**Institute of Cornish Studies – CPD Methods for Evidence and Evaluation, Spring – Summer 2024**

Taught by Prof. Malcolm Williams from The Institute of Cornish Studies at The University of Exeter, these sessions are intended for organisations who need to develop an evidence base, or evaluate their activities. They are introductory and require no previous knowledge. Please note sessions three and four are intended to be taken together.

A certificate of attendance will be issued to participants taking all of the session. If you attended the taster session, in the Autumn of 2023, you may want to skip this session. If you did not, then it is an important foundation for the other sessions.

Lunch and refreshments will be provided, please aim to arrive at 9.30am for a prompt start.

**Book 4 all four sessions at a rate of £150 per session**

**Book 3 sessions at a rate of £175 per session**

**Book 2 sessions at a rate of £200 per session**

**Book 1 session at a rate of £225**

**Introduction to Research Methods for Evidence and Evaluation**

**Session One 22nd May 2024 10.00am-3.00pm**

**University of Exeter Penryn Campus – Peter Lanyon Building: Lecture Theatre 1**

Policy and strategy decisions and the evaluation of programmes or activities need evidence. Rigorous social research methods can provide that evidence. In this introductory session we will introduce participants to the main methods of research: surveys, interviews and focus groups. When should each of these be used and what they can do for your organisation.

**Focus Groups and Individual Interviews**

**Session Two 23rd May 2024 10.00am-3.00pm**

**University of Exeter, Penryn Campus, Exchange Building, Room: Red**

What can focus groups tell you about people’s views, attitudes and beliefs and what happens when they discuss them with others? Or what about when you want to explore the experiences and views of individuals? What are the strategies and techniques you need and what are the possibilities and limitations of focus groups and interviews. This session will take a ‘hands on’ approach and active learning approach to these methods of research.

**How to Design and carry out a simple survey**

**Session Three 20th June 2024 10.00am-3.00pm**

**University of Exeter, Penryn Campus, Environment and Sustainability Institute, Room: Trevithick Suite**

Surveys are about finding out characteristics, behaviour, attitudes and beliefs. They are fundamental if you want to know these things about groups of people with confidence. They are essential to good evidence. A well designed simple survey can be the backbone of the evidence organisations need. In this session we will explore various types of survey, we design a simple survey questionnaire and we will introduce you to simple sampling techniques.

Please note, for this session, you should bring along a laptop or a tablet.

**Analysing Survey data using Excel with Special Guest Lecturer Dr Charlotte Brookfield**

**Session Four 18th July 2024 10am-3.00pm**

**University of Exeter, Penryn Campus, Exchange Building, Room: Yellow**

In the previous session you will have learned how to design surveys and questionnaires and as a group, you will have designed a simple survey. In this session you will learn how to input or transfer your data into an Excel spreadsheet. Having done this you will learn some straightforward techniques for analysing your data. Please not, for this session, you should bring a laptop/ tablet with Excel installed.

**For more information on funding or to reserve your place, please contact Mistralle Reid** [**m.reid2@exeter.ac.uk**](mailto:m.reid2@exeter.ac.uk)