

Basics of market research methods

- workshop

(two 4-hour online meetings)

you will learn what market research is, where to obtain data, what research method to choose, how to present the results (written report and presentation)

Thematic scope

Part 1

✓ what do you need to do research professionally? ✓ what does it mean to use a research method? ✓ from idea to report - stages of a research ✓ limitations in conducting research ✓ what do you want to research? a purpose of your study ✓ how to formulate a thesis or hypothesis?

Part 2

✓ questionnaire survey - rules for creating questionnaires ✓ how to prepare an online questionnaire* ✓ interviews* ✓ observation ✓ test and experiment

Part 3

✓ heuristic methods: brainstorming*, image tests, projection, and associative techniques ✓ desk and field research ✓ methods of documentary analysis and content analysis

Part 4

✓ how to present the results - rules for preparing PowerPoint presentations, Prezi and others
✓ preparation of a written report

**** you will need a computer and a microphone***

The cost of training - **40 euros** (2 meetings, 4 hours each).

Payment method - PayPal or bank transfer. We provide the data in response to your e-mail.

When is the training held? – every other month, please check the calendar on our website

Questions? write to jo.hinker@hinkerhub.pl

www.hinkerhub.pl



M n e m o w o r k s h o p

- How To Learn Faster And Remember More

(one day, online meeting)

you'll find that your memory has no limits, you will learn the secrets of remembering – come to know your possibilities

T h e m a t i c s c o p e

Part 1

The problem of everyday motivation and awareness (the story of a murderer)

Part 2

What does it mean to have a good memory? So about possibilities of our brain

- ✓ what is memory? ✓ types of memory ✓ concept of processing levels ✓ learning process
- ✓ types of knowledge

Part 3

Mechanisms of remembering and forgetting. Why do we remember so little?

- ✓ coding (or remembering) ✓ learning curve ✓ extraction ✓ forgetfulness

Part 4

Techniques of faster learning and longer remembering

- ✓ technique of places* ✓ loop and association technique* ✓ elaboration technique*
- ✓ verbalization and imagination* ✓ producing technique ✓ action technique
- ✓ 'me' technique*

** - these techniques will be practiced by participants; you need: a good Internet connection, a computer and a microphone*

The cost of training - **30 euros** (one meeting, 5 hours).

Payment method - PayPal or bank transfer. We provide the data in response to your e-mail.

We issue appropriate bills and invoices.

When is the training held? – every other month, please check the calendar on our website

A minimum number of 10 participants is required for the training to take place. In case of lack of an appropriate number of participants, you can get your money back or use it to pay for the next available training session.

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<https://www.hinkerhub.pl/en/home-en>

