

CFASMA1.4V3.0

Analyse, interpret and synthesise data and research findings to inform social marketing strategy



Overview

This unit is about analysing, interpreting and synthesising data and research findings in order to inform social marketing strategies. This activity may be carried out at any point during a social marketing programme: at the beginning to inform the definition of goals and strategic approaches; during the programme to monitor progress and inform changes to the strategy; or at the end to evaluate the results and identify lessons learned.

This unit is for research managers and others who analyse, interpret and synthesise data and research findings in order to inform social marketing strategies

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Performance criteria

- You must be able to:*
- P1 establish and agree with those commissioning the analysis, interpretation and synthesis:
 - P1.1 the purpose of the analysis
 - P1.2 the scope of the analysis
 - P1.3 when the analysis and interpretations are to be presented
 - P1.4 the format(s) in which the analysis and interpretations are to be presented
 - P1.5 the resources available for the analysis, interpretation and synthesis
 - P1.6 procedures to follow in case of difficulties in carrying out the analysis, interpretation and synthesis
 - P2 identify and obtain the data and research findings that are relevant to the purpose of the analysis
 - P3 identify existing or innovative methods, tools and techniques for analysis, interpretation and synthesis and evaluate their suitability and reliability for your purposes
 - P4 use suitable, reliable and cost-effective methods, tools and techniques to analyse the data and research findings in ways designed to develop understanding of, and insights into, the areas of interest
 - P5 provide interpretations of the analysis which clearly and accurately describe:
 - P5.1 the understanding and insights emerging from the analysis
 - P5.2 the level of confidence that can be placed in the understanding and insights
 - P5.3 areas of interest where your analysis of data and research findings is unable to provide satisfactory understanding or insights
 - P6 iterate between analysis and interpretations to develop deeper understanding and insight
 - P7 engage the target group(s) and other key stakeholders in testing your analysis and interpretations, taking care to engage vulnerable and hard-to-reach groups
 - P8 compare your own interpretations with those that others have made in similar areas of work for corroboration and/or contradiction
 - P9 follow agreed procedures in case of difficulties in carrying out the synthesis, analysis or interpretation
 - P10 record your analysis and interpretations in ways which facilitate their access and formatting for agreed purposes
 - P11 ascertain the level of confidence and risks associated with assumptions underpinning your analysis and interpretations

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- P12 present your analysis and interpretations in the agreed format at the agreed time, respecting the confidentiality and sensitivity of this information
- P13 check with those commissioning the research that the analysis and interpretations fully meet their requirements

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Knowledge and understanding

You need to know and understand:

General Knowledge and Understanding

- K1 analytical principles, methods, tools and techniques
- K2 communication principles, methods, tools and techniques
- K3 creative-thinking principles, methods, tools and techniques
- K4 data-synthesis principles, methods, tools and techniques
- K5 decision-making principles, methods, tools and techniques
- K6 evaluation principles, methods, tools and techniques
- K7 examples of effective and ineffective social marketing practice relevant to the activity
- K8 information management principles, methods, tools and techniques
- K9 legal and organisational/partnership requirements for the management of information
- K10 marketing research principles, methods, tools and techniques
- K11 presentation principles, methods, tools and techniques
- K12 problem-solving principles, methods, tools and techniques
- K13 reporting principles, methods, tools and techniques
- K14 research and investigative principles, methods, tools and techniques
- K15 social marketing principles, methods, tools and techniques
- K16 validation and verification principles, methods, tools and techniques

Industry/Sector Specific Knowledge & Understanding

- K17 current and emerging trends and developments in the sector internationally, nationally and locally
- K18 industry/sector, organisational/partnership and professional codes of practice
- K19 legal, regulatory and ethical requirements in the industry/sector

Context Specific Knowledge & Understanding

- K20 codes of practice relevant to your role
- K21 objectives of your area of responsibility
- K22 organisational/partnership policies and procedures relevant to the activity
- K23 sources of advice, guidance and support
- K24 sources of data, information and knowledge
- K25 target groups, their diverse interests, needs, abilities and preferences
- K26 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. use cost-effective and time-effective means to gather, store and retrieve information
3. gather and analyse information from a variety of sources
4. make best use of existing sources of information
5. keep confidential information secure
6. check the validity and reliability of information
7. push for concrete information in an ambiguous situation
8. analyse and structure information to develop knowledge that can be shared
9. use suitable, reliable and cost-effective methods to conduct quantitative and qualitative analysis of data
10. ensure effective engagement with target groups, policy makers and other key stakeholders
11. identify the range of elements in a situation and how they relate to each other
12. identify patterns or meaning from events and data that are not obviously related
13. build a total and valid picture from restricted or incomplete data
14. articulate the assumptions made, and risks involved, in understanding a situation
15. encourage others to contribute ideas and to reach a consensus

Glossary

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; number of hours 11- year-olds spend watching TV each week

Research findings

This means the outcomes of research into theories and evidence about what motivates, inhibits and influences particular behaviours amongst defined target groups(s). 3 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

Commissioner

This may be your boss (for example, a Research Manager), someone else

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within your organisation or someone from another organisation on behalf of which you are carrying out the research. In some cases you may be the commissioner (i.e. you are conducting the research for your own purposes); in this case it is still important to establish these points

Purpose

This is the reason why the analysis is being carried out. The purpose can be discovered by asking the question: what are the decisions the analysis is designed to inform?

Scope

This includes both target group(s) and the behaviours to be addressed

Resources

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

Stakeholders

These include all those involved in, or affected by, the social marketing strategy and the issues it is seeking to address

Key stakeholders

These are those with the greatest interest in or influence on the issues; they will always include the target groups or intended beneficiaries of the social marketing activity. Follow agreed procedures in case of difficulties in carrying out the synthesis, analysis or interpretation

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Suite Social Marketing

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