



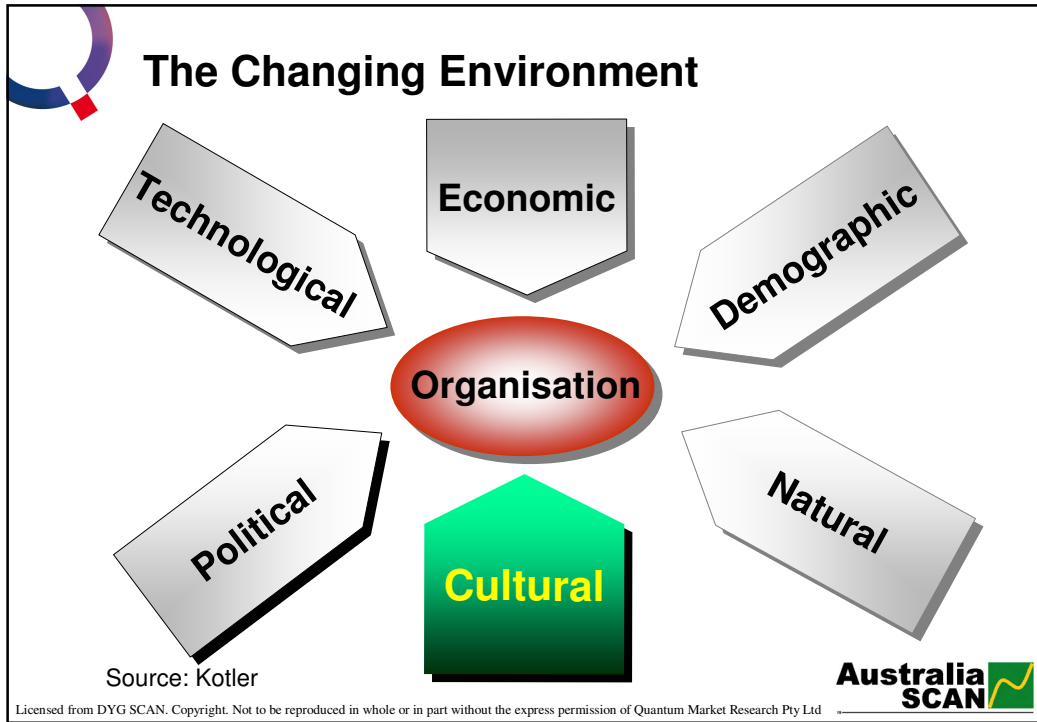
# Understanding The Cultural Context


David Chalke  
Data Collection And Analysis  
Victorian Libraries  
April 14<sup>th</sup> 2008



*“The essence of formulating  
effective strategy is relating  
an organisation to its environment”*


Michael E. Porter






## Refreshing The Perspective

**People's  
Lives**




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## Using Data To Understand Peoples Lives



- Qualitative
  - Exploration
  - Vocabulary & symbols
  - Underlying drivers
  - Feeds Quant
  - Explains Quant
- Quantitative
  - Measurement
  - Consistency
  - Tracking change
  - Quantifies Qual
  - Feeds Qual




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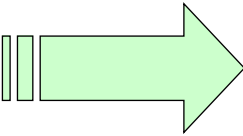
**Monitoring Cultural Change**


Since 1992  
Australia wide  
Qualitative & Quantitative  
DYG methodology

<p><b>Australia SCAN</b> </p> <p>Annual Adults 2,000 Face to face &amp; self- completion</p>	<p><b>Youth SCAN</b> </p> <p>Biennial 10 - 17s 1,000 Face to face &amp; Parents</p>
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**Australia  
SCAN** 

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**Qual**  **Quant**

**Australia  
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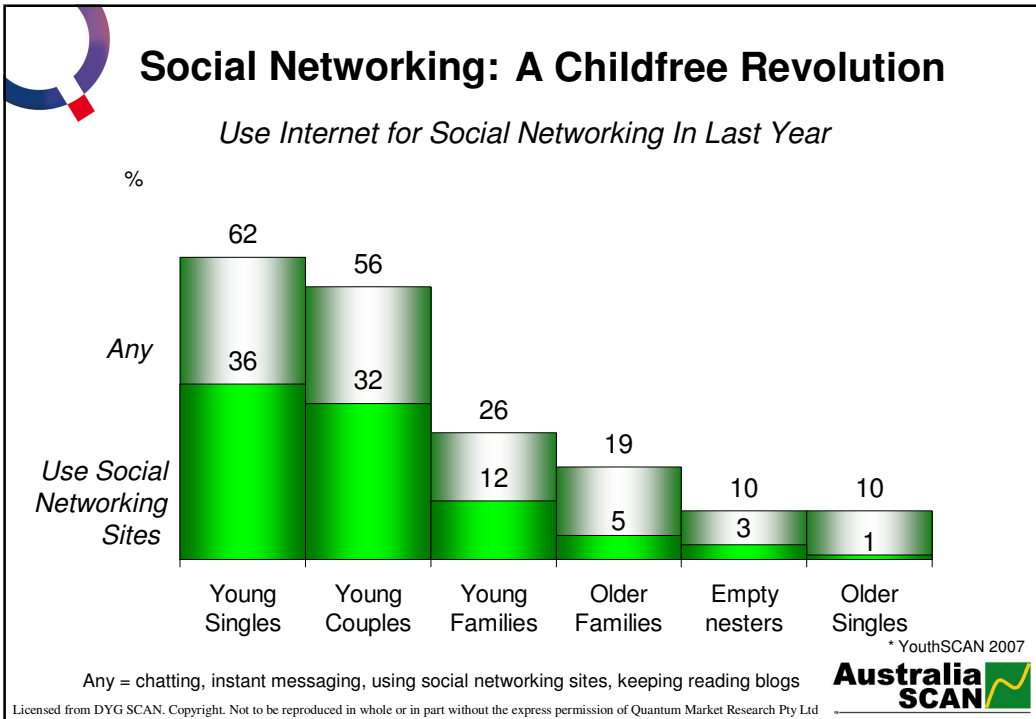


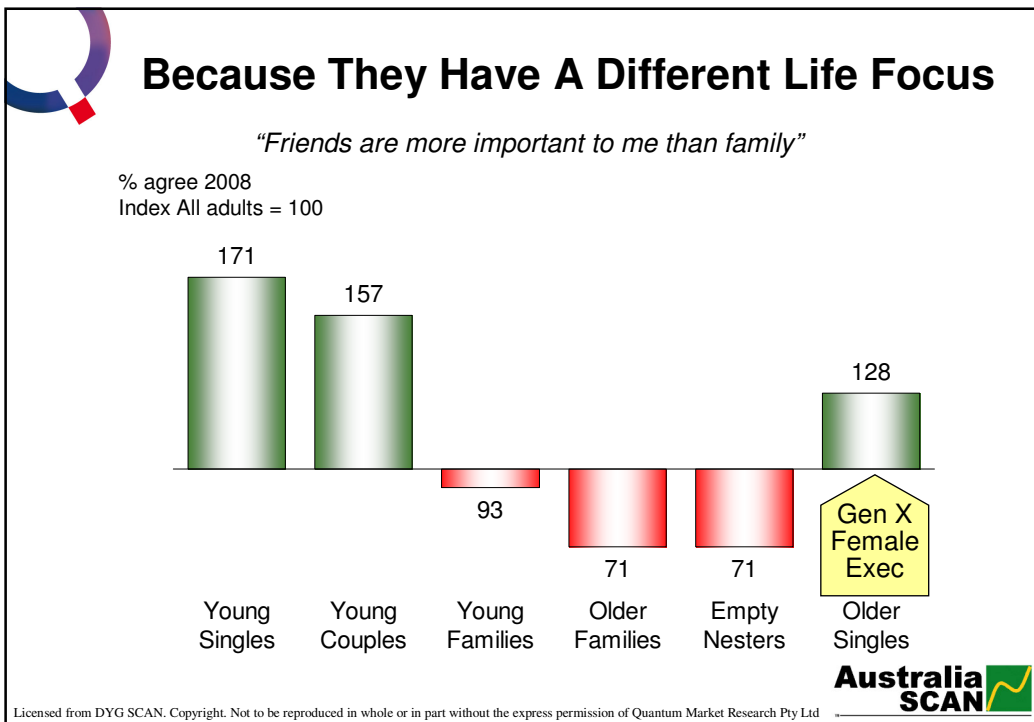
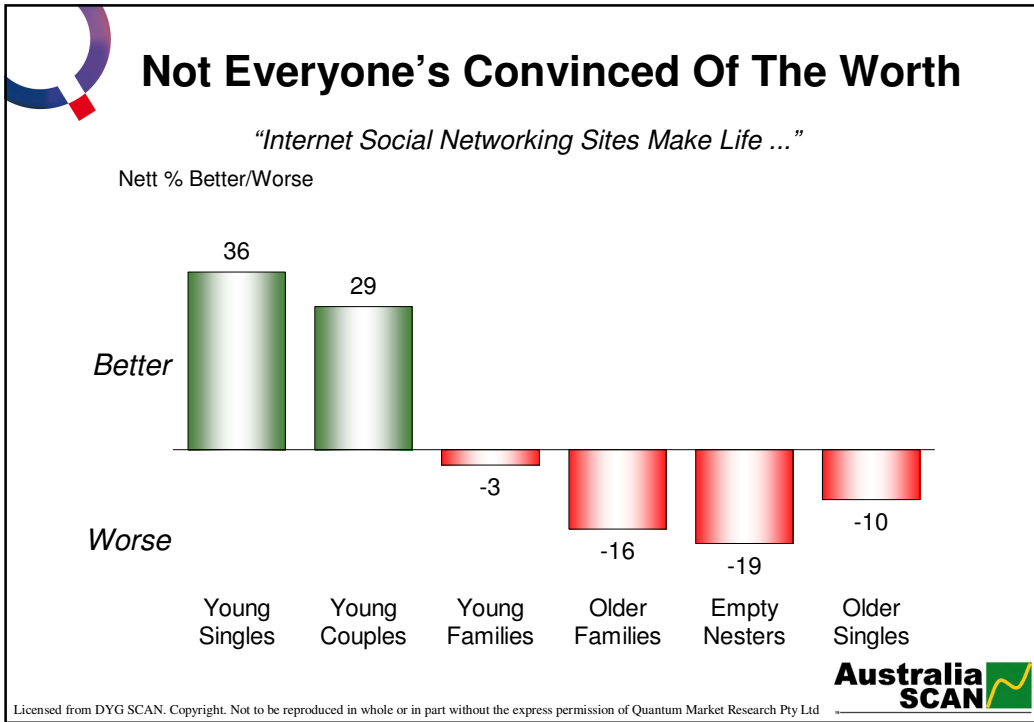
*“All my friends use FaceBook,  
it’s so important to keep in touch”*

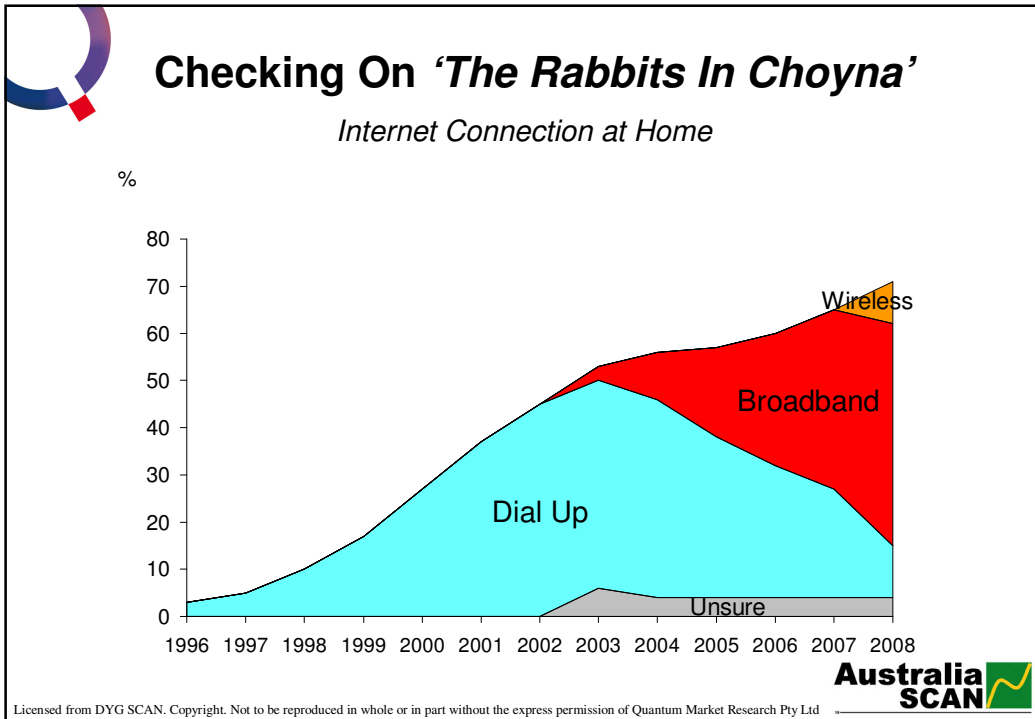
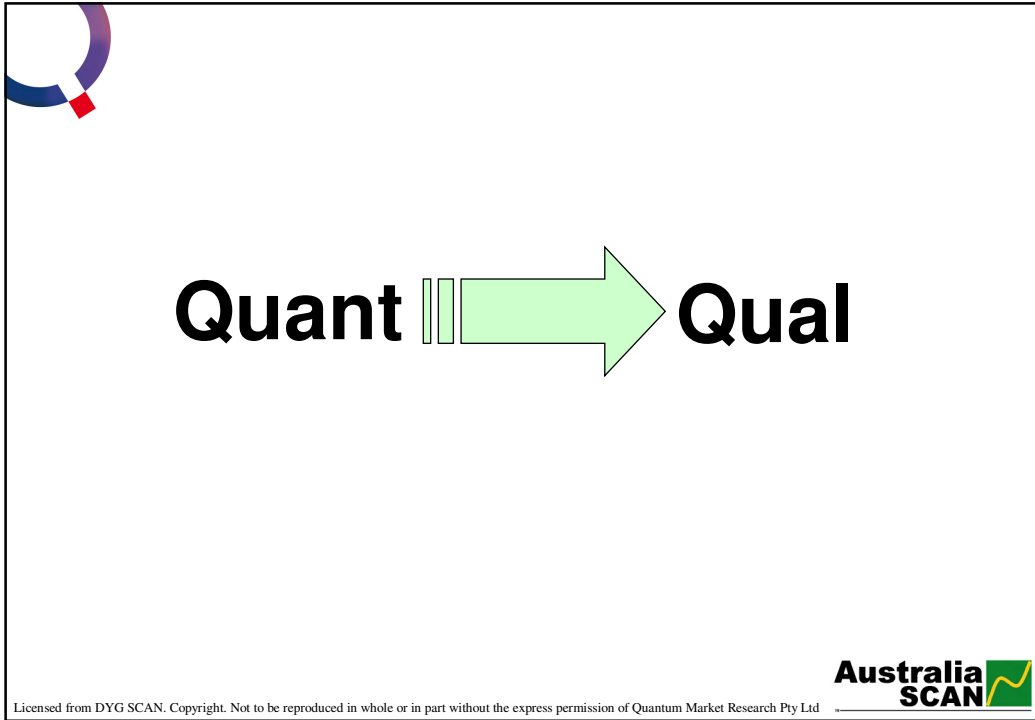
Female Executive  
Gen X

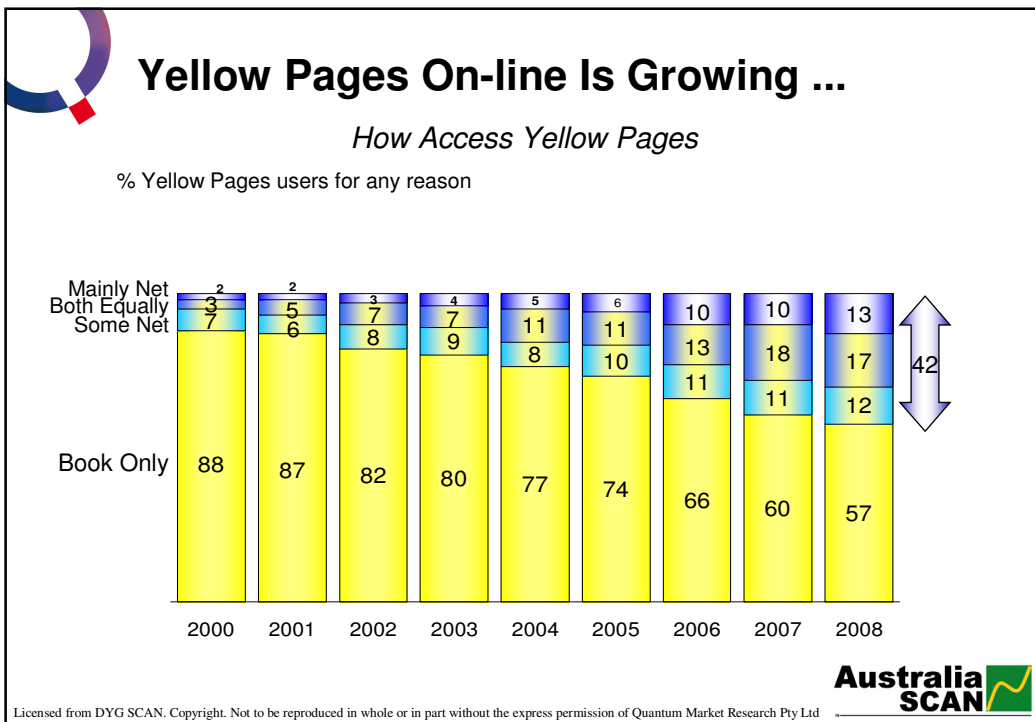
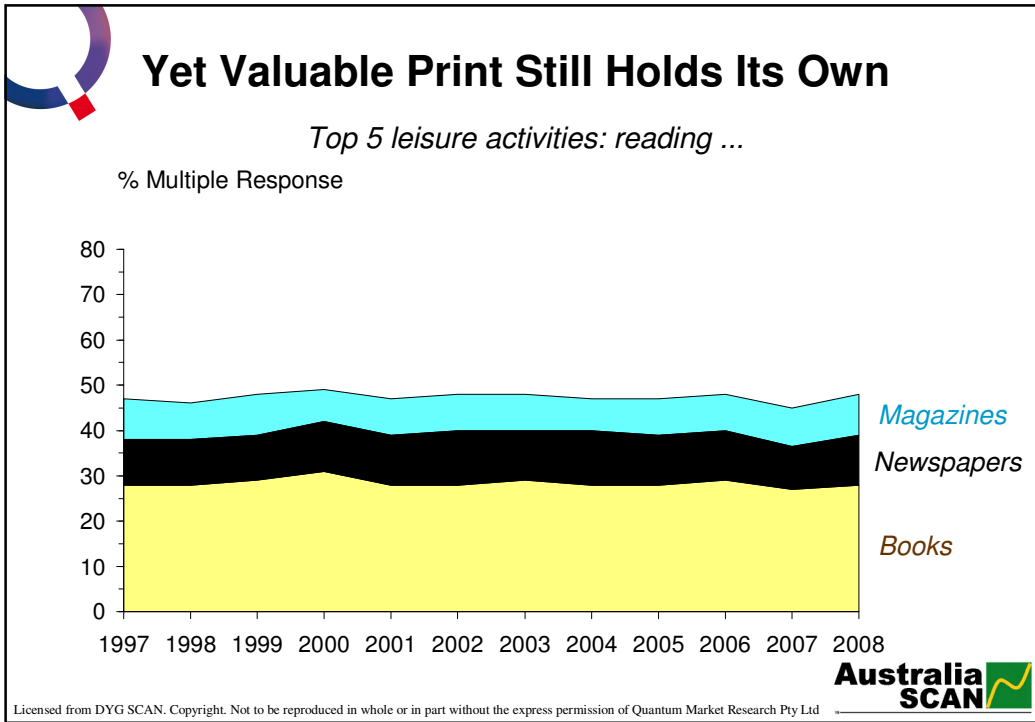
**Australia  
SCAN** 

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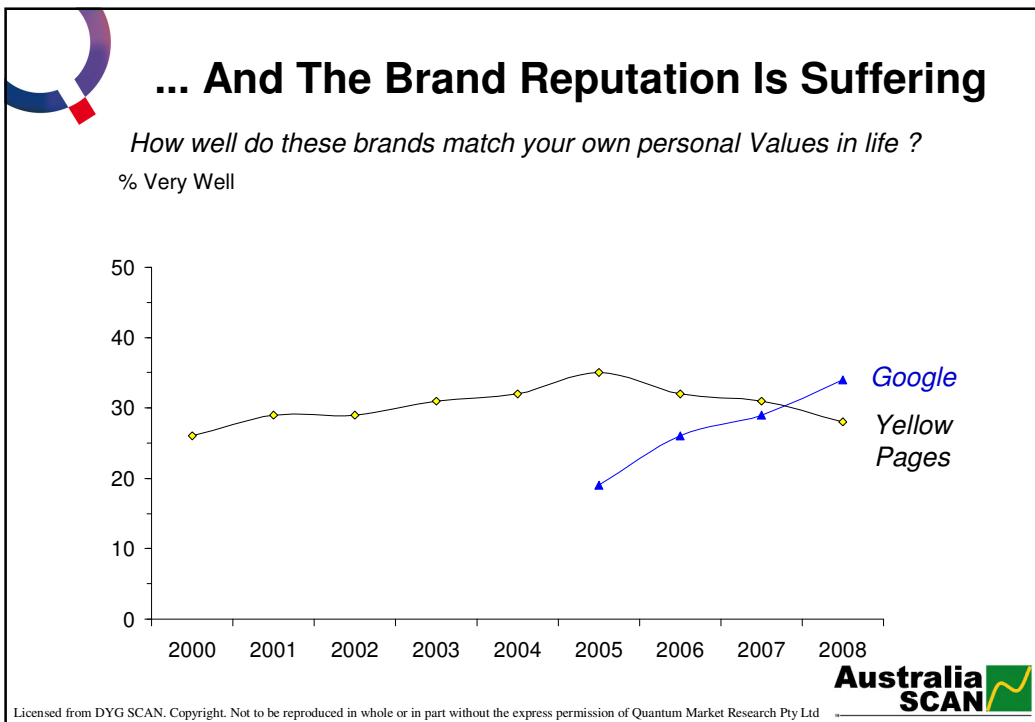
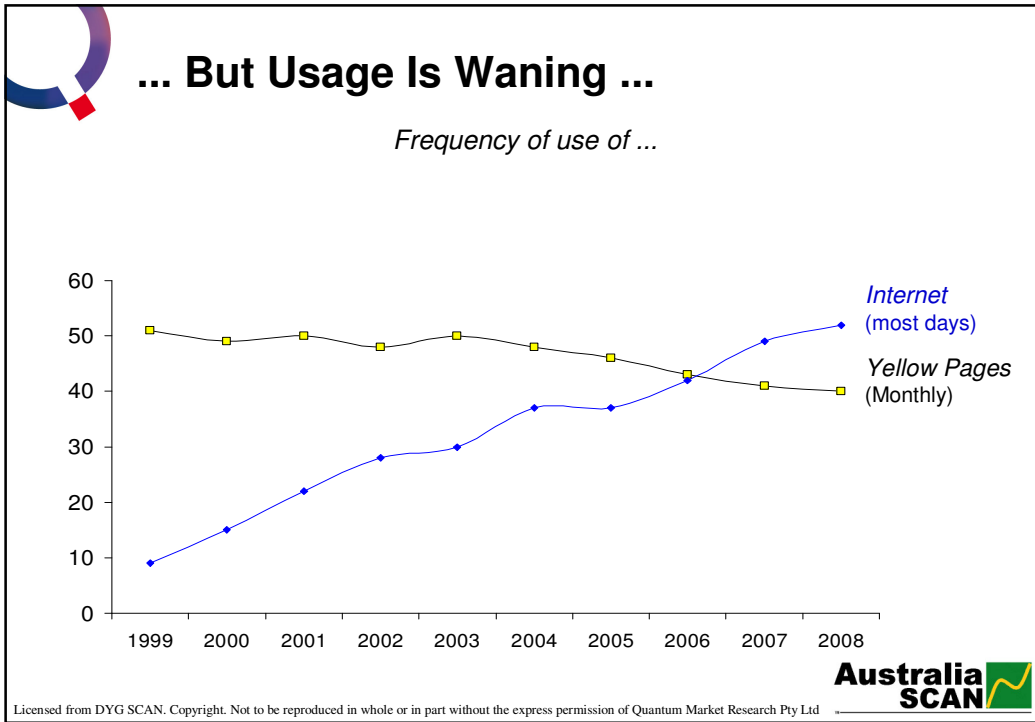








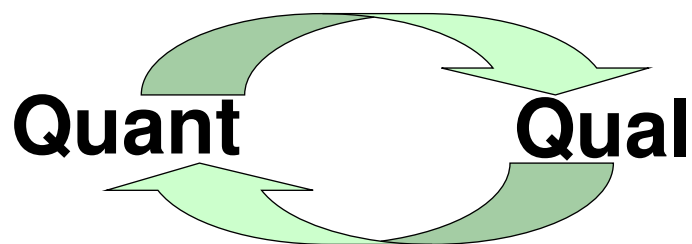


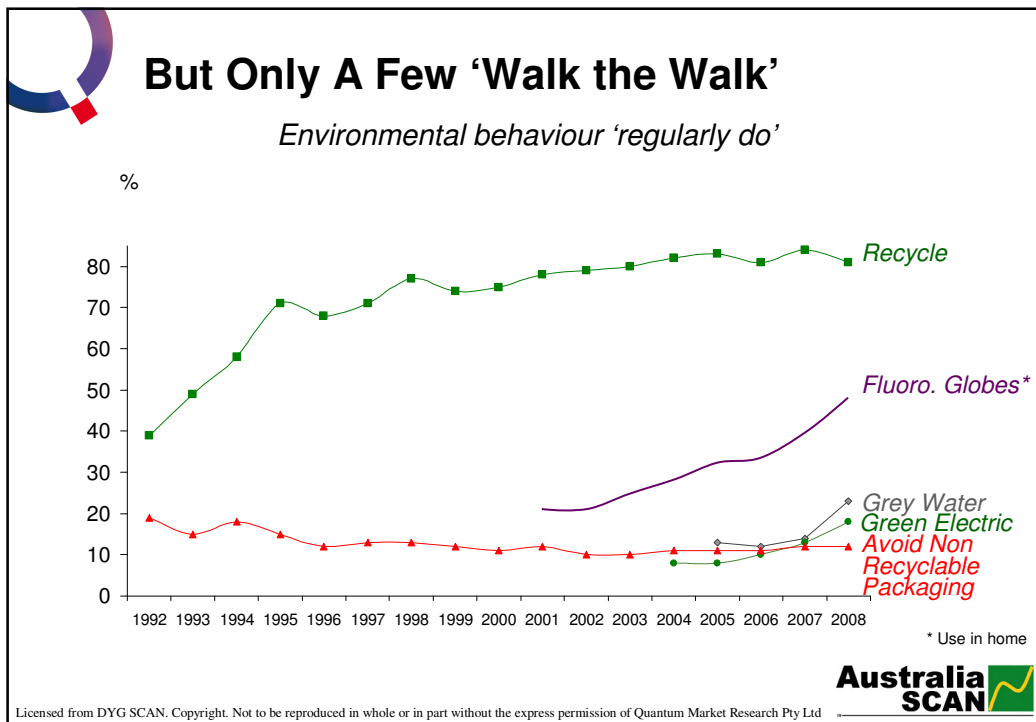
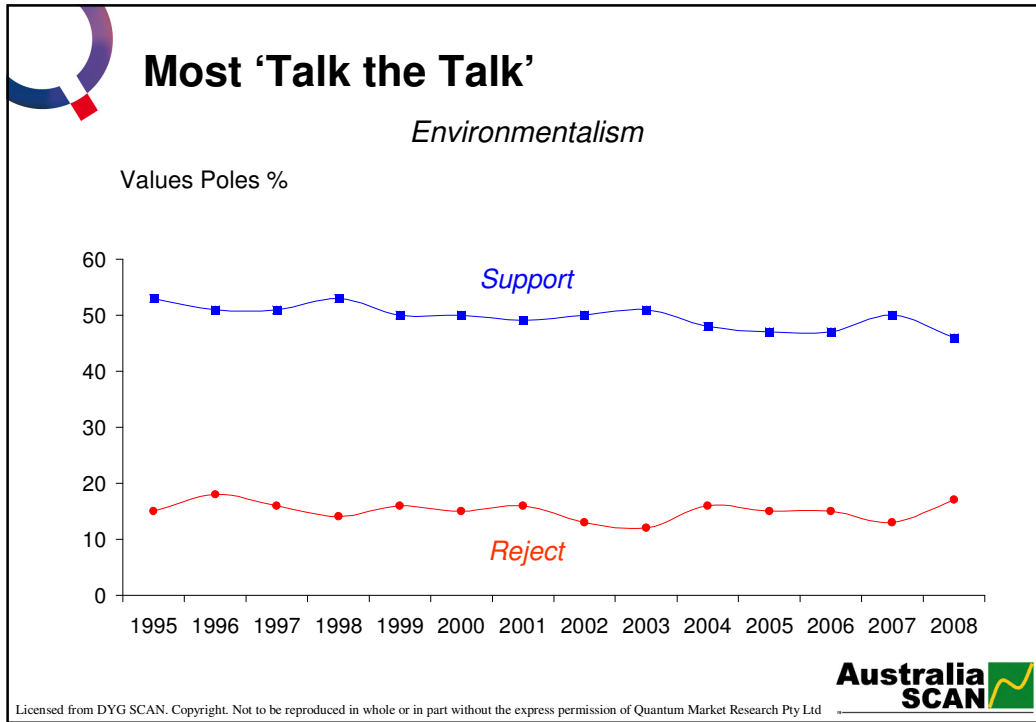


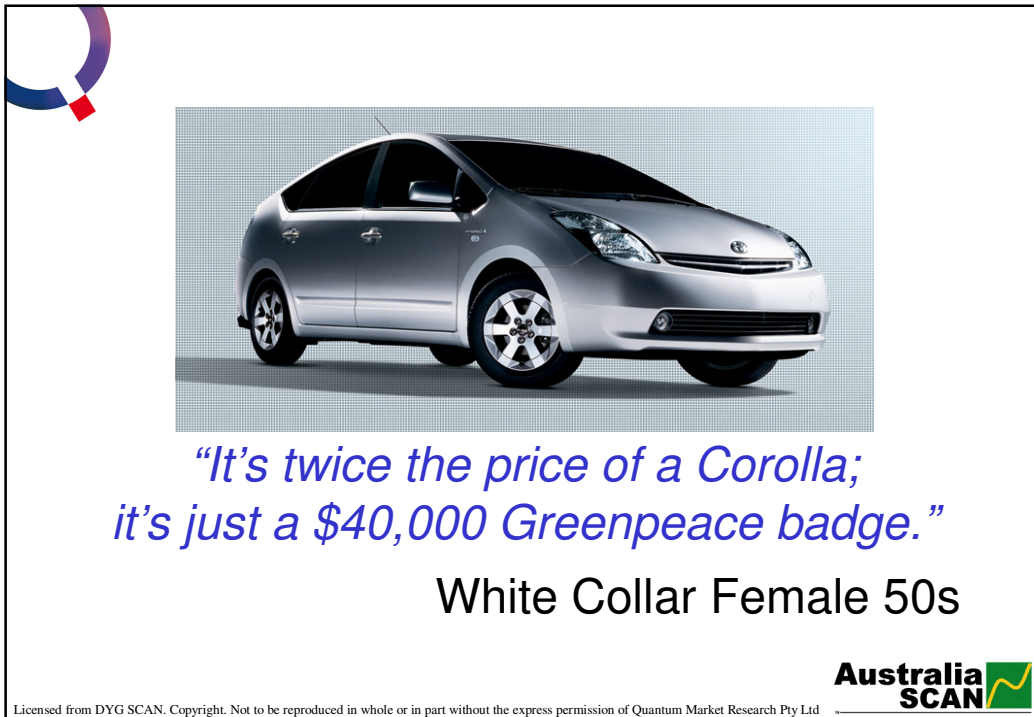
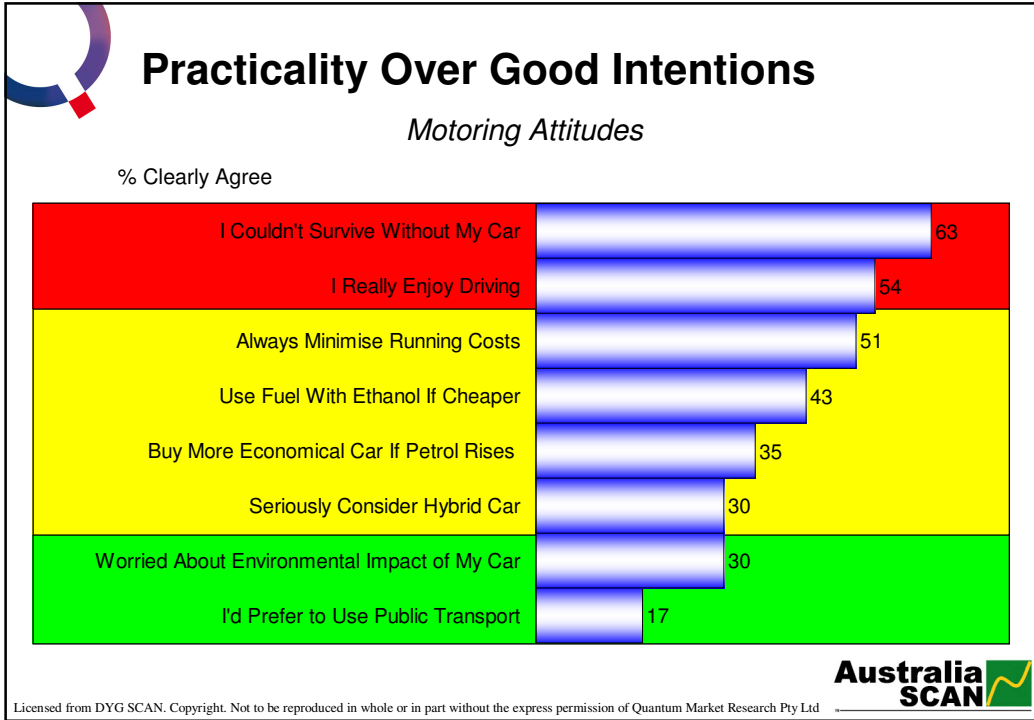


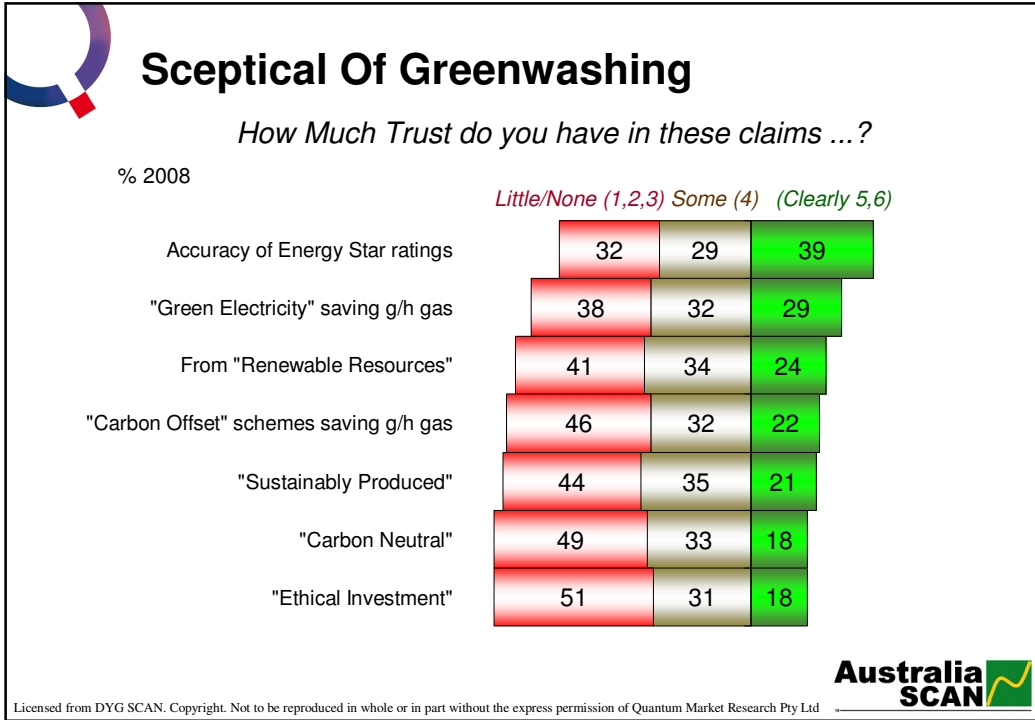

*“Have you ever tried to use  
the Yellow pages on the internet?  
It’s slow & clunky & awful.”*

Middle White Collar  
Male, Late 30s








**Grrrrreen.**

At Saab, we think green. Carbon emissions are offset across the entire Saab range.

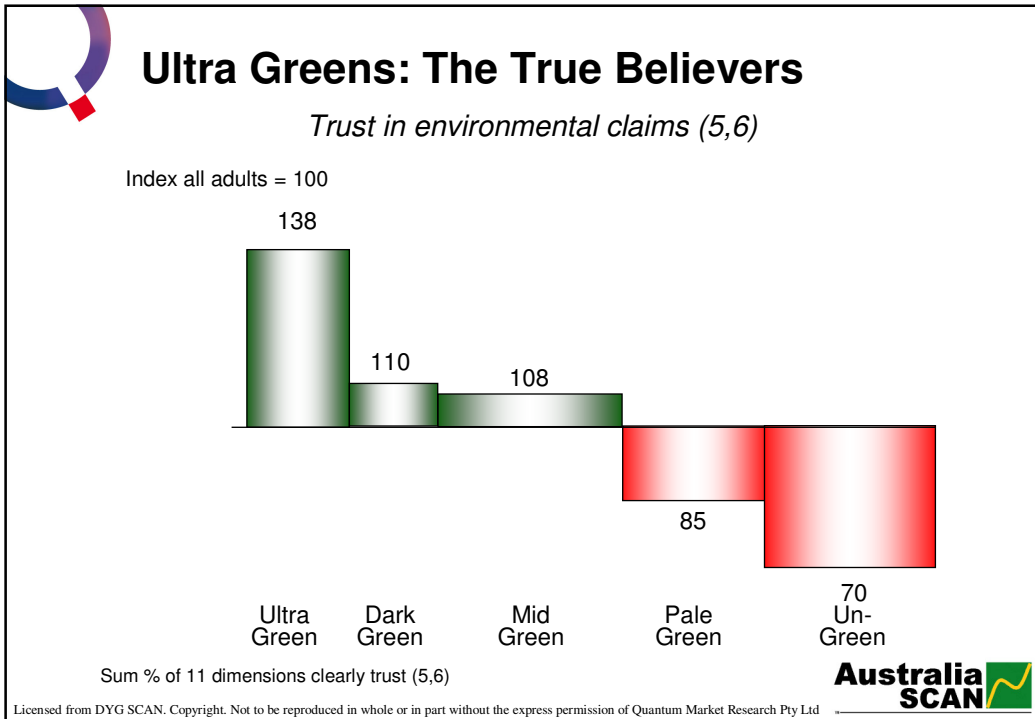
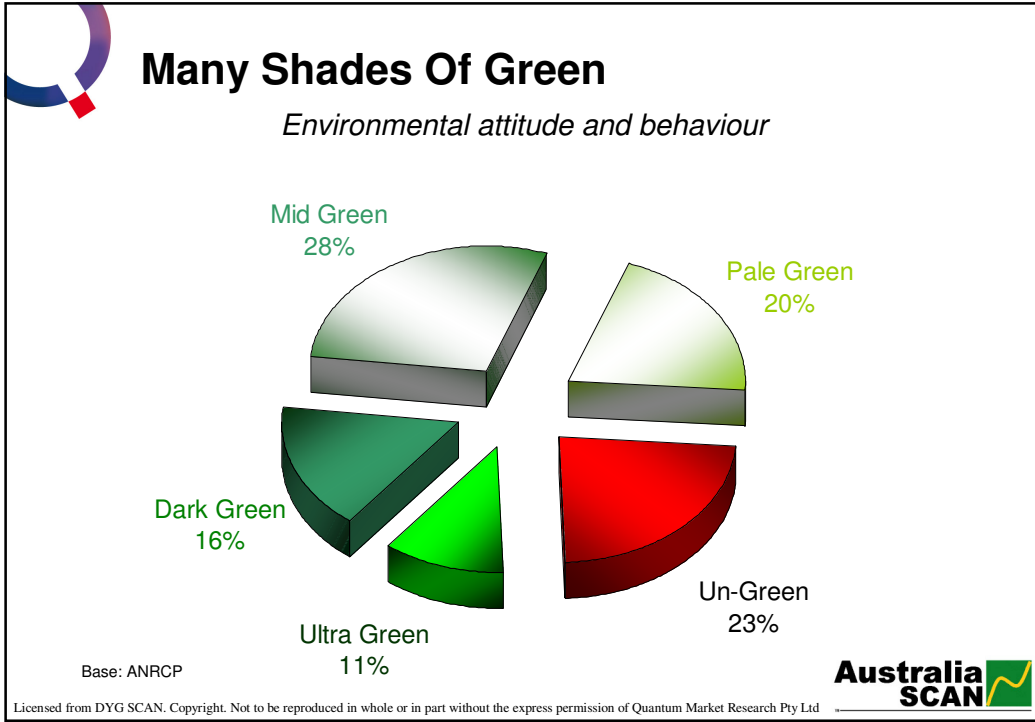
> [CLICK HERE TO FIND OUT MORE](#)

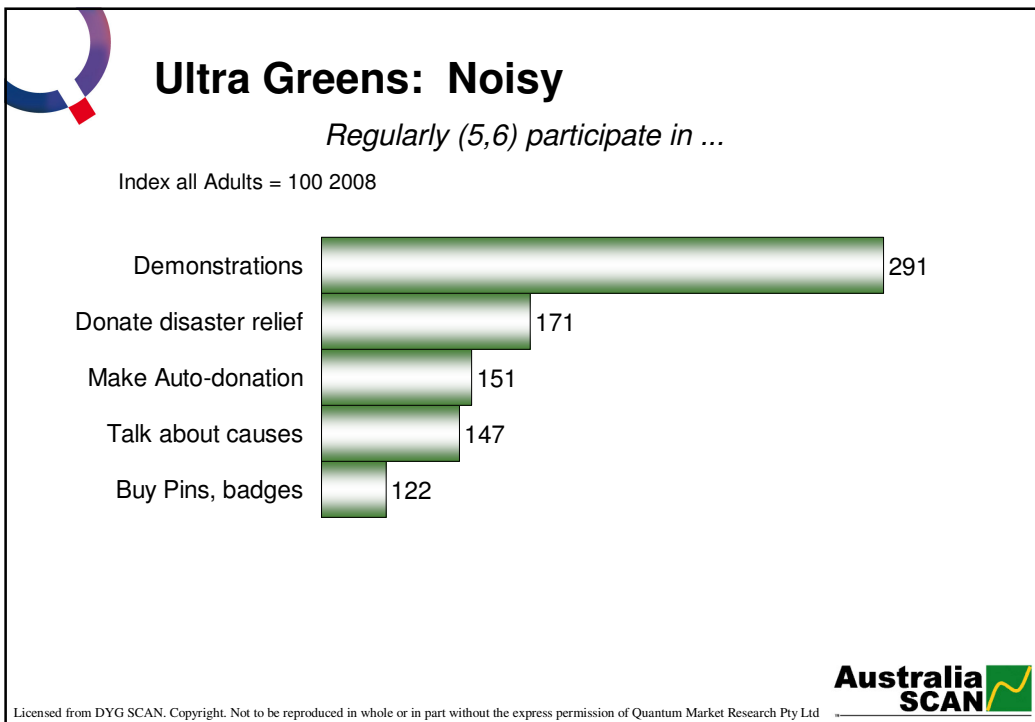
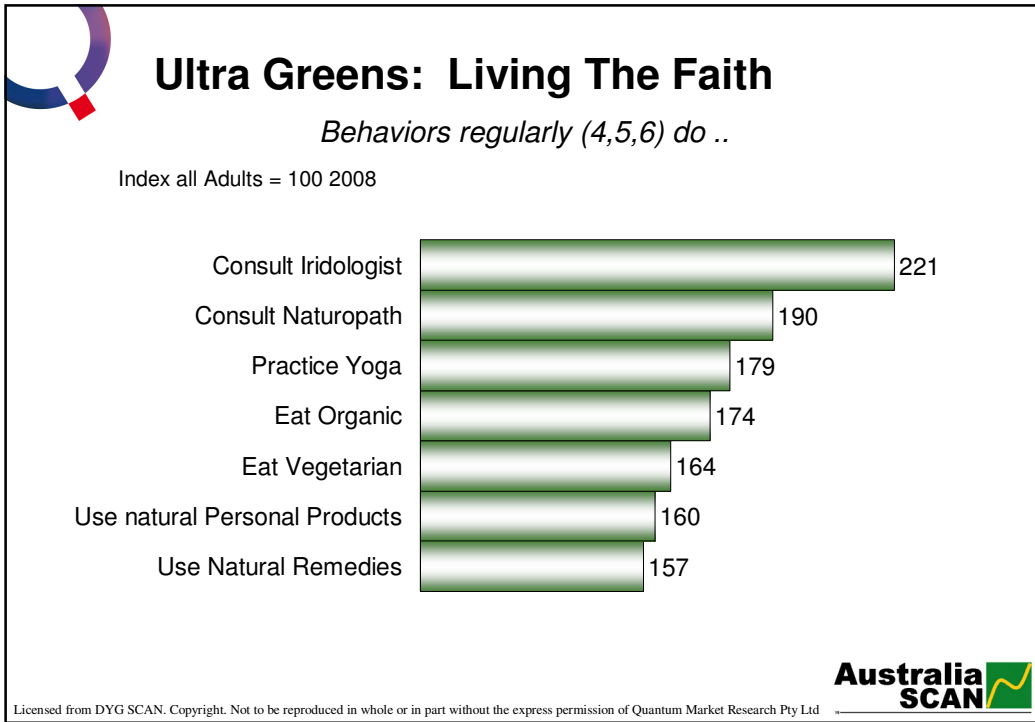
*“Who do they think they’re kidding?”*

Male 30s

**Australia  
SCAN** 

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# Getting The Vocabulary Right



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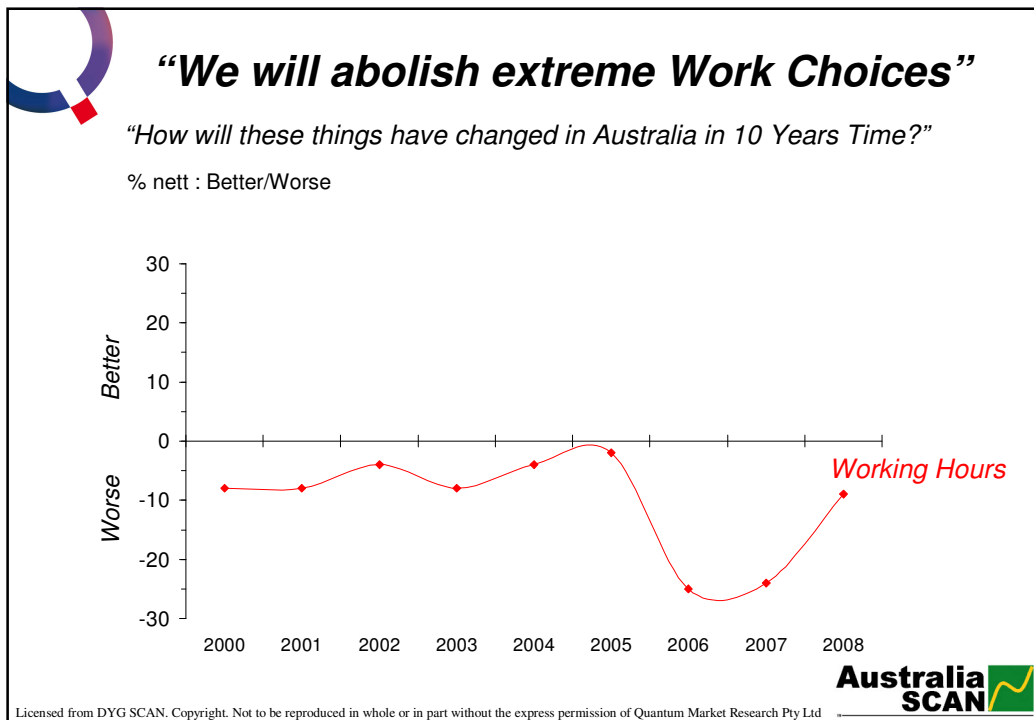
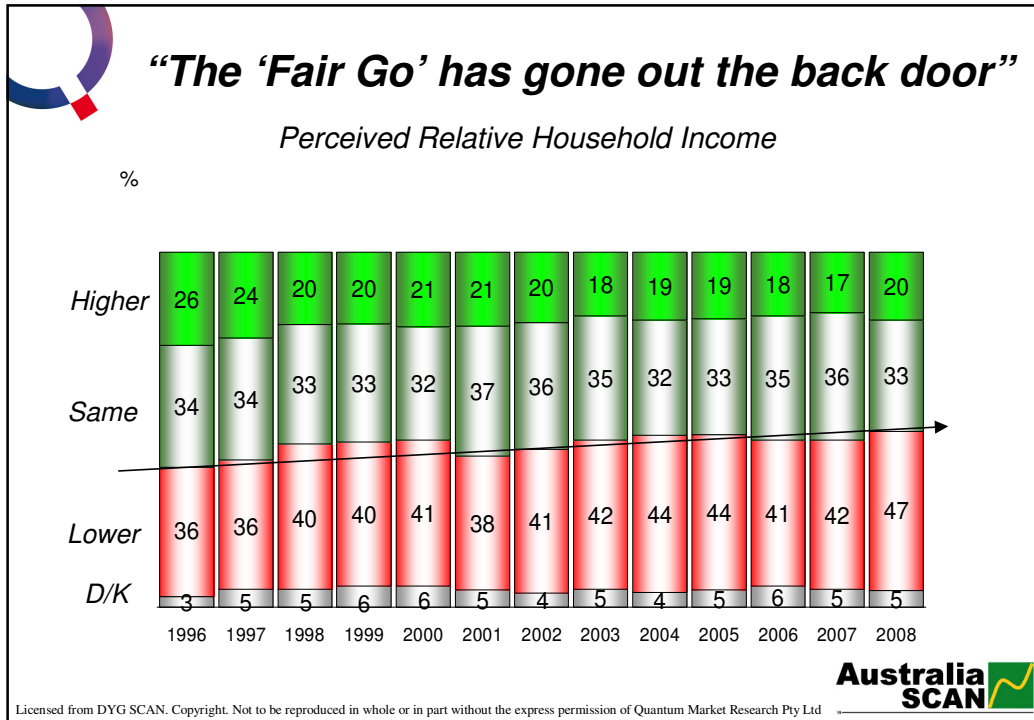


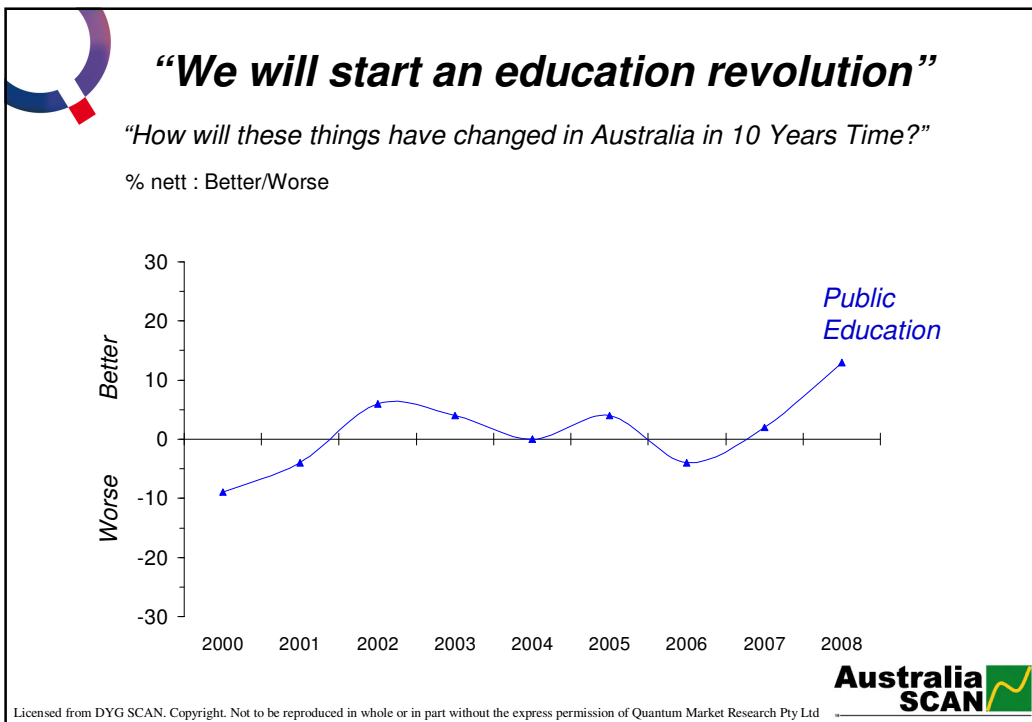
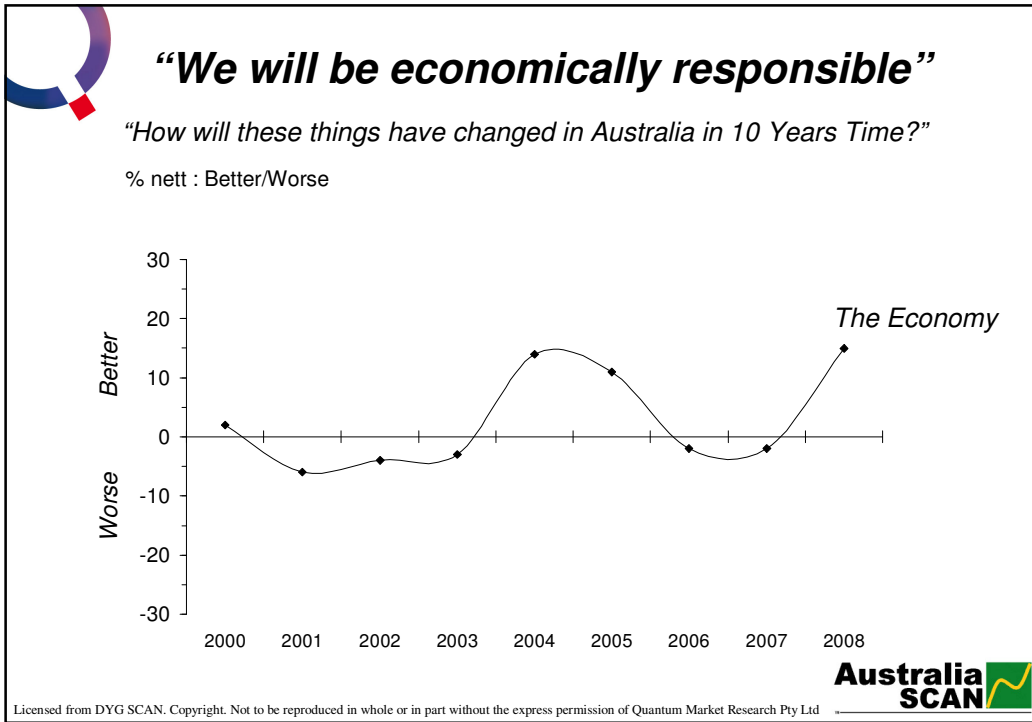
*“New leadership with  
fresh ideas for the future”*

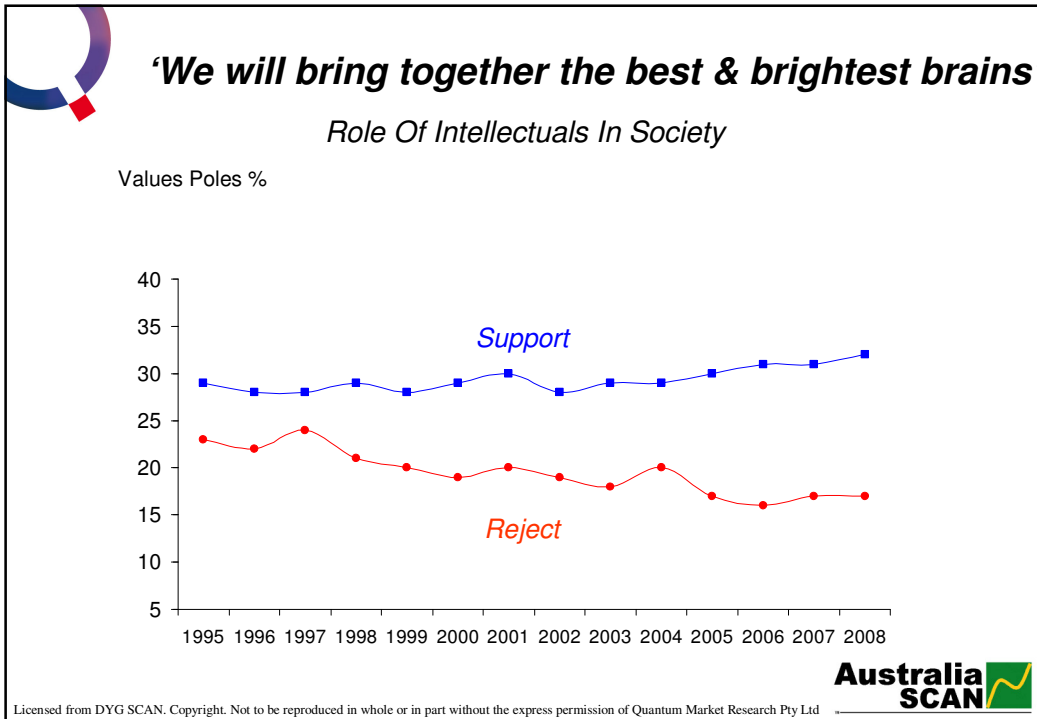
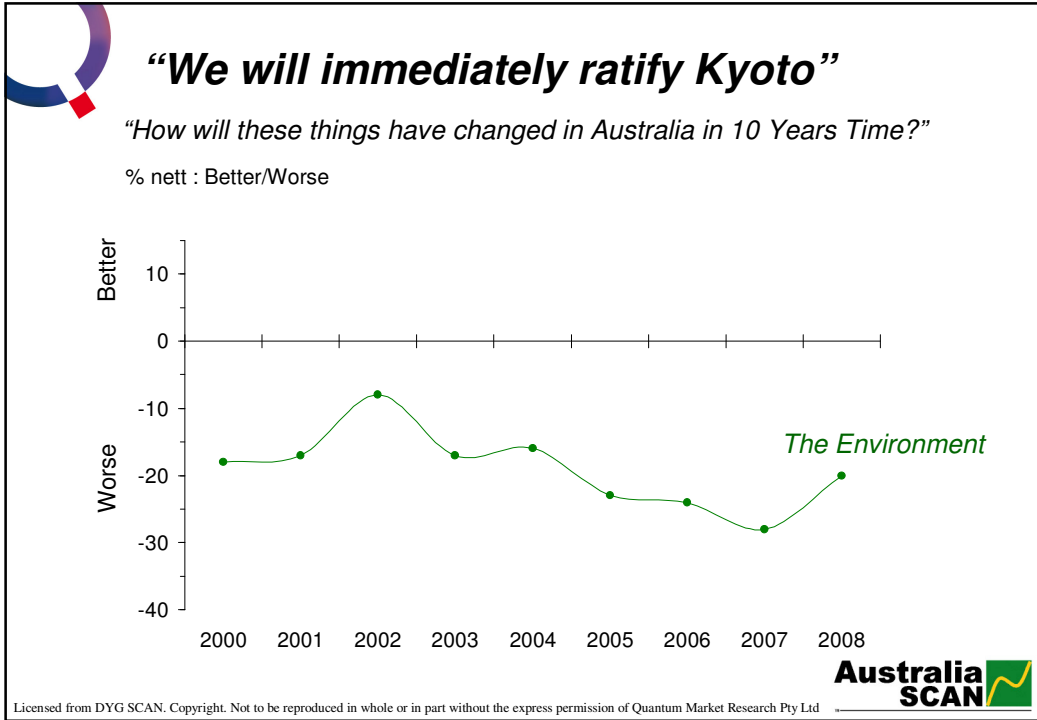


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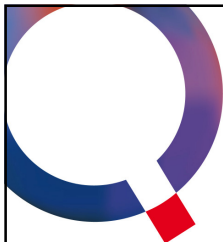
## Qual & Quant

*“...This, I tell ya brother,  
You can't have one without the other”*

Sammy Cahn &  
Jimmy Van Heusen



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