**Sampling: Probability v. Nonprobability Samples *Use Term in Paper***

**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

**Type of Errors**

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| --- | --- |
| **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 E-trade. |
| Random Error | When selected sample is an imperfect representation of the overall population. One day 16% say yes. Next day your results equal 14%. |

**Internet Surveys:**

* **Rapid development, real-time reporting:** Can be sent to thousands of people simultaneously. Calculated immediately. Quicker return than traditional surveys.
* **Reduced Costs:** Cut costs by 25% - 40% compared to telephone surveys. Virtually eliminates the need to train employees on customer service side.
* **Personalized questions & data:** Can be personalized to each respondent. Only ask questions that are pertinent to them. Respondents can pause, stop, and restart survey as time permits. Allows them to look at answers and see if they are consistent
* **Improved respondent Participation:** More stimulating and engaging than phone or mail. Allows you to insert graphics. Its more interactive so the user is more receptive and willing to participate.
* **Contact with hard-to-reach:** Certain groups – high income professional --- are the most surveyed people on planet and are hard to reach. Can access their emails online and communicate with them that way.

**Internet Samples**

**Unrestricted:** Anyone who wants to complete survey can. Non-selective and consists of web browsers. Questionnaire can be completed by same person more than once.

**Screened:** Will ask basic demographic questions and then either proceed or skip remaining questions based on quota met.

**Recruited** Used when more control is needed over the makeup of the sample. Users are sent to a link to complete a survey. At website a password &/or code is usually required.

**Recruited Panels** Paid group of participants to participate in online study.

**Rented Recruited Panel** Use Survey Sampling, Inc to access groups of people willing to participate.

**Scanner-Based Research**: A system of gathering information from a single group of respondents by continuously monitoring the advertising, promotion, and pricing they are exposed to and the things they buy. Advertising campaigns, coupons, displays, and product prices are monitored to determine how effective they are. Goal is to determine how effective marketing in is in relation to sales.

Information Resources Inc (IRI) & the A.C. Nielsen Company are the research groups behind Scanner-Based Research

IRI uses BehaviorScan. 3,000 participants use an ID card to shop with. This card links consumer to television ads & consumer promotions to their shopping. InfoScan is used when a store implements a loyalty card and the consumer can be tracked in terms of shopping preferences and amount spent.

**Competitive Intelligence is** an intelligence system that helps managers assess their competition and vendors in order to become more efficient and effective competitors. Your goal is to increase market share and sales by finding out what your competition is doing. Tell mutual customers information about the competitive vendor which leads to you seeming more informed and able to act. (p.270)

**Google: Inside the Mind of…**

What primary sources of information does Google use to improve its products?

How would Google use Competitive Intelligence in its operation?

Apply the Market Research Process to at least one of Google’s Products.

Does Google present any ethical dilemmas in its User Privacy Policy? Do you think Google does a good job being upfront and fair about their data collection?

What is Google adwords?