

2011 PAPOR Short Courses
December 8, 2011

8:00am – 11:00am
Focus Groups in Today's Changing Times

Advanced focus group moderator techniques for face-to-face sessions (8:00-10:00am)
Instructor: Nancy Ellen Kiernan, Penn State University

This skills-based interactive workshop is for anyone interested in becoming a moderator, as well as for moderators wanting to strengthen their current approach. You will:

1. Learn 15+ techniques to initiate & maintain focus group discussion and to create an environment that encourages the expression of alternative opinions.
2. Learn the theoretical framework distinguished from that of personal interviews.
3. Develop and improve skills using practical exercises and examples.

Online focus group moderating (10:00-11:00am)
Instructor: Candace Northey, itracks

In this session we will explore different methods for conducting online qualitative research. An overview of both asynchronous and real time methods will be explored, incorporating more advanced methodologies and specific project designs. This session will help you learn how to incorporate online methods into your current research projects, and help you identify situations when online qualitative research can help enhance your research approach.

11:15am – 1:15pm
Geographic Information Systems (GIS)/Location-Based Surveys
Instructor: David Latterman, University of San Francisco

GIS is increasingly becoming an integral part of public opinion research. Not only are maps used to display data, but spatial statistics help find trends not easily seen with crosstabs and regressions. This short course explores how GIS is used in opinion and quantitative research; for instance, using maps to display data, capturing demographic data through GIS systems, and spatial statistics. Pictures are indeed often worth 1,000 words.