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## IMA Links



### Research in the Age of the Internet:

*Using Online Technology to Bring Almost Anyone, Anywhere, into the Focus-Group*

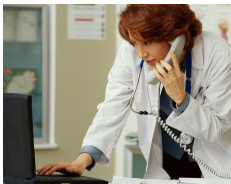
**Drew Cutler**, Ph.D., Vice President, recently published an article in *Quirks* on the benefits of using Internet technology. Following are the highlights. *Feel free to call Drew directly if you want to get more of the details: 610-527-5500.*

Broadly, the advantages of using Internet technology include:

- **Cost savings:** no travel expenses for moderator, client, or respondent, and no field agency expenses
- **Time savings:** no travel time, and (often) faster recruiting
- **Reliability:** no delays or rescheduling due to weather
- **Versatility:** no need to limit your sample to local/large-metro-area respondents

Currently there are 5 broad types of technology for consideration, each with its own advantages and disadvantages.

	<i>Advantages</i>	<i>Disadvantages</i>
Web-Assisted Telephone Interviews	<ul style="list-style-type: none"> <li>• Recruiting is faster and easier than with in-person research</li> <li>• Moderator can probe participant</li> <li>• Stimuli can be presented on secure, password-protected site</li> </ul>	<ul style="list-style-type: none"> <li>• Participant must be at a computer, and on the phone</li> <li>• No visual/facial communication between moderator &amp; participant</li> </ul>
On-line Focus Groups	<ul style="list-style-type: none"> <li>• Highly interactive</li> <li>• Moderator can probe participants</li> <li>• Stimuli can be presented on secure, password-protected website</li> </ul>	<ul style="list-style-type: none"> <li>• Participants must be at a computer, and on the phone</li> <li>• Participants must "meet" at agreed-upon date and time</li> </ul>
On-line Bulletin Boards	<ul style="list-style-type: none"> <li>• Participants can respond 24/7</li> <li>• Private, yet somewhat interactive: others' responses are visible, and dialogue is encouraged</li> <li>• Participants can post text, audio, images, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Not as "interactive" as a focus group session</li> <li>• Participants must be at a computer (or PDA)</li> <li>• No "real-time" Q&amp;A</li> </ul>
Text Message/Twitter-based	<ul style="list-style-type: none"> <li>• Participant needs only a cell phone</li> <li>• Participant can respond from any location</li> </ul>	<ul style="list-style-type: none"> <li>• Limited number of characters allowed in each text message</li> <li>• No interaction between participants</li> <li>• No visual/facial communication between participants</li> </ul>
On-line Journaling/Blogging	<ul style="list-style-type: none"> <li>• Participants can provide data 24/7</li> <li>• Participants can post text, audio, images</li> <li>• Privacy for each participant</li> </ul>	<ul style="list-style-type: none"> <li>• Requires additional analysis time</li> <li>• No interaction between participants</li> <li>• No Q&amp;A component</li> </ul>



Regardless of which methodology is utilized, today's Internet technology opens up many new vistas for the market researcher. By exploiting the Internet's ubiquity, researchers can provide more efficient and economical solutions to their clients, without necessarily sacrificing the versatility and richness of in-person research. Although Internet technology is not as commonly used for research among more senior populations, that trend continues to change.

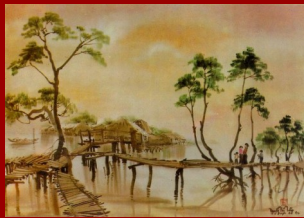


**“Chúc Mừng Năm Mới!”**

Translation:

Happy New Year!

(in Vietnamese)



**A Not-So-Old-Fashioned Holiday**

Drew Cutler chose the non-traditional route for his end-of-year holidays, spending the end of 2010 in Vietnam.

Drew found Vietnam to be a fascinating country, and will always remember the kindness and equanimity of the Vietnamese people. He and his travel companions spent several days in Saigon and then Hanoi, and they were very impressed with the dynamism of both cities. However, Drew was a bit stressed out when walking around, due to the number of motorbikes. He reports that there are very few

cross-walks, so crossing the street means you must place your complete trust in the cyclists to zoom around you, and not crash into you.

The best part of his trip to Vietnam was a visit to Hoi An, a lovely little town with charming shops and wonderful restaurants. (Not surprisingly, Hoi An is sometimes known as the “Venice of Vietnam”). Drew hopes to go back to Hoi An at some point in the future.



Images of Hoi An, Vietnam

**Just For Fun: Top 10 Comedy Movie Lines from Classic Films**  
(according to *Turner Classic Movies*)

**See if you can match the line to the film**

*Answers at the bottom of Page 3*



- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. “It must have been tough on your mother, not having any children.”</li> <li>2. “You can’t fool me! There ain’t no sanity clause!.”</li> <li>3. “What do they think I am? Dumb or something? Why, I make more money than, than, than...Calvin Coolidge! Put together!”</li> <li>4. “Well, nobody’s perfect!”</li> <li>5. “Gentlemen, you can’t fight in here! This is the War Room.”</li> <li>6. “Listen, strange women lyin’ in ponds distributin’ swords is no basis for a system of government.”</li> <li>7. “Did you say ‘over’? Nothing is over until we decide it is! Was it over when the Germans bombed Pearl Harbor?”</li> <li>8. “Joey, do you like movies about gladiators?”</li> <li>9. “It’s good to be the king.”</li> <li>10. “I’ll have what she’s having.”</li> </ol> | <ol style="list-style-type: none"> <li>A. <i>Animal House</i> (John Belushi)</li> <li>B. <i>Some Like It Hot</i> (Joe. E. Brown)</li> <li>C. <i>A Night at the Opera</i> (Chico Marx)</li> <li>D. <i>Monty Python and the Holy Grail</i> (Michael Palin)</li> <li>E. <i>Airplane!</i> (Peter Graves)</li> <li>F. <i>42nd Street</i> (Ginger Rogers)</li> <li>G. <i>Singin’ in the Rain</i> (Jean Hagen)</li> <li>H. <i>When Harry Met Sally</i> (Estelle Reiner)</li> <li>I. <i>History of the World, Part 1</i> (Mel Brooks)</li> <li>J. <i>Dr. Strangelove, or How I Learned to Stop Wor-rying and Love the Bomb</i> (Peter Sellers)</li> </ol> |
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## Tell Two Stories and Call Me in the Morning

by Patti Kaiser



*“Telling and listening to stories is the way we make sense of our lives.”*

The *New York Times* recently published an article that should capture the interest of those of us who listen to patients’ stories in the course of pharmaceutical marketing research. The title is straightforward and provocative – [“When Patients Share Their Stories, Health May Improve.”](#) It opens with the story of a man awaiting a liver transplant, who has understandable fears and doubts about whether he was strong enough to survive such drastic surgery. Physicians had answered all his questions and he worked to keep up his strength, but what really strengthened and prepared him for the impending surgery was his interaction with people who had received liver transplants. The stories told by other patients made him believe it could work out.

While medical professionals have long appreciated the therapeutic value of personal narratives, the supporting evidence has generally been anecdotal. But recently, *The Annals of Internal Medicine* has published results of a trial examining the effects of storytelling on patients with high blood pressure. While monitoring nearly 300 patients with known hypertension, researchers gave half of the participants DVDs of similar patients telling their stories, while the other half received DVDs containing impersonal health announcements about things like dealing with stress.

Not only did all of the patients receiving the storytelling DVDs have better blood pressure on average, those who had started out with uncontrolled hypertension were able to achieve and maintain a drop similar to patients in previous trials testing drug regimens. The lead author of the study, Dr. Thomas K. Houston, tells us, “Telling and listening to stories is the way we make sense of our lives...That natural tendency may have the potential to alter behavior and improve health.”

In marketing research interviews, we observe patients as they answer questions about their condition and the therapies – or the need for therapies – that treat it. We watch people who are depressed and tired of dealing with disease and discomfort become more relaxed and confident while they relate their experiences to someone who is simply a moderator working from a discussion guide, who has no personal knowledge of the disease state and no ability to treat it. They express relief and excitement when they hear accounts of research that is underway that might eventually help them. They realize they are not forgotten, and this renews their hope and their determination to keep fighting.

Hypertension is understandably a condition that might respond favorably to storytelling, but what about asthma, kidney disease, cancer? During interviews with physicians, we often hear about the “placebo effect” provided by a patient’s attitude toward therapy and their belief in what is possible. These comments come from a wide range of specialists who treat diseases that require distinctly physical treatments.

The results of this study should serve as an incentive for drug manufacturers to keep in mind a patient’s need for information – not just from medical experts – but from people like themselves. Informational websites for diseases and the therapies that treat them need to include genuine patient stories – not just testimonials about a great product, but plain, honest narratives about the conditions and how they affect lives. Educational and promotional materials should include information about support groups.

In providing such information, drug manufacturers will perform a valuable service to patients – and may well boost the efficacy of the therapies that they promote.

Top 10 Movie Lines  
Answers:

1. F; 2. C; 3. G; 4. B; 5. J; 6. D; 7. A; 8. E; 9. I; 10. H



Please visit our  
new website:  
[www.imalink.com](http://www.imalink.com)

## Medical Terminology

### Inspissated

(Adj.) Being thickened, dried, or made less fluid by evaporation

## Wisdom of the Day: Extracts from Medical Journals 1740-1910

(Warwick Carter on Wattpad.com (<http://www.wattpad.com/188830-medicine-100-years-ago?p=1>))

- An intense itching of the nose is an invariable sign of worms.
- Hysteria generally occurs in females between the ages of 12 and 45.
- Repeated apoplexy may be managed by the rectal injection of half a pint of soap-suds with half a teaspoon of salt and a teaspoon of cayenne pepper.
- Butchers are generally a healthy class of men because the atmosphere of the slaughterhouse, disgusting as it is to the nose, is highly beneficial to health.
- A rupture is a common misfortune among children. Immediately apply a poultice of fresh cow dung and bind it on tight 'til the swelling disappears.
- Cigarettes give immediate relief in cases of Hay Fever, Chronic Bronchitis, Influenza, Cough and Shortness of Breath, and their daily use affects a complete cure.
- To alleviate the colic, take a turf of green grass and lay it on the navel.

### IMA In the Spotlight

Senior Project Director Gwyn Gibbs is engaged! Congratulations and best wishes as she plans for a November wedding.

Project Director Patti Kaiser and son Josh coached daughter Katie's soccer team to victory in Region and Area tournaments and they are headed to the Section tournament at the end of February. Katie also participated in a Junior Olympics cross country event in December.

## Recipe for Success(ful Indian Meal): Naan (from *The Vegetarian Epicure*)



Prep time: about 40 min. (plus an hour for resting of the dough)

Servings: about 10

### Ingredients:

4 cups flour  
1 teaspoon baking powder  
1 teaspoon salt  
2 cups plain low-fat yogurt

### Directions:

1. Mix together flour, baking powder and salt
2. Stir in yogurt till dough is too stiff to stir with a spoon, then knead in bowl till it holds together well, adding more flour if necessary.
3. Continue kneading on a floured surface till smooth and elastic, about 5 minutes.
4. Form dough into a ball, put in oiled bowl, cover with a towel and let rest for one hour.
5. Take dough and form 10 balls; flatten into disks.
6. Heat large frying pan or griddle.
7. Heat oven to 500 or have broiler on.
8. Take one piece of dough at a time, roll out to 8-10 inch circles, 1/4 inch thick.
9. Lay each circle on hot griddle a few minutes, till brown spots form on bottom.
10. With spatula, transfer naan to oven rack (or baking stone works well), for a minute or two, till it puffs up and begins to color slightly
11. Remove from oven and brush with butter if desired. Serve warm.