MASTERCLASS SERIES: Research Research Research 2015-16

Please note this is an ELECTIVE WORKSHOP which counts towards the Institute of Leadership and Management (ILM) endorsement, as part of the OBSEA programme. For full details of ILM requirements see the Workshops and Masterclasses section of our website.

About the Research, Research, Research Workshop

The Research, Research, Research workshop is a participation event run by Louise Wheeler, Founder & Director of Research Oxford Ltd, a marketing research company, which is also a social enterprise. The Research Oxford Ltd strapline is *Insight for Positive Change* and the company was set up six years ago to allow Louise to share her research skills affordably with the not-for-profit and charitable sectors. Previously Louise has worked with corporate giants such as Argos and Royal Bank of Scotland.

This masterclass is based on insights from the world of business research and the aim is to start you thinking about the specific types of information you need to move forward with your project or enterprise and consider the best methods of research.

The exercise

- Watch the video of the 2015-16 Research, Research, Research masterclass on the Resources and Learning section of our website.
- Read the complete exercise sheet all the way through before you begin
- Use the video and the prompts below to complete the exercise in no more than two sides of A4
- Submit the completed work to Jeff Willmore

Additional resources

The presentation slides that accompany the 2015-16 Research, Research, Research masterclass can also be found on the Resources and Learning page of our website. For additional information about research, please see the 2014-15 masterclass entitled Research, Research, Research presented by Michael Niles of Wenta, hosted on the Resources and Learning website page. This website also contains a wealth of practical videos, presentations and materials designed to help you learn about running a social enterprise.

Further advice

If you have any queries or need any further advice or help in completing this exercise, please contact: 

Jeff Willmore, OBSEA Programme Co-ordinator on jwillmore@brookes.ac.uk

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EXERCISE 1: ABOUT MARKET RESEARCH

Answer each question in one or two sentences only.

• What is market research?
• What is meant by primary data?
• Describe what is meant by hard and soft data?

EXERCISE 2: WHO ARE YOUR MARKETS?

• Spend five or ten minutes working out your target markets.
• Describe your markets in bullet points.

EXERCISE 2: WHAT DO YOU NEED TO KNOW ABOUT YOUR MARKETS?

• Make a list of the six attributes you need to know about the people in your target market?
• Relating to your own project or idea, what are the three critical questions you need answers to?
• What will you be able to do once you have that information?

EXERCISE 3: HOW WILL YOU FIND OUT WHAT YOU NEED TO KNOW ABOUT YOUR MARKETS?

• Traditionally there are two types of research. What are they called and how could they be described in colloquial terms? What’s the difference between the date in the two types of research?
• Describe in one paragraph why and how you need to be pragmatic in your research?
• Describe in one paragraph, what is sampling?
• What is a critical friend in research and how can they help you? (one paragraph)
• Why is authenticity important in research? (one paragraph)

EXERCISE 4: ONLINE TESTING

• Describe two ways in which companies are using the internet to help test their ideas and hypotheses?

EXERCISE 5: RESPECTING YOUR PARTICIPANTS

• Describe in one or two paragraphs why it is important to respect the participants who are helping with your research?
• Do a little of your own research to find out what is the MRS code of conduct, why it is important and whether it is a legal requirement? Tell us in one paragraph.
• Find out what is meant in the UK by the Data Protection Act and in no more than two paragraphs explain briefly why it is relevant and important in research?
• How many profile segmentation types are there and where can you find out about profile types for the whole of the UK population?
EXERCISE 6: MAKING IT PERSONAL

• What are the 7 steps to successful research?

• What do we mean by starting with ‘the end in mind’ when creating your research survey or questions? Why is this important?

• In one or two paragraphs tell us what’s the most important piece of information that you have learnt in this workshop and how you might use this in the real world.

Now please submit your named, completed work to jwillmore@brookes.ac.uk. Thank you.