

**SKILLS FRAMEWORK FOR MEDIA
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Conceptualisation					
TSC Title	Research					
TSC Description	Research on a concept or idea to provide inputs for content development					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	MED-RND-1018-1.1	MED-RND-2018-1.1	MED-RND-3018-1.1	MED-RND-4018-1.1	MED-RND-5018-1.1	
	Support research through data collection and organisation	Conduct detailed research and interpret preliminary findings	Lead comprehensive research and analyse research findings to generate insights and recommendations	Design a research strategy and propose projects to meet identified research needs	Oversee and review the effective implementation of the research project within known resource constraints	
Knowledge	<ul style="list-style-type: none"> Formal and informal sources of data Techniques and methods for data collection and recording Techniques and methods for data cleaning Techniques and methods for organisation of data 	<ul style="list-style-type: none"> Sources of information relevant to research needs Methods to conduct fast and effective research online utilising specialist search engines Strengths and limitations of methods for obtaining relevant information Primary and secondary research methods and their relative strengths and weaknesses in fulfilling research requirements Qualitative and quantitative research techniques and methods Sampling methods Survey and interview techniques 	<ul style="list-style-type: none"> Principles of research Best practices of qualitative and quantitative research Data processing methods Data analysis techniques Techniques to detect gaps in information Legal risks, factual errors and breaches of codes of conduct involving use of research material Applicable copyright norms and intellectual property rights 	<ul style="list-style-type: none"> Project design approaches for research projects Techniques for budgets and resource management for research projects Purpose of the research and how it will be used Potential legal risks, factual errors and breaches of codes of conduct involved in using research material Organisational guidelines affecting research project 	<ul style="list-style-type: none"> Organisation's research requirements Success metrics for research projects Purpose of the research and how it will be used Value, limitations and risks of using each sources and social networks for research purposes Emerging methods for obtaining relevant information 	
Abilities	<ul style="list-style-type: none"> Identify informal sources of data to corroborate research and data collection Gather information from open sources, taking into account the potential risks of those sources 	<ul style="list-style-type: none"> Interpret the key problems to be addressed in research projects Create proposals setting out the proposed approach for research to 	<ul style="list-style-type: none"> Analyse the key problems to be addressed Propose hypotheses for the research relevant to the key problems 	<ul style="list-style-type: none"> Define the key problems to be addressed in the research project Design a research strategy to meet identified research needs 	<ul style="list-style-type: none"> Commission and oversee the research project plans until project reaches the finalisation stage Drive the main research objectives and resource constraints of the project 	

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	<ul style="list-style-type: none"> Organise collected data in meaningful types of format Perform preliminary checks to filter out irrelevant information Support research projects within known resource constraints Present collected information for analysis 	<p>outline clear research objectives and outcomes</p> <ul style="list-style-type: none"> Identify a range of documentary, online and other sources relevant to the topic for research Design samples for the use of each research methodology Conduct detailed research to obtain required information Modify research design based on preliminary findings Prepare reports to present the findings 	<ul style="list-style-type: none"> Provide inputs to modify the research approach and execution plans Organise material of relevance to the content for market research Guide research process with inputs regarding type, quality and quantity of data and information to be collected Verify the reliability and accuracy of the information through detailed checks Detect any gaps in information uncovered and remove unreliable information Highlight areas requiring further research Clarify and resolve inconsistencies in the data of the research project Analyse and interpret relevant data for results and important insights 	<ul style="list-style-type: none"> Review the relevance and usefulness of findings against research objectives outlined in research project plan Lead the production of the final research findings and its associated outcomes Develop reports to showcase business recommendations based on research findings Develop reports on future improvements to research processes Identify legal and ethical issues likely to arise from using any research material 	<ul style="list-style-type: none"> Determine the research procedure and research methods best suited to collect and analyse the information Oversee the interpretation of research findings to ensure the relevancy of the findings Present recommendations which address all of the research objectives and how the results will support the decision making Drive improvements to research processes and practices to improve research outcomes 	
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