

Frequently Asked Questions about The Insights Association Certificates in Qualitative & Quantitative Research

Q: How do I earn an Insights Association Certificate?

A: By registering for the program and completing 21 hours of training from Insights Association-approved courses. Completion requires attending the classes (real-time or on-demand) and successfully completing assignments and online assessments. Please visit our [Certificates](#) page for more details.

Q: How do I register for a Certificate?

A: Register online for the [Insights Association Certificate in Qualitative Research Principles](#), or register for the [Insights Association Certificate in Quantitative Research Principles](#).

Q: Can I get an Insights Association Certificate by being a Backstage Pass holder?

A: Yes. Students can register for the [Insights Association Certificate programs](#) or opt to pay a [registration fee](#) if they completed the courses as a [Backstage Pass Full Access](#) or [VIP](#) student.

Q: Where are the real-time sessions held?

A: Online, in a [virtual classroom](#). You will be in class with a live instructor and 5 to 15 other students. These interactive sessions maximize learning and retention with audio, video, demonstrations and real-time Q&A.

Q: When are the courses held?

A: All courses are offered real-time at least twice per calendar year. Dates are available in four places: at [ResearchRockstar.com](#), in each course's Welcome page, with our [handy PDF](#), or sync with our [Google calendar](#). Can't make a real-time session? No worries: complete the course by watching the lecture videos, which are accessible from the [Training Portal](#).

Q: I have no previous market research experience. Can I still participate?

A: If you have no previous market research experience, we strongly recommend you either complete the [Market Research 101](#) course first or self-study (in which case we recommend either of these books: [Marketing Research](#) (8th edition or newer) or [Market Research in Practice](#)). Please note that we do require all Certificate students to have either a four-year college degree or 36 months of professional market research experience.

Q: Is this the same as the Insights Association's PRC program?

A: No. These specialty certificates provide an opportunity for researchers to gain a credential specific to quantitative and/or qualitative research. The PRC ([Professional Researcher Certification](#)) program is still offered, and has different content and requirements.

Q: Do the Insights Association Certificates, like PRC, require passing a special test?

A: No. You will simply complete the per-class assessments for each course. Your successful completion will automatically earn you a certificate in the program for which you registered. The certification does not expire.

Q: I have already taken some of these courses. Can I apply them?

A: If you have successfully completed one or more of the eligible courses in the past 12 months, contact Support@ResearchRockstar.com. We may be able to give you a partial credit towards your program fee. But you must register for a certificate in order to earn a certificate.

Q: Some of the courses meet once a week for 4 weeks. What if I miss one of the days?

A: If you miss a live session, you can watch the recording and complete any instructor-required assignments and online assessments.

Q: Which course are eligible, and how many hours each are they?

A. All [eligible quantitative courses](#):

- Excel for Market Research Data Analysis (6 hours)
- Conjoint, Discrete Choice & MaxDiff: An Introduction (2 hours)
- Introduction to Factor and Cluster Analysis (6 hours)
- Introduction to SPSS (6 hours)
- Market Segmentation: Methodology Options & Project Planning (2 hours)
- Open Ended Questions: Construction, Analysis & Reporting (4.5 hours)
- Quantitative Data Analysis for Survey Research (6 hours)
- Questionnaire Design Success: A 10-Point Checklist (2 hours)
- Questionnaire Design 201: Scale Selection (6 hours)
- Writing Quantitative Research Reports (6 hours)

All [eligible qualitative courses](#):

- Conducting Research Interviews (1.5 hours)
- Ethnographic Research for Customer Insights (2 hours)
- Focus Group Project Management (6 hours)
- Mobile & Online Qualitative Research Methods (6 hours)
- Secondary Research 101: Sources & Techniques (4.5 hours)
- Social Media Research & Sentiment Analysis (2 hours)
- Writing Qualitative Research Reports (6 hours)

Q: Can you give me an example of how I can take 21 hours of training?

A: An IA Certificate in Quant **could be** made up of the following courses (this example totals 22 hours):

1. Questionnaire Design Success: A 10-Point Checklist (2 hours)
2. Conjoint, Discrete Choice & MaxDiff: An Introduction (2 hours)
3. Introduction to SPSS (6 hours)
4. Questionnaire Design 201: Scale Selection (6 hours)
5. Writing Quantitative Research Reports (6 hours)