

# Semiotics vs. Qual Research

Learn about the differences in order to make smart decisions on insights methodologies

## SEMIOTICS

### Source of Insight

#### Consumer Surround

What the consumer is surrounded by that shapes their mindset

### What is Interpreted?

Different types of content (these are called texts & discourse in semiotics) – cultural content, category content, packaging content, brand content etc.

### Who does the Interpretation?

The team of Semioticians

### How is the Interpretation done?

The signs, symbols & narratives that are embedded into the content (texts and discourses) are read for meaning, using the theories & frameworks of Semiotics

### Reasons to Use

To understand consumers more holistically, going beyond what they say

## QUAL RESEARCH

### Source of Insight

#### Voice of Consumer

What the consumer says in his/her own words

### What is Interpreted?

Transcripts of interviews and focus groups

### Who does the Interpretation?

The team of Qualitative Researchers

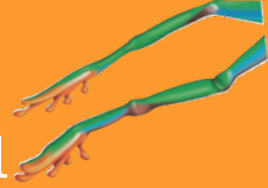
### How is the Interpretation done?

The consumers' stated and implied thoughts, opinions and declarations are interpreted using the theories & frameworks of psychology, sociology etc

### Reasons to Use

To speak to consumers directly and ask them about their views and behaviours.





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## SEMIOTICS

### The Underlying Premise

The consumers' mind is not a clean slate. They undergo a continuous learning process from the environment that they are immersed in. These are conscious and unconscious influences at work, which the consumer may or may not be able to articulate

## QUAL RESEARCH

### The Underlying Premise

Consumers know all the reasons and motivations behind what they think, feel and do. They can express themselves clearly. Their choices are less contextually led and more self-chosen.

### Are these insight methodologies to be used exclusively? Or can they be combined?

Semiotics OR Qual Research vs. Semiotics AND Qual Research

From our experience, the answer is YES. They can be combined effectively, provided it is done in a sequence.

Semiotics First to get the insights from the Discourse, from the Consumer Surround. Then, the insights from the discourse are used to lead the discussion with consumers.

In this way, we can obtain a more holistic and richer insight into consumer mindsets, which are immediately actionable for the design of products, packaging, communication, campaigns of various kinds.



To know more about Semiotics, visit [www.leapfrogstrategy.com](http://www.leapfrogstrategy.com)