This event will discuss when and how to use surveys for the purposes of business related market research. It will outline the basics of questionnaire design, some fieldwork mechanisms, basic sampling techniques and how to get the most out of the data returned. It will discuss some common pitfalls in questionnaire design, sampling and analysis. The session is aimed at those with little experience of designing surveys or data analysis and will also involve an opportunity for discussion among participants on survey research.

About the speaker: Aisling McKenna is the Institutional Research and Analysis Officer in DCU. She is responsible for the provision of information and data analysis to support evidence based decision making across the university. This includes the design, fieldwork and analysis of DCU wide surveys of student, staff, alumni and graduate employers. Prior to working in DCU, Aisling worked as a Business Analyst in ComReg, where she worked closely with market research companies in the design and analysis of consumer and industry focused surveys.