Q-Step Summer Project 2017: AudienceNet

Ref: #2 UoMQStep 2017 AudienceNet London

Team/Department: Social & Political Research Department

Address: 65-67 Leonard Street, EC2A 4QS, Shoreditch, London

Provisional Title for Project: "Political Engagement Amongst Millennials & Public Perceptions of the Refugee Crisis"

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

AudienceNet is an innovative social and consumer research consultancy built upon the application of connected technologies to profile and engage with specific audiences across the globe.

As well as learning about commercial research techniques, the successful applicant will be working on two high profile projects; The Tent Tracker (Refugee Research) and The Millennial Dialogue (Young peoples' engagement with politics). Day-to-day activities will be varied and will include analysing quantitative and qualitative data, moderating online research communities and working with the 'Data Design' visualisation team to create infographics on key findings. Mentoring and weekly training sessions will take place to assist in the intern's development.

Key Words (up to 12): Quantitative Analysis, Comparative Research, Data Visualization, Politics, Youth Engagement, Refugee Crisis, Data Design, Online Communities, Reporting, Statistical Analysis, 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: Interest in politics and/or social issues
Interest in youth engagement
Experience of working with quantitative and qualitative data
Basic Excel / SPSS Skills

Preferred selection method: Interview

Support and training offered by the organisation:

Introduction to political research
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: N/A

Supporting Information: www.audiencenet.co.uk
millennialdialogue.com www.tent.org/research-index
www.datadesignstudios.co.uk

Financial assistance offered by the organisation:
Travel expenses to meetings (if applicable)