

## Key Terms

### Chapter Five - Primary Data Collection: Qualitative and Observational Research

1. *Audit*: a method in which information is gathered by examining pertinent records or inventorying items under investigation
2. *Cartoon technique*: a projective technique similar to third person projection in which cartoon characters are the third party. Characters are shown in a particular situation and respondents are asked to describe what the characters are doing and explain the situation depicted
3. *Content analysis*: a research technique in which the content of a communication vehicle is examined to determine whether a study inference is valid
4. *Depth interviews*: unstructured, one-on-one conversations between a highly skilled interviewer and a member of a target population
5. *Direct observation*: a data collection method in which researchers watch a behavior as it occurs and report what they see
6. *Disguised observation*: exists when subjects do not realize they are being observed
7. *Ethnographic research*: a research method that involves observation techniques, depth interviewing and using videotape to record people in their natural settings
8. *Experimental research*: primary research conducted when the researcher controls and manipulates elements of the research environment to measure the impact of each variable
9. *Field studies*: studies performed in real world locations
10. *Focus group*: a qualitative research technique in which a skilled moderator leads a small group of participants in an unstructured discussion about a topic
11. *Laboratory studies*: studies performed in highly controlled environment
12. *Moderator*: a skilled focus group leader
13. *Observation technique*: data collection methods in which researchers watch test subjects without interacting with them
14. *Obtrusive observation*: observation research in which the subjects realize they are being observed
15. *Pantry audit*: an inventory of items in an individual's household
16. *Physical-trace analysis*: a research technique that examines evidence or traces of individuals that were left behind to understand their past behaviors
17. *Projective techniques*: research techniques that use verbal or visual stimuli to reveal respondents' unconscious feelings and attitudes
18. *Role-playing*: a projective technique in which participants play the role of someone else in a particular scenario; this allows participants to reveal their feelings in a less personal way
19. *Sentence completion*: a projective technique in which respondents complete a series of incomplete sentences
20. *Unobtrusive observation*: observation research in which the subjects do not realize they are being observed
21. *Word association*: a projective technique in which respondents are given a word and they respond with the first word that comes to mind

### Chapter Six - Primary Data Collection: Survey Research

1. *Door-to-door interview*: a personal interview that takes place at respondents home
2. *Intentional interviewer bias*: bias caused by interviewers, providing additional information purposely to influence respondents
3. *Interviewer error*: occurs when the interviewer influences responses by supplying additional information, either intentionally or unintentionally
4. *Mall-intercept interview*: a personal interview that takes place at a shopping mall or similar shopping location
5. *Nonresponse error*: occurs when a high percentage of respondents do not participate in a study and the non-respondents differ significantly from the respondents on the topic under study
6. *Office interview*: a personal interview that takes place at the respondents place of business
7. *Omnibus survey*: regularly scheduled face-to-face interviews with a consistent set of respondents, using questions from multiple clients
8. *Personal interview*: data collection through face-to-face communication between an interviewer and a respondent
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9. *Population definition error*: an error resulting from faulty definition of the population to be sampled
10. *Random-digit dialing (RDD)*: a telephone dialing system that randomly generates telephone numbers of sample respondents

11. *Random error*: an error caused by inconsistencies in respondents or their circumstances
12. *Response error*: occurs when respondents answer particular questions incorrectly, either intentionally or unintentionally
13. *Sample selection error*: an error that occurs when the selected sample is not representative of the population
14. *Systematic error (or constant error)*: an error caused by a constant bias in design or implementation of the measurement instrument

## Chapter Seven - Measurement and Scaling

1. *Balanced scale*: scale with the same number of favorable and unfavorable choices
2. *Comparative rating scale*: a scale on which respondents compare one characteristic or attribute against a specified standard, according to some predetermined criterion
3. *Constant-sum scale*: a scale on which respondents allocate a predetermined number of rating points among several items, according to a predetermined criterion, to indicate relative preference or importance of each item compared to all others
4. *Funny-faces scale*: an ordinal scale in which the choices are smiling and frowning faces ranging from wide smiles to deep frowns
5. *Graphic rating scale*: a scale in which respondents indicate their responses to questions on a continuum with two extreme points
6. *Interval scale*: scale that ranks characteristics using equal increments between ranking points to show relative amounts and has no fixed zero point
7. *Itemized rating scale*: a scale on which respondents answer questions by selecting from a finite number of choices
8. *Likert scale*: an itemized rating scale on which respondents select from choices ranging from strongly agree to strongly disagree to indicate their attitudes toward the statements presented to them
9. *Measurement*: assigning numbers to characteristics according to specified rules to reflect the quantity of the characteristics that test products possess
10. *Measurement error*: the difference between the information sought and the information obtained through the research process
11. *Nominal scale*: scale that uses names or numbers to label test topics or characteristics for identification, with no rank ordering implied
12. *Noncomparative rating scale*: scale on which respondents compare one characteristic or attribute against a standard of their own choosing, according to some predetermined criterion
13. *Nonsampling error*: deviations from the true value that are not a function of the sample chosen, including various systematic errors and any random errors that are not due to sampling
14. *Ordinal scale*: scale with an implicit rank ordering, such as greater or smaller, higher or lower
15. *Paired comparison scale*: scale that asks respondents to select their preferences from among sets of two items, according to a predetermined criterion
16. *Rank-order scale*: a scale on which respondents rank items, according to a predetermined criterion
17. *Ratio scale*: an interval scale that has a true zero point and assumes equal intervals throughout
18. *Semantic differential scale*: a five or seven point itemized ordinal scale with dichotomous pairs of descriptive words or phrases representing the two extremes and a neutral mid point
19. *Stapel scale*: scale that resembles a semantic differential scale but uses an even number of positive and negative points, usually 3+ and 3-, with a single descriptive word or phrase positioned in the middle of the ordinal scale to indicate the direction and intensity of attitudes
20. *Unbalanced scale*: scale with an uneven number of favorable and unfavorable choices and thus skewed in one direction

## **Chapter Five Study Guide**

### **What characteristics distinguish qualitative from quantitative research?**

#### **-Qualitative Research...**

Is exploratory in nature	Involves small sample sizes	Less Structured
Aims to provide insight	Not representative of target	Data is subjective
Used in initial stages of research		

#### **-Quantitative Research...**

Is conclusive	Uses mathematical measures	Highly Structured
Uses statistics techniques	Can be representative of target	Large sample sizes

#### **-Main Differences**

Representation	Sample Size
Structure	Subjective/Objective

### **What are the advantages and disadvantages of each research approach?**

#### **-Focus Group**

Advantages: Generates fresh ideas, able to observe respondents (behavior, facial expressions and tone provide insight), flexible, controllable, participants can bounce ideas off one another

Disadvantages: Lack of scientific validity, prone to bias (performance of the focus group depends on the moderator), subjective interpretation (managers can use the info to support their ideas)

#### **-Depth Interview**

Advantages: Detailed & Revealing, can handle more complex topics, easier to schedule, participants are more comfortable (more likely to talk about sensitive topics)

Disadvantages: Inability to interact with others (and bounce ideas off), higher costs, interviewers may not be reliable, interviewer's energy level deplete over time, lack consistency (all depth interviews are different due to the participant), lack statistical validity

#### **-Projective Technique**

Advantages: Creative, allow people to reveal information without talking about themselves, good for children

Disadvantages: low reliability, low validity, lack of substantiating evidence, requires training to administer, score & interpret, time consuming & complex

#### **-Observation**

Advantages: Collection of observed behavior, reduction of recall error (record data while observing), allow researchers to collect info from subjects who can't communicate orally or through writing, well documented

Disadvantages: Small sample, does not examine motives, subjectivity of the observer, observer fatigue

### **What are the chief uses of qualitative research?**

-Development hypotheses for future quantitative research

-Identify customer needs

-Understand consumers feelings and perceptions on a topic

-Generate Ideas

-Capture the language of the customer

### **What are the two main uses for observational research?**

-To see how products are being used

-To view behavior surrounding a product/service

### **What can be observed?**

-Just about anything can be observed through the many different types of observation, Products, behaviors, attitudes.

### **Why do we have so many different observational techniques?**

-There are many different types of observation techniques so that everything can possibly be observed and from different perspectives. Sometimes you want subjects to know they are being monitored and sometimes you don't, while different methods of observation are often needed (human v. mechanical) for accuracy and subjectivity

### **What is the difference between natural and contrived observation?**

-Natural Observation: observing subjects in a real, natural setting

-Contrived Observation: observing subjects in an artificial setting, controlled by the researchers

### **Given that there are so many techniques, when would any given technique be most appropriate for a given problem?**

-Focus Groups: Best to generate new ideas and find out market perceptions

-Depth Interview: Good for sensitive topics and to uncover beliefs and attitudes

-Projective Technique: Reveals unconscious feelings & attitudes, best when you don't want to implicate yourself

-Observational Technique: Good to find out behaviors