Q-Step Summer Project 2017:
AudienceNet

Ref: #1 UoMQStep 2017 AudienceNet USA

Team/Department: Social & Political Research Department

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

Provisional Title for Project: "AudienceNet USA: LOOP & Refugee Research"

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 target markets across the globe.

AudienceNet US has access to a rich database comprising 250 million US residents. This internship will take place in AudienceNet's Washington DC office and will involve the successful applicant using their statistical analysis skills to compile detailed consumer profiles in relation to key demographics. In addition, the intern will work on projects with the London office, mainly the Tent Tracker: Public Perceptions of the Refugee Crisis and Refugee Voices.

Key Words (up to 12): Quantitative Analysis, Online Communities, Statistical Analysis, Data Visualization, Politics, Refugee Crisis, Public Perception, Washington DC, USA

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 the refugee crisis
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)