MERCURY

Fieldwork and Survey Research Methods Course

21 – 25 December 2026
Madrid (Spain)



Dubai - UAE: +971 4 450 5697
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Ref: 15673_1081357 **Date:** 21 – 25 December 2026 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction:

The Fieldwork and Survey Research Methods course participants will have the skills and knowledge to conduct effective fieldwork and survey research. As data-driven decision-making continues to dominate sectors, comprehension of these research methods is needed to gather accurate, reliable, and actionable information. Participants will immerse themselves in the core principles and practices of fieldwork and survey research, learning to design, implement, and analyze research studies carefully.

Participants will explore techniques for collecting primary data, structured and unstructured surveys, interviews, focus groups, and observational methods. The Fieldwork and Survey Research Methods course underscores the importance of survey research by highlighting practical skills to ensure robust data collection, ethical research standards, and solutions to potential field challenges. They will apply theoretical knowledge in practical scenarios, gaining proficiency in designing research instruments, conducting fieldwork, and analyzing survey data.

This Fieldwork and Survey Research Methods course will set the stage for generating actionable insights and making informed decisions rooted in empirical evidence. Participants are aspiring researchers, data analysts, or professionals striving to refine their research capabilities. It lays down the foundational tools and techniques to excel in fieldwork and survey research. By examining the strengths of survey research methods, participants prepare to contribute effectively to their organization's research endeavors and decision-making processes.

In our increasingly data-driven world, survey research methodology has become pivotal in many professional settings. Understanding survey research and its intricacies lays the groundwork for gathering valuable data that informs sound decision-making practices. This Fieldwork and Survey Research Methods course offers an in-depth look into the fieldwork research method and the quantitative and qualitative approaches that can be leveraged to achieve insights.

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Targeted Groups:

- Aspiring Researchers
- Data Analysts.
- Market Researchers.
- Social Scientists.
- Policy Makers.
- Academic Professionals.
- Business Strategists.
- Non-Profit Organizations.
- Government Agencies.
- Survey Technicians.

Course Objectives

At the end of this Fieldwork and Survey Research Methods course, participants will:

- Develop skills to design and construct effective surveys and research instruments.
- Learn advanced methods for survey research and how to conduct robust fieldwork, including interviews and focus groups.
- Understand the ethical considerations in field research and data collection, ensuring adherence to the highest standards.
- Master techniques for analyzing and interpreting survey data, appreciating the advantages of survey research methods.
- Gain hands-on experience in managing and organizing data collection processes efficiently.
- Identify and navigate common challenges in fieldwork research, solidifying your problem-solving skills.
- Implement statistical tools to extract meaningful insights from research data.
- Enhance your ability to report and present research findings clearly, impacting your communication.

Targeted Competencies:

At the end of this Fieldwork and Survey Research Methods training, participants competencies will:

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- Designing Effective Surveys.
- Implementing Fieldwork Techniques.
- Analyzing Survey Data.
- Conducting Interviews and Focus Groups.
- Ensuring Research Ethics.
- Managing Data Collection Processes.
- Interpreting Research Findings.
- Addressing Fieldwork Challenges.
- Utilizing Statistical Analysis Tools.
- Reporting and Presenting Research Results.

Best Practices for Survey Research:

Before launching into the course's primary content, it's important to establish a foundational understanding of the best practices for survey research. These guide the development and implementation of surveys and are key to obtaining relevant and high-integrity data. Participants will explore how best practices shape everything from question design to data analysis, ensuring that participants are equipped to conduct business survey research, academic studies, or any other investigation that hinges on survey methodologies.

Course Content:

Unit 1: Introduction to Fieldwork and Survey Research:

- Overview of fieldwork and survey research methodologies.
- What is survey research, and why is it essential for accurate data collection?
- Discerning between different types of research designs and when to apply them.
- Introduction to key terminology and concepts in field research.
- Understanding the differences and complementary strengths of qualitative versus quantitative research methods.

Unit 2: Designing Effective Surveys and Research Instruments:

- Principles behind robust survey research design and question formulation, accounting for the methodology of survey research gains.
- Types of survey questions: open-ended, closed-ended, and scaled, and how they influence response.
- Strategies for crafting clear, unbiased survey questions.
- Designing surveys with various target populations in mind.
- Detailed process of pretesting and piloting survey instruments for validity.

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Unit 3: Conducting Fieldwork:

- Techniques for effective field data collection, embracing what is fieldwork research.
- In-depth exploration of conducting interviews and focus groups as methods for survey research.
- Strategies for observing and documenting behaviors and information in the field.
- Managing and training field staff or research assistants.
- Ensure accuracy and reliability in field data collection, assess survey research, and assess the methods' impact factor.

Unit 4: Data Analysis and Interpretation:

- Introduction to data analysis techniques, highlighting the methods for survey research.
- Statistical methods for analyzing survey data with precision.
- Qualitative data analysis: coding and theme identification processes.
- Leveraging software tools for sophisticated data analysis.
- Guidelines for interpreting results to draw meaningful conclusions enhance survey research's benefits.

Unit 5: Reporting and Presenting Research Findings:

- Structuring research reports and presentations in line with survey research meaning and rigor.
- Best practices for visualizing data and results for clarity.
- Communicating findings to diverse audiences, reflecting the importance of survey research.
- Discussing potential biases and limitations transparently in research.
- Preparing and delivering impactful presentations of research findings tailored to audience needs.