

Short Course #1: Planning Successful Focus Groups

Instructor: David Morgan, Portland State University

Description: This class provides an overview of the basic skills involved in designing research with focus groups. The class will emphasize that there is no “one right way” to do focus groups. Instead, every project requires making specific decisions about a research design that will meet your goals. The core content of this workshop will present both the most common options for doing focus groups, and the criteria for helping you choose among those options. Examples will be drawn from using focus groups for survey research and the construction of questionnaires.

The outline for the class follows the steps involved in designing a focus group project: (1) Determining your guiding goals; (2) Selecting a discussion style that matches your goals; (3) Choosing participants who meet your goals; and (4) Asking questions that produce useful discussions about your goals

About the instructor: David Morgan is a University Professor at Portland State University, where he also has an appointment in the Department of Sociology. He received his Ph.D. in Sociology from the University of Michigan, followed by post-doctoral training at Indiana University. He is a widely recognized expert on both focus groups and mixed methods research, and he has offered numerous workshops and training sessions on these topics. Dr. Morgan’s research interests center on realistic approaches to social science research methods, with an emphasis on practical applications of research design.

Short Course #2: Designing Surveys for Mobile Devices

Instructor: Mario Callegaro, Google.

Description: This short course will familiarize the participants with the issues of designing surveys that can be taken on mobile devices. We will discuss topics such as questionnaire design, layout, navigation, use of images and video, and email invitations. Some data on mobile phone web browsing and specifically some other data on number of respondents accessing a survey via a mobile device will be presented. Participants are invited to bring their own smart phone and laptop, if possible, because interactive examples will be used along the course. Practical advice on measuring which device has been used to take the survey will be given along with technical information and a discussion on survey platforms that can handle mobile phone surveys. Lastly a discussion of designing surveys for mobile devices only or for desktop/tablet/mobile devices will be given.

About the instructor: Mario Callegaro is survey research scientist at the survey research lab at Google inc, Mountain View. He holds a Ph.D. in survey research and methodology from the University of Nebraska, Lincoln. He previously worked as survey research scientist for Knowledge Networks. Mario has published numerous papers in the field of survey research, the most recent on online surveys, response rates for online panels, and cell phone surveys. He is in the editorial board of Survey Research Methods and regularly reviews articles for peer-reviewed journals.

Short course registrants may receive contact hours through The Professional Researcher Certification program (PRC), pending approval. This program is designed to recognize the qualifications and expertise of marketing and opinion research professionals, and to encourage high standards within the profession to raise competency, establish an objective measure of an individual's knowledge and proficiency and to encourage professional development. For more info, visit the MRA website, <http://www.mra-net.org/prc/>.