



Live Webinar: January 21, 2010

Basic Statistics

presented by Neil Helgeson, TNS

A new decade deserves a new approach. Our Chapter will be hosting our first live webinar! Neil Helgeson will describe the various types of statistics that are commonly—and not so commonly—used and misused in our industry. Don't panic! This will not be a technical session on the mechanics of statistics, nor will it be a deep-dive into mathematical theory. There will be no homework assignments and no final exam.

Instead, Neil will explain how to use and interpret everyday descriptive and inferential statistics. Think of this webinar as a way to gather ammunition to use when a client who took one stats class in 1922 tries to tell you what HE thinks the data are saying!

What will I learn if I attend?

- Common descriptive statistics
- Principles of statistical inference
- Common inferential tests such as t-tests and Analysis of Variance
- Interpretation of test results: what the tests do and do not tell us
- Identifying special testing situations such as equivalence testing, multiple comparisons, and other situations requiring special tests, techniques, or approaches
- Determining the appropriate sample size
- Alternatives to traditional statistical testing
- Common pitfalls and mistakes

This fun and informative event will be held Thursday, January 21 from 11:30 am to 1:00 pm. The price for the event is \$40 for MRA members, \$50 for non-MRA members or guests, and \$15 for students enrolled in a higher education program and not currently working for a research company.

Feel free to invite others from your company, as well. **There is no limit to how many from your company can join the webinar using one registration!**

Please let us know as soon as possible that you'll be joining us. This program will qualify for 1.5 hours PRC for Research. Please mail a check with your name, email address, and a note/email referencing the January event to:

Carol Duling, Registrar
Questar
2905 W Service Road
Eagan, MN 55121
651.683.8687

Cancellations received less than 48 hours prior to the event are non-refundable. No shows will be billed. Credit card payments are accepted via PayPal.

NOTE: You will need to provide your email address so the webinar login details can be emailed to you prior to the event. We will not be able to provide a presentation hard-copy, so have a notebook on hand for your own note-taking.

Hold This Date!

On **Thursday, February 18, 2010**, our Chapter will host an event titled "*Social Media's Impact on Marketing Research*," presented by Tom Malkin (President of GeeYee). Tom will discuss best practices in combining social media research with traditional marketing research methodologies. Tom will also show how the use of social media can open new and potentially recurring revenue opportunities for your company.