

	Introductory 0-1 years experience in qual		Intermediate 2-4 years experience in qual		Intermediate/Advanced 5-15 years experience in qual
Understanding qual and the role of the researcher	Definitions of qual; rel with quant Reliability, validity, limitations Skills involved in QMR - overview Quality of the interviewer & reflexivity Codes & ethics – origins, key elements and Data Protection		Qualitative mind-set & values Detailed skill set Codes and issues re privacy Roles and power relationships Domains of qual understanding – emotional, social, cultural. What is 'depth' in qual?		Professional competencies for researchers Coaching and mentoring others EQ; styles of handling conflict Developing yourself as an interviewer: stretching, bracketing & hot buttons Levels of empathy & NVC Applying psychology/ sociology etc for a unique approach
Self and other development					
QMR Methods	Overview of qual methods & their limitations Focus on Groups vs. depths Online vs. f2f	Practice	More on F2F variations & ethnography/immersive Collaborative methods & some facilitation skills Deeper look at online qual – listening, OLF, BB and immersive, crowdsourcing Technology: eye tracking, neuroscience, facial coding etc	Practice	Workshops – planning, facilitating, techniques to manage people and democratic processes Considered views on new methods – serious gaming, neuroscience, Eyetracking, etc Understanding multi-method research
Preparing & managing a project to meet client needs	Step by step running a qual project Sample design principles & methods of recruitment Basics of topic guides	with feedback and mentoring	Role and content of a brief and proposal Writing a screener Range & purpose of stimulus Handling concepts & stimulus; researching advertising Designing research for insight generation Understanding and using brand models	with feedback and mentoring	Writing/checking a brief/ proposal Business objectives to research objectives Designing and selling in projects Varying Roles of guides Creating a topic guide /observation guide Help clients get more from viewing groups
Interviewing/ moderating	Importance of the introduction Best practice; basic skills for depths/groups Importance of listening Managing people and energy Dealing with dominant and quiet respondents Avoiding common mistakes in moderating Simple projective techniques		Where best practice comes from Range of interviewing skills including reflecting Understanding your own style Active Listening and barriers to listening Understanding and managing various types of difficult people Advanced projective techniques & laddering Deep listening skills		Models of process for groups and depths Breaking the rules once you know them Clean language Excellence project – styles of working Creative interviewing/ motivational interviewing /cognitive interviewing
Analysis & Interpretation	Outline of processes involved Analysis workshops Understanding elements of brands & advertising Basic definitions of insight		Detail of analysis processes including coding Interpretative processes; typologies, taxonomies, social psychology, psychology of persuasion Creating stories; different types of presentations		Different approaches to AA & I – language to psychodynamics. Understanding of grounded theory, metaphor analysis, content analysis, narrative structures, heuristics Theoretical perspectives on brands, advertising, organisations etc.
Theoretical Perspectives					
Reporting, communicating insights, building client relationships	Basic skills of writing and delivering presentations Basics of marketing, communication, how organisations work, etc.		Applying useful filters and frameworks – behavioural economics& cognitive biases, theories of emotion and motivation, what is engagement, how does advertising work?		Understanding marketing / communications well enough to discuss issues with clients Running client insight workshops Understanding semiotics & cultural analysis, Neuro Linguistic programming, TA etc.