| Company / Organisation Name: | Blinc |
|---|---|
| Team / Department: | Online Market Research |
| Address: | 3.12 Clerkenwell Workshops, 27-31 Clerkenwell Close, London, EC1R 0AT |

**Provisional title for project:**

| Gamified Prediction Markets: Assessing and Improving Research Accuracy |
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**Short description of the problem that would be addressed by the project:**

We have built a bespoke gamified prediction market platform we use for market research into products, TV shows, and current events where participants are asked to place bets - using gaming money - on the most likely outcome for a real-world event. The results we receive are a likelihood probability of each outcome option based on the number of predictions and the amount of gaming money bet on each outcome. We are interested in assessing our platform and data to discover what we can do to help ensure the accuracy is always at its best – whether those are improvements to the way each question is framed or set-up, or adjustments to our data analysis. There would also be the chance to help us design a questionnaire and accompanying prediction market in order to gather the best data for the project.

**Short description of the data sources that would be used in the project, and how they would be used**

We would supply results from our conventional surveys and our gamified prediction market platform. This data would show the choices, predictions, and probability results for each participant's response as well as some general demographic data for each participant.

**Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?**

No, all work can be done remotely.

**Any issues of data confidentiality and IPR that would need to be resolved**

No, all responses are anonymised.

**Essential skills**

Data analysis and visualisation. It will be necessary to organise and manage multiple data sets with multiple variables and to be able to think logically about how to approach them.

**Desirable skills**

An interest in data science

**Preferred degree programmes (if any)**

**Preferred selection method**

Online Interview

**Support and training offered by the company**

At least one hour long meeting every two weeks

**Financial assistance offered by the company**

The organisation will pay the honorarium (£500)

**Any other comments**

For details on how to apply, please visit:
**www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme**