

Seminar paper from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,7, LMU Munich, language: English, abstract: This paper investigates the evaluation of the measurement properties of collage research. After a classification and an introduction about the qualitative and visual research, the collage technique is described. Different characteristics and aspects of a collage are shown. Then, the classical measurement properties are explained in detail: Objectivity, reliability and validity. A conclusion is always pointed out of the results for the collage research. All in all, the classical measurement properties cannot be adapted simply to the collage technique. Finally, the most important issues are resumed and an outlook for further researches is taken. The analysis is focused on expert literature like market research papers and different textbooks. The difficulty was to develop guidelines for the collage research based on the classical measurement properties. Besides, a discussion with a researcher enforced the results in a qualitative way. Finally the soundness of the findings is guaranteed due to the continuous review of the sources and the data.

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