

Qualified Practising Market Researcher (QPMR)

Title	Family Name		
	Given Names		
Email			
Contact Phone		Mobile	
Full Member of the AMSRS Yes/No		Division	
If no, Full Member of equivalent international association Yes/ No			
Name of other Association			
Membership status			
Years of experience in market and social research			
Years of market and social research experience in Australia			
University degree(s) (Please list)			

Accreditation as a Qualified Practising Market Researcher requires the following:

- Being a Life Member, Full Member or Fellow of the Society;
- Adherence to the Code of Professional Behaviour;
- Commitment to ongoing professional development activities;
- Payment of a \$60.50 application fee and a further fee of \$291.50 within 30 days of being notified that application has been successful; and
- Payment of an ongoing annual fee (currently \$88) to maintain accreditation.

Under the special introductory arrangements for QPMR, those meeting the prerequisites (see overleaf) are entitled to apply for QPMR based on a self-assessment of skills in the main areas of market and social research.

From January 2004 onwards, new entrants to the QPMR scheme will need to have completed recognised tertiary coursework in market and social research. Assessment for QPMR may also involve a formal examination component.

Please give the name and contact details of two referees who can attest to your experience and skills in market research. **At least one referee must be in a company other than your own and at least one must be a full member of the Society.**

Referee 1	Referee 2
Name	Name
Position	Position
Organisation	Organisation
Phone	Phone
Mobile	Mobile
Email	Email
Full member of the Society: Yes/No	Full member of the Society: Yes/No

Prerequisites for applying under the special introductory arrangements

Please indicate which of the following statements best describes your length of time in the Industry:

- I have been a market or social researcher for 10 or more years, have spent at least two of those years practicing in Australia, and I have broad-based knowledge and experience of Market and Social research
- I have at least 5 years of experience as a market or social research researcher, have spent at least two of those years practising in Australia, have a relevant University degree and I have broad-based knowledge and experience of market and social research
- I have 2 to 5 years industry experience and wish to apply now and be provisionally accepted for QPMR under the special introductory arrangements (Those with two to five years market and social research experience are invited apply under the special introductory arrangements, pending attainment of five years of experience).
- I have attached a record in resume form of my employment history and a contact for each employer. My resume covers the entire period I have been working in the industry or up to 10 years if I have practiced market and social research for more than 10 years.
- I understand that this QPMR application will cost \$60.50 to be assessed. If this application is approved \$291.50 will be payable to gain my QPMR accreditation for one year and receive my certificate.

Signature _____ Date _____

Print Name _____

QPMR Accreditation Application Invoice

Membership Number:	Title (please circle):					MR	MRS	MS	DR	OTHER
Name:										
Company:										
Address:										
Suburb:			State:			P/code:				
Phone:					Fax:					
Email:										

Payment enclosed for the amount of **\$60.50** (gst inclusive) Date of payment: / /

Payment details: Cheque enclosed Paid by EFT on: / /

AMSRS Bank Details

BSB: 062 217
Acct No: 0080 3399
Name: AMSRS

Or please charge to: MasterCard Visa Amex* Diners*

• *NB: 3% surcharge applies for Amex or Diners cards.*

Card Number:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Signature:						Corporate Card: Yes / No					
Name on Card:						Expiry date: <input type="text"/> <input type="text"/> / <input type="text"/> <input type="text"/>					

Please retain a copy of this of this for your record.
This will become a tax invoice on payment and receipt will be emailed to the nominated address

Return to: QPMR Accreditation Application
Address: AMSRS, Level 1, 3 Queen Street Glebe, NSW, 2037
Phone: 02 9566 3100 / 1300 364 832
Fax: 02 9571 5944
Email: gpmr@amsrs.com.au
Website: www.amsrs.com.au
As at April 2009

QPMR SELF ASSESSMENT FORM

How to fill out this form

Please go through this form very carefully, circling the answers or writing in your responses. Please make sure you answer every item. Most people find the self-assessment task takes up to 45 minutes to complete. We ask you to work through each point, candidly assessing your knowledge and experience across the more than 250 aspects of market and social research practice identified below. Please clearly indicate the ranking that best describes your knowledge and experience by circling the number on the scale provided.

Guidelines

1. Please be honest and indicate whether you do or don't have knowledge or experience/skill with respect to the stated areas.
2. It is unlikely any one applicant will have knowledge or experience of every facet included – an applicant claiming to do so is likely to be carefully vetted!
3. In general successful QPMR applicants will be required to achieve the specified minimum level for each of sections B, C and D.
4. If an applicant does not reach the required levels they will be advised of appropriate paths for addressing their skills gaps.

SECTION A. BACKGROUND INFORMATION

This section provides us with information about you that will help us to assess your eligibility for QPMR. The details you provide in Section A are not assessable.

A1. UNIVERSITY QUALIFICATIONS

FORMAL SUBJECTS

	No Qualification	Non Tertiary	University/ Tertiary	Post Grad Tertiary
Statistics/Econometrics	0	1	2	3
Marketing	0	1	2	3
Consumer/Buyer Behaviour	0	1	2	3
Economics	0	1	2	3
Business Management	0	1	2	3
Organisational Behaviour	0	1	2	3
Advertising and/or Communication Studies	0	1	2	3
Computing Science	0	1	2	3
Behavioural Sciences/Psychology	0	1	2	3
Scientific Method and/or Experimental Design	0	1	2	3
Management Information Systems	0	1	2	3
Strategic Planning	0	1	2	3
Marketing Research	0	1	2	3
Social Sciences/Sociology/Anthropology	0	1	2	3

A2. PROFESSIONAL QUALIFICATIONS

University degree/diploma/masters etc. e.g. B.Comm (Marketing) UNSW, Dip Ed (Syd.U)

A3. MEMBERSHIP OF ANY PROFESSIONAL ORGANISATIONS (specify)

A4. EXPERIENCE IN RESEARCH ROLES

Indicate either "no experience" or years of full time experience	No experience	Less than 3 years	3-5 years	Over 5 years
Buyer of research in a client organisation	0	1	2	3
Management in a client organisation	0	1	2	3
Market and social research practitioner	0	1	2	3
Management in a research supply organisation	0	1	2	3
Advertising agency	0	1	2	3
Management consultant	0	1	2	3
Specialist consultant	0	1	2	3
Managing and supervising fieldwork	0	1	2	3
Providing IT services to the market and social research industry	0	1	2	3
Providing specialist software to the market and social research industry	0	1	2	3
Training market and social research staff	0	1	2	3
University lecturing on market and social research	0	1	2	3
Respondent/participant recruitment	0	1	2	3

A5. RESEARCH EXPERIENCE EMPHASIS

Indicate whether your training and/or experience in research is: (please circle one only)

- primarily qualitative 1
 - primarily quantitative 2
 - both qualitative and quantitative 3
 - other (specify) 4
-
-

and as a: (circle one only)

- buyer or user of research 1
 - supplier of research 2
 - both buyer and supplier 3
 - other (specify) 4
-
-

A6. YOU'RE EXPERIENCE IN VARIOUS RESEARCH APPLICATIONS (Amount of experience)

	No experience.	Little exp.	Considerable exp.	Extensive exp.
Business to business (e.g. Industrial)	0	1	2	3
Retail audits	0	1	2	3
TV or radio audience measurement	0	1	2	3
Syndicated studies	0	1	2	3
Customer satisfaction or loyalty studies	0	1	2	3
Service quality studies	0	1	2	3
Employee surveys	0	1	2	3
Readership surveys	0	1	2	3
Advertising development research	0	1	2	3
Political opinion polling	0	1	2	3
Advertising evaluation studies	0	1	2	3
Financial services studies	0	1	2	3
Social research	0	1	2	3
Social impact studies	0	1	2	3
Feasibility studies	0	1	2	3
Market /sales forecasting	0	1	2	3
Segmentation studies	0	1	2	3
New product development	0	1	2	3
Pricing research	0	1	2	3
Packaging research	0	1	2	3
Retail research	0	1	2	3
Corporate image studies	0	1	2	3
Branding studies	0	1	2	3
International research	0	1	2	3
Experimental design	0	1	2	3
Taste testing	0	1	2	3
Test marketing	0	1	2	3
Pharmaceutical	0	1	2	3
Program evaluation	0	1	2	3
Automotive	0	1	2	3
Travel/tourism	0	1	2	3
Advertising	0	1	2	3
Fast moving consumer goods (FMCG)	0	1	2	3
Measuring Internet usage and website effectiveness	0	1	2	3
Other (specify) _____	0	1	2	3

Sections B&D use a numerical scale with only end point descriptors.

SECTION B. YOUR KNOWLEDGE AND EXPERIENCE WITH GENERAL MARKET AND SOCIAL RESEARCH PROCESSES

Please Note: All applicants are required to achieve a minimum level of 66% for Section B.

The end points should be interpreted as follows:

- 0 (zero) = no experience and no knowledge in relation to this item.
- 1 (one) = a small amount of experience and/or a small amount of knowledge
- 4 (four) = a great deal of knowledge or many years practical experience but not both
- 5 (five) = both a great deal of knowledge and many years of practical experience

- A five (5) rating means you are capable of educating and training others on this item.
- If you do not know what an item is then you should circle 0
- A pass score is based on achieving an average score of 3

AMOUNT OF KNOWLEDGE/EXPERIENCE	No knowledge And No experience			A great deal of knowledge and experience		
Understanding the purpose of market and social research	0	1	2	3	4	5
Different uses of market and social research	0	1	2	3	4	5
Limitations of market and social research	0	1	2	3	4	5
Defining the problem/issue to be investigated	0	1	2	3	4	5
Translating business objectives into research objectives	0	1	2	3	4	5
Identifying client (internal/external) needs and constraints	0	1	2	3	4	5
Deciding on the need for market and social research	0	1	2	3	4	5
Giving advice not to conduct market and social research	0	1	2	3	4	5
Preparing of research proposals	0	1	2	3	4	5
Costing proposed market and social research studies	0	1	2	3	4	5
Planning the execution of projects	0	1	2	3	4	5
Recruiting professional staff	0	1	2	3	4	5
Managing professional staff	0	1	2	3	4	5
Project management of market and social research studies	0	1	2	3	4	5
Conducting desk research	0	1	2	3	4	5
Sourcing secondary data e.g. ABS	0	1	2	3	4	5
Analysing existing data bases and sales or customer records	0	1	2	3	4	5
Conducting literature reviews	0	1	2	3	4	5
Using sophisticated methods						
– meta analysis	0	1	2	3	4	5
– data mining	0	1	2	3	4	5
Evaluating the pros and cons of alternative research methods	0	1	2	3	4	5
Identifying the “ideal” study design	0	1	2	3	4	5
Selecting and matching techniques to the problem	0	1	2	3	4	5

SECTION B. YOUR KNOWLEDGE AND EXPERIENCE WITH GENERAL MARKET AND SOCIAL RESEARCH PROCESSES (continued)

	No knowledge And No experience			A great deal of knowledge and experience		
	0	1	2	3	4	5
Understanding the essential differences between qualitative and quantitative data	0	1	2	3	4	5
Deciding when and when not to use qualitative or quantitative research	0	1	2	3	4	5
Designing a measurement instrument (e.g. questionnaire)	0	1	2	3	4	5
Choosing appropriate statistical analysis tools	0	1	2	3	4	5
Presentation of results in a report	0	1	2	3	4	5
Report writing	0	1	2	3	4	5
Drawing conclusions	0	1	2	3	4	5
Making recommendations	0	1	2	3	4	5
Use of visual and graphical presentation techniques	0	1	2	3	4	5
Oral presentation of results to client	0	1	2	3	4	5
Follow-up and encouraging the use of findings	0	1	2	3	4	5
Post research consulting	0	1	2	3	4	5
Handling bad news	0	1	2	3	4	5
Convincing management to budget for market and social research	0	1	2	3	4	5
Promoting the use of market and social research within an organisation	0	1	2	3	4	5
Budgeting for research projects	0	1	2	3	4	5
Managing a client market and social research department	0	1	2	3	4	5
Project management within a client market and social research department	0	1	2	3	4	5
Choosing research suppliers	0	1	2	3	4	5
Managing research suppliers	0	1	2	3	4	5
Deciding on the problems/opportunity/issues for research	0	1	2	3	4	5
Analysis of readily available data including research reports	0	1	2	3	4	5
Preparing research briefs	0	1	2	3	4	5
Integrating research into the strategic planning process	0	1	2	3	4	5
Managing corporate market and social research information systems	0	1	2	3	4	5
Evaluating research proposals	0	1	2	3	4	5
Quality control of data collection	0	1	2	3	4	5
Developing policy guidelines	0	1	2	3	4	5
Providing strategic advice and recommendations	0	1	2	3	4	5
Developing marketing strategies	0	1	2	3	4	5
Developing corporate strategies	0	1	2	3	4	5
Developing implementation guidelines	0	1	2	3	4	5
Building commitment of stakeholders to implementing Research findings	0	1	2	3	4	5

SECTION C. YOUR KNOWLEDGE AND EXPERIENCE WITH QUALITATIVE RESEARCH

For Sections C & D applicants are required to achieve a minimum of 50% in one and 33% in the other.

AMOUNT OF KNOWLEDGE/EXPERIENCE	No knowledge And No experience				A great deal of knowledge and experience	
Philosophical underpinnings of qualitative research	0	1	2	3	4	5
Knowledge of the different schools of qualitative research	0	1	2	3	4	5
The nature of qualitative data	0	1	2	3	4	5
Application of psychological theories	0	1	2	3	4	5
Strengths and weaknesses of qualitative data	0	1	2	3	4	5
Status of qualitative data as research evidence	0	1	2	3	4	5
Validity, reliability and generalisability of qualitative data	0	1	2	3	4	5
Limitations of qualitative research data	0	1	2	3	4	5
Theory underlying qualitative data collection	0	1	2	3	4	5
Differentiate various types of qualitative data (descriptive/motivational/creative/interpretive)	0	1	2	3	4	5
Understanding of group dynamics	0	1	2	3	4	5
Strengths and weaknesses of various qualitative data collection methods	0	1	2	3	4	5
Choosing between alternative data collection techniques	0	1	2	3	4	5
Sampling theory for qualitative research	0	1	2	3	4	5
Issues in sampling for qualitative research	0	1	2	3	4	5
Issues in recruiting participants	0	1	2	3	4	5
The various roles the moderator/interviewer can play	0	1	2	3	4	5
Constructing a discussion or interview guide	0	1	2	3	4	5
The role of the discussion guide	0	1	2	3	4	5
The role of the interview guide	0	1	2	3	4	5
In-depth interviewing techniques and skills	0	1	2	3	4	5
When and when not to record an individual interview	0	1	2	3	4	5
When and when not to inform a participant of the name of research sponsor	0	1	2	3	4	5
Ethical issues in qualitative research	0	1	2	3	4	5
Arguments for discouraging viewing group sessions	0	1	2	3	4	5
Impact of observers on group participants	0	1	2	3	4	5
Impact of observers on moderator	0	1	2	3	4	5
Briefing observers	0	1	2	3	4	5
Differing impact of observation via two way mirror, video, viewer in same room	0	1	2	3	4	5

Section C: Your knowledge and experience with qualitative research (continued)

	No knowledge And No experience					A great deal of knowledge and experience
	0	1	2	3	4	5
Non-directive moderating techniques and skills	0	1	2	3	4	5
Introducing techniques for gaining initial acceptance	0	1	2	3	4	5
Warm up techniques	0	1	2	3	4	5
Helping participants to feel at ease	0	1	2	3	4	5
Techniques for minimising observer effects on moderator and participants	0	1	2	3	4	5
Handling silence in a group session or interview	0	1	2	3	4	5
Encouraging quiet, shy or reticent research participants	0	1	2	3	4	5
Handling difficult group members						
- Expert	0	1	2	3	4	5
- Incessant talker	0	1	2	3	4	5
Dealing with a sensitive situation during a group session (e.g. strong emotional outburst)	0	1	2	3	4	5
Experience with research on sensitive social issues	0	1	2	3	4	5
Understanding the roles participants play	0	1	2	3	4	5
Techniques for overcoming socially desirable responses	0	1	2	3	4	5
Issues in the use of stimulus materials	0	1	2	3	4	5
Argue in favour of term "participants" versus "respondents"	0	1	2	3	4	5
Understanding of "directive" versus "non-directive" moderating techniques	0	1	2	3	4	5
Understanding of probing techniques	0	1	2	3	4	5
Being tuned to what is "not said" versus expectations of the client	0	1	2	3	4	5
The process of constantly forming and moderating hypotheses within and between sessions/interviews	0	1	2	3	4	5
Use of a range of projective techniques	0	1	2	3	4	5
Knowledge and experience with:						
- Mini-groups	0	1	2	3	4	5
- Non-directive group discussions	0	1	2	3	4	5
- Focus groups	0	1	2	3	4	5
- In-depth interview	0	1	2	3	4	5
- paired interviews	0	1	2	3	4	5
Issues in interpretation and analysis of qualitative data	0	1	2	3	4	5
Role of gestation and reflection in interpretation of data	0	1	2	3	4	5
Listening/viewing recordings of group sessions	0	1	2	3	4	5
Going beyond what is said	0	1	2	3	4	5
Identifying non verbal communication	0	1	2	3	4	5
Biases in participants' attributions of reality	0	1	2	3	4	5
Claimed behaviours versus actual behaviour	0	1	2	3	4	5
Differentiating the data from its interpretation	0	1	2	3	4	5

Section C: Your knowledge and experience with qualitative research - Advanced techniques/applications
Please complete. This section is not scored, but may be counted in your favour in assessing your application.

AMOUNT OF KNOWLEDGE/EXPERIENCE	No knowledge And No experience			A great deal of knowledge and experience		
Techniques for rigorous analysis	0	1	2	3	4	5
Arguments for and against rigorous content analysis versus holistic analysis	0	1	2	3	4	5
Applying behavioural science theories, e.g. attitude/behaviour relationships, attribution theory, psychology of persuasion	0	1	2	3	4	5
Use of enabling techniques	0	1	2	3	4	5
“Extended” group discussions	0	1	2	3	4	5
Validation of qualitative data – e.g. triangulation	0	1	2	3	4	5
Experience with:						
- family group sessions	0	1	2	3	4	5
- couples sessions	0	1	2	3	4	5
- teenager group sessions	0	1	2	3	4	5
- children’s groups	0	1	2	3	4	5
- observation studies	0	1	2	3	4	5
- ethnography	0	1	2	3	4	5
- case study methods	0	1	2	3	4	5
Knowledge regarding:						
- neurolinguistic programming (NLP)	0	1	2	3	4	5
- repertory grid or laddering	0	1	2	3	4	5
- cognitive mapping	0	1	2	3	4	5
- content analysis	0	1	2	3	4	5
- computer analysis of content of qualitative data (e.g. NUDIST or NVIVO)	0	1	2	3	4	5
- Zaltman metaphor elicitation	0	1	2	3	4	5
- semiotics	0	1	2	3	4	5
- phenomenology	0	1	2	3	4	5
- transactional analysis (TA)	0	1	2	3	4	5
- grounded theory	0	1	2	3	4	5
- action research	0	1	2	3	4	5

SECTION D. YOUR KNOWLEDGE AND EXPERIENCE WITH QUANTITATIVE RESEARCH

For Sections C & D applicants are required to achieve a minimum of 50% in one and 33% in the other.

AMOUNT OF KNOWLEDGE/EXPERIENCE	No knowledge And No experience			A great deal of knowledge and experience		
D1. DESIGN						
Strengths and weaknesses of quantitative research	0	1	2	3	4	5
Limitations of quantitative research	0	1	2	3	4	5
Translating research objectives in information requirements	0	1	2	3	4	5
Ethical issues in survey research	0	1	2	3	4	5
Analysis of prior surveys and/or exploratory research	0	1	2	3	4	5
Developing specific hypotheses to guide questionnaire design	0	1	2	3	4	5
Advantages and disadvantages of alternative methods of data collection:						
- face to face interview	0	1	2	3	4	5
- telephone	0	1	2	3	4	5
- internet or email	0	1	2	3	4	5
- mail, fax or other hard copy self completion	0	1	2	3	4	5
Influence of data collection method on question design	0	1	2	3	4	5
Designing a questionnaire for:						
- face to face	0	1	2	3	4	5
- mall intercept	0	1	2	3	4	5
- point of purchase	0	1	2	3	4	5
- at home/workplace	0	1	2	3	4	5
- telephone interviews	0	1	2	3	4	5
- internet or email	0	1	2	3	4	5
- mail, fax or other hard copy self completion surveys	0	1	2	3	4	5
- omnibus survey questions	0	1	2	3	4	5
Quality control procedures available to minimise errors	0	1	2	3	4	5
Errors associated with inaccuracy of responses	0	1	2	3	4	5
Interviewer bias and errors	0	1	2	3	4	5
Impact of follow-up procedures on self completion questionnaires (e.g. mail)	0	1	2	3	4	5
Allowing for non-response in survey design and sampling	0	1	2	3	4	5
Sampling error and confidence intervals	0	1	2	3	4	5
Strengths and weaknesses of the various types of questions	0	1	2	3	4	5
Ways to increase user friendliness	0	1	2	3	4	5
When to use unstructured questions	0	1	2	3	4	5

Section D: Your knowledge and experience with quantitative research (continued)

	No knowledge And No experience		A great deal of knowledge and experience				
	0	1	2	3	4	5	
Issues to allow for in question and questionnaire construction:							
- memory	0	1	2	3	4	5	
- social desirability	0	1	2	3	4	5	
- privacy/embarrassment	0	1	2	3	4	5	
- sensitivity of information	0	1	2	3	4	5	
Avoiding pitfalls in question wording in surveys	0	1	2	3	4	5	
Optimising question sequence, skips and layout	0	1	2	3	4	5	
Minimising question order bias or response alternative bias	0	1	2	3	4	5	
Designing questions for CATI/CAPI systems	0	1	2	3	4	5	
Market and social research recommendations on interview lengths	0	1	2	3	4	5	
The various contributions of questionnaire and question pretesting	0	1	2	3	4	5	
Techniques for maximising response rates:							
- face to face interview	0	1	2	3	4	5	
- telephone	0	1	2	3	4	5	
- internet or email	0	1	2	3	4	5	
- mail, fax or other hard copy self completion surveys	0	1	2	3	4	5	
When to use nominal, ordinal, interval or ratio scales	0	1	2	3	4	5	
Types of attitude rating scales (e.g. Likert, semantic, differential)	0	1	2	3	4	5	
Interpreting attitude scale data	0	1	2	3	4	5	
Appropriateness of application of various attitude scales	0	1	2	3	4	5	
Limitations of attitude measurements	0	1	2	3	4	5	
Understanding the concepts of:							
- validity	0	1	2	3	4	5	
- reliability	0	1	2	3	4	5	
Fundamentals of causal research (experimental design)	0	1	2	3	4	5	
Nature of evidence required to establish causation	0	1	2	3	4	5	
Meaning and application of randomisation procedures	0	1	2	3	4	5	
Threats to internal and external validity	0	1	2	3	4	5	
Likely effects of "before" measures	0	1	2	3	4	5	
Use of matched groups or control group designs	0	1	2	3	4	5	
The range of randomised and non-randomised designs	0	1	2	3	4	5	

Section D: Your knowledge and experience with quantitative research (continued)

	No knowledge And No experience					A great deal of knowledge and experience
D2 SAMPLING						
Concepts of probability sampling	0	1	2	3	4	5
Defining the population (universe of interest)	0	1	2	3	4	5
Developing sample frames	0	1	2	3	4	5
Factors influencing sample size decisions	0	1	2	3	4	5
Practical methods for determining sample size	0	1	2	3	4	5
Statistical calculation of required sample size to achieve chosen sampling error at 95% level of confidence	0	1	2	3	4	5
Methods of selecting probability samples	0	1	2	3	4	5
Effect of stratification and clustering in sample size calculation	0	1	2	3	4	5
Forms of non-probability sampling	0	1	2	3	4	5
Developing a stratified random sample	0	1	2	3	4	5
When to use a clustered random sample	0	1	2	3	4	5
Bias in self selection samples	0	1	2	3	4	5
Recognition of bias in some natural samples	0	1	2	3	4	5
Influence of research designs on sample size	0	1	2	3	4	5
Value of sequential sampling procedure	0	1	2	3	4	5
Developing a decision matrix for sequential sampling	0	1	2	3	4	5
Concepts of bias in sample selection	0	1	2	3	4	5
Non response bias and how to minimise it	0	1	2	3	4	5
Effects of call-back procedures on sampling accuracy	0	1	2	3	4	5
D3 SURVEY CONDUCT						
Quality control of data collection	0	1	2	3	4	5
Minimising non sampling errors	0	1	2	3	4	5
Preparing interviewer briefing notes	0	1	2	3	4	5
Briefing interviewers	0	1	2	3	4	5
Supervising interviewers	0	1	2	3	4	5
Piloting questionnaires	0	1	2	3	4	5
Interviewing	0	1	2	3	4	5
Probing with open ended questions	0	1	2	3	4	5
Validation of completed questionnaires	0	1	2	3	4	5
Field management of CATI surveys	0	1	2	3	4	5
Uses and limitations of CATI	0	1	2	3	4	5
Uses and limitations of electronic/web research	0	1	2	3	4	5
Preparation of a fieldwork call report	0	1	2	3	4	5
Calculating the true non-response rate	0	1	2	3	4	5

Section D: Your knowledge and experience with quantitative research (continued)

	No knowledge And No experience					A great deal of knowledge and experience
D4 Data Analysis						
Check editing	0	1	2	3	4	5
Handling missing responses	0	1	2	3	4	5
Developing a code frame for open-ended questions	0	1	2	3	4	5
Deciding on the advantages and disadvantages of weighting the data	0	1	2	3	4	5
Designing specifications for computer cross tabulation	0	1	2	3	4	5
Using data analysis packages (e.g. SPSS)	0	1	2	3	4	5
Choosing the statistical tools to be used	0	1	2	3	4	5
Reading and interpreting computer tables	0	1	2	3	4	5
Identifying significant findings to report on	0	1	2	3	4	5
Testing hypotheses	0	1	2	3	4	5
Displaying quantitative data	0	1	2	3	4	5
D5. STATISTICAL ANALYSIS						
Calculating a frequency distribution	0	1	2	3	4	5
How to choose between the various measures of central tendency (mean, median, mode)	0	1	2	3	4	5
Calculating moving averages	0	1	2	3	4	5
Calculating percentiles	0	1	2	3	4	5
Calculating mean, median and mode	0	1	2	3	4	5
Developing bi-variate cross tabulations	0	1	2	3	4	5
Developing chi square and t test	0	1	2	3	4	5
Knowing when to use non parametric statistics (e.g. chi square)	0	1	2	3	4	5
Calculating the statistical significance between two sample means	0	1	2	3	4	5
Calculating the statistical significance between sample proportions	0	1	2	3	4	5
Knowing what statistics to use to calculate significance	0	1	2	3	4	5
Understanding statistical concepts of degrees of freedom and p values	0	1	2	3	4	5
Knowing the difference between association and causation	0	1	2	3	4	5
Knowing how to measure association of variables	0	1	2	3	4	5
Hypothesis testing and the null hypothesis	0	1	2	3	4	5
Type I and Type II statistical error	0	1	2	3	4	5
Preparing a scatter diagram	0	1	2	3	4	5
Calculating a correlation co-efficient	0	1	2	3	4	5

Section D: Your knowledge and experience with quantitative research - Advanced techniques and applications
Please complete. This section is not scored, but may be counted in your favour in assessing your application.

AMOUNT OF KNOWLEDGE/EXPERIENCE	No knowledge And No experience					A great deal of knowledge and experience	
	0	1	2	3	4	5	
Standardisation of scales	0	1	2	3	4	5	
When and what multivariate statistical procedures to use when measuring dependence:							
- conjoint analysis (trade-off)	0	1	2	3	4	5	
- multiple regression	0	1	2	3	4	5	
- discriminant analysis	0	1	2	3	4	5	
- AID/CHAID/CART	0	1	2	3	4	5	
- logistics regression	0	1	2	3	4	5	
- neural networks	0	1	2	3	4	5	
- choice modelling	0	1	2	3	4	5	
- structural equation modelling	0	1	2	3	4	5	
When and what multivariate statistical procedures to use when measuring interdependence:							
- factor analysis	0	1	2	3	4	5	
- multi-dimensional scaling and correspondence analysis	0	1	2	3	4	5	
- cluster analysis	0	1	2	3	4	5	
Applying forecasting techniques:							
- delphi	0	1	2	3	4	5	
- exponential smoothing (Box Jenkins)	0	1	2	3	4	5	
- econometric modelling	0	1	2	3	4	5	
- Baysean statistics	0	1	2	3	4	5	

Thank you for taking the time to complete this application. Your application will be assessed within six to ten weeks after receipt. After this time you will receive written notification of the result of your application and asked to pay the full application fee. Upon payment of the fee you will receive your QPMR certificate and be eligible to use the postnominals QPMR. Please note: you are not recognised as an accredited QPMR until you have paid your full QPMR fee.

Contact details for further information

For all QPMR related enquiries please contact the Society on 02 9566 3100 or send an email to gpmr@amsrs.com.au