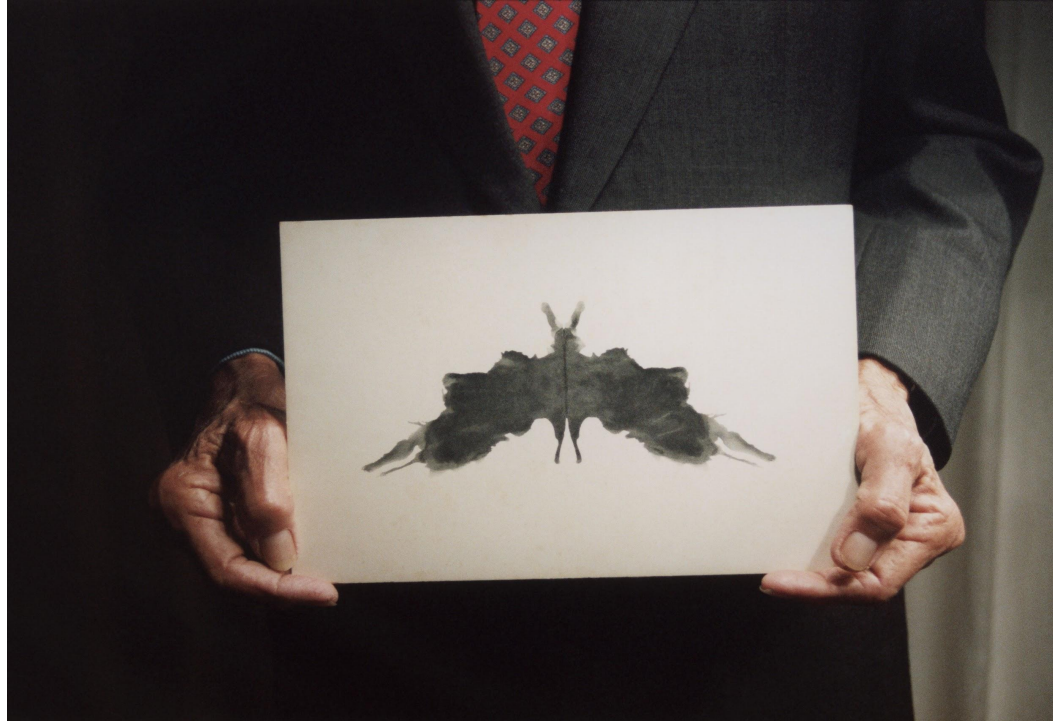


Projective techniques



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Projective techniques

An unstructured and indirect form of questioning that encourages participants to project their underlying motivations, beliefs, attitudes, or feelings regarding the issues of concern.



Definition of Projective Techniques

- An unstructured, indirect form of questioning that encourages respondents to project their underlying motivations, beliefs, attitudes or feelings regarding the issues of concern.
- In projective techniques, respondents are asked to interpret the behavior of others.
- In interpreting the behavior of others, respondents indirectly project their own motivations, beliefs, attitudes, or feelings into the situation.

Varieties of projective techniques

Association test

Construction test: here the respondents is required to construct something based on a story or a picture.

Completion techniques:.. These measures provided the respondent with some form of incomplete situation and require that he/ she complete it any manner he/ she wishes.

1.

• Association technique

2.

• Completion technique

3.

• Construction technique

4.

• Expressive techniques

5.

• Ordering techniques

Projective Techniques

- Association Techniques
- Completion Techniques



Thematic Appreciation Test

Thematic apperception test (TAT) is a projective psychological test developed during the 1930s by Henry A. Murray and Christiana D. Morgan at Harvard University. Proponents of the technique assert that subjects' responses, in the narratives they make up about ambiguous pictures of people, reveal their underlying motives, concerns, and the way they see the social world.

It consists of one or more pictures/ cartoons that depicts some situations relating to topic being studied

Respondent ask to tell what kind things come to his mind from the picture. This give a message or information to the researcher.

A picture is worth thousand words and hence it is effective method of communication for collecting data.

Example of TAT



Thematic Apperception Test (TAT)

- **TAT** has been among the most widely used, researched, and taught projective psychological tests.
- The TAT is popularly known as the *picture interpretation technique*.
- The subject is asked to tell as dramatic a story as he can.
- Sometimes it is used in a psychiatric or psychological context to assess personality disorders, thought disorders.



Questionnaire and schedule

Questionnaire is a set of questions arranged in a sequence pertaining to the investigation.

Usually a method for collecting the information. / It's a paper and pencil instruments that the respondents completes it.

This technique is used when the sample are of large insize,

It is filled by the respondents itself, no role for researcher or for an enumerater.

Under the questionnaire method, questionnaire are send personally or by post to various informants with a request to answer the questions and return the questionnaire.

If the questionnaire is posted to informants, it is called mail questionarie, it can also sent through mail. Depends on the objective, study time resources etc....

Schedule method

A schedule is also a list of questions, which is used collect data from the field.

This is field by the researcher himself or by the enumerators who are appointed for collecting the data.

The enumerators. Go to the respondents ask them the questions from schedule and record the response.

Schedule method of data collection is possible in case of illiterate people.

General guidelines for preparing questionnaire

The number of questions should be minimised as far as possible because the informants may not like to spend much time to answer a lengthy questionnaire.

The questionnaire should be precise, clear and unambiguous, lengthy questions tend to confuse the informants.

The questions should be arranged in a logical sequence to avoid embarrassment. For eg asking a question about the employment of ur spouse, and next question are you married. is not good format for questionnaire.

Question which requires calculation need to be avoided. Such as how many times you drink coffee, tea, water daily etc.....

Different form of questions can be asked in a questionnaire

Generally there are six kind of questions can be used in a questionnaire.

Questions having two possible response Yes/No, true/ false, agree or disagree (dictonoms scaling).

E.g

Multiple choice questions having more than two possible responses.

E.g

Questions asking the respondents to rank order their preferences.E.g

Scaled questions are used to record how strongly the opinions are expresses.

Open ended questios allow the informants to give related answers in their words.

Specific questions which requires specific answers.

Questionnaire

Declaration:

Dear Sir/Madam,

Dear respondents I am student of UPES pursuing BBA (Oil & Gas Marketing) degree. As part of my curriculum I am required to do a marketing project on the hatchback segment of car and all responses given by you will be strictly kept confidential and used for academic purposes only.

Q1. Do you own a hatchback car?

(a) Yes (b) No (if no... tick any of the following)

(a) Planning to have a hatchback car (b) Not interested in having a hatchback car

Q (11) If yes, what is your overall satisfaction level with your car?

(a) Highly Satisfied (b) Satisfied (c) Undecided

(e) Dissatisfied (f) Highly Dissatisfied

Q2. Which brand of car do you own?

(a) Maruti Suzuki (b) Hyundai (c) Ford

(d) Tata (e) Toyota (f) others (please specify)

Q3. In future would you like to switch to another brand having additional features?

(a) Yes (b) No (c) Yet not decided

Q (31) If yes, what is your level of switching?

(a) Extremely high (b) High (c) Moderate (e) Low (f) extremely low

Q4. Which type of car engine would you like to prefer?

(a) Petrol (b) Diesel (c) Others (please specify) _____

Q5. What price range you are considering?

(a) 1 -3 lakh rupees (b) 3 -5 lakh rupees (c) 4 - 7 lakh rupees

(d) Above 7 lakh

Questionnaire related scaling

RATING SCALES USED IN ORGANIZATION

1. Dichotomous Scale.
2. Category Scale.
3. Likert Scale.
4. Semantic (artificial) Differential Scale.
5. Numerical Scale.
6. Itemized Rating Scale.
7. Fixed or Constant Sum Rating Scale.
8. Stapel (basic) Scale.
9. Graphic rating Scale.
10. Consensus Scale.