

Chatbox Filmed Consultation - Powerful Tools for Qualitative Research

We are an organisation specialising in filmed consultation and have been operating in Derbyshire for the past 5 years. We have worked with many types of organisation within the county itself including Derbyshire County Council, Derbyshire Dales District Council, Dales Housing, the NFU, and Derbyshire Constabulary.



Our purpose is to provide high impact qualitative feedback material through the use of diary rooms or face to face interviews. Our diary room is unique in that it borrows an idea from the hit TV show, Big Brother, and is often billed as the Big Brother Diary Room or in some cases Big Sister.



Our Diary Room accomplishes its Big Brother illusion by making the interviewer anonymous. The interviewee only sees a small part of the camera and we feel this helps to keep the atmosphere less intimidating and can help to produce answers to issues that may not otherwise be obtained through other consultation methods. We can work alongside a bigger event and become part of the event itself.

The resulting DVD is unique. All interviews are captured in full and

**For more details visit our website.
Click on the Chatbox logo.**

are available on the DVD to be watched separately. Additionally we can

chapterise each interview to give access to individual questions. Finally we can produce a short montage film of the interviews to reflect the answers and reactions we receive. We can also capture footage from the event itself and add this into the short movie. This in particular can be a very powerful tool, one for which we have received many positive comments.

Qualitative Feedback

The DVD itself can be used in several ways. Firstly, in providing feedback for an event itself. Organisers have said to us that they felt it was informative and extremely useful to find out what visitors really thought to an event. They had found it was good to sit down after the event and reflect

on the day and to consider how the event could be improved.

Policy and Strategy

Other uses include providing feedback and information on services and in particular highlighting problems within the community. The short film can help deliver this information concisely. This can then be used by decision makers to help shape future policies and strategies.

The questions we ask are discussed fully at the start of the project to ensure that the context of each interview is relevant.

Funding

Another important use organisations have told us about is for obtaining funding. Organisers have told us how the DVD was useful for showing

