Conjoint Analysis for Preference Measurement in Research Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s data-driven landscape, researchers face increasing challenges in collecting, analyzing, and interpreting sensitive data across disciplines like healthcare, gender studies, consumer behavior, and political research. Conjoint Analysis for Preference Measurement in Research Training Course delves into ethical frameworks, culturally sensitive methods, and trauma-informed practices for researching sensitive topics while ensuring participant safety, data reliability, and research integrity.

Alongside this, the course integrates Conjoint Analysis—a robust statistical technique used in market research and social sciences to measure consumer preferences, trade-offs, and decision-making behavior. By blending qualitative sensitivity with quantitative precision, this training equips researchers with ethical data collection tools, statistical acumen, and actionable insights for impactful evidence-based decisions.

Programme Curriculum

Conjoint Analysis for Preference Measurement in Research Training Course

Introduction

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with quantitative precision, this training equips researchers with ethical data collection tools, statistical acumen, and actionable insights for impactful evidence-based decisions.

Course Objectives

1. Understand the ethical principles guiding sensitive data research.
2. Apply culturally sensitive interviewing techniques.
3. Navigate informed consent and confidentiality in high-risk studies.
4. Design trauma-informed research protocols.
5. Identify biases and mitigate distress in data collection.
6. Understand the fundamentals of Conjoint Analysis.
7. Design and implement conjoint surveys for preference modeling.
8. Analyze consumer choice data using statistical software.
9. Interpret attribute-level trade-offs in decision-making studies.
10. Utilize choice-based conjoint (CBC) and adaptive conjoint analysis (ACA).
11. Integrate conjoint results into product development and policy research.
12. Communicate research insights to stakeholders ethically and effectively.
13. Apply tools like SPSS, R, or Sawtooth Software for conjoint analytics.

Target Audience

1. Academic Researchers
2. Market Research Analysts
3. Psychologists & Mental Health Researchers
4. Gender Studies & Human Rights Specialists
5. Healthcare Professionals
6. Policy Analysts
7. PhD Students & Postgraduates
8. NGO Monitoring & Evaluation Officers

Course Duration: 5 days

Course Modules

Module 1: Ethical Foundations in Sensitive Research

- Key ethical challenges in sensitive topics
- Confidentiality and participant protection
- Navigating informed consent in vulnerable groups
- IRB protocols and approval strategies
- Managing participant distress
- **Case Study**: Ethics in Gender-Based Violence Research

Module 2: Designing Trauma-Informed Research

- Understanding trauma and its impact on research
- Safety planning and support referrals
- Non-invasive question framing
- Researcher self-care and vicarious trauma
- Designing surveys for psychological safety
- **Case Study**: Trauma-Informed HIV Research in Sub-Saharan Africa

Module 3: Culturally Sensitive Data Collection

- Cultural competence in research design

- Avoiding ethnocentrism and bias
- Language localization and translations
- Community gatekeepers and rapport building
- Pilot testing with cultural lenses
- **Case Study**: Cross-Cultural Interviewing in Refugee Camps

Module 4: Fundamentals of Conjoint Analysis

- Overview of conjoint methodologies
- Role of attributes and levels
- Historical and modern applications
- Comparison: Conjoint vs. Discrete Choice Experiments
- Designing initial profiles
- **Case Study**: Airline Industry Service Preferences

Module 5: Designing and Administering Conjoint Surveys

- Identifying relevant attributes
- Setting realistic and exhaustive levels
- Survey layout and platform tools
- Randomization and orthogonal design
- Pilot testing and feedback loops
- **Case Study**: Healthcare Plan Preferences in Urban Populations

Module 6: Statistical Analysis Using Conjoint Techniques

- Data entry and coding in SPSS/R
- Analyzing attribute importance
- Utility score interpretation
- Simulating market scenarios
- Software walkthrough: Sawtooth/R packages
- **Case Study**: Smartwatch Features and Market Share Analysis

Module 7: Integrating Qualitative and Quantitative Findings

- Mixed methods framework for sensitive topics
- Coding themes alongside preference models
- Validating conjoint results with interviews
- Data triangulation for stronger inference
- Using NVivo with conjoint data outputs
- **Case Study**: Policy Preferences in Domestic Violence Interventions

Module 8: Communicating Results and Ethical Reporting

- Reporting sensitive findings responsibly
- Data visualization best practices
- Communicating risk in preferences
- Stakeholder briefing templates
- Publishing in peer-reviewed journals
- **Case Study**: Sharing Sensitive Findings with Donors in Conflict Zones

Training Methodology

- Interactive Lectures using real-world case studies
- Hands-On Practical Sessions using SPSS, R, and Sawtooth
- Role-Playing Exercises for sensitive interviews

- Group Discussions and Breakout Sessions
- Peer Feedback and Project-Based Learning

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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