

## Frequently Asked Questions about The Insights Association Certificates in Qualitative & Quantitative Research

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### **Q: How do I earn a Certificate?**

A: By registering for the program and completing 21 hours of training from Insights Association-approved classes. Completion requires attending the classes and successfully completing their assessment reviews.

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### **Q: How do I register for a Certificate?**

A: Use these links to register online. Register for the [Insights Association Certificate in Qualitative Research Principles](#), or register for the [Insights Association Certificate in Quantitative Research Principles](#).

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### **Q: Where are the courses held?**

A: Online, in a [virtual classroom](#). You have a live instructor in these courses, and will be with a group of 5 to 10 other students. These are very interactive courses designed to maximize learning and retention. There is lots of audio, video, demonstration and real-time Q&A.

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### **Q: When are the courses held?**

A: All courses are offered at least three times per calendar year. Visit [Training.ResearchRockstar.com](http://Training.ResearchRockstar.com) for upcoming date options.

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### **Q: Is this the same as the Insights Association's PRC program?**

A: No. These new certificates provide an opportunity for researchers to gain a credential specific to quantitative and/or qualitative research. The PRC (Professional Researcher Certification) program is still offered, and has different content and requirements.

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### **Q: Do the Insights Association Certificates, like PRC, require passing a special test?**

A: No. You will simply complete the per-class assessments for each course. Your successful completion will automatically earn you a certificate in the program for which you registered. The certification does not expire.

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### **Q: If I have questions about the certificates, who do I contact?**

A: Please contact Research Rockstar student support at 508.691.6004 ext 702, or [Support@ResearchRockstar.com](mailto:Support@ResearchRockstar.com). You can also get information [here](#) from the Insights Association.

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**Q: I have already taken some of these courses. Can I apply them?**

A: If you have taken 1 or more of the eligible courses in the past 12 months, contact [Support@ResearchRockstar.com](mailto:Support@ResearchRockstar.com). We may be able to give you a partial credit towards your registration fee. But you must register for a certificate in order to earn a certificate.

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**Q: Some of the courses meet once a week for 4 weeks. What if I miss one out of the 4 days?**

A: If you miss one or two courses, you can watch the recording and complete any instructor-required online assessments. But if you miss three or more you will need to take the course again.

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**Q: I have a team of 10 people who all want to earn certificates. Some of them are based in different time zones. Can courses be scheduled to meet our needs?**

A: Yes. If you have team of 10 or more people, we will schedule a private course for your team. Private courses typically need to be scheduled 4 to 6 weeks ahead of time, so please plan accordingly.

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**Q: Can I get an Insights Association Certificate by being a Backstage Pass holder?**

A: Yes. If you have a Backstage Pass, simply register for the Certificate and pay an incremental \$500 fee for the certificate program.

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**Q: Which course are eligible?**

A. All eligible **quantitative** courses:

- 10 Point Checklist for Questionnaire Design
- Excel for Market Research Data Analysis
- Introduction to Conjoint Analysis
- Introduction to Factor and Cluster Analysis
- Introduction to Quantitative Data Analysis
- Introduction to SPSS
- Market Segmentation
- Questionnaire Design 201: Scale Selection
- Writing Quantitative Research Reports

All eligible **qualitative** courses:

- Conducting Research Interviews
- Introduction to Ethnography
- Managing Focus Groups
- Online Qualitative Research Methods
- Social Media Meets Market Research
- Writing Qualitative Research Reports

**For more information, please**

visit: <http://training.researchrockstar.com/collections/insights-association-certificates>

email: [Sales@ResearchRockstar.com](mailto:Sales@ResearchRockstar.com)

or call 508.691.6004 ext. 701