

Web Appendix

Web Appendix 1: Comparison of Qualitative Methods

Method	Participant / Interviewer -led	Use of Visual Stimuli	Duration	Access to Subconscious	Insight Depth	Source
ZMET	Yes / Yes	Extensive - participant-selected images central to process	1-2 hours	High - through deep metaphors and visual metaphor elicitation	Very Deep	Zaltman & Coulter (1995)
Photo Elicitation	Yes / Yes	Moderate – researchers or participants provide photos for elicitation	~1 hour	Moderate - depends on discussion depth and interpretation	Moderate	Cederholm (2004)
Exploratory Interview	Partial / Yes	None - primarily verbal responses	~30 minutes	Low - limited probing of unconscious cognition	Shallow	Crouch & McKenzie (2006)
Depth Interview	No / Yes	None - structured verbal questioning	~1 hour	Moderate - some access with skilled probing	Moderate	Bryman (2012)
Repertory Grid	Yes / No	None - relies on constructs elicited verbally	~1 hour	Moderate - cognitive mapping surfaces perceptions	Moderate	Fransella et al. (2004)
Critical Incident Technique	No / Yes	None - incident description and analysis	~1 hour	High - taps into emotional responses to critical experiences	Deep	Gremler (2004)
Participant Observation	No / Yes	None - based on field notes and observations	2-3+ hours	Moderate - may observe subconscious behavior but hard to infer intent	Moderate	Grove & Fisk (1992)
Focus Group Discussion	Partial/ Yes	Low - may use prompts or images in group setting	~1 hour	Moderate - constrained by group dynamics	Moderate	Stewart & Shamdasani (2014)
Discourse Analysis	No/Yes	None - text-based analysis	10+ hours	Moderate - discourse may reflect deeper ideologies	Moderate	Silverman (2016)
Ethnographic Study	Yes/ Yes	None - ethnographic fieldwork, artifacts may be present	days to weeks	High - prolonged immersion allows nuanced understanding	Deep	Elliott & Jankel-Elliott (2003)

Source: Adapted from Hancock and Foster (2020)

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