



# COMPARING RECRUITING FROM THE L&E QUALITATIVE PANEL TO RECRUITING FROM A QUANTITATIVE PANEL FOR A TWO-DAY ONLINE QUALITATIVE STUDY

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# COMPARING RECRUITING

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# EXECUTIVE SUMMARY

**In response to a trend in the industry of using quantitative panels to recruit for qualitative research, we conducted an experiment. We compared recruiting 30 people from the L&E qualitative panel to 30 people recruited from a quantitative panel for a two-day online qualitative study. Our goal was to compare these two methods of recruiting in terms of the quality and quantity of responses and in terms of the operational challenges of recruiting from each panel.**

We found that for one day of simple fill-in-the-blank questions that do not require much effort, the quantitative panelists performed about as well as the qualitative panelists. However, when the questions or activities required effort or depth of thought, or when the study required a second day of questioning, the responses from participants from the quantitative panel were inferior to the responses from participants from the qualitative panel. For activities such

as building a collage, quantitative panelists uploaded fewer images and wrote fewer phrases. For questions and activities that required effort and thought, quantitative panelists used fewer words and did a relatively poor job of answering the questions.

Recruiting from the quantitative panel does not necessarily save time and money. Operationally, recruiting from the quantitative panel took about four times the amount of labor to nudge and prod participants along to complete the tasks. Further, it took about three extra weeks of additional recruiting and email reminders to get 30 people from the quantitative panel to complete both days of the online activities.

If you need depth of thought and/or more than one day of questions and activities, qualitative panelists offer superior responses. Further, the time and effort associated with getting quantitative panelists to complete

their questions and tasks appear to overwhelm the “costs” savings. Taking four times as many management hours and two to three extra weeks to complete the study needs to be considered when deciding whether to use qualitative or quantitative panelist for a qualitative study. Finally, given the difficulty of getting quantitative panelists to complete a second day of online questions and activities, it may be virtually impossible to get quantitative panelists to complete more than two days of online activities. We speculate that the differences in performance of qualitative and quantitative panelists stems from the habits and expectations of these panelists. Qualitative panelists are used to in-depth activities that may span over several days, whereas quantitative panelists are used to completing a set of survey questions in ten to twenty minutes or so and being done.



# BACKGROUND

The purpose of this experiment was to compare the strengths and weaknesses of using the L&E qualitative panel to using a quantitative panel for qualitative research. The motivation for this research stems from a trend in the industry of recruiting from quantitative panels for qualitative research in order to ostensibly save time and money. We wanted to see if such an approach does indeed save time and money. We also want to compare the effects of qualitative versus quantitative recruiting on quality of responses.

**“ Qualitative panelists are used to in-depth activities that may span over several days, whereas quantitative panelists are used to completing a set of survey questions in ten to twenty minutes or so and being done.**

# METHOD



The process for recruiting from qualitative and quantitative panels is naturally different.

We compared the L&E qualitative panel to a quantitative panel using an experimental design. Our study involved getting thirty participants from the L&E qualitative panel and another thirty participants from a quantitative panel to complete two days of questions and activities in an online platform. All respondents from both panels were offered \$75 dollars for participation in the two-day online panel where we asked for 20 minutes of their time each day.

The process for recruiting from qualitative and quantitative panels is naturally different. We kept track of the operational “costs” of each recruiting method. For the qualitative panel, we used the standard approach of recruiting 36 people to get 30 to complete both days. For the quantitative panel, we sent waves of invitations to the quantitative panel to get 30 people to complete both days. The details on the operational issues of recruiting from each panel is listed below, under Operational Issues.

We chose the online platform as it would allowed us to code, count and quantify the quantity and quality of responses and insights. The online panel also removes the potentially biasing component of having qualitative interviewers. Inside the online panel, we could ensure that our

interactions as online moderators were the same for both groups. In this study, we did not do any probing of participants in either group. Our only interactions with participants was to invite them to participate each of the two days and to nudge or prod them along if they did not start day 1 or day 2 in a timely manner.\*

The reason for two days of activities in the online platform was to see if there is a drop off from day 1 to day 2 for the participants recruited from the quantitative panel. From past experience, we hypothesized that we would see larger drop-off from day 1 to day 2 from the quantitative sample compared to participants from the qualitative panel.

Our two-day online panel was set for June 11 and 12, 2019.

\* Special thanks to Aha!, LivingLens and Mindsight by Isobar, for graciously donating their technology solutions for this research.



## Research Topic & Sample

The research topic we chose to explore in the two-day online panel was friendship. For both panels, we set up the same screener questions. We recruited Caucasian males and females, ages 35-44, who worked full time, who were married or lived with domestic partners, who had one or more children living in their household, and who had lost a friend in the past five years to something other than death. All participants were recruited from urban and suburban areas from across the United States. The screener is in Appendix A.

# THE QUESTIONS AND ACTIVITIES IN THE TWO - DAY PANEL

**On day 1, we started with three “warm-up” questions. These questions were designed to test whether a quantitative panel could provide adequate answers to simple questions.**

**These warm-up simple questions were:**

1. Tell us about your household, the people and the pets. What makes it unique and special to you?
2. What do you do for fun and entertainment?
3. Now think about a typical day in your life. What are your daily hassles? What parts of your day bring you joy?

Then, we asked respondents to engage in an activity that required more effort and thought, followed by two questions where we needed participants to dig deep for some level of insight. The activity was to build a collage that represents “the real you.”

**The collage activity and instructions were:**

We’d like for you to make a collage that expresses the “real you” that you want to project to the world.

These images don’t have to be of you or people you know but they can if you want. They should symbolize and define the “real you” that you want others to understand when they get to know you. You will be able to size the images and words for emphasis so we can tell what’s most important to you. We would really like for you to fill up the entire space on the collage palette.



## Instructions:

To add your own images, click the square 'Upload Image' icon on near the top left corner of the canvas and add images one by one.

When you click, upload or drag-and-drop an image onto the canvas, you'll see a pop-up window that allows you to add a short caption.

If you wish to add additional words/phrases to the collage, click the 'A' or add text icon near the top left corner and then click on the canvas where you wish to add the text. Repeat if you wish to add more words/phrases.

## We then asked:

1. What would you title your collage?
2. What can you tell us about your collage that would help us better understand the real you?
3. Think about a close friendship you have lost in the past 5 years. Did this person understand the real you? What do you think went wrong? How did the friendship fall apart?

The collage activity allowed us to measure difference from the qualitative and quantitative recruiting panels in terms of number of images and number of phrases used in the collage. Further, when telling us about the collage, we could not only count the number of words, but we could measure the number of concepts used in the description.

We were also able to use similar measures for their answer to question 7, which was about losing a close friend.

On day 2, we asked participants to engage in another activity that called for a significant level of thought and effort. This was a storytelling activity. We asked participants to write a story about an ideal imaginary friend. The introductions to this activity along with guidelines are listed here:

We would like you to write a story about an imaginary ideal friend. This person is a friend like no other—a great model for all of us who want to be great friends. We'd like to get to know this person. You may base this on someone you know or someone you've heard of, or just someone you make up. Essentially, we'd like to know what makes this person such an amazing friend.

*\*\*Please note that the space provided will expand as you write. Feel free to share as much as you wish!*



## Guidelines

### About the Ideal Friend

- » What is this person's name?
- » What makes this person special?
- » What has happened in this person's life that makes them who they are?

### Describe a Real Situation

- » Tell us about a situation where this person has displayed what makes them special as a friend.
- » Where does this take place?
- » What happened?
- » What did he or she do?

### A Moral to the Story

- » What is the moral to the story about this ideal friend?
- » What advice would this ideal friend give to us?
- » What title would you give this story? \_\_\_\_\_

This activity allowed us to not only count words, but to assess the extent to which qualitative versus quantitative panelists followed the guidelines.

The Activity Guide is displayed in Appendix B.

# FINDINGS

“ Two hundred people indicated that they wanted to participate in the study.

## OPERATIONAL ISSUES

### Qualitative Recruiting

Five days prior to the first day of the online panel, L&E sent an online invitation “pre-screener” to about 2,000 potential participants in their database who matched key demographic questions such as age, ethnicity, and marital/domestic partner status. The invitation said they would receive an honorarium of \$75 dollars for participating in a two-day online panel. Two hundred people indicated that they wanted to participate in the study. Then, recruiters called selected respondents to further qualify each potential respondent to the study. After 58 calls, we had recruited 36 people for the online study. Virtually all of the people who did not qualify for the study did not qualify due to availability during the time of the study, not demographics or other screening questions.

These 36 respondents were then uploaded to the online platform. On 6/11/19, these 36 respondents were sent one email from the online platform to begin the study. By the end of this first day, 26 respondents had completed all questions and activities for day 1.

On the morning of 6/12/19, the 9 respondents who had not started day 1 were sent a reminder to start the study. The 26 respondents who had finished day 1 were sent an email to continue to day 2.

By the end of day 2, 29 people had completed days 1 and 2. An additional reminder email was sent the morning of 6/13/19 to participants who had not finished day 2. By the end of 6/13/19, 31 participants had completed day 1 and 30 participants had completed day 2. We closed the study as we had met the criteria of 30 full responses to study.

### Quantitative Recruiting

When recruiting from quantitative panels for qualitative research, the panel company needs to send out the invitation the morning of the start of the qualitative activities, as quantitative panelists are much more likely to click to continue to day 1 of activities on the same day. Said another way, if you recruit them a few days before day 1, drop off will be severe.

On June 11, 2019, the quantitative panel sent the invitation and the link to the screener and day 1 of activities to 1,500 potential respondents. The invitation said they would receive an honorarium of \$75 dollars for participating in a two-day online panel. These potential participants were provided a link to click if they wanted to participate. The link took them to a short screener and to day 1 of questions and activities.

The quantitative panel used a “pre-screen” by sending the invitation to potential participants who matched our screening criteria for age, ethnicity, marital/domestic partner status, employment status, and number of kids in the household.

On that day, June 11, 2019, 30 of the 1,500 potential respondents took the screener, and 21 qualified. Of the 21 who qualified, 5 completed day 1 of activities.

On June 12, 2019, the quantitative panel sent invitations to another 2,000 potential participants. One hundred and fifty-seven people took the screener, but only 9 qualified. By the end of day, June 12, the second day of our study, another 6 participants had completed day 1, for a total of 11 completed responses for day 1. By the end of day, June 13, 2019, when our qualitative arm of the study was fully recruited with 31 responses to day 1 and 30 responses to day 2, we had only 13 participants who had completed day 1 and 12 participants who had completed day 2 from the quantitative panel.

The quantitative panel sent two more invitations to 1,500 and then another 1,000 potential respondents over the next two weeks, as we continued to remind people who completed the screener to continue to day 1 and to remind people who had completed day 1 to continue to day 2.

By July 3, three weeks after the study was fully recruited for the qualitative arm of the study, we had 32 completed responses for day 1 and 29 completed responses for day 2 from the quantitative panel. We decided to close the study as we could not get the three participants who had completed day 1 to continue to day 2.

Overall, of the 6,000 invitations sent, 361 people (6 percent) took the screener. Of those 361 people who took the screener, 268 (74.2 percent) disqualified and 93 (25.8 percent) qualified after taking the screener.

We had a concern about the high disqualification or termination rate (74.2 percent) after taking the screener. Recall that the panel sent invitations to people who met our screening criteria for age, ethnicity, marital/domestic partner status, employment status, and number of children in the household.

One would expect a higher retention rate, as these demographics matched what the quantitative panel had in their data base.

One rationale for the drop-off successful screening among the quantitative panel is that some of the demographics have changed and the quantitative panels are not as good as the qualitative panels at keeping their data up to date. Sure, marital/domestic partnership status, employment status, and number of children in the household may have changed, but what about age, which is computed by birthdate, and ethnicity? Age can't change, and it is reasonable to assume that ethnicity doesn't change much, either. We found that 33 of the people taking the screener, or 12.3 percent, disqualified because of age. Another 16, or 6 percent, disqualified because of ethnicity.

We kept track of how much time it takes to manage the qualitative panel and the quantitative panel. Our estimate was that from the standpoint of the online platform, the qualitative panel required about 3.5 hours of work, whereas the quantitative panel required about 17.5 hours of work. All said, for this two-day panel, the quantitative panel required four times the number of hours of work from the panel company.

## Word Count

One method of evaluating the quality of responses was to look at the number of words participants from each panel used to answer each question. The word counts and differences in word counts for the questions and activities are listed in Table 1.

We found that for the first three simple warm-up questions on day 1, there were no apparent differences in terms of word counts. In terms of this metric, the quantitative panel appeared as good as the qualitative panel.

However, when we asked respondents to build a collage and tell us about how their collages represent “the real you,” we found qualitative participants gave us 36 percent more words. This finding will be supported later in the analysis when we evaluated the number of images and phrases used to build the collage, and their descriptions of how the collage represents the real you.

Although qualitative panelists used more words on the issue of losing a friend (question 7), the difference was not dramatic.

**Table 1:**

Average Number of Words Per Panel for Day 1

	Qualitative Panel (n=31)	Quantitative Panel (n=32)	Word Count Difference	Percent Difference
1. Tell us about your household, the people and the pets. What makes it unique and special to you?	62	61	1	1.6%
2. What do you do for fun and entertainment?	37.3	45.5	-8.2	-18.0%
3. Now think about a typical day in your life. What are your daily hassles? What parts of your day bring you joy?	65.2	66.5	-1.3	-2.0%
6. What can you tell us about your collage that would help us better understand the real you?	40.8	30.0	10.8	36.0%
7. Think about a close friendship you have lost in the past 5 years. Did this person understand the real you? What do you think went wrong? How did the friendship fall apart?	86.5	74.2	12.3	16.6%

On day 2 we asked respondents to write a story about “the ideal friend,” another task that asks participants for effort and insights. As we mentioned under Operational Issues, it took an additional three weeks to get these responses.

We found that the qualitative respondents used 28.9 percent more words in their stories about the ideal friend. This finding was also supported by the content analysis, outlined below.

**Table 2:**

Word Count for Day 2

	Qualitative Panel (n=30)	Quantitative Panel (n=29)	Word Count Difference	Percent Difference
1. Story about ideal friend	312	242	70	28.9%

**“ Qualitative panelists used 38 percent more concepts in what they wrote than the quantitative panelists.**

## Content

We then looked at the content of open-ended responses as an additional method to explore the quality of what each set of panelists provided. The coding questions are displayed in Appendix C. We have repeated these coding questions in Table 3 and in Table 4 just under each question from the activity guide.

For all questions that we coded on both days 1 and 2, except one, the qualitative panelists gave more complete answers. The largest differences came from the questions that required more effort and depth. On day 1 when we asked respondents to build a collage, the qualitative panelists used 98.6 percent more images and 160.7 percent more phrases than the quantitative panelists. When asked to describe how the collage represents “the real you,” qualitative panelists used 39.9 percent more concepts.

We asked the reviewers to rate (on a scale of 1 to 3) how much insight they got from reading what respondents wrote about how their collage represented the real you. Ratings from the qualitative panelists was 27.0 percent higher than for the quantitative panelists. We also asked respondents to write about a close friend they had lost in the past five years. Qualitative panelists used 38 percent more concepts in what they wrote than the quantitative panelists.

**Table 3:**

Average “Counts” from Content Analysis Per Panel Day 1

	Qualitative Panel (n=31)	Quantitative Panel (n=32)	Word Count Difference	Percent Difference*
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**2. What do you do for fun and entertainment?**

How many things did they mention that they do for fun and entertainment?

5.2

4.7

0.44

9.4%

**3. Now think about a typical day in your life. What are your daily hassles? What parts of your day bring you joy?**

Give a 1 if they describe a typical day, and a 0 if they do not

45%

34%

11%

Give a 1 if they describe at least one daily hassle, a 0 if they do not

94%

91%

3%

How many parts of their day that bring them joy do they mention?

2.5

1.9

.61

31.5%

**Activity: Build collage**

Number of images

8.1

4.1

4.0

98.6%

Number of phrases

8.1

3.1

5.0

160.7%

**What would you title your collage?**

1 if gave a title, 0 if they did not

100%

100%

0.0

\*Percent difference is calculated by dividing the difference by the number provided by the quantitative panelists, so it represents the percent increase from what the quantitative panelists provided.

**Table 3 (Continued):**

Average “Counts” from Content Analysis Per Panel Day 1

	Qualitative Panel (n=31)	Quantitative Panel (n=32)	Word Count Difference	Percent Difference*
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### 6. What can you tell us about your collage that would help us better understand the real you?

Number of concepts mentioned	4.7	3.3	1.33	39.9%
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From reading the description, how much insight did you get into this person? (1 = Not much, 2 = Some, 3 = A lot)	2.1	1.6	0.44	27.0%
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### 7. Thinking about a close friendship you have lost in the past 5 years. Did this person understand the real you? What do you think went wrong? How did the friendship fall apart?

Give a 1 if this person says if the person understood the real you, a 0 if they do not.	39%	38%	1%	
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Number of concepts mentioned	4.6	3.3	1.27	38.0%
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From reading the description, how much insight did you get into why the relationship fell apart? (1 = Not much, 2 = Some, 3 = A lot)	2.1	1.6	0.44	27.0%
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\*Percent difference is calculated by dividing the difference by the number provided by the quantitative panelists, so it represents the percent increase from what the quantitative panelists provided.

For day 2, when we asked participants to write a story about an ideal friend, the number of concepts mentioned were not all that different as qualitative respondents used only 6.9 percent more concepts. In terms of following guidelines for the story, there was no difference in terms of giving a moral to the story. However, qualitative respondents were much more likely to answer the question, “What happened in this person’s life that makes them who they are?” Seventy percent of qualitative respondents followed this guideline, compared to 41 percent of the quantitative respondents. Recall that qualitative respondents used 28.9 percent more words in their story as well.



**Table 4:**

Average “Counts” from Content Analysis Per Panel Day 2

	Qualitative Panel (n=31)	Quantitative Panel (n=32)	Difference	Percent Difference*
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**Activity: Story of Ideal Friend**

Number of concept or attributes that they mention that make this person special	5.2	4.9	0.3	6.9%
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Give a 1 if they mention “What happened in this person’s life that makes them who they are?” 0 if they do not	70%	41%	29%	
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Give a 1 if they describe a real situation	0.83	0.72	0.11	
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Give a 1 if they give a moral to the story	0.70	0.72	-0.02	
--	------	------	-------	--

Give a 1 if they answered the question: “What advice would this ideal friend give to us?”	0.33	0.28	0.06	
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\*Percent difference is calculated by dividing the difference by the number provided by the quantitative panelists, so it represents the percent increase from what the quantitative panelists provided.

Please note that for the simpler tasks on day 1, such as writing about what they do for fun and entertainment or writing about the hassles and joys of a typical day, or giving a title to their collages, quantitative panelists provided about as much content as the qualitative panelists.

# CONCLUSION

The motivation to use quantitative panelists instead of qualitative panelists is driven by a desire to save money and time and a belief that the responses will be good enough. This study shows that for a two-day online study, recruiting from a quantitative panel requires about four times as much management work and therefore may not save you much money. Getting participants to come back after day 1, to complete day 2, was very difficult. If you need more than two days of qualitative activities, it may be more costly, if not impossible, to get quantitative participants to complete the study.

In terms of time, our experiment showed that it takes significantly more time to complete the study with the quantitative panelists. At the end of day 1 for the qualitative panelists, we had 26 completed responses, but only 10 from the quantitative panel. By the day after day 2 of the study, we had all of 30 responses from the qualitative panel, whereas it took another three weeks to get 29 completed responses from the quantitative panel. We elected to stop the study at that point as we had no success getting additional respondents from day 1 to complete day 2. For a two-day online study, using the quantitative panel took a lot more time to fully recruit the study.

In terms of the quality of responses, we found that for simple, easy questions, responses from the quantitative panel appear to be about as good as responses from the qualitative panel. However, when we needed insight, responses from the quantitative panelists that required effort did not yield as much insight as responses from the qualitative panelists. This was true on day 1 as well as day 2, suggesting that even if you wanted insights from participants in a one-day activity, you would not get as much depth from quantitative panelists as you would from qualitative panelists.



We speculate that the differences in responses from the qualitative and quantitative panels stems from expectations. Qualitative panelists are accustomed to engaging in activities over several days, as they respond to screeners on one day and participate in interviews or groups on another day. They also may have filled out homework assignments prior to interviews or groups, or they may have participated in online panels over several days, if not weeks or months. Additionally, they have learned that the expectation is to fully participate and engage in questioning and in activities.

Quantitative panelists have a different “contract” with recruiting agencies. Their activities almost always start and stop on the same day and usually take an average of around fifteen to twenty minutes. Even though we may describe a qualitative activity in the invitation and offer a nice incentive, the habit and expectation are different from what they usually do. Hence, we get adequate responses to simple questions, as they look a lot like open-ended questions in a survey. But we get inferior responses to building a collage or writing a story, as these are different tasks from what people see in surveys.

We also had great difficulty getting respondents to come back for a second day, even with the carrot of seventy-five dollars hanging in front of them. An online platform set of activities over two days is completely different than what they had originally signed up for with the quantitative panel. It may be more than just a matter of habit and expectation. The population of people who sign up to answer surveys may be different than the population of people who sign up for qualitative research.

One could argue that for simple questions where not much insight is needed, a qualitative task is good enough. If the task is relatively simple and you do not need depth or insight, why not do that task inside a quantitative study? In fact, is it really qualitative research if you are getting a few open-ended responses and having respondents engage in a few relatively unchallenging activities?

Our conclusion is that for serious qualitative research, where some level of depth and insight is needed, recruiting from a qualitative panel should be the standard approach. Trying to do real qualitative work with quantitative panelists takes more time, may not save you much money, and compromises the quality of the work.



#### LOCATIONS

Austin  
Charlotte  
Cincinnati  
Columbus  
Denver

Raleigh  
San Francisco - East Bay Area  
St. Louis  
Tampa

# APPENDIX A: SCREENER

## Screener:

1. Are you...?

Male

Female

[50/50 male, female for each age group below]

2. What is your age? \_\_\_\_

[REQUIRE INTEGER]

[50% ages 35-39 with half and half male/female; 50% ages 40-44 with half and half male/female]

3. What is your ethnicity?

Caucasian

African American [TERMINATE]

Hispanic [TERMINATE]

Asian [TERMINATE]

Other [TERMINATE]

4. Are you employed full-time?

Yes

No [TERMINATE]

5. Are you currently married or living with a domestic partner?

Yes

No [TERMINATE]

6. How many children do you have under the age of 18 living at home with you at least 50 percent of the time?

None [TERMINATE]

1

2

3 or more

7. Which of the following best describes where you live in the United States?

Northeast

Southeast

Midwest

West Coast

Other [TERMINATE]

8. Which of the following best describes the area where you live?

Urban

Suburban

Rural [TERMINATE]

9. Which of the following types of ethnic food is your favorite? [RANDOMIZE]

- Mexican Food
- Chinese Food
- Thai Food
- Italian Food
- French Food
- Greek Food
- Japanese or Sushi Food
- Mediterranean Food
- Indian Food
- None of these

**We now have a few questions about friendships.**

10. About how many close friends do you have? \_\_\_\_

11. Have you gained any new close friends in the past 5 years?

- Yes
- No

12. (IF YES) About how many? \_\_\_\_\_

13. Have you lost any close friends in the past 5 years to something other than death?

- Yes
- No [TERMINATE]

14. (IF YES) How many close friends have you lost in the past 5 years? \_\_\_\_\_

# APPENDIX B: ACTIVITY GUIDE

## Study Description

Thank you for participating in this study about friendship. We believe you'll find this to be an interesting and rewarding experience.

This will take place over 2 days. Thanks again for participating!

## Day 1: Getting to Know You

We'd like to get to know you a little better.

We're going to ask you a few questions about your life and lifestyle.

### Tell Us Who You Are

1. Tell us about your household, the people and the pets. What makes it unique and special to you?
2. What do you do for fun and entertainment?
3. Now think about a typical day in your life.

What are your daily hassles? What parts of your day bring you joy?

### The Real You

We'd like for you to make a collage that expresses the "real you" that you want to project to the world.

These images don't have to be of you or people you know but they can if you want. They should symbolize and define the "real you" that you want others to understand when they get to know you. You will be able to size the images and words for emphasis so we can tell what's most important to you. We would really like for you to fill up the entire space on the collage palette.

### Instructions:

To add your own images, click the square 'Upload Image' icon on near the top left corner of the canvas and add images one by one.

When you click, upload or drag-and-drop an image onto the canvas, you'll see a pop-up window that allows you to add a short caption.

If you wish to add additional words/phrases to the collage, click the 'A' or add text icon near the top left corner and then click on the canvas where you wish to add the text. Repeat if you wish to add more words/phrases.

### Please create your collage here:



### What would you title your collage?

4. What can you tell us about your collage that would help us better understand the real you?
5. Think about a close friendship you have lost in the past 5 years. Did this person understand the real you? What do you think went wrong? How did the friendship fall apart?

Thank you very much.

We will see you tomorrow!

## Day 2: Friendship

We would like you to write a story about an **imaginary ideal friend**. This person is a friend like no other—a great model for all of us who want to be great friends. We'd like to get to know this person. You may base this on someone you know or someone you've heard of, or just someone you make up. Essentially, we'd like to know what makes this person such an amazing friend. Below are guidelines on the left side of the page to help you bring this imaginary ideal friend to life. Please have fun with this! Don't worry about spelling or anything else.

**\*\*Please note that the space below will expand as you write. Feel free to share as much as you wish!**

### Guidelines

#### About the Ideal Friend

- » What is this person's name?
- » What makes this person special?
- » What has happened in this person's life that makes them who they are?

#### Describe a Real Situation

Tell us about a situation where this person has displayed what makes them special as a friend.

- » Where does this take place?
- » What happened?
- » What did he or she do?

### A Moral to the Story

- » What is the moral to the story about this ideal friend?
- » What advice would this ideal friend give to us?
- » What title would you give this story? \_\_\_\_\_

We just have a few more questions.

15. About how many close friends do you have? \_\_\_\_

16. Have you gained any new close friends in the past 5 years?

Yes

No

17. (IF YES) About how many? \_\_\_\_\_

18. Have you lost any close friends in the past 5 years to something other than death?

Yes

No

19. (IF YES) How many close friends have you lost in the past 5 years? \_\_\_\_\_

20. Which of the following types of ethnic food is your favorite? [RANDOMIZE]

- Mexican Food
- Chinese Food
- Thai Food
- Italian Food
- French Food
- Greek Food
- Japanese or Sushi Food
- Mediterranean Food
- Indian Food
- None of these

Please provide your email here so we can send you your payment for participating in the study. \_\_

Thank you!



# APPENDIX C: CODING QUESTIONS

## Day 1

1. Tell us about your household, the people and the pets. What makes it unique and special to you?

- » How many things did they mention that are unique and special?

2. What do you do for fun and entertainment?

- » How many things did they mention that they do for fun and entertainment?

3. Now think about a typical day in your life. What are your daily hassles?

What parts of your day bring you joy?

- » Give a 1 if they describe a typical day, and a 0 if they do not
- » Give a 1 if they describe at least one daily hassle, a 0 if they do not
- » How many parts of their day that bring them joy do they mention?

4. Please create your collage here:

- » Number of images
- » Number of phrases

5. What would you title your collage?

- » 1 if gave a title, 0 if they did not

6. What can you tell us about your collage that would help us better understand the real you?

- » Number of concepts mentioned
- » From reading the description, how much insight did you get into this person? (1 = Not much, 2 = Some, 3 = A lot)

7. Think about a close friendship you have lost in the past 5 years. Did this person understand the real you? What do you think went wrong?

How did the friendship fall apart?

- » Give a 1 if this person says if the person understood the real you, a 0 if they do not.
- » Number of concepts mentioned
- » From reading the description, how much insight did you get into why the relationship fell apart? (1 = Not much, 2 = Some, 3 = A lot)

## Day 2

The Story Each Respondent Wrote

We asked ““What makes this person special?””

Give the number of concept or attributes that they mention that make this person special (e.g., makes time for me, is generous, etc.)”

- » “Give a 1 if they mention ““What happened in this person’s life that makes them who they are?””

Give a 0 if the do not.” “We asked respondents to:

Describe a Real Situation

- » Tell us about a situation where this person has displayed what makes them special as a friend.
- » Where does this take place?
- » What happened?
- » What did he or she do?

Give a 1 if they describe a real situation. Give a 1 if they give a moral to the story. Give a 1 if they answered the question: “What advice would this ideal friend give to us?”



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- » LivingLens - Video Analytics Tool
- » Mindsight Direct by Isobar - Emotional Response Tool



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