

## CFASMA1.2V4.0

### Collect data on the knowledge, attitudes and behaviours of target groups



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#### Overview

This unit is about collecting data on the knowledge, attitudes and behaviours of potential target groups. This will usually be carried out as part of a wider social research or social marketing programme. When applied in a social marketing context, this activity may be carried out at any point during the social marketing programme: at the beginning to establish baseline data to develop the social marketing strategy; during the programme to monitor progress; or at the end to evaluate impact.

This unit is for researchers who directly collect data on the knowledge, attitudes and behaviours of potential target groups.

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#### Performance criteria

- You must be able to:*
- P1 establish and agree with those commissioning the data collection:
    - P1.1 the purposes of the data collection
    - P1.2 the scope of the data to be collected
    - P1.3 the types of data to be collected
    - P1.4 the scale or volume of data necessary to deliver the required level of statistical accuracy and confidence
    - P1.5 when the data is required
    - P1.6 the format(s) in which the data is to be presented
    - P1.7 the resources available for the data collection
    - P1.8 your legal and ethical authority for requesting the data from data owners
    - P1.9 legal and/or organisational constraints on the ways in which data is processed
    - P1.10 procedures to follow in case of difficulties obtaining the data or problems with the quality/reliability of the data
  - P2 identify source(s) of the required data and evaluate the reliability of these source(s)
  - P3 identify and work with partners who can facilitate access to the required data
  - P4 identify and comply with your duty of care towards the target groups being researched
  - P5 identify existing or innovative methods, tools and techniques and evaluate their suitability and reliability for data collection
  - P6 use suitable, reliable and cost-effective methods to collect the required data
  - P7 collect data that relates to both overt and covert behaviours
  - P8 evaluate the quality and reliability of the data collected, verifying against other data and sources and with the target groups, where possible
  - P9 follow agreed procedures in case of difficulties obtaining the data or problems with the quality/reliability of the data
  - P10 store the data collected in line with legal and/or organisational requirements and in ways which facilitate its access and formatting for agreed purposes
  - P11 present the required data in the agreed format at the agreed time, respecting the confidentiality and sensitivity of the data
  - P12 check with those commissioning the data collection that the data presented fully meets their requirements

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### Knowledge and understanding

*You need to know and understand:*

#### **General Knowledge and Understanding**

- K1 communication principles, methods, tools and techniques
- K2 creative-thinking principles, methods, tools and techniques
- K3 duty of care towards target groups
- K4 evaluation principles, methods, tools and techniques
- K5 information management principles, methods, tools and techniques
- K6 legal and organisational/partnership requirements for the management of information
- K7 marketing research principles, methods, tools and techniques
- K8 planning principles, methods, tools and techniques
- K9 presentation principles, methods, tools and techniques
- K10 problem-solving principles, methods, tools and techniques
- K11 questioning principles, methods, tools and techniques
- K12 reporting principles, methods, tools and techniques
- K13 research and investigative principles, methods, tools and techniques
- K14 validation and verification principles, methods, tools and techniques

#### **Industry/Sector Specific Knowledge & Understanding**

- K15 current and emerging trends and developments in the sector internationally, nationally and locally
- K16 industry/sector, organisational/partnership and professional codes of practice
- K17 legal, regulatory and ethical requirements in the industry/sector

#### **Context Specific Knowledge & Understanding**

- K18 codes of practice relevant to your role
- K19 objectives of your area of responsibility
- K20 organisational/partnership policies and procedures relevant to the activity
- K21 sources of advice, guidance and support
- K22 sources of data, information and knowledge
- K23 target groups, their diverse interests, needs, abilities and preferences
- K24 your own role and responsibilities

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## Additional Information

### Behaviours

1. present information clearly, concisely, accurately and in ways that promote understanding
2. comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes
3. act within the limits of your authority
4. identify and raise ethical concerns
5. identify sources of information to meet current and foreseeable requirements
6. use cost-effective and time-effective means to gather, store and retrieve information
7. gather and analyse information from a variety of sources
8. make best use of existing sources of information
9. keep confidential information secure
10. check the validity and reliability of information
11. push for concrete information in an ambiguous situation
12. identify and work with people and organisations who can provide support for own work

### Glossary

#### Commissioner

May be your boss (for example, a Research Manager), someone else within your organisation or someone from another organisation on behalf of which you are collecting the data. In some cases you may be the commissioner (ie you are collecting the data for your own purposes); in this case it is still important to establish these points.

#### Purpose

These are the reason(s) why the data is being collected. The purposes can be discovered by asking the question: what is the data going to be used for?

#### Scope

Includes both the nature of the data (eg smokers) and the target group (eg Asian women)

#### Resources

Include: physical (premises, equipment, consumables, energy); financial; human (whether paid or unpaid, internal or external); information

#### Legal authority

This means legal basis on which you are collecting data (eg Freedom of Information Act 2000 or Freedom of Information (Scotland) Act 2002)

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#### **Ethical authority**

Means rationale for requesting the information (eg reducing the incidence of smoking will reduce morbidity of debilitating and fatal diseases amongst the target group). "Ethical" is underpinned by the principle of 'the greatest good for the majority of people in the long term'

#### **Legal constraints**

This may include the Data Protection Act 1998, where personal data is being processed.

#### **Overt**

Those behaviours are which can be seen (eg smoking in the home); "covert" behaviours are those which cannot be seen

#### **Data**

This means raw facts which have not been interpreted in any way to give them meaning. Examples of data are percentage of Asian women who smoke; number of households with composters; hours 11- year-olds spend watching TV each week.

As used in the standards, "social marketing programme" encompasses longer-term (3 years) programmes, medium-term (1-3 years) campaigns and short-term (<1 year) targeted initiatives.

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**Relevant occupations** Arts, Media and Publishing; Health, Public Services and Care; Health and Social Care; Public Services; Animal care and veterinary science; Environmental conservation; Retail and commercial enterprise; Retailing and wholesaling; Performing Arts; History, philosophy and theology; Social sciences; Sociology and social policy; Education and training; Accounting and finance; Business management; Marketing and sales; Health and Social Services Officers; Health Professionals; Teaching Professionals; Health Associate Professionals; Protective Service Occupations; Government and Related Organisations; Finance; Communications; General; Personal Service Occupations; Sales and Customer Services Occupations; Business and Finance Associate Professionals

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**Suite** Social Marketing

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