimate information that might not be shared through traditional methods.
- ✓ PARs can be debriefed as a standalone project, or can be included as an accompaniment to traditional methods, depending on project objectives.

Coyne

Lead
Respondent

Peer Network



The Coyne Difference

- We pride ourselves on designing and delivering the most appropriate methodologies tailored to each client's individual needs, utilising both traditional and innovative methodologies.