Catch Up Day

* Meet with groups and go through test, paper, & toastmaster/debate grade. See what numbers were missed
* 501A 84, 85,79,83,79,76, 91
* 501B 87, 88,76,88,88,84, 84
* 501C 80,83,91,84,87

**Sampling: Probability v. Nonprobability Samples**

**Probability Sample:** A sample in which every element in the population has a known statistical likelihood of being selected. Examples: Random Sample, Stratified Sample, Cluster Sample, & Systematic Sample

**Nonprobability Sample:**  A sample in which little to no attempt is made to get a representative cross-section of the population. The probability of each selection is unknown.

As long as the researcher understands that their findings are nonrepresentative in nature this is an acceptable method of data collection. Examples: Convenience, Judgment, Quota, & Snowball

**Define & Explain the difference between the following:**

|  |  |
| --- | --- |
| **Error** | **Definition** |
| Measurement Error: | An error when information desired by researcher is not the information provided by the measurement process. Usually larger than sampling error. People lie In their answers. |
| Sampling Error | When a sample somehow doesn’t represent the target population. Occurs when people interviewed don’t participate and are replaced. Example someone doesn’t want to be surveyed about their drinking. |
| Frame Error | An error that occurs when sample population differs from the target population. Asking a city population about beer drinking when not all drink beer. AK students being surveyed about Bank of America |
| Random Error | When selected sample is an imperfect representation of the overall population. One day 16% say yes. Next day your results equal 14%. |

**If your company is using a survey as a research method; are any of these errors possible?**

**Answer the following questions from your textbook**

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**Question 2.3: Business Owner and his approach to Research.**

**Write a reply to the following statement: "I own a restaurant in the downtown area. I see customers every day whom I know on a first-name basis. I understand their likes and dislikes. If I put something on the menu and it doesn't sell, I know that they didn't like it. I also read the magazine *Modern Restaurants*, so I know what the trends are in the industry. This is all of the marketing research I need to do."**

Although students' answers will vary, they should address some of these points: Making correct decisions is as important to small firms as it is to larger ones; managers at any level need information to make better decisions; for the small firm, the task is how to provide that information within a reasonable cost range; the owner cannot assume he knows what customers like without asking them. There may be several reasons they do not buy a new menu item.

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**3.1 (a, b, & c)**

**a. A supermarket was interested in determining its image. It dropped a short questionnaire into the grocery bag of each customer before putting in the groceries.**

The supermarket should have short intercept interviews or phone interviews in order to get more participation. If it does decide to hand out questionnaires, someone should explain and ask for each customer’s participation.

**b. To assess the extent of its trade area, a shopping mall stationed interviewers in the parking lot every Monday and Friday evening. Interviewers walked up to persons after they had parked their cars and asked them for their zip codes.**

They are surely going to scare customers by casually approaching them and asking for their zip codes. Perhaps uniformed security officers could do this, but it would be easier and safer to ask people their zip codes at the exit doors of the mall.

**c. To assess the popularity of a new movie, a major studio invited people to call a 900 number and vote yes, they would see it again, or no, they would not. Each caller was billed a two-dollar charge.**

People are not going to be willing to pay to vote for a movie. Exit interviews are the way to go for this one. Or just wait and watch box office receipts.

**3.3 Why is secondary data preferred to primary data?**

Secondary data is readily available and much less expensive than primary data. Often the secondary data will save a company from doing unnecessary primary research and guide the development of primary studies.

**3.5 When should & should not focus groups be used?**

Focus groups are used when a researcher needs detailed information or needs to brainstorm. The group dynamics of a focus group may mean that a response from one person will stimulate ideas and more comments from others. Focus groups should not be used if the researcher just wants standard question-answer information.

**Ethics Exercise Question #1 Only**

1. **Should John Smyth sell the names?**

This dilemma is particularly tricky because it involves the interests of John as both a marketing research provider and as an employer. The situation does not specifically state that the people in the survey were promised privacy as part of their participation in the survey. That would be one reason to support John selling the names. Survey participants surely did not participate in the project, however, expecting to hear a sales pitch from a new car dealer shortly thereafter.