The new qualitative listening approach: Qualitative discourse production analysis by the use of innovation and online research

Myriam Durán Vilches¹, Sonia Carcelén²

¹Complutense University of Madrid (Spain). Department of Sociology VI (Public opinion and Mass Culture); myduran@ucm.es; ²Complutense University of Madrid. Department of Business Administration and Marketing. slcarcelen@ccinf.ucm.es

A new qualitative listening approach for a new social context. I understand that qualitative research techniques supply themselves from the social context where they take place, and as Denzil Norman K mentioned: “Beyond their historical context, qualitative research is a precise activity which is located in a specific place and time that provides a position in the world to their observers”. Nowadays, there are two important social paradigms: Digital society and innovation society. Both of them allow us to face on new qualitative listening approaches in order to grasp a better knowledge on social reality.

Acceleration as a driver of the New Social Reality. As Luciano Concheiro says, “Acceleration”: “The rise in speed is a peephole which allows us to see, avoiding a reductionist perspective, we are able to see - and perhaps to understand a little better - the contemporary world and those who inhabit it”. From this perspective two key concepts are taken place that make a direct impact upon the way how the social subject is located in the world. Fragmentation of reality: We perceive a non-stop succession of events which are being replaced quickly from one to another, this makes two direct impacts upon the subject: firstly, a coherent narrative from the subject is difficult to make up, and it’s difficult to create a meta-narrative that glues all happenings.

New narratives which define the social subject discourse as an informant within the qualitative research. The new qualitative listening perspective provides an important transformation process. Not only on the digital environment but also in the innovation processes the qualitative listening perspective enhances a wide range of expression languages: graphic, audiovisual, body and sensorial language ... Thanks to Forums, digital diaries, blogs, co-working workshops the subject role opens a process that transforms his/her own identity as a reporting subject in the research process.

New Interactions between Informants and Researchers. The nature of the interaction between the reporting subject with the researcher is radically transformed into New digital listening methods and into co-creation processes. In the research based on social networks the reporting subject keeps a longer relationship in time, this digital interaction can take place at any time 24 hours a day, the access might happen from any electronic device; at the co-creation workshops the reporting subject could move freely within an open area to experiment for about 6 hours. On the social networks and at the co-creation workshops there is a tough selection of the subject, the recruitment process is highly selective, so different from traditional recruitments tools. The motivational nature of participants is under control and it goes beyond the economic incentive.

Keywords: Social change. Online qualitative research. Social networks. Experimental qualitative research techniques. Co-creation. Innovation. Thinking Design.