

## Internship opportunity

The following information has been provided by the host organisation and outlines the opportunity available. Any queries about this internship should be addressed to the host organisation at the details provided below.

**Name of host organisation: Ipsos UK**

**Brief description of the host organisation:**

The lead host organisation Ipsos UK (<https://www.ipsos.com/en-uk>) is a leading market research company specialising in delivering insights into consumer behaviour and public opinion. As part of the global Ipsos Group, it provides research services across various sectors, including media, technology, healthcare, and public affairs. Ipsos UK employs advanced methodologies and data analytics to help organisations understand their audiences and make informed decisions.

The collaborating host organisation is The Market Research Society (MRS), a professional body, trade association and regulator for individuals and organisations involved in market, social, and opinion research. Based in the UK with a global reach, MRS promotes best practices, ethical standards, and innovation within the research sector. It offers training, certification, publications and networking opportunities for its members, aiming to enhance the quality and credibility of research practices worldwide.

The intention of collaborating with the MRS is to be able to access the expertise of individuals within this organisation but also to facilitate access to a wider, cross-industry group of organisations that engage in face-to-face fieldwork. This will help to ensure that there is a broader perspective and more comprehensive approach to the research process. By collaborating with the MRS (Market Research Society), the student will have first-hand access to industry best practice guidance and those setting industry standards. This partnership can also provide access to a network of cross-industry organizations that specialize in face-to-face fieldwork, ensuring diverse representation.

## **Internship opportunity/opportunities available**

Summary the project(s) available to interns to include:

- the types of activity that they will engage with and the expected outputs/deliverables
- what support the student will receive during their internship

The project seeks to engage Generation Z (15-to-24-year-olds) in market research surveys by using behavioural science (or other applied social science approaches) to address barriers to participation in face-to-face fieldwork.

The project seeks to understand how to better engage Generation Z (15-to-24-year-olds) in market research surveys by exploring critical industry questions such as:

### **1. Response Rate vs Representativity:**

- Whether efforts to increase response rates improve sample profiles or exacerbate non-response bias.
- Investigate strategies to optimize resource allocation for targeting hard-to-reach groups effectively.

### **2. Impact of Mixed Methodologies on Representativity and Costs:**

- Analyse how mixed-mode approaches (e.g., face-to-face vs. online-first) affect the representativity of survey samples and overall participant profiles.
- Examine cost efficiencies achieved through reduced face-to-face survey components, balanced against the increased costs per interview.
- Assess whether online-first methods result in engaged participants completing surveys more efficiently, leaving focused tasks for face-to-face methods.

### **3. Comparative Evaluation of Follow-Up Strategies:**

- Explore the benefits of knock-to-nudge approaches versus postal follow-ups or interviewer-administered data collection in balancing cost, response rates, and representativity.

The nature of the challenge is such that we expect the PhD student to use data collected by Ipsos concerning response rates, but we will also expect there to be some primary research designed and undertaken by the PhD student, for example, interviewing and accompanying field-force interviewers.

The intern will be fully supported throughout the placement, including a full induction program and ongoing mentorship. They will gain practical experience, produce a report, and present their findings, helping to refine both their research and communication skills. This experience will also provide a clearer understanding of potential career paths beyond academia.

The PhD student will attend relevant industry meetings hosted by the MRS as well as Ipsos and MRS team meetings and working parties that cover this topic. They will have access to Debrah Harding to draw on her expertise and industry experience through the placement. We can also arrange for relevant training and briefings to be available for the PhD student from Ipsos and the MRS. Our ambition is that the PhD student to feel part of Ipsos as a company and to understand the wider industry first hand via Debrah Harding who will also facilitate meetings with other wider stakeholders (e.g. members of MRS working parties, other companies).

The primary output of this project will be a report (that is determined in scope and scale by the PhD student in collaboration with the Host). Working with Colin Strong, the PhD student will develop a structure for the report and a data collection-analysis plan. We expect the report to have a series of tangible recommendations for best practice on how to tackle falling response rates for face-to-face fieldwork that can be used within Ipsos and more widely across the industry.

In addition, to facilitate impact, we anticipate the PhD student (alongside the Host) could share the key findings of the report via [Research Live](#) and a [member webinar](#); we are also keen for the PhD student and Host to produce a joint paper for the International Journal of Market Research, reporting on the results of the project, reaching a wider audience into the academic community. Note that some of the Ipsos case studies to be used will hold confidential, commercially sensitive information so consideration will need to be made on what and how to share the findings of this project. The successful candidate will also be provided with one year of free membership to the Market Research Society.

### **Skills and experience required for the role**

- Ideally an undergraduate degree (or equivalent experience) in social sciences (but we are willing to consider others)
- Be a current ESRC-funded student through ESRC's Doctoral Training Network.
- Understanding of and/or an interest in evidence methods and standards.
- An interest in, experience, or skills that could be applied to survey design and research process
- Experience of and/or interest in adapting or developing resources or publications to accessibly communicate research findings.
- Strong initiative and curiosity to quickly understand the market research sector's aims and activities.
- A proactive, flexible and collaborative approach, and the ability to work independently and as well as part of a team.

### **Working arrangements and location of the internship**

*This should include details on whether it will be full- or part-time (up to 3-months FTE); or physical, virtual or a combination.*

They will be located at Ipsos, but also collaborating with MRS. At Ipsos they will be reporting to the Head of Behavioural Science, Colin Strong. Debrah Harding MRS' Managing Director will be the contact at MRS. The office location is in London, but with the ability to work flexibly or remotely for up to 80% of the placement. Note that in London our fieldwork team is based in Harrow and Colin Strong is based in the head office near Tower Hill. There will be a need to spend some time at each location.

Ipsos will reimburse reasonable costs associated with the placement (e.g. travel and subsistence), in accordance with its expenses policy, and provide any equipment required.

The placement will be over a maximum of three months, full-time, with flexibility in terms of when it takes place. Ipsos is also open to discussing other ways of structuring the

placement (e.g. part-time over six months), for the right candidates. This opportunity is open to ESRC funded students who must ensure that the stipend and fee costs can be accessed through their Doctoral Training Partnership (DTP) or Centre for Doctoral Training (CDT), and the studentship must be extended by the duration of the placement.

Ipsos UK is committed to fostering diversity and inclusion by adhering to industry standards such as MRS Code of Conduct, Investors in People (IiP), and the Inclusive Employers Standard (IES). The company also participates in gender pay gap reporting, is a Disability Confident Employer, and follows best practices in recruitment and employee management to ensure equal opportunities. These efforts help Ipsos create an inclusive workplace that reflects the diverse communities it serves, enhancing the quality and representation of its research.

### **How to apply**

To include:

- *The closing date and time for applications*
- *Application format (i.e. CV, cover letter, application form, etc)*
- *How to submit an application*

If you're interested in this position, please send your CV and a supporting statement along with a completed ESRC placement and funding permissions form to Colin Strong at [colin.strong@ipsos.com](mailto:colin.strong@ipsos.com).

Your supporting statement should address the following points:

- Why you want to take up the placement
- Your experience and/or interest in undertaking and/or supporting us in researching and finding solutions to this challenge

Key Dates Applications Open:

Applications Open: 13 December 2024

Applications Close: 7 February 2025 at 23:59

Interviews: w/c 3 March 2025 and w/c 10 March 2025

A decision will be provided as soon as possible, and the internship will start in April 2025 although some flexibility is possible. We reserve the right to change the closing date depending on the number of responses received. Please submit your application as soon as possible to ensure it is considered in the selection process.

**Recruitment process**

*The host organisation is responsible for processing the applications received for this opportunity and applications will be processed as follows:*

All applications will be reviewed by Colin Strong and Debrah Harding. Depending on the numbers, a shortlist will be drawn up and interviews undertaken via teams. Applications will be reviewed against the criteria outlined in the skills and experience section above.

**Security restrictions (if relevant)**

NA

**Host contact details**

*Any queries about this opportunity should be addressed to the host organisation.*

Colin Strong - [colin.strong@ipsos.com](mailto:colin.strong@ipsos.com)