



**Maverick**  
Publishing Specialists



**Research  
Consulting**

## Qualitative Research Services

Qualitative research is our tool of choice when we help publishers and vendors form a detailed understanding of stakeholders' particular views and feelings. In practice, this means exploring how people perceive or understand a trend, event, or intervention around scholarly publishing – or the services you provide. Our qualitative research services can be crafted around virtually any requirement or research question, ranging from the deployment of a new author-facing workflow to the design of an open access publishing strategy.

In qualitative research projects, we actively engage with your chosen audience(s) and produce highly targeted insights in the form of presentations, reports, executive summaries, or a mix of these. Our findings typically harness a range of methodologies, including interviews, workshops and focus groups, based on a project's specific requirements. As we discuss a scope of work, we will expertly advise you on what the best approaches might be to achieve your objectives.

Our qualitative research services can be as simple or as complex as your need: we are able to deliver anything from a small, ten-person interview campaign to a large, mixed-method research project (for example, where a 60-strong set of interviews can be complemented by quantitative methods such as online surveys).

### Use cases for qualitative research:

- Understanding emerging trends in detail, including how select stakeholder groups think or feel about a specific topic or event.
- Assessing or evaluating planned or past programmes or interventions, with a focus on stakeholder groups of your choice.
- Informing strategy development, for example by building an evidence-based SWOT or PESTEL analysis reflecting stakeholder views.

### Benefits of qualitative research:

- It allows you to develop a nuanced understanding of stakeholders' views, positions and motivations that is unlikely to emerge from quantitative data alone.
- It can generate unanticipated insights.
- It can highlight similarities and differences across different stakeholder groups and/or segments (e.g., age, gender, seniority, etc.).
- The results are generally accessible to the educated general public and are suitable for broader communications and marketing activities.
- It is highly flexible and adaptable to your specific requirements.

Contact us to learn how the expert teams at Maverick and Research Consulting can help you achieve your goals.

### For further information, please contact:

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