

3.6 Communication Elements

It would appear that the greatest source of concern by respondents deals with credibility and believability. The focus group respondents found fault with all elements of the decision leader group -- government, business, labour, academic -- since each was seen to have either an intrinsic bias or stake in the issue and as a result where Canadians would not likely get "the goods". Media was viewed, generally, as the group least biased in the dissemination of information because it provided a collective forum for debate.

Given that the focus groups were inconclusive in determining the most credible source of information, it was recommended to the client that further study be engaged in the quantitative phase of the research.

Further, it was recommended to the client that with respect to the creative and executional elements of any communication message, that further information be ascertained with respect to the definition of competitiveness as it is linked to action (i.e., productivity) and attitude (i.e., aggressiveness).

As a result, informational vehicles -- brochures; television, radio and print advertising; conferences; seminars, etc. -- are all likely considerations in terms of the development of an informational campaign; however, this should be tested more fully in the second round of focus groups and should recognize regional sensitivities in terms of the most appropriate vehicles.