

## StatsDoc Data analysis & research services

<http://www.statsdoc.co.uk/>

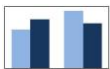
Dr Fay Smith is a freelance consultant who provides data analysis and research services to organisations. These services include:

- Questionnaire design and testing
- Running online questionnaires
- Data analysis
- Report writing
- Proof reading of research reports

How to find out more:

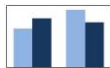
- Please visit my website: <http://www.statsdoc.co.uk/>
- Email: [fay@statsdoc.co.uk](mailto:fay@statsdoc.co.uk)

**Dr Fay Smith**, CPsychol CSci AFBPsS



### My qualifications and experience

- Chartered Psychologist and Associate Fellow of the British Psychological Society
- Chartered Scientist
- PhD in Psychology
- University lecturer (in research methods) and Research Associate for 12 years
- 10 years' freelance experience
- Extensive publications (over 50) in peer-reviewed journals, academic reports and book chapters
- Research director and lead researcher on over 30 research projects
- Fellow of the Higher Education Academy



### Why use StatsDoc? ... some reasons

#### **I won't make statistics intimidating!**

The report I produce will be written in plain English (unless of course the report is for an academic audience...)

#### **I am a former university lecturer who once taught statistics ...**

...and *still* teaches statistics to psychology undergraduates all over the world (online to distance learning students). This has given me years of experience in explaining tricky statistical concepts.

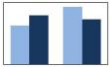
#### **The service is fast and reliable**

Everything is done by email, and I can meet tight deadlines.

#### **I'm small, friendly and green!**

I am a sole-trader working from home and therefore my carbon emissions are kept to a minimum (no car, no extra premises to heat, etc). I work electronically - I email the final report to the client. I strive to be an environmentally sound, low carbon business!

*'We have always had excellent service from Fay. We appreciate the way she challenges and clarifies our expectations, delivering good quality outputs on time, and is happy to respond with additional explanations and insights when needed'* (London-based Education consultancy)



## Questions and answers ...

### **I've just completed a survey and need it all analysed...**

If your data are already in Excel (or SPSS), then simply email the data to me. Let me know what sort of things you want to find out (what were your aims when you undertook the survey?). I will write up the data analysis (with tables and graphs) in a Word report. To keep costs down (both financial and environmental), I will email the final report to you.

I have a great deal of experience of writing for academic journals (and getting published!) - so I can help fellow academics to meet stringent authoring requirements. Non-academics may require a more straightforward, easy-to-read report.

### **I've completed a survey, but haven't entered the data yet...**

I can arrange for someone to do the data entry for you. If you want to do the data entry, I'd strongly advise you to email me your questionnaire so that I can provide a template within Excel or SPSS. You can then use this template to do your data entry. This will save problems (and money!) later on.

### **Do you only analyse data from questionnaires?**

No. I can also analyse other types of data (for example, experimental data).

### **I've designed a questionnaire, but I'm not sure if it is any good...**

I can provide feedback on your questionnaire. I can evaluate it and, in most cases, improve it. All questionnaires should be piloted (tried out on a small sample): this is another service I offer. Clients with more technical questionnaires may also want to consider conducting an assessment of the questionnaire's psychometric properties (e.g. how reliable is the questionnaire). Many people design a questionnaire, then carry out the survey, only to find that the questionnaire is very difficult to analyse! I can stop you from falling into this trap.

### **I would like to carry out the survey online - can you help with this?**

Yes. I can put your questionnaire online and then let you know the website address (the URL). This can be password protected so that only your target sample can complete the questionnaire. I can also email your sample to invite them to take part in the survey. Hard copies of the questionnaire can be printed off for those without internet access.

### **I'd like to see an example of your work please**

Email me and I will send an example to you. Or you can look through my publications list and click on those which are available on the internet.

*'Dr Smith provided an excellent service in her analysis and presentation of the statistical data. I will be commissioning her on future projects when I take up a new position at the University of York, UK'*

**(Professor of Education)**