

## Qualitative Research @ Westat

A DEEP DIVE

## Our **Capabilities**

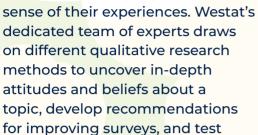
Our research relies on scientifically accepted, cutting-edge principles of design, implementation, and analysis.

## **ROLL OVER A NUMBER BELOW**

TO LEARN MORE

## What Is **Qualitative Research?**

Qualitative research seeks to understand how people make communication materials.





**ROLL OVER A RESEARCH METHOD** TO LEARN MORE **Usability Testing** 

**Expert Panels** 

**Social Listening** 

**Focus Groups** 

**Cognitive Interviews** 

**In-Depth and** 

**Mixed Methods** 

**Portfolio Analysis**