

# Carol Affleck

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Experienced research psychologist with over 25 years in the marketing research industry. Excellent reputation for qualitative research and specialist expertise in the youth market. Consistently delivered research projects to client base in youth and media industries. Passion for expanding the comprehension of the audience while lecturing and presenting research insights

## Skills

- Cognitive developmental specialist
- Market research analysis
- Excellent writing skills
- Public speaking and presentation skills
- Ability to communicate and enlighten
- Inter-personal skills
- Ability to handle time pressure
- Attention to detail

## Work History

### Research Psychologist and Youth/Media Qualitative Research Specialist

*YF Research (Youth Focus), Cape Town, South Africa*

- I started the business to work closely with a core base of clients using a hands-on approach - discovering the essence of the brands over a 20 year journey
- Conducted marketing research projects from briefing stage, through methodology design, implemented qualitative and quantitative methodology, analysed findings, prepared and delivered reports to clients
- Guided clients to make informed business and marketing decisions based on insights
- Written papers and delivered presentations at industry related conferences for over 20 years - core focus is cognitive development and media studies

### Part Time Lecturer

*Institute of Marketing Management, Johannesburg, South Africa*

- Lectured Marketing Research Methodology course to Third Year IMM diploma candidates

1999-01 - Current

1999-01 - 1999-12

- Selected material relevant to the course and presented in engaging fashion

1998-05 - 1998-12

## Head Youth Market Research

*KLA, Johannesburg, South Africa*

- Headed up a child and teen research hub to research the youth market
- Trained internal staff on child research methodology
- Wrote and presented papers at industry conferences

1996-02 - 1998-04

## Research Manager

*ABSA, Johannesburg, South Africa*

- Managed key research portfolios in the financial services industry
- Co-ordinated internal clients and external research suppliers and advertising agencies
- Managed youth market research portfolio

1992-01 - 1996-01

## Trainee Researcher to Head of Child Research Division

*Research Surveys, Johannesburg, South Africa*

- Performed quantitative and qualitative research
- Wrote and presented papers at industry conferences
- Headed up specialist children's research unit
- Trained staff in qualitative research methodology

## Education

1988

### Bachelor of Arts, University of Port Elizabeth

*Psychology and English Majors, Port Elizabeth*

1989

### BA Honours (Psychology) Cum Laude, University of Port Elizabeth

*Psychology, Port Elizabeth*

- Marriage and Family Intervention
- Psychopathology of Childhood
- Psychopathology of Adulthood and Ageing
- Therapeutic Psychology
- Social Psychology
- Quantitative Techniques
- Research Methodology
- General Psychology
- Psychological Testing and Assessment
- Applied Counselling Psychology
- Psychometrics
- Intro to Neuropsychology

1991

### Master of Arts, University of Port Elizabeth

*Research Psychology, Port Elizabeth*

- Participated in a directed two year Masters Course

- Year 1 Coursework: Advanced Quantitative Techniques, Advanced Research Methods, Psychological Test Theory
- Year 2: Internship in the UPE Psychology Research laboratory
- Lectured and Tutored Third and Fourth year students
- Completed Research Dissertation: The Factors Relating to Problem Solving Abilities amongst Learning Disabled and Normal Subjects

## Accomplishments

- Co-author of a paper presented in Brussels at the 25th International Congress for Psychology (19-24 July 1992) entitled "Temperament, Family Stability, and Cognitive Factors as predictors of Scholastic At-Risk Pre-schoolers: The Development of a Multivariate Scale"
- Presentation at SAMRA convention (1994) entitled "Through the eyes of a child: A developmental perspective"
- Presentation at SAMRA convention (1995) regarding children's cognitive processing of advertising
- Article published in South African Journal of Psychology (1996) entitled "Cognitive Maturity and Questioning Strategies Used by Learning Disabled and Normal Subjects: A Comparative Study"
- Presentation at Consumer Kids Conference in 1998 regarding pester power and purchase influence behaviour pros and cons.
- Article in MFSA Journal of Marketing regarding reduction in cognitive attention spans in the pre-teen market (2002)
- Presentation at the Marketing to Kids, Tweens and Teens Conference on Cognitive Developmental Levels (2003)
- Article in MFSA Journal of Marketing (Vol. 10 no 5) regarding the time-pressured and sensory overloaded youth market (2004)
- Paper presented at SAMRA Convention (2005) entitled "I kid you not – The influence of sensory overload and time pressure on qualitative research with children and teens"
- Paper presented at Kid Republic conference regarding current and contemporary research practices with the youth market (2007)
- Paper presented at Kid and Teen Republic conference regarding Bridging gaps in one's marketing strategy by understanding developmental levels. (2008).
- Article published in the SA Journal of Marketing (Oct/Nov 08) entitled "Staring into the void that is the digital divide" (2008)
- Paper presented at 30th annual SAMRA Convention entitled "Effective methods for researching the youth market through an understanding of developmental levels" (2009)
- Paper Presented at the Wired Parenting Convention entitled Parenting the Wired Generation (2009)
- Radio (702) and Television (Great Expectations etv) interviews regarding effects of digital media on the youth market (2009)

- Paper Presented at the Kid Republic Conference entitled "Plugged in: Understanding the Influence of Technology on the Wired Generation" (2010)
- Paper presented at The Kid and Teen Republic conference (2011) on The Digital Generation and how to bridge gaps for marketing strategy
- Workshop presented at the Marketing to Tweens and Teens Conference on the Digital Youth, child development and researching the youth market (2012)
- Presentation to SAMRA Qualitative Special Interest Group on Keeping the finger on the pulse of South Africa's youth market (2012)
- Presentation at SAMRA Convention (2013) on The Rewired Generation: Stepping into the gap that is the digital divide
- Television Interview (21 May 2013) on etv Great Expectations on 21st Century Baby.
- Educational App development research for under-privileged learners in SA (2015)
- Social research initiative involving drug and alcohol awareness campaign for learners – The Training Room Online (TTRO) (2016)
- Attendance and Continuing Professional Development (CPD) psychology modules in Specific Learning Disabilities, ADD and ADHD and child play therapy and modern brain educative needs (2014 to 2019)
- International Research Study commissioned by Free Press Unlimited (Amsterdam) involving South Africa, Mexico and Sweden – Digital Media Literacy in teens – March 2019 – ongoing