

For people in research teams who want to develop an understanding of how to use and design implicit measurement instruments, “A practical guide to implicit testing” is a 1-day in-house workshop that shows delegates how use implicit tests to obtain accurate customer feedback on their brand and products. Unlike other research courses, delegates will learn to use a research technique that does not rely on customers being willing or able to express their opinions.

Duration

This is a one-day workshop.

Overview

Most research methods used in market research rely on people being willing and able to inform investigators of their real attitudes and feelings. The problem is people are not always aware of their attitudes towards certain products and brands. Even if people know their attitudes towards a brand they may be unwilling to report it to researchers. Implicit measurement techniques have become the method of choice for researchers in this endeavour. Implicit testing utilises several techniques that tap into the implicit attitudes and associations that people hold. People who take part in these tests are often engaged in interesting and fun tasks that are nonetheless highly informative about their views.

However, there are several different types of implicit tests, making it difficult for novices to choose a technique. Implicit testing is also very different from interviews or focus groups and requires a well-trained test administrator. This workshop provides a practical path through the various methods, helping you pick the right kind of test for your product, showing you how to plan and carry out an implicit test; and describing persuasive techniques for presenting the

results to developers and managers. You will also get hands-on experience administering and observing an implicit test and gain the kind of practical knowledge that you can't get from reading a book.

Who is the course for?

This workshop is for you if you are involved in designing market research studies within your organisation and you are already familiar with the basics market research. This course will be particularly useful for people interested in brand imaging and product perception. However, if you are not involved in market research, you will also benefit from this workshop because implicit testing can be used to examine a range of social and political issues. This workshop is particularly beneficial if you already know how to use basic research methods such as focus groups and surveys. This workshop will also be valuable for managers and consultants who may gain an insight into various research methods they can commission for their organizational work.

How will I benefit?

- After attending this course, you will be able to:
- Recruit the right test participants.
- Select appropriate stimuli for your test.
- Develop test tasks that are relevant to your customers and your business.
- Choose the right implicit test method for your product and brand.
- Adapt the standard implicit testing methodology for your own tests.
- Interpret and report the results of an implicit test.

What will I learn?

Reviewing Basics on Market Research

- Introduction to attitude measurement
- Identifying problems with basic market research methods.
- Identifying possible solutions to problems.

Introducing Implicit Theory

- How attitudes develop
- How associations develop
- How associations implicitly influence behaviour

Measuring Implicit Attitudes

Participants can choose to learn from the following data analysis techniques:

- Implicit Priming
- Implicit Association Test (IAT)
- The Single Target IAT
- The Go/No Go Association Task (GNAT)
- Paper and Pencil Measures (Low Tech IAT)

Interpreting and Presenting Results

- Getting the meaning of the results
- Creating winning data presentations
- Using charts and tables.

What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. This workshop is designed to appeal to different learning styles, with an emphasis on active participation. The workshop also progresses at a pace determined by the participants. Participants will be provided with an opportunity to design and participate in implicit test so they may gain experience. All the training will be hands on, with participants completing the various tasks. You will be encouraged to ask questions and to contribute to the workshop.

Who is the workshop leader?

G. Tendayi Viki specializes in applying experimental psychology to consumer research. Tendayi holds a BSc (Hons) degree, an MSc degree and a PhD in Psychology. Tendayi's professional affiliations include membership of the British Psychological Society, and the Society for Consumer Psychology. He is a Chartered Psychologist and has published over 18 scientific papers, including three book chapters, and led seminars and tutorials at international symposia. Tendayi has worked in the areas of experimental psychology and consumer research for around 10 years. Tendayi specializes in the design and implementation of experimental consumer research and he has logged over two hundred hours in experimental psychology labs.

What do delegates say about this seminar?

"Very useful for my current research and my future career."

"A great seminar for professional researchers."

"Well prepared datasets to play with and very well presented by a brilliant teacher."

"Helps you work out how to construct your questionnaire without getting too stressed!"

How do I book?

- Call 312.238.9490
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- Website: <http://www.blueprintusability.com>