

INTRODUCTION TO PUBLIC OPINION RESEARCH



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1-833-282-6852
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ALGONQUIN
COLLEGE
Corporate
Training

INTRODUCTION TO PUBLIC OPINION RESEARCH

for federal public servants and not-for-profit employees

This course has been developed with Public Services and Procurement Canada and is taught by leading industry practitioners who are also teaching at Algonquin College.

OVERVIEW

Objectives

- Cover best practices in research design
- Provide a strong understanding of qualitative and quantitative research
- Explore data analysis fundamentals through Power BI
- Demonstrate how to communicate findings to a variety of audiences and deliver convincing presentations

Requirements

Participants must:

- Have a working knowledge of Excel
- Install the desktop version of Power BI
- Attend an introductory course on Power BI

Note: You will need to login to GCcollab and download the recording

PART 1: INTRODUCTION TO PUBLIC OPINION AND QUALITATIVE RESEARCH

Objective: Introduce participants to the most important aspects of public opinion research design

The material will cover:

- Secondary research, qualitative and quantitative research methodologies and when to use them
- Research standards, best practices, and ethical considerations
- Moderator and interviewer skills and group dynamics
- Role of the client

Outline

- *Module 1: Introduction to public opinion research*
- *Module 2: What is qualitative research?*

- *Module 3: Qualitative research standards, best practices and ethical considerations*
- *Module 4: How do you recruit for qualitative research?*
- *Module 5: Moderator's guides and moderating*
- *Module 6: Online qualitative research*



PART 2: INTRODUCTION TO QUANTITATIVE RESEARCH

Objective: Teach participants how to structure and design questionnaires

The material will cover:

- Different question types and when to use them
- Best practices and different types of samples
- Sensitive questions and how to reduce bias in questionnaires
- Uses for questionnaires including but not limited to gauging POR

Outline

- *Module 1: Introduction to questionnaire design*
- *Module 2: Examining bias in questionnaires*
- *Module 3: Writing questions*

Labs

1. Creating a questionnaire plan
2. Writing questionnaires to solve research objectives
3. Simple survey programming

PART 3: INTRODUCTION TO DATA PREPARATION AND VISUALIZATION TECHNIQUES

Objective: Introduce participants to the fundamentals of data analysis using Power BI

The material will cover:

- Importing data into Power BI desktop and conducting data transformations using Power Query
- Modeling data and calculating indicators using Data Analysis Expressions (DAX)
- Preparing interactive reports and visualizations in Power BI

Outline

- *Module 1: Introduction to Power BI Desktop*
- *Module 2: Importing and transforming data*
- *Module 3: Tabular structure of data and simple relationship model*
- *Module 4: DAX calculations in Power BI*
- *Module 5: Visualizing data with Power BI*
- *Module 6: Other Components for Delivering a Power BI Experience*

PART 4: STORYTELLING IN PUBLIC OPINION RESEARCH

Objective: Instruct participants to communicate complex information to a variety of audiences

The material will cover:

- Components of a convincing presentation
- Link between questionnaire design, data analysis, and storytelling

Outline

- *Module 1: The fundamental power of a story*
- *Module 2: Essential elements of a story*
- *Module 3: The written report as narrative*
- *Module 4: Approaches to presenting*



This course is designed for professionals in the public and not-for-profit sector and introduces participants to the skills and knowledge required to embark on a career in public opinion research.



- 16 hours of virtual instructor-led instruction
- One 4-hour session per week for 4 consecutive weeks

To register:

Online: <https://www.algonquincollege.com/corporate/course/introduction-to-public-opinion-research>

Phone: 1-833-282-6852

Email: training@algonquincollege.com