

# 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 sense of their experiences. Westat's dedicated team of experts draws on different qualitative research methods to uncover in-depth attitudes and beliefs about a topic, develop recommendations for improving surveys, and test communication materials.



## Examples of Our Qualitative Work

ROLL OVER A RESEARCH METHOD TO LEARN MORE



Usability Testing



Focus Groups



Expert Panels

In-Depth and Cognitive Interviews



Social Listening

Mixed Methods



Portfolio Analysis

