

MSc Marketing and MSc Branding & Advertising

CIMR

Workshop 5: Ray Poynter

Practical session Online data gathering

Agenda

- All of the materials, links, videos can be accessed from <http://newmr.org/ntu/>
- Video Interviews
- Permission and Ethics
- Writing Surveys, Analysing Responses and Exporting Data to Excel and SPSS
- Practical Exercise
- Questions via Online Discussion

Webcam Interviews

Issues

- Permission/consent
- Anonymity – faces are PID (Personally Identifiable Data)
- Audio only or full video
- Record audio or audio and video?
- Editing

Options

- Skype, Facebook, WhatsApp, Facetime etc
- Web-meeting software, e.g. Zoom
- Research Software

Zoom.us – Web-meeting Software

- Free option available – limited to 40 minutes
- Can use audio or audio+video
- Will record audio or audio+video
- We will be using Zoom for the Q&A session
 - I will be broadcasting voice and images
 - You will be typing questions via the Q&A option

Permission and Ethics

- Informed Consent
- Use the consent forms from NTU
- Respect anonymity

Surveys & Qualtrics

- Use Qualtrics for Surveys and Semi-structured interviews
- Find out from NTU how to create an account and create it ready for your practical session
- nbsntu.eu.qualtrics.com

Qualtrics Example

- Go to the <http://newmr.org/ntu/> page
- Take the two example surveys
 - Quantitative Survey – Grocery
 - Discursive Survey – Nottingham
- Watch the following short videos, all the links are on the web page:
 - Creating a Simple Survey
 - Creating a Quantitative Survey – Grocery
 - Creating a Discursive Survey – Nottingham
 - Reviewing Survey Data
 - Exporting Survey Data

Practical

- With your Qualtrics account, design your own survey
 - You can base it on one of mine, or create your own
- Circulate the URL to classmates
- Check your data and export it to Excel or SPSS
 - Check you can understand it in Excel and/or SPSS
- Join the class online discussion Q&A session
 - The link to sign up for the Zoom discussion is on the <http://newmr.org/ntu/> page
 - It is best to sign up for the session as early as possible, the system will send you a link to the session, and a reminder

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