

## **I am an Ancestor!**

<http://bit.ly/ancestorlangmaid>

I finally made it into the annals of qualitative research. Many thanks John Griffiths. I am very glad to have been part of the great years. Most of what happens nowadays is not qualitative research. It is questionnaires in armchairs, driven by a client's agenda using technological language that consumers haven't even heard of let alone use.