



PlaceME@SMI 2020: Dubit Trends

Project Leader / Supervisor	Anna Driscoll
Department / Organisation	Research Department, Dubit Limited
Project title	Dubit Trends
Project reference	PMS-03-2020
Location of placement	The Half Roundhouse, Wellington Road, Leeds
Summary of research project	
<p>In the fast moving world of children's media, data can very quickly become out of date. Media owners, publishers, content creators and commercial teams need access to the latest information to make the right decisions. To enable business to stay 'ahead of the curve' in 2015 we created Dubit Trends. Dubit Trends is our children's media tracker, which is conducted twice a year across the UK and annually in other key markets. Depending on the country being surveyed we interview between 1000 and 2000 children aged 2-15 and their parents via an online survey lasting around 25-30 minutes.</p> <p>Quantitative data from the survey is delivered by an online analytics tool, data tables or and SPSS file. Once the data has been checked and analysed, standard reporting is either as written reports or slide decks with commentary.</p>	
Links to external organisation(s), including international partners (if relevant)	
<p>Dubit Trends is not conducted in conjunction with any external organisations or stakeholders. However, we do have a number of clients who subscribe to Dubit Trends data. We provide them with specific reports and also support them with any ad-hoc queries they may have which may require additional analysis of the data.</p>	
Tasks to be performed during the placement	
<p>Analysis:</p> <ul style="list-style-type: none"> • Data checks • Interpreting the data and charting • Appending the latest data onto the existing charts/graphs (Keynote or .PPT) • Identifying trends/significant changes (compared to previous waves) • Writing short commentary (2-3 sentences), highlighting key findings 	



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New ways of analysis:

- Modelling the data with the goal of discovering useful information
- Proposing conclusions/recommendations, which can support decision making
- Data visualisation

The research team works on ad-hoc quantitative research projects. From time-to-time you may be required to support the team by:

- Checking questionnaires
- Testing survey links
- Monitoring fieldwork
- Data checking
- Charting
- Quality control

Project's outputs

- Powerpoint presentations
- Written reports
- Blogs

Person specification

Essential skills:

- Ability to interpret large amounts of data and multi-task
- Good analytical and numerical skills
- Accuracy and attention to detail
- Strong communication skills (verbal/written)
- Experience of using MS Office, inc. Word, Excel and Powerpoint
- Adequate knowledge of data collection methods (polls, surveys, depths, focus groups etc.)

Desirable skills:

- Interest in kids' media and entertainment
- Business and commercial awareness

Terms and conditions

The placement will take place at Dubit Limited, The Half Roundhouse, Wellington Road, Leeds, LS12 1DR for 35 hours a week over a period of 6 weeks between mid-June and mid-September 2020. The successful candidate will be awarded a £1,953 bursary by SMI.

Students who will be awarded the placement are expected to write two blog posts (x 300 words) for SMI about their experiences.



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How to apply?

Candidates should send a CV and a motivation letter in PDF formats by **19 April 2020** to Aneta Piekut a.piekut@sheffield.ac.uk in an email entitled 'PlaceME@SMI – Dubit Limited placement'.

Candidates will be interviewed by a placement supervisor in May at SMI.

Contact details

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[TBC]



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