

University of Manchester Q-Step Summer Project 2016

Ref: #12 UoMQStep 2016 AudienceNet Millennial Dialogue

Organisation Name: AudienceNet

Team / Department: Social & Political Research

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

Provisional title for project: The Millennial Dialogue – Youth Engagement With Politics, A Comparative Analysis

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. AudienceNet's origins are in the field of consumer research in the music and technology industries.

The opportunity with us is to work on the Millennial Dialogue research project, the most comprehensive and far-reaching international survey of millennials ever undertaken. Day-to-day activities will be varied but are likely to include analyzing quantitative and qualitative data about engagement with politics, working with the 'Data Design' team to create key findings infographics and moderating online research communities.

Key words (up to 12)

Quantitative Analysis, Qualitative Analysis, Comparative Research, Data Visualization, Politics, Youth Engagement, Segmentation Analysis, Data Design, 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

Basic Excel / SPSS Skills

Desirable:

Interest in politics or social issues
Interest in youth engagement
Experience of working with quantitative and qualitative data

Where the work would be carried out:

67 Leonard Street, Shoreditch, London EC2A 4QS

Preferred selection method (interview or other meeting)

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

NDA required for certain, commercially sensitive projects.

Supporting information

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

Financial assistance offered by the organisation

Travel expenses to meetings if applicable