

Research Methods Training for Enterprises and Organisations

How to Build Evidence for Evaluation and Action



University
of Exeter

**Continuous Professional
Development**

The Institute of Cornish Studies
University of Exeter

Course Programme
New Year 2025

Introduction to Research Methods for Evidence and Evaluation

Policy and strategy decisions and the evaluation of programmes or activities need evidence. Rigorous social research methods can provide that evidence. In this introductory session we will introduce participants to the main methods of research: surveys, interviews and focus groups.

When should each of these be used and what they can do for your organisation?

Session One 21st January 2025 10.00am-3.00pm

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Focus Groups and Individual Interviews

What can focus groups tell you about people's views, attitudes and beliefs and what happens when they discuss them with others?

Or what about when you want to explore the experiences and views of individuals?

What are the strategies and techniques you need and what are the possibilities and limitations of focus groups and interviews?

This session will take a 'hands on' and active learning approach to these methods of research.

Session Two 22nd January 2025 10.00am-3.00pm

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How to Design and carry out a simple survey

with

**Special Guest Lecturer Dr
Charlotte Brookfield**

Surveys are about finding out characteristics, behaviour, attitudes and beliefs. They are fundamental if you want to know these things about groups of people with confidence. They are essential to good evidence. A well-designed simple survey can be the backbone of the evidence organisations need. In this session we will explore various types of survey, we design a simple survey questionnaire and we will introduce you to simple sampling techniques.

Please note, for this session, you should bring along a laptop or a tablet with Excel installed.

Session Three 18th February 2025 10.00am-3.00pm

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Analysing Survey data using Excel

with

Special Guest Lecturer Dr Charlotte Brookfield

In the previous session you will have learned how to design surveys and questionnaires and as a group, you will have designed a simple survey. In this session you will learn how to input or transfer your data into an Excel spreadsheet. Having done this you will learn some straightforward techniques for analysing your data.

Please note, for this session you should bring a laptop/tablet with Excel installed.

Session Four 19th February 2025 10.00am-
3.00pm

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Points of note:

Course rate:

£800 per person – please contact m.reid2@exeter.ac.uk for information about course funding opportunities.

A 10% discount available for Cornwall Chamber of Commerce and Voluntary Sector Forum Members

Attendance

Please arrive at 9.45am for a prompt start

Lunch, tea and coffee will be provided.

Please inform m.reid2@exeter.ac.uk of any accessibility or dietary requirements.

Sessions 3 & 4 are intended to be taken together. A laptop/tablet with Microsoft excel installed is required for these sessions.

For more information please visit:

<https://www.exeter.ac.uk/research/centres/ics/studywithus/>

Contact: m.reid2@exeter.ac.uk



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A number of fully funded spaces on this course are sponsored by Entrepreneurial Futures as part of the Shared Prosperity Fund

For further information please contact:

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