



Australian Market & Social Research Society

# KNOWLEDGE, SKILLS & EXPERIENCE EXPECTED OF A QPR

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**QPR**  
QPR QPR

[www.amsrs.com.au](http://www.amsrs.com.au)

# BACKGROUND

The AMSRS Qualified Professional Researcher (QPR) qualification has been developed by AMSRS.

It defines the body of knowledge, skills and experience required by professionals who conduct or manage market or social research.

It provides recognition of formal education and the application of practical skills in a business environment.

It provides reassurance to research buyers and users that the holder has the knowledge, skills and experience needed to give comprehensive quality advice on market and social research issues.

AMSRS members wishing to obtain a QPR qualification must meet certain criteria, complete a self assessment form covering their knowledge and skills, and a practical take-home assessment. This process allows members to demonstrate their knowledge and professional proficiency in the required areas.

This document provides a guide for members wishing to apply for QPR recognition. It outlines the required areas of knowledge, skills and experience expected of an applicant.

The document differentiates between core elements, of which all applicants are expected to have some level of knowledge and understanding, and non-core elements, where applicants are expected to have some awareness but not detailed knowledge.

**For further information on QPR, go to the AMSRS website:  
[www.amsrs.com.au/professional-standards/about](http://www.amsrs.com.au/professional-standards/about)**

# INTRODUCTION

This document covers all key aspects of market and social research, under the following sections:

## **Core knowledge, skills and experience**

- Section 1..... The nature of market and social research
- Section 2 ..... Ethical and professional practice
- Section 3 ..... Designing a research project
- Section 4..... Selecting a suitable sample for a research project
- Section 5..... Planning and conducting qualitative research
- Section 6..... Planning and conducting quantitative research
- Section 7..... Designing instruments for gathering research data
- Section 8..... Analysing research data
- Section 9 ..... Reporting research findings
- Section 10..... Professional and methodological issues

## **Specialised non core**

- Section 11..... Continuous research methods and applications
- Section 12..... Multi-country and multi-cultural research
- Section 13..... Online communities and customer collaboration panels
- Section 14..... Emerging technologies and methods

**This document will be reviewed annually to ensure the inclusion of new technologies and methodologies as appropriate.**

## 1 Section 1 The nature of market and social research

A QPR researcher can articulate:

- the use and value of research in marketing and/or social contexts, for the purpose of reducing uncertainty, problem solving, opportunity seeking, and monitoring trends and performance
- the roles and relationships of market and social research in the respective marketing and policy development processes
- the usefulness of research taking into account costs versus value
- situations when new research can and cannot be justified
- the various aspects of a researcher's role, such as researcher as data gatherer, analyst, strategic consultant or insights manager

## 2 Section 2 Ethical and professional practice

### 2.1 The AMSRS Code of Professional Behaviour

QPR researcher understands and applies:

- the AMSRS Code of Professional Behaviour (the Code) in context and the key reasons for having an industry code including key principles underlying the Code:
  1. transparency
  2. research and non-research purpose
  3. responsibilities to respondents
  4. responsibilities to clients
  5. handling personal identified information
  6. de-identification of information
  7. handling data securely and overseas transfer of data
  8. responsibilities to the profession and colleagues
- the Rules in the Code
- the AMSRS guidelines on interpreting the Code and good research practice
- the Code to different types of market and social research studies

### 2.2 Legal responsibilities

A QPR Researcher understands and applies the relevant legal environment, specifically:

- the Privacy Act 1988 and how the Australian Privacy Principles therein impact on research practice, including the internal requirements for a research company such as a privacy policy and systems

- the Australian Communications and Media Authority (ACMA) and its responsibilities that touch on market and social research: e.g. the Spam Act; the Research Calls Industry Standard
- the AMSRS fact sheets on legal issues with which researchers may come into contact when conducting research
- the legal issues associated with contracts and fair trading

## 3 Section 3 Designing a research project

### 3.1 Developing a research project - the research brief

A QPR researcher will be able to define, identify and reframe:

- the problem or issue to be researched
- the type of information which is needed
- the specific research problem
- the research aims and objectives, and,
- design and/or evaluate a research brief

### 3.2 Selecting and using secondary data

A QPR researcher will be aware of, but not necessarily proficient with:

- sources of secondary data including published statistics (ABS etc.), industry data sources, and customer databases
- uses and limitations of secondary data
- quality considerations when selecting and using secondary data

### 3.3 Selecting an appropriate research design

A QPR researcher will be able to identify, design and evaluate:

- research approaches and methods options available
- research appropriate for a given research context including: exploratory, conclusive, tracking using cross-sectional; longitudinal; experimental, behavioural and case-study approaches
- the relationship between information needs and research design
- the principles governing the selection of a research design for a given research problem and the options available
- the concept of validity in the context of research design
- the issue of causality and the merits of experimental design

### 3.4 Preparing and evaluating a research proposal

A QPR researcher will be able to articulate:

- the design and evaluation considerations and

criteria in preparing a research proposal to address a given research brief or a request for a proposal without a formal brief

- the link between the proposed research and research constraints, such as time, budget and human resources
- key elements to be included in a research proposal

A QPR buyer of research should be able to :

- evaluate the quality of a proposal
- select a market research supplier
- take into account post-commission project management considerations

## 4 Section 4 Selecting a suitable sample for a research project

A QPR researcher will:

- know when to use a census or a sample
- be able to define the population of interest
- identify suitable sample sources or sampling frames for a given population
- identify and evaluate the suitability of a sample source or sampling frame for a given project for both qualitative and quantitative research
- understand the principles involved in generalising from a sample to a population

### 4.2 Sampling approaches

A QPR researcher will be able to:

- apply principles underpinning the choice of an approach to sampling
- identify and select appropriate sampling approaches and techniques
- identify potential sources of error in research, distinguishing between traditional probability-based sampling, sampling using internet panels sampling of content on social media
- understand and consider multi-frame sampling
- be aware of the main elements of random (or probability) and non-random (or non-probability) sampling
- articulate sampling methodologies including: random, stratified random, cluster, systematic, sequential, quota, non-probability, convenience and judgment
- understand the advantages and limitations of the sampling methodologies defined above
- understand the differences, extent, and impact of both sampling and non- sampling error

### 4.3 Devising a sampling plan

A QPR researcher will be able to:

- devise and/or evaluate a sampling plan for a given research problem

- identify elements of an effective sampling plan, including definition of the population, choice of method, choice of sampling frames or sample source and recommended sample size
- determine sample size: calculating margin of error, level of confidence, response rate, completion rate, sample distribution and effect of sample size on precision
- take into account the impact of the sampling plan on the analysis plan, particularly with respect to the size and accuracy provided by the segments and groups of interest to the end user
- understand the implications of time and budget constraints on the choice of sampling plan

## 5 Section 5 Planning and conducting qualitative research

### 5.1 Introduction to qualitative data collection

A QPR researcher understands:

- the role of qualitative research in market and social research and
- the range of data collection methods available

### 5.2 Methods of qualitative data collection

A QPR researcher has knowledge of:

- the uses, strengths and weaknesses of the most common interviewing modes: face-to-face, phone, online and mobile, for different research problems and audiences
- the uses, strengths and weaknesses of interviewing people individually, in pairs, and in groups or online qualitative communities

And the QPR researcher is aware of:

- the uses, strengths and weaknesses of non-interactive data collection such as observation, immersion, accompanied shopping, diaries, self-ethnography and journaling.
- collaborative and deliberative methods including workshops, panels and juries.
- cultural / semiotic analysis - the analysis of existing cultural objects and media images
- social media analysis - for example the analysis of themes emerging from blogs and online forums

### 5.3 Setting up a qualitative project

A QPR researcher has the skills and knowledge to:

- design and/or evaluate plans for qualitative research projects to meet given research objectives
- apply understanding of the Code and the Privacy Act 1988 to a given qualitative research project with focus on the rules on recruitment, observation and recording and product testing as applicable

- set up a qualitative research project following standard practice
- evaluate the uses, strengths and limitations of different sampling methods
- use industry best practice when recruiting participants (e.g. ‘the 6 month rule’; industry exclusions)
- be aware of the existence of different types of venues and online platforms
- select appropriate incentives and fulfillment management for the research tasks (e.g. the need for additional incentives for ‘homework’)
- follow the AMRSRS guidelines on the specific responsibilities of recruitment agencies and their clients
- understand the legal and ethical responsibilities to participants, including responsibilities under anti-discrimination law and specific issues relating to children, young people and other vulnerable groups as applicable
- particular considerations when conducting product or sensory research, such as storage of materials and safety considerations

## 6 Section 6 Planning and conducting quantitative research

### 6.1 Introduction to quantitative methods

A QPR researcher will:

- know the uses, strengths and limitations of different quantitative methods
- be able to identify and evaluate the suitability of the range of different quantitative methods
- know the range of quantitative research data collection approaches including interviewing, observation, long-term online communities and panels
- be aware of technology-enhanced methods of data collection: e.g. electronic meters, in-home scanning, webcam facial imaging, analysis of wearables etc.

### 6.2 Methods of data collection

A QPR Researcher will be able to:

- identify and evaluate the suitability of a range of quantitative data collection methods for given research problems
- devise an appropriate approach to data collection for a given research problem considering:
  - logistical implementation e.g. geographical extent, timing
  - need for visual and other stimuli
  - impact of method on representativeness, ease of availability of target sample

- know and apply key principles, features, uses and strengths and limitations of a range of methods for data collection including:
  - interviewing methods such as face-to-face in-home, central location testing, telephone, self-completion methods (e.g. online/mobile, postal, forms), long-term online communities, continuous and ad hoc panels such as diary, scanning, online, mobile, app based
  - observation methods such as mystery shopper research; traffic counts, electronic records

### 6.3 Setting up a quantitative project

A QPR researcher will be able to:

- design and evaluate plans for quantitative research projects to meet given research objectives
- know the stages involved in setting up and running a quantitative project and the range of roles involved in setting up and running a quantitative project, such as the researcher; fieldwork team; data processing team
- plan the data collection process (e.g. selecting and briefing the fieldwork team)
- apply an understanding of the Code and the Privacy Act 1988 to a given quantitative research project, with a focus on Code rules on requirements when conducting interviewing and product testing as applicable as well as legal requirements when using the Cloud for data collection and/or storage
- apply the legal and ethical responsibilities to participants, including:
  - responsibilities under anti-discrimination law and specific issues relating to children, young people and other vulnerable groups as applicable
  - particular considerations when conducting product or sensory research, such as storage of materials and safety considerations

## 7 Section 7 Designing instruments for gathering research data

### 7.1 Key principles in gathering research data

A QPR researcher will:

- identify a range of key principles involved in gathering and recording research data
- understand the concepts of opinions, attitudes and behaviour and the differences and connections between them
- know how to identify and explore the issues and topics to be researched in a given research project

**7.2 Designing the materials needed for gathering and recording qualitative data**

The QPR researcher has the skills and knowledge to:

- design an interview or topic guide for a given research brief, including pre-tasks and stimulus material as appropriate
- recognise that research participants have limited ability to respond accurately to some direct questions
- recognise that the interviewer/moderator/observer is an essential part of the data collection process, but researchers must remain impartial as to the outcome
- appreciate the uses, strengths and limitations - in general - of indirect questions, observation and projective techniques
- recognise potential biases caused by client 'viewing' (includes face-to-face, online and ethnography), and the relevant ethical considerations
- understand the practical, legal and ethical issues involved when gathering and recording qualitative data including client access, handling of identified personal information and sending information overseas

**7.3 Designing instruments for gathering quantitative data**

A QPR researcher will:

- know the strengths and limitations of different types of questionnaires in gathering data on opinions, attitudes and behaviour
- know the key principles and stages involved in effective questionnaire design
- be able to design and evaluate the suitability of a series of questions (with response formats) for researching a given problem
- take into account validity and reliability in question and questionnaire design
- translate research objectives and information needs into questions
- select response formats (including the use, strengths and limitations of scales)
- decide on appropriate data types including categorical or continuous, nominal, ordinal, interval, ratio
- know how to word questions and responses appropriately for the methodology
- check the validity of questions and prepare for biases in responses (acquiescence, telescoping, satisficing, etc)
- decide on question order and layout
- write clear interviewer/respondent instructions
- know the importance of pilot testing, checking the reliability of questions and revising the questionnaire
- differentiate between Telemarketing and Research Calls Industry Standard as it applies to phone calls for market and social research

**8 Section 8  
Analysing research data**

**8.1 Analysing secondary data**

A QPR researcher will:

- be able to link data gathering and analysis in secondary research to the research objectives
- be able to identify and evaluate the suitability of an approach to the analysis of secondary data in a given research context
- be aware of the principles and processes of data mining
- be aware of the principles and processes of data fusion

**8.2 Analysing qualitative data**

NB – this can include diaries, photos, videos as well as voice and text

A QPR researcher has the skills and knowledge to:

- select and/or evaluate an approach to analysing qualitative data in a given research context– this can include diaries, photos, videos as well as voice and text
- develop an analysis plan and/or an analysis framework for a given research project
- know the uses, strengths and limitations of note taking, recording and transcribing where relevant
- know the key stages in the analysis process: getting to know the data, getting to grips with what is going on, making links, looking for relationships, pulling together the findings, verifying the findings
- take into account in the analysis: non-verbal behaviour such as body language, tone of voice (text and spoken)
- be aware of the uses, strengths and limitations of manual analysis vs. using analysis software or online methods.
- understand and apply legal and ethical responsibilities when handling and storing identified information

A QPR researcher is aware of:

- the uses, strengths and limitations of text analytics in qualitative research
- deductive, inductive and iterative approaches to analysis

**8.3 Analysing quantitative data**

A QPR researcher will:

- be able to show how data gathering and analysis in quantitative research will meet the business and research objectives
- know the key stages in the quantitative data processing, including: editing, coding and data input, cleaning the dataset (including dealing with non- response and missing values), specifying the output from a dataset

- understand the process of preparing quantitative data for analysis
- know how to develop a data analysis specification for a given scenario
- be aware of the suitability of a range of statistics and/or statistical tests for a given research context
- be aware of the advantages and drawbacks and implications of weighting to allow for known biases: e.g. disproportionate demographic representation, varying response rates by segment due to availability, cooperation rates, multi-frame samples etc. Should include appreciation of the benefits derived from deliberate over- and under-sampling of groups of varying interest to the objectives of the research.
- be aware of the implications of adjusting question response levels influenced by known biases in over- or under-claiming and justifications for such adjustments
- understand univariate analysis (frequencies, proportions, percentages, summary and descriptive statistics – measures of central tendency: mean, mode and median; measures of dispersion: range, variance, standard deviation, standard error)
- understand bivariate analysis (cross tabulations, correlation, bivariate correspondence)
- be aware of multivariate analysis techniques for analysing a particular set of data including multi-dimensional scaling, correspondence analysis, multiple regression, analysis of variance, discriminant analysis, factor analysis, cluster analysis, log-linear analysis, classification tree analysis, AID, conjoint and discrete analysis, structural equation modelling, meta-analysis
- be aware of appropriate scales used to collect data taking into consideration the relevant statistics
- be aware of the appropriate application of hypothesis testing and inferential statistics (including confidence intervals and significance testing, type 1 and type 2 errors, test statistics such as t, z, chi square)
- understand and apply legal and ethical responsibilities when handling and storing identified information
- developing a plan for evaluating the usefulness of research findings to the client or end user
- selecting an approach to the development of a written research report for a given research context
- select an approach to the presentation of findings for a given research context, with particular attention to the selection of the appropriate visualisation for specific data (e.g. tracking over time, market share, segment comparisons etc.), the sequence, emphasis and focus, and the nature and composition of the audience
- understand research findings from the research user/client's perspective, including:
  - the links between the client's problem/issue, the research objectives and the research findings
  - identifying key findings in relation to the problem and the research problem
  - identifying actionable recommendations
- provide usable deliverables at the end of a project, including:
  - designing and delivering a presentation of key findings which adds value for the end user/client
  - planning and writing a research report which adds value for the end user/client
- understand and apply the Code's rules on reporting and publishing of results
- understand the circumstances in which identifiable research information may be given to the client

## **9 Section 9 Reporting research findings**

A QPR researcher will ensure appropriate reporting of research findings by:

- showing links between research findings and the problem being researched within a given research context.
- being aware of the need to ensure that research findings are applicable to the problem, meet the project objectives, and decision making requirements

## **10 Section 10 Professional and methodological issues**

A QPR researcher will be aware of and understand the impact on market and social research of:

- declining response rates
- the uses, strengths and limitations of social media for data collection and analysis
- the legal and ethical implications of using web-based media
- growth in use of the web to obtain survey data
- the challenges involved in researching minority groups and/or hard to recruit respondents and the legal and ethical responsibilities when doing so
- the potential biases in over-reliance on customer-based research
- the difficulties in achieving representative samples
- the insights into human behavior and data collection available from social psychology and behavioural economics

## 11 Section 11 Continuous research methods and applications

A QPR researcher will be aware of the uses and applications of continuous methods, specifically:

- the differences between ad hoc methodologies and continuous applications
- the differences between consumer panels, media measurement panels and retail measurement panels with respect to sampling, analysis and applications
- the differences between panels and continuous survey tracking in terms of sampling, analysis and applications
- the characteristics of short-term access panels compared to continuous and ad hoc methods in terms of sampling, analysis and applications
- the issues relating to the analysis and reporting of continuous data, including:
  - the continuous nature of data output in comparison to ad hoc
  - the ability to align the continuous data with other time-related data sets to improve understanding
  - the role of continuous data in modelling and analytics

## 12 Section 12 Multi-country and multi-cultural research

A QPR researcher will be aware of:

- the differences between multi-country and single country research in design, project management, analysis, and reporting
- the main areas of application in and motivations behind conducting multi-country research
- the key issues arising in multi-country and multi-cultural research:
  - selection of appropriate data collection methods for each market
  - cultural implications involved in the selection of interviewers, the place of interview, and the nature of the participant
  - questionnaire design, including considerations in differences between languages (e.g. for translating scales, semantic differentials), cultural variations in response patterns, difference in appropriateness of probes, right to left and left to right writing styles.
  - complexities in developing brand lists, attributes, for accuracy in collection and ease of comparison at analysis stage etc.
  - project management considerations and constraints
  - analysis and interpretation across different markets, cultures and ethnicities

## 13 Section 13 Online communities, community and customer collaboration panels

A QPR will be aware of the different forms of online communities for qualitative and quantitative research and collaboration panels, specifically:

- the differences between long-term online communities, also called MROC's (Market Research Online Communities) and community panels
- the design considerations for MROC's and community panels
- logistics, management, and engagement approaches
- key areas of application and utilisation
- the analysis of data from online communities and panels
- differences from traditional methodologies and applications
- alignments and synergies with traditional survey research methods and qualitative approaches

## 14 Section 14 Emerging technologies and methods

### 14.1 Neuroscience, biometrics and related applications

A QPR researcher should be aware of:

- the emergence of neuroscience and biometrics applications to market and social research
- major neuroscience and biometric methods:
  - fMRI - Functional magnetic resonance imaging
  - EEG (Electro-encephalograph) – covering all main varieties
  - galvanic skin response, facial imaging/coding, eye tracking
- applications of the methods identified above
- the alignments and synergies between these methods and traditional survey research methodologies and qualitative approaches

### 14.2 Other technologies

A QPR researcher should be aware of:

- data produced through the Internet of things and related technologies
- predictive analytics
- data fusion between MR and analytics data

## REQUIRED READING

### Codes and guidelines

Candidates preparing for the QPR assessment and accreditation are required to **read and be familiar with** the following codes, guidelines and fact sheets:

- AMSRS Code of Professional Behaviour

### AMSRS Professional Standards Guidelines

To be found on the AMSRS website at <http://www.amsrs.com.au/professional-standards/amsrs-guidelines-fact-sheets>

- AMSRS guideline on differentiating market & social research from other activities
- AMSRS guideline on the reporting of market & social research findings
- AMSRS guideline on responsibilities when recruiting participants for market or social research
- AMSRS guideline on interviewing children and young people
- AMSRS guideline on Market & Social Research Interviews
- AMSRS guideline on making a complaint under the Code of Professional Behaviour - Refer to section 9 of the Regulations.

### AMSRS fact sheets

- AMSRS Fact Sheet - MSR and trade promotion lotteries
- AMSRS Fact Sheet - MSR and the Privacy Act 1988 and Australian Privacy Principles
- AMSRS Fact Sheet - MSR and Anti-discrimination Law
- AMSRS Fact Sheet - MSR and legislative requirements when working with children

- AMSRS Fact Sheet - MSR and the Research Calls Industry Standard

### GRBN/ ESOMAR guidelines

- GRBN – Mobile research guidelines
- ESOMAR – Guideline for online research
- ESOMAR/GRBN – Guideline for online sample quality

## RECOMMENDED READING

Candidates preparing for the QPR assessment and accreditation are advised to have read at least two of the following text books:

- Malhotra, N; Birks, D.F, & Wills, P. A 2013, *Essentials of marketing research*. Pearson Education, Essex Limited, Harlow
- Malhotra, N; Hall, J; Shaw, M & Oppenheim, P 2008, *Essentials of marketing research: An applied orientation*, 2nd edn, Pearson Education Australia, Sydney
- McGivern, Yvonne 2013, *The practice of market research: An introduction*, 4th edn, Pearson Education, Essex
- Wilson, Alan 2011, *Marketing research: An integrated approach*, 3rd edn, Pearson Education, Essex

## FURTHER SUGGESTED READING

The following list is not required reading for the QPR assessment. It is a resource list for those wishing to read further in specific areas.

### Advertising and branding

- Chandler, John & Owen, Mike 2002, *Developing brands with qualitative market research, book 5* (of 7 volumes on

**Qualitative research: principles & practice**), Sage Publications, Thousand Oaks

- Wardle, Judith 2002, **Developing advertising with qualitative market research, volume 6** (of 7 volumes on Qualitative Research), Sage Publications, Thousand Oaks
- Young, Charles E. 2005, **Ideas in Flight**, Seattle

#### Business and management

- Birn, Robin J. 2004, **The effective use of market research: how to drive and focus better business decisions** (4<sup>th</sup> edn), Kogan-Page, London
- Bradley, Nigel 2007, **Marketing research: tools and techniques**, Oxford University Press, Oxford UK
- Duarte, Nancy 2008, **Slide:ology; The art and science of creating great presentations**, O'Reilly Media, Sebastopol CA
- Frank, Christopher J & Magnone, Paul 2011. **Drinking from the fire hose: Making smarter decisions without drowning in information**, Portfolio/Penguin, New York
- Keiningham, T., Cool, B., Andreasses, T. W. & Aksoy, L. July 2007, "A longitudinal examination of net promoter and firm revenue growth", **Journal of Marketing**, Vol. 71, 3, pp. 39-51.

#### Business to business

- McNeil, Ruth 2005, **Business to business market research: understanding and measuring business markets**, Kogan-Page, London

#### Consumer behaviour and psychology

- Cahill, Dennis 2006, **Lifestyle market segmentation**, Haworth Press, New York

- Cialdini, Robert B. 2008, **Influence: the psychology of persuasion**, 5<sup>th</sup> edn, Allyn & Bacon, London
- Lindstrom, Martin 2008, **Buy.ology: truth and lies about why we buy**, Doubleday, New York
- Payne, Stanley 1951, **The art of asking questions**, Princeton University, Princeton
- Surowiecki, James 2004, **The wisdom of crowds**, Anchor Books, New York
- Szwarc, Paul 2005, **Researching customer satisfaction and loyalty: how to find out what people really think**, Kogan-Page, London

#### Cultural studies and semiotics

- Chandler, Daniel 2002, **Semiotics, the basics**, Routledge, London

#### Customer satisfaction

- Allen, Derek & Wilburn, Morris 2002, **Linking customer satisfaction to the bottom line**, American Society for Quality (ASQ) Quality Press, Milwaukee
- Grisaffe, Doug 2004, "A Dozen Problems with Applied Customer Measurement.", **Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behaviour**, vol. 17
- Reichheld, Frederick 2003, "The one number you need to grow", **Harvard Business Review**, December, retrievable from [http://www.netzkobold.com/uploads/pdfs/the\\_one\\_number\\_you\\_need\\_to\\_grow\\_reichheld.pdf](http://www.netzkobold.com/uploads/pdfs/the_one_number_you_need_to_grow_reichheld.pdf)

#### Demography

- Salt, Bernard 2006, **The big picture: life, work and relationships in the 21st Century**. Hardie Grant Books, South Yarra, Victoria

### Ethnography

- Atkinson, Paul, Coffey, Amanda, Delamont, Sara, Lofland, John & Lofland, Lyn (eds) 2002, **Handbook of ethnography**, Sage Publications, London
- Brewer, John 2000, **Ethnography**, Open University Press, Maidenhead, UK

### From data to decisions

- ESOMAR (Author), Mouncey, Peter & Wimmer, Frank (eds) 2007, **Market research best practice: 30 visions for the future**, John Wiley and Sons, West Sussex, UK
- ESOMAR (Author), Hamersveld, Mario van & Bont, Cees de (eds) 2007, **Market research handbook, 5th edn**, John Wiley and Sons, West Sussex, UK
- Smith, David & Fletcher, John 2004, **The art and science of interpreting market research evidence**, John Wiley & Sons, Chichester

### Marketing

- Farris, Paul W., Bendle, Neil T., Pfeifer, Phillip E. & Reibstein, David J. 2006, **Marketing metrics: 50+ metrics every executive should master**, Wharton School Publishing, Upper Saddle River, New Jersey
- Murphy, P.E., Laczniak, G.R. & Prothero, A. 2012. **Ethics in marketing: international cases and perspectives**, Routledge, New York
- Semovitz, Andy 2009, **Word of mouth marketing: how smart companies get people talking**, Kaplan Publishing, New York

### Neuroscience

- Genco, Stephen J., & Pohlmann, Andrew P. 2013, **Neuromarketing For Dummies**. John Wiley & Sons, New York
- Dooley, Roger 2011, **Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing**. John Wiley & Sons, New York

### Positive psychology

- Goleman, Daniel 2007, **Social intelligence: the new science of human relationships**, Hutchinson, London
- Peterson, Christopher 2006, **A primer in positive psychology**, Oxford University Press, Oxford

### Public opinion and survey methods

- Brown, L. D., Cohen, M.L. & Cork, D. L. (Eds) 2008, **Experimentation and evaluation plans for the 2010 Census: Interim report**. National Academies Press, Washington D.C.
- Carballo, M., & Hjelmar, U. (Eds) 2008, **Public opinion polling in a globalised world**. Springer, Berlin.
- Donsbach, W., & Traugott, M. W. (Eds) 2008, **The Sage handbook of public opinion research**. Sage, Los Angeles.
- Fielding, N., Lee, R. M., & Blank, G. (Eds) 2008, **The Sage handbook of online research methods**. Sage, Los Angeles.
- Krueger, R. A., & Casey, M. A. 2009, **Focus groups: A practical guide to applied research, 4th edn**. Sage, Los Angeles.
- Kulas, J. T. 2008, **SPSS essentials: Managing and analysing social sciences data**. Jossey-Bass, New York.
- Lynn, P. (Ed). 2009, **Methodology of longitudinal surveys**. Wiley, New York.
- Roberts, C. & Jowell, R. 2008, **Attitude measurement**. Four volume set. Sage, Los Angeles.
- Vander Stoep, S. W., & Johnson, D. D. 2009, **Research methods for everyday life: Blending qualitative and quantitative approaches**. Jossey-Bass, New York.

### Sensory consumer research

- Gacalar, Maximo C, Singh, Jagbir, Bi, Jian & Altan, Stan 2008. **Statistical methods in food and consumer research, 2<sup>nd</sup> edition.** Academic Press Inc., Burlington, MA
- Moskowitz, Howard R., Munoz, Alenjandra M., & Gacula, Maximo C. 2005. **Viewpoints and controversies in sensory science and consumer product testing.** Food & Nutrition Press Inc., U.S.A.
- Moskowitz, Howard R., Porretta, Sebastiano, & Silcher, Matthias. 2005. **Concept research in food product design and development.** Iowa State University Press, Ames, USA
- Stone, Herbert, Sidel, Joel L., Bliebaum, Rebecca & Thomas, Heather 2004. **Sensory evaluation practices.** Elsevier Academic Press, San Diego, USA

### Social research

- Bickman, Leonard & Rog, Debra 2008, **The SAGE handbook of applied social research methods**, Sage Publications, Thousand Oaks
- Foddy, William (1993), **Constructing questions for interviews and questionnaires: Theory and practice in social research**, Cambridge University Press, Cambridge UK
- Neuman, W. Lawrence 2005, **Social research methods: quantitative and qualitative approaches, 6th edn.** Allyn & Bacon, New Jersey
- Singleton, Royce A. & Straits, Bruce C. 2004, **Approaches to social research**, Oxford University Press, Oxford
- Wysocki, Diane Kholos 2007, **Readings in social research methods**, Wadsworth Publishing, Florence, KY

### Survey methodology

#### (a) Survey methods

- Couper, Mick 2008, **Designing effective web surveys**, Cambridge University Press, New York
- Hox, Joop, De Leeuw, Edith & Dillman, Don (eds) 2008, **International handbook of survey methodology (European Association of Methodology)**, Lawrence Erlbaum/ Taylor and Francis, Philadelphia, PA
- Kolb, Bonita, 2008, **Marketing research for non-profit, community and creative organisations**, Butterworth-Heinemann, Oxford
- Lepkowski, James M., Tucker, Clyde, Brick, J. Michael and De Leeuw, Edith D. 2007, **Advances in telephone survey methodology**, John Wiley & Sons Ltd, Hoboken, New Jersey

#### (b) Data quality

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