

## The Parenthood Project: Understanding the Changes that Parenthood Brings



- 3 markets, 7 days
- Individual journals
- Group discussions
- Photo exercises
- Entirely online

### How does parenthood change people?

Perhaps no event in life causes more changes than becoming a parent. We wanted to explore these changes in a way that would allow us to understand parents' experiences from both the mother and father perspective.

To explore this question, we recruited parents (mother and father from the same family) of young children from three different markets. As parents are extremely busy people, we needed a way to conduct our study that would not only allow us to explore many different facets of parenthood, but also enable participants to integrate study tasks into their hectic lives.

### Individual, group and contextual techniques - in the same study!

Using **kda / revelation**, we conducted the Parenthood Project completely online, enabling us to engage time-strapped parents over the course of a week. Participants posted reactions to questions and images in their own private blogs, participated in group discussions (fueled by what we found in the blogs) and used their digital cameras to give us a glimpse into their everyday lives.

During the course of the study we were able to explore the changes parenthood brings in attitudes towards work and money, relationships with spouses, parents, media and society, and how people relate to themselves - seeing both the mother and father perspectives on the same experience within each family.

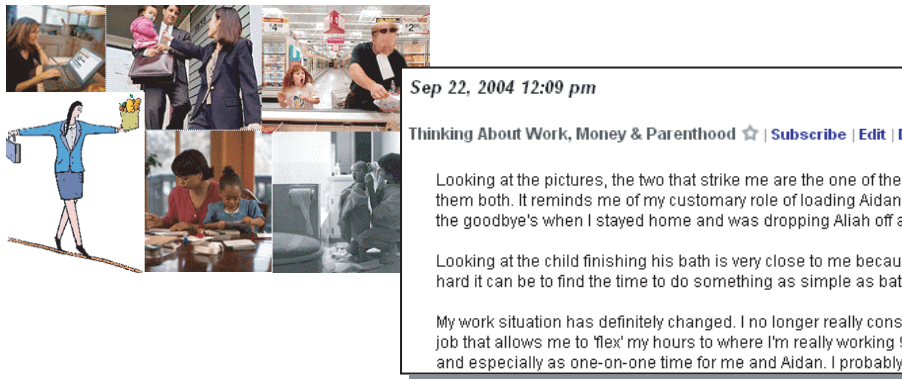
### A big leap forward: **kda / revelation**

Previously, online qualitative research meant bulletin board or chat-based focus groups. With **kda / revelation**, we were able to engage participants in three markets for seven days, and combine individual, group and contextual methods within the same study.

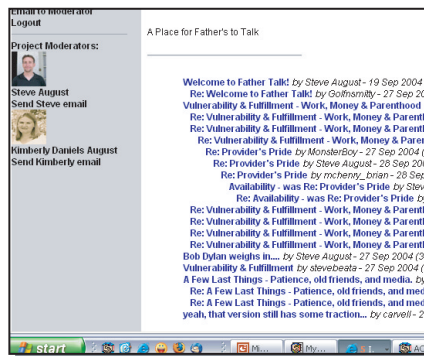
**kda / revelation** represents a big leap forward in online qualitative research, enabling you to cost effectively dig deeper and go more in-depth with your customers.

## The Parenthood Project: highlights

Using **kda / revelation**, participants reacted to daily questions and images, posting their thoughts in their own private blogs. . .



. . . took part in group discussions with other mothers and fathers. . .



. . . and used their digital cameras to take and post images of their lives.



to request the full report from the Parenthood Project, or more info on kda / revelation contact us at: