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COURSE BROCHURE

Workplace Social Research Methods Training Course

22 – 26 March 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Workplace Social Research Methods Training Course

Ref: 2594_98659 **Date:** 22 – 26 March 2027 **Location:** Casablanca **Fees:** 4500 GBP

Workplace Social Research Methods is a 1-week training course for human resources specialists, workplace researchers and people analysts who need to study how groups really behave at work, leaving with a workplace social research brief. Absence patterns, informal networks and unwritten group norms shape morale and output long before they appear in formal records. Jupiter Prime Training runs this course for practitioners who want evidence gathered with discipline rather than anecdote.

Why Workplace Social Research Methods Matter Now

Three forces push social inquiry up the agenda. Workforces now span four generations with different expectations of authority and flexibility. Hybrid arrangements have redrawn who talks to whom, weakening some informal ties and strengthening others. An organisation that studies these patterns carefully can target policy where it changes behaviour; one that relies on hunches risks rules that miss the real cause of absence, friction or disengagement. The course rests on established social science practice: sampling logic, questionnaire construction, interviewing, ethnographic observation and research ethics.

Who Gains Most from Workplace Social Research Methods

- Specialists responsible for investigating absence, lateness and attendance trends across sites and shifts
- Practitioners who design employee questionnaires, listening sessions and pulse instruments
- Researchers who map collaboration, influence and informal communication between departments
- Policy officers who must justify people policy changes with sound field evidence
- Advisers who brief line leaders on group culture, cohesion and intergenerational tension

The gain is greatest when a small people research unit sends several members together.

Workplace Social Research Methods Capabilities

Participants turn a vague concern about behaviour at work into a researchable question, then gather evidence that holds up under challenge.

- Frame a workplace social question as testable propositions — line leaders commissioning the study
- Design a questionnaire with neutral wording and suitable response scales — employee respondents
- Conduct semi-structured interviews and focus groups — accuracy of qualitative evidence
- Apply structured observation and network mapping to informal relationships — decisions on team structure
- Weigh triangulated findings against bias and sampling limits — credibility with senior stakeholders
- Communicate findings as targeted people policy recommendations — policy owners and works councils

Key Workplace Social Research Methods Terms

- Group norm — an unwritten expectation about how members of a team should behave, enforced through approval or quiet sanction.
- Informal network — the web of advice, trust and information ties between employees that sits outside the reporting lines.
- Absence pattern — a recurring shape in non-attendance, such as clustering around weekends, shifts or particular supervisors.
- Triangulation — checking a finding by comparing evidence from at least two different methods or sources.
- Thematic coding — labelling passages of interview or open-text data so recurring ideas can be grouped and counted.
- Informed consent — a participant's voluntary agreement to take part after hearing the purpose, use and confidentiality of the study.

Workplace Social Research Methods Day by Day

Day 1: Social Phenomena at Work

- Absence Clustering and Attendance Records — Where Social Causes May Hide
- Group Norms and Peer Sanctions — Explaining Shared Habits Within Teams
- Generational Expectations Across the Workforce — Sources of Friction and Cohesion
- Hybrid Working and Shifting Contact Patterns — Effects on Informal Ties
- Research Question Framing Canvas — Scoping a Study Leaders Will Commission

Day 2: Designing the Inquiry

- Sampling Choices for Sites, Shifts and Units — Representativeness Versus Effort
- Questionnaire Item Writing and Response Scales — Reducing Leading Questions
- Pilot Testing Instruments with Small Groups — Catching Ambiguity Before Launch
- Research Ethics, Consent and Anonymity — Protecting Respondents and Trust
- Mixed Method Study Design — Matching Methods to the Question

Day 3: Fieldwork Methods

- Semi-Structured Interview Guides — Depth on Sensitive Workplace Issues
- Focus Group Facilitation and Group Dynamics — Hearing Minority Views
- Structured Observation Schedules — Recording Behaviour Rather Than Opinion
- Network Mapping of Advice and Trust Ties — Locating Brokers and Isolates
- Field Notes and Reflexive Journals — Recognising the Researcher's Own Influence

Day 4: Interpreting the Evidence

- Thematic Coding of Interview Transcripts — Turning Talk Into Patterns
- Cross-Tabulation of Questionnaire Responses — Comparing Groups Fairly
- Triangulation Across Methods — Testing Whether Findings Hold
- Bias, Confounding and Sampling Limits — Stating Confidence Honestly
- Evidence Grading Matrix — Separating Strong Signals From Noise

Day 5: Practising the Workplace Social Research Brief

- Question Framing Revisited on a Live Case — Sharpening the Study Scope
- Instrument Selection From Earlier Days — Justifying the Chosen Methods
- Coded Findings and Network Maps Combined — Building the Evidence Story
- People Policy Recommendation Drafting — Options, Risks and Owners
- Workplace Social Research Brief Completion — Ready for Leadership Review

Applying Workplace Social Research Methods After the Course

- Run a short interview and observation study on one unit with rising absence, coding the results against the patterns explored during the course.
- Redesign one existing employee questionnaire using the item writing and pilot testing methods, then compare response quality with the previous round.

Workplace Social Research Methods Questions FAQ

What are workplace social research methods and why do they matter now?

Workplace social research methods are disciplined ways to study group behaviour at work through questionnaires, interviews, observation and network mapping. They matter now because hybrid working and a multi-generational workforce have changed how people relate.

Which roles gain most from workplace social research methods?

Human resources specialists, people analysts and workplace researchers gain most. Policy officers who brief line leaders also benefit, because they need findings that withstand scrutiny.

How does a workplace social research methods course differ from a people metrics course?

A workplace social research methods course centres on fieldwork and interpretation, not dashboards. A people metrics course tracks numbers from existing systems, while you will design questionnaires, conduct interviews, observe behaviour and map informal ties to explain why those numbers move.

What do you bring back from workplace social research methods training?

You bring back a complete research brief for a live workplace issue, with a framed question, chosen instruments, coded findings and policy recommendations.

Workplace Social Research Methods: The Way Forward

The workplace social research brief gives leaders a grounded account of one social pattern and the policy options it supports. Its first use is usually a decision on where to intervene against absence or friction, taken by line leaders with their people advisers. Afterwards, revisit the sampling and consent choices, since trust in the next round depends on them.