

University of Manchester Q-Step Summer Project 2019

Ref #14: UoMQStep 2019 AudienceNet – Data Design and Infographics

For enquires, contact Dr Martin Prowse, martin.prowse@manchester.ac.uk (Lecturer) or the Q-Step general email – q-step@manchester.ac.uk

Organisation Name: AudienceNet

Team/Department: Consumer Research

Address: 65-67 Leonard Street, Shoreditch, London, EC2A 4QS

Provisional title for project: Data, Design and Infographics

AudienceNet is an innovative social and consumer research consultancy built upon the application of connected technologies to profile and engage with audiences across the globe. We have a particular interest in representing the views of lesser heard/vulnerable groups. We have extensive experience of working with minority ethnic groups, refugees and those facing challenging social and economic circumstances. Now, more than ever, with rapid advancements in technology and connectivity, we believe our industry has been presented with an unprecedented opportunity to facilitate truly democratic decision-making.

During the internship, you will help the research team on current projects and be tasked with in-depth data analysis and reporting your findings. Day-to-day activities will include analysing quantitative and qualitative data and working with the 'Data Design' visualisation team to create infographics. You will be working with a wide range of data from various sectors (e.g. government, music/entertainment, social/political).

Key words (up to 12):

Quantitative Analysis, Qualitative Analysis, Comparative Research, Data Visualization, Data Design, Online Communities, Reporting, Statistical Analysis, Segmentation

Essential and desirable skills that the student would need to have:

Essential: Confidence/keen interest in working with data, attention to detail, analytically minded, ability to work independently

Desirable: Interest in politics/social issues, interest in music/music industry, interest in new technology, experience in working with quantitative and qualitative data, basic Excel/SPSS skills.

Where the work would be carried out: AudienceNet's London office.

Preferred selection method (interview or other method): Interview

Interview preference (on campus, remote, in your office): Skype/phone

Support and training offered by the organisation: Mentoring and weekly training sessions will take place to assist in the intern's development.

Any issues of data confidentiality and/or IPR that would need to be resolved: No

Supporting information:

<http://www.audiencenet.co.uk/>

<http://www.datadesignstudios.co.uk/>

Financial assistance offered by the organisation: Transport to meetings, where applicable