

Data Fluency for Methodology Planning: A 3-Week Course

In recent meetings, have you heard clients or colleague talk about 1st versus 3rd party data, data veracity, behavioral data, blended data or perhaps even DMPs? And when these topics come up, do you feel confident that you understand the terms and their relevance to customer insights work? Today, the data-fluent researcher can choose from many types of data—including “big” and “small,” quantitative and qualitative, primary and secondary, financial and behavioral, and more. Know your options, and how to assess their reliability and suitability for different decision-making needs.

Students will learn about framing goals and needs, selecting from various data types and sources, and assessing data reliability. This course meets once a week for three weeks, 90 minutes each (4.5 classroom hours total).

1. A Blended Data World
 - 1.1. The data boom
 - 1.2. No data is perfect
 - 1.3. Becoming data fluent (because your business clients are, too)
2. Achieving Data Fluency
 - 2.1. Know how to specify outcome-centric goals
 - 2.2. Know your options (be “data source agnostic”)
 - 2.3. Know how to assess reliability
3. Sidebar on Market Research & Insights Career Paths
 - 3.1. A rising data tide lifts all research boats
 - 3.2. The Advisor Opportunity
 - 3.3. The Specialist Opportunity
4. Gaining Data Fluency Step 1: Specify outcome-centric goals
 - 4.1. What is an outcome-centric goal?
 - 4.2. From goals to hypotheses
 - 4.3. Hypothesis generation processes
5. Gaining Data Fluency Step 2: Know many data options (note: the following topics are presented in the context of applications, strengths and limitations)
 - 5.1. “Big” and “small”
 - 5.2. Primary and secondary

- 5.3. Self-reported & observational (including ethnographic, social sentiment, biometrics)
- 5.4. 1st, 2nd, 3rd party data
- 5.5. Attitudinal, behavioral, emotional, transactional
- 5.6. Cross-sectional, longitudinal
- 5.7. Past, present, future
- 5.8. Structured/unstructured
- 5.9. Descriptive, predictive, prescriptive
- 5.10. Experiments
- 5.11. Online behavioral data
- 5.12. Passive data
- 6. Gaining Data Fluency Step 3: Assess data reliability
 - 6.1. The power of time
 - 6.2. Pros and cons of size
 - 6.3. Bias
 - 6.3.1. Survey data: sources of bias
 - 6.3.2. “Big data”: sources of bias
 - 6.4. Validation
 - 6.5. When to raise red flags
- 7. A Goal-centric Framework for Selecting Data Sources
 - 7.1. Sample Goals and how they map to 30 potential data sources
- 8. Applying Your Data Fluency: Practice Exercises
 - 8.1. Case study 1: Which of 4 product concepts should be further developed?
 - 8.2. Case study 2: What types of customers have the highest potential lifetime value?
 - 8.3. Case study 3: Which of 4 promotional videos best conveys our brand promise?
 - 8.4. Case study 4: Will our target market pay a premium for Brand X co-branding?
- 9. Summary
 - 9.1. Final review
 - 9.2. Final Q&A

Course availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.