

## **University of Manchester Q-Step Summer Project 2016**

**Ref: #11 UoMQStep 2016 AudienceNet USA**

**Organisation Name:** AudienceNet

**Team / Department:** Social & Political Research

**Address:** 1250 Eye St NW, Suite 200, Washington, DC 20005

**Provisional title for project:** AudienceNet USA

**100 word abstract of what the project would probably undertake, and any data to be used**

AudienceNet is an innovative market research consultancy built upon the application of connected technologies to profile and engage with specific target markets across the globe. As part of a wider organization AudienceNet US has access to a rich database comprising 250 million US residents. This internship will take place in AudienceNet's new Washington DC office and will involve the successful applicant using their statistical analysis skills to compile detailed consumer profiles in relation to key demographics or to dig for insights on behalf of our clients in music, technology and political circles.

### **Key words (up to 12)**

Washington DC, USA, Quantitative Analysis, Qualitative Analysis, Data Visualization Politics, Youth Engagement, Music, Online Communities

### **Essential and desirable skills that the student would need to have**

#### **Essential:**

Confidence / keen Interest in working with data  
Attention to detail  
Analytically minded  
Ability to work independently

#### **Desirable:**

Experience of working with quantitative and qualitative data  
Basic Excel / SPSS Skills

**Where the work would be carried out:**

1250 Eye St NW, Suite 200, Washington, DC 20005

**Preferred selection method (interview or other meeting)**

Interview

**Support and training offered by the organisation**

Introduction to political research

Help with finding accommodation in Washington DC

Support with quantitative dissertations

An understanding of distinct online qualitative and quantitative research

Hands on supervision in working with quantitative data

Introduction to segmentation analysis

Encouragement with individual thinking and ideas

**Any issues of data confidentiality and/or IPR that would need to be resolved**

NDA required for certain, commercially sensitive projects.

**Supporting information**

<http://www.audiencenet.co.uk/>

<http://www.datadesignstudios.co.uk/>

**Financial assistance offered by the organisation**

Travel expenses to meetings will be covered by Audiencenet.

The University of Manchester will cover the cost of one return flight from the UK to Washington DC.