



## **MRS Diploma in Market & Social Research Practice**

**UNIT 3 – Analysing & Interpreting Quantitative Market and  
Social Research Data**

**Assignment Materials & Tasks – June 2013 Assessment**

Distribution Date to Candidates: 24<sup>th</sup> April 2013  
Submission Date to MRS: 19<sup>th</sup> June 2013

With members in more than 60 countries, MRS is the world's leading authority on research and business intelligence.

MRS Diploma in Market & Social Research Practice  
Unit 3 – June 2013 Assessment Materials  
© The Market Research Society 2013



The Market Research Society  
The Old Trading House  
15 Northburgh Street  
London EC1V 0JR

Telephone: +44 (0)20 7566 1805  
Fax: +44 (0)20 7490 0608  
Email: [profdevelopment@mrs.org.uk](mailto:profdevelopment@mrs.org.uk)  
Website: [www.mrs.org.uk](http://www.mrs.org.uk)

Company Limited by guarantee. Registered in England No 518686. Registered office as above.

## Introduction

This document provides the material for the June 2013 assessment round of Unit 3 of the MRS Diploma in Market & Social Research Practice. It contains the tasks and materials on which your assignment must be based.

The June 2013 assessment round is based on – **Taking Part: the National Survey of Culture, Leisure and Sport, 2011-2012; Adult and Child Data**. The study is deposited in the UK Data Archive as SN: 7222. The data and documentation can be accessed from:

<http://discover.ukdataservice.ac.uk/catalogue/?sn=7222&type=Data%20catalogue>

Free access to study descriptions, online variable lists and online documentation, including questionnaires are available to all users (registration required). Registered users can download datasets. The Data Documentation, Interviewer & Coder Instructions, and Technical Report can also be downloaded at this location. The data collection for the survey was conducted by TNS-BMRB.

Further information about the survey can be found on the Department for Culture, Media & Sport (DCMS) [Taking Part](#) web pages. This assessment references the report published in August 2011 – ‘Understanding the drivers of volunteering in culture and sport: analysis of the Taking Part survey’ – which was prepared by The National Centre for Social Research on behalf of the Culture and Sport Evidence (CASE) programme, a three-year joint programme of research led by the DCMS in collaboration with the Arts Council England, English Heritage, the Museums, Libraries and Archives Council and Sport England and can be found at:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/137988/Drivers\\_of\\_volunteering\\_August2011.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/137988/Drivers_of_volunteering_August2011.pdf)

Taking Part is a continuous national survey of those living in a representative cross-section of private households in England. The adult survey was launched in mid-July 2005, with the child survey introduced in January 2006. The aim of the survey is to improve the current knowledge base of engagement and non-engagement in culture, leisure and sport by gathering quality-assured data on participation, attendance, attitudes and related factors across the many sectors covered by the DCMS, for example, arts, sports, museums, broadcasting, libraries, gambling and volunteering.

Centres are required to conform to data protection requirements governing the use of the material. It is the centre’s responsibility to ensure that all data protection requirements are followed, both by the centre and the candidates.

## **Mode of assessment for Unit 3 Analysing & Interpreting Quantitative Data**

Detailed on pages 9 & 10 are four tasks related to these materials. You are required to complete all four tasks. These are externally assessed and externally moderated.

### **Assignment specifications**

Each task is designed to be completed in essay format, and should address the issues detailed in the specifications table for that task. Copies of task specifications can be obtained from your centre.

The total word count for all four tasks should fall between 5000 – 6750 words (excluding appendices). Appendices of material used to illustrate points made within the assignment may be included if you feel these are necessary. However, appendices should not be used to extend the word limit. Analysis of the dataset to demonstrate a statistical technique can be given; however, this is not a requirement.

Candidates must understand the importance of respecting the word limit. All words within the main body of the text, including those within tables are included within the word count. Text within the title page or contents page is not included in the word count. Materials included in appendices should *illustrate* points made in the body of the assignment. Appendices should not be used to extend the word limit.

Assignments that considerably exceed the 6750 word limit (by more than 10%) will be graded as 'non-compliant' as they do not comply with assessment criteria and cannot be assessed with the qualifications framework.

Candidates **must** include an accurate word count at the end of the assignment.

All assessed components of the MRS Diploma should be completed in English.

### Assessment weighting

The tasks are weighted in accordance with the weighting ascribed to each area within the syllabus description and also with the level of analysis required within each assignment.

Task 1	30% of total
Task 2	30% of total
Task 3	20% of total
Task 4	20% of total
<b>Total</b>	<b>100%</b>

### Presentation of your assignment

The assignment should be printed on A4 white paper, with a one inch margin around the text. Text size should ideally be 11pt.

Make sure that each section within your assignment is easy to read by:

- using headings and bullet points effectively.
- avoiding over-brief note form. If you include notes, you should ensure they make your points clearly and overtly.
- ensuring that your use of English is clear, accurate and appropriate to a client audience.

All four tasks should be secured together and submitted as one assignment. The assignment should be secured with a staple in the top left hand corner. Please do not bind your assignment by any other means.

### Number of copies

You are required to present three hard copies of the assignment in its final form for formal assessment to your centre co-ordinator by the centre's specified deadline. All copies must include an Assignment Cover Sheet. One copy of your assignment will be retained by your centre, the remaining two copies will be sent to MRS for external assessment.

### Overall Result

No overall grade is awarded for the MRS Diploma. The *certificate* issued to successful candidates will give the level of achievement in each unit of assessment.

### Pass requirements

In order to complete a unit successfully, candidates should meet or exceed the Pass requirements highlighted in the assessment sections of the handbook.

In order to be awarded the Diploma, candidates must achieve a Pass grade (or above) in all 4 units of assessment.

## Grading System for each unit of Diploma assessment

### Unit 1

Answers will be awarded a band grade (Distinction, Pass or Fail). In order to pass the examination, candidates will normally be required to achieve a minimum of a Pass grade in all three questions.

All candidates must pass Question 1. Candidates who are awarded a Fail grade in either question 2 or 3 will normally be expected to achieve a strong Pass grade in the other question. Guidance on the general assessment criteria for each grade can be found in the following table.

### Units 2 & 3 and 4

Candidates are given an overall band grade (Distinction, Pass, Fail). The assessment criteria for each assignment is included in the assignment specifications. In addition, the level descriptors provide guidance for the expected depth and range which are expected to be demonstrated at Distinction, Pass and Fail grades. In order to pass the assessment candidates will normally be required to achieve a minimum of a Pass grade for each task within the assignment. Candidates who are awarded a Fail grade for a task will normally be expected to achieve a strong Pass grade or above in one or more of the remaining tasks to pass.

### Unit 5

Candidates are awarded a band grade (Distinction, Pass or Fail). In order to pass the examination, candidates will normally be required to achieve a minimum of a Pass grade in all three questions. Candidates who are awarded a Fail grade in one question will normally be expected to achieve a strong Pass grade or above in one of the remaining two questions to pass.

For full guidance on the levels of attainment required for awarding each grade for all Units please refer to the **Full Syllabus & Assessment Guidelines Handbook**.

## The Research Project

### Background

#### UK Data Archive Abstract:

*Taking Part* is a continuous national survey of those living in a representative cross-section of private households in England. The adult survey was launched in mid-July 2005, with the child survey introduced in January 2006.

The survey is commissioned by the Department for Culture, Media and Sport (DCMS), sponsored by non-departmental public bodies (Sport England, Arts Council England, and English Heritage).

The aim of the survey is to improve the current knowledge base of engagement and non-engagement in culture, leisure and sport by gathering quality-assured data on participation, attendance, attitudes and related factors across the many sectors covered by the DCMS, for example, arts, sports, museums, broadcasting, libraries, gambling and volunteering. Further information can be found on the DCMS [Taking Part](#) web pages.

For *Taking Part, 2011-2012*, also known as Year 7 of the continuous survey, 9,188 adults and 771 children aged 11-15 were interviewed. Information was also collected from parents or guardians of 1,040 children aged 5-10. Interviews were conducted face-to-face in home by specially trained interviewers working on behalf of TNS BMRB using Computer Assisted Personal Interviewing (CAPI).

#### Main Topics:

Main topics covered by the survey include: the arts, museums and galleries, libraries, archives, heritage, sport, volunteering, the 2012 Olympic and Paralympic Games, and demographics. In order to preserve confidentiality, variables relating to census output area, postcode sector, local authority, and primary sampling units have been removed from the UK Data Archive version.

#### Coverage:

Dates of Fieldwork: April 2011, March 2012

Country: England

Spatial Units: Government Office Regions (GORs)

Observation Units: Individuals

Kind of Data: Numeric data

#### Universe Sampled:

National: Adults (16 or over) living in a representative cross-section of private households in England children aged 11-15 at selected households since January 2006

#### Methodology:

Time Dimensions: Repeated cross-sectional study

Sampling Procedures: Multi-stage stratified random sample

Number of Units: 9,188 adults and 771 children

Method of Data Collection: Face-to-face interview

Weighting: Weighting used

## Research Materials & Documentation

### The following files are included as part of the assessment materials

The study is deposited in the UK Data Archive as SN: 7222. The data and documentation can be accessed from:

<http://discover.ukdataservice.ac.uk/catalogue/?sn=7222&type=Data%20catalogue>

Free access to study descriptions, online variable lists and online documentation, including questionnaires is available to all users. Registered users can download datasets.

To download the dataset you must register, agree to an End User Licence (EUL) and provide details of your intended use. The dataset is given in SPSS, STATA, SAS or TAB formats for analysis purposes.

User documentation was prepared by the TNS BMRB:

- Lists of Variables and Derived Variables
- Questionnaires, Showcards, Coding Frames, Letters and Leaflets
- Interviewer Instructions
- Technical Report

Also, a 2011/12 Taking Part Survey Technical Report can be found at:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/137751/TakingPart-Y7-TechnicalRepor.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/137751/TakingPart-Y7-TechnicalRepor.pdf)

Assessment tasks focus on the report published in August 2011 – '**Understanding the drivers of volunteering in culture and sport: analysis of the Taking Part survey**'. The report is based on additional analysis of the Taking Part Survey and can be found at the Inside Government website and can be accessed from:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/137988/Drivers\\_of\\_volunteering\\_August2011.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/137988/Drivers_of_volunteering_August2011.pdf)



## TASKS

### **Task 1: The Research Objectives & Sampling Approaches**

*(Weighting: 30% of total)*

This task requires you to analyse and evaluate the research design and sampling methods used for this research study.

In your answer you should:

- identify the objectives of this study – what problems/issues did the project set out to address; giving examples of outcomes for each objective.
- identify the approaches taken to sampling. Discuss the strengths and weaknesses of each of these approaches in relation to the given research objectives, and with reference to any relevant statistical theory.
- evaluate the appropriateness of the sample design, size and composition of the quantitative samples with reference to the given research objectives and analysis plan.
- discuss the implications for the sampling design of the study being designed with repetition in mind, with the intention of repeating the survey every quarter in order to measure continuity and change.
- identify strategies that have been used to achieve a high response rate and any further strategies that could be used to increase the response rate. Discuss the impact of the low response rate on the survey's findings what additional actions could be taken to validate the findings.
- identify the weighting methods used and the reason for their use. Produce a statistic summary of the weight variable for the adult survey and evaluate its distribution. Comment on the sample efficiency and the resulting effective sample size and the impact this has on statistical analysis of the data.

### **Task 2: Analysis of data**

*(Weighting: 30% of total)*

This task requires you to describe and evaluate the approaches used for analysing and reporting the findings in the 'Understanding the drivers of volunteering in culture and sport: analysis of the Taking Part survey'.

In your answer you should:

- identify the analysis objectives for this report.
- identify and evaluate the range of strategies used for achieving the analysis objectives.
- identify and comment on the summary statistics used in Section 3 as part of the exploratory analysis and inferences made to the general population.
- identify two statistical tests which might/have been applied to the dataset in Section 3 to address the analysis objectives. Give reasons for your choices and demonstrate the tests using data from the study.

### **Task 3: Determining and interpreting associations amongst variables**

*(Weighting: 20% of total)*

This task requires you to describe and evaluate the approaches used for determining and interpreting associations amongst variables in the 'Understanding the drivers of volunteering in culture and sport: analysis of the Taking Part survey' report.

In your answer you should:

- identify how the 'inter-linkages' between variables analysed in the exploratory analysis could be a problem when identifying drivers of volunteering (see Section 3), and provide examples of the associated or correlations between variables
- identify and describe the multivariate techniques used in Section 3 to overcome possible linkages between variables.
- evaluate the usefulness of the drivers found for volunteering in specific culture and sport sectors and how statistically robust the models are. Particular reference should be made to Table B 1-5 in the appendix, explaining the information provided in these tables and how it can be used to determine the usefulness of the drivers.
- evaluate the regression model given in Section 3 to determine the impact of time spent volunteering. Explain why this variable was treated separately to the other variables included in the driver analysis.

### **Task 4: Explaining and predicting behaviour**

*(Weighting: 20% of total)*

This task requires you to identify the approaches used for providing explanation of behaviour in Section 4 of the 'Understanding the drivers of volunteering in culture and sport: analysis of the Taking Part survey'.

In your answer you should:

- identify the techniques used to explain behaviour.
- discuss the use of Latent Class Analysis referred to in Section 4 and appendix C.
- discuss the use of other explanation or prediction approaches that may be used to understand factors that may affect volunteering behaviour.





MRS  
The Old Trading House  
15 Northburgh Street  
London EC1V 0JR

Telephone: +44 (0)20 7566 1805  
Fax: +44 (0)20 7490 0608  
Email: [profdevelopment@mrs.org.uk](mailto:profdevelopment@mrs.org.uk)  
Website: [www.mrs.org.uk](http://www.mrs.org.uk)

Company limited by guarantee. Registered in England No 518686. Registered office as above.