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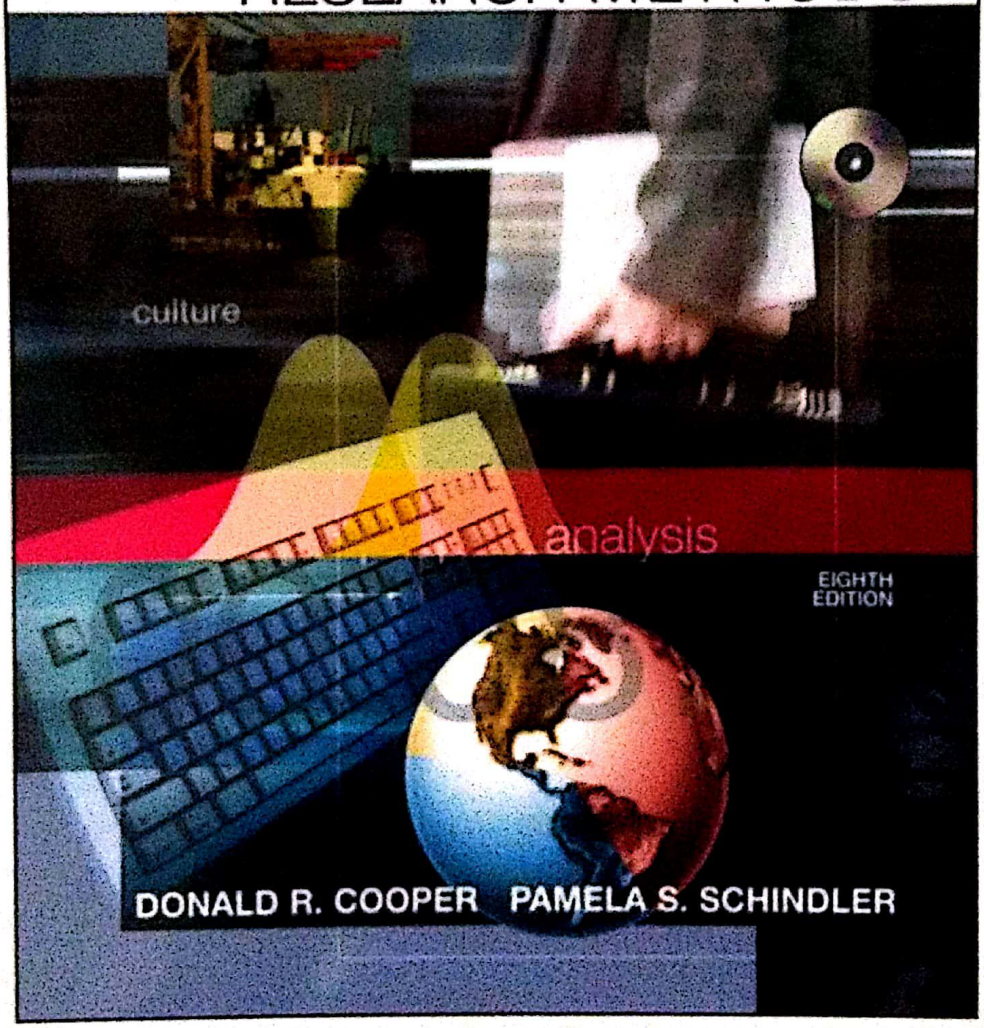

DONALD R. COOPER PAMELA S. SCHINDLER

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BOOK

Business Research Methods

EIGHTH EDITION

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Brief Contents

PREFACE VI

PART I
Introduction to Business Research

1 Research in Business 2
2 Applying Scientific Thinking to Management Problems 30
3 The Research Process 62
4 The Research Proposal 94
5 Ethics in Business Research 118

PART II
The Design of Research

6 Design Strategies 144
7 Sampling Design 176
8 Measurement 218
9 Measurement Scales 248

PART III
The Sources and Collection of Data

10 Exploring Secondary Data 278
11 Survey Methods: Communicating with Participants 316
12 Instruments for Participant Communication 354
13 Observational Studies 398
14 Experimentation 422

PART IV
Analysis and Presentation of Data

15 Data Preparation and Description 452
16 Exploring, Displaying, and Examining Data 484
17 Hypothesis Testing 518
18 Measures of Association 566
19 Multivariate Analysis: An Overview 608
20 Presenting Results: Written and Oral Reports 656

CASES 703

APPENDIXES

A Core Business Reference Sources, Printed and Electronic 768
B Decision Theory Problem 781
C Request for Proposal (RFP): Assessment and Contents 788
D Sample External Proposal: Seagate Technology 791
E Sample Student Term Project 803
F Nonparametric Significance Tests 811
G Selected Statistical Tables 818

PHOTO CREDITS 830

EXAMPLE INDEX 831

INDEX 843

Scanned with CamScanner

Contents

PREFACE vi

PART I
Introduction to Business Research

1 Research in Business 2

Bringing Research to Life 3
Why Study Research? 5
What Is Research? 7
CHILDCO 7
NUCMED 7
ColorSplash 8
York College 8
What Is the Dilemma Facing the Manager? 9
What Must the Researcher Accomplish? 10
Is Research Always Problem-Solving Based? 12
Research and the Scientific Method 14
What Is Good Research? 14
The Value of Acquiring Research Skills 19
The Manager-Researcher Relationship 21
Manager-Researcher Contributions 21
Manager-Researcher Conflicts 21
When Research Should Be Avoided 22
Trends in the Research Profession and Management Safeguards 24
SUMMARY 24
KEY TERMS 25
EXAMPLES 25
DISCUSSION QUESTIONS 26
CASES 27
REFERENCE NOTES 27
REFERENCES FOR SNAPSHOTS AND CAPTIONS 27
CLASSIC AND CONTEMPORARY READINGS 28
SNAPSHOTS
Research and the Valuation of Intangibles 5
Webvan: Online Grocer Needed a Tasty Delivery of Research 7
Conflicting Conclusions 11
PICPROFILES
In Search of Excellence—Ramifications of Faking Data 18
Wal-Mart Stores—Data Warehousing 19

2 Applying Scientific Thinking to Management Problems 30

Bringing Research to Life 31
Styles of Thinking 32
Sources of Knowledge 32
The Thought Process: Reasoning 36
Deduction 36
Induction 37
Combining Induction and Deduction 38
Reflective Thought and the Scientific Method 40
The Scientific Attitude 40
Understanding Theory: Components and Connections 41
Concepts 41
Constructs 43
Definitions 45
Variables 47
Propositions and Hypotheses 50
Theory 54
Models 55
SUMMARY 56
KEY TERMS 57
EXAMPLES 57
DISCUSSION QUESTIONS 57
REFERENCE NOTES 59
REFERENCES FOR SNAPSHOTS AND CAPTIONS 60
CLASSIC AND CONTEMPORARY READINGS 60

Scanned with CamScanner

SNAPSHOTS
ITE: Raising Questions about Danger 42
Marriott: What Is Concierge Service? 45
AbioCor: A New Beat for Damaged Hearts 50

3 The Research Process 62
Bringing Research to Life 63
The Research Process 64
The Management-Research Question Hierarchy 66
The Management Question 69
Exploration 72
Research Process Problems 79
The Favored Technique Syndrome 79
Company Database Strip-Mining 79
Unresearchable Questions 80
Ill-Defined Management Problems 80
Politically Motivated Research 80
Designing the Study 81
Sampling Design 82
Resource Allocation and Budgets 82
Valuing Research Information 83
Evaluation Methods 83
The Research Proposal 84
Proposal Content 85
Pilot Testing 86
Data Collection 87
Analysis and Interpretation 87
Reporting the Results 88
SUMMARY 89
KEY TERMS 90
EXAMPLES 90
DISCUSSION QUESTIONS 91
CASES 92
REFERENCE NOTES 92
REFERENCES FOR SNAPSHOTS AND CAPTIONS 93
CLASSIC AND CONTEMPORARY READINGS 93
SNAPSHOTS
Aquatred 3: Can It Surf to Higher Profits? 70
Grilled Cheese Sandwiches and the Dairy Fairy 81
PICPROFILE
Poly Vision—Whiteboard Planning 74
CLOSE-UP
MindWriter—Planning the Process 76

4 The Research Proposal 94
Bringing Research to Life 95
The Purpose of the Research Proposal 96
Sponsor Uses 96
Researcher Benefits 97
Types of Research Proposals 98
Internal Proposals 100
External Proposals 100
Structuring the Research Proposal 101
Executive Summary 101
Problem Statement 101
Research Objectives 101
Literature Review 101
Importance/Benefits of the Study 102
Research Design 102
Data Analysis 102
Nature and Form of Results 103
Qualifications of Researchers 103
Budget 104
Schedule 106
Facilities and Special Resources 107
Project Management 107
Bibliography 109
Appendixes 109
Evaluating the Research Proposal 111
SUMMARY 114
KEY TERMS 114
EXAMPLES 114
DISCUSSION QUESTIONS 115
CASES 116
REFERENCE NOTES 116
REFERENCES FOR SNAPSHOTS AND CAPTIONS 116

Scanned with CamScanner

CLASSIC AND CONTEMPORARY READINGS 116
SNAPSHOTS
Pebble Beach: Finding the Link to Five-Star Service 103
Bissell: Small, Yet Powerful 104

5 Ethics in Business Research 118
Bringing Research to Life 119
What Are Research Ethics? 120
Ethical Treatment of Participants 121
Benefits 121
Deception 121
Informed Consent 123
Debriefing Participants 123
Rights to Privacy 125
Data Collection in Cyberspace 126
Ethics and the Sponsor 128
Confidentiality 128
Right to Quality Research 129
Sponsor's Ethics 129
Researchers and Team Members 130
Safety 130
Ethical Behavior of Assistants 131
Protection of Anonymity 131
Professional Standards 133
Resources for Ethical Awareness 134
SUMMARY 135
KEY TERMS 136
EXAMPLES 136
DISCUSSION QUESTIONS 137
CASES 140
REFERENCE NOTES 140
REFERENCES FOR SNAPSHOTS AND CAPTIONS 140
CLASSIC AND CONTEMPORARY READINGS 141
SNAPSHOTS
Staples: Held Together with Ethics? 123
The Death of Consent 125
Revving Information with Alliances 127
PICPROFILE
P&G—Competitive Intelligence 120
CLOSE-UP
Do Data Warehouses Challenge Fair Play? 131

PART II
The Design of Research

6 Design Strategies 144
Bringing Research to Life 145
What Is Research Design? 146
Classification of Designs 146
Exploratory Studies 151
Qualitative Techniques 151
Secondary Data Analysis 152
Experience Survey 153
Focus Groups 155
Two-Stage Design 160
Descriptive Studies 161
Causal Studies 162
The Concept of Cause 163
Causal Relationships 165
Testing Causal Hypotheses 166
SUMMARY 170
KEY TERMS 171
EXAMPLES 171
DISCUSSION QUESTIONS 173
CASES 174
REFERENCE NOTES 174
REFERENCES FOR SNAPSHOTS AND CAPTIONS 175
CLASSIC AND CONTEMPORARY READINGS 175
SNAPSHOTS
The Second Global Entrepreneurship Monitor (GEM) 148
John Deere and Co.: Environmental Scanning 149
Smith Barney's Benchmark Job Environment Research 153
Kool-Aid Regains Its Smile 161
CLOSE-UP
Qualitative Research with Children 158

Scanned with CamScanner

7 Sampling Design 176
Bringing Research to Life 177
The Nature of Sampling 179
Why Sample? 179
What Is a Good Sample? 181
Types of Sample Design 182
Probability Sampling 184
Steps in Sampling Design 184
Complex Probability Sampling 192
Systematic Sampling 192
Stratified Sampling 193
Cluster Sampling 196
Double Sampling 198
Nonprobability Sampling 198
Practical Considerations 200
Methods 200
SUMMARY 210
KEY TERMS 212
EXAMPLES 212
DISCUSSION QUESTIONS 213
CASES 215
REFERENCE NOTES 215
REFERENCES FOR SNAPSHOTS AND CAPTIONS 216
CLASSIC AND CONTEMPORARY READINGS 216
SNAPSHOTS
Terrorism and the News 180
The Right Sample for Studying Sex Education 185
Sampling the Census 191
IRI's Wal-Mart Solution 194
CLOSE-UP
Applying Concepts 203

8 Measurement 218
Bringing Research to Life 219
The Nature of Measurement 221
What Is Measured? 222
Data Types 222
Nominal Data 223
Ordinal Data 225
Interval Data 227
Ratio Data 228
Sources of Measurement Differences 229
Error Sources 229
The Characteristics of Sound Measurement 231
Validity 231
Reliability 236
Practicality 240
SUMMARY 243
KEY TERMS 244
EXAMPLES 244
DISCUSSION QUESTIONS 245
CASES 246
REFERENCE NOTES 246
REFERENCES FOR SNAPSHOTS AND CAPTIONS 247
CLASSIC AND CONTEMPORARY READINGS 247
SNAPSHOTS
Measuring Attitudes about Copyright Infringement 230
Surfing for the Perfect Measurement 236
PICPROFILE
Hart Research Assoc.—AFL-CIO Study 233
CLOSE-UP
White Ice Measurement 241

9 Measurement Scales 248
Bringing Research to Life 249
The Nature of Measurement Scales 250
Scaling Defined 250
Scale Selection 250
Response Methods 252
Rating Scales 252
Ranking Scales 257
Measurement Scale Construction 260
Arbitrary Scaling 260
Consensus Scaling 261
Item Analysis Scaling 262
Cumulative Scaling 263
Factor Scaling 264
Advanced Scaling Techniques 268

Scanned with CamScanner

SUMMARY 271
KEY TERMS 272
EXAMPLES 273
DISCUSSION QUESTIONS 273
CASES 275
REFERENCE NOTES 275
REFERENCES FOR SNAPSHOTS AND CAPTIONS 276
CLASSIC AND CONTEMPORARY READINGS 276
SNAPSHOTS
Mastering Leadership in Education 258
A Survey of Controversy: RU486 264
CLOSE-UP
MindWriter Revisited 270

PART III
The Sources and Collection of Data

10 Exploring Secondary Data 278
Bringing Research to Life 279
The Exploratory Phase Search Strategy 280
Levels of Information 281
Types of Information Sources 283
Evaluating Information Sources 284
Searching a Bibliographic Database 287
Searching the World Wide Web for Information 290
Searching for Specific Types of Information on the Web 294
Government Information 295
Mining Internal Sources 300
Evolution of Data Mining 301
Data-Mining Techniques 303
Data-Mining Process 307
SUMMARY 309
KEY TERMS 310
EXAMPLES 311
DISCUSSION QUESTIONS 312
CASES 313
REFERENCE NOTES 313
REFERENCES FOR SNAPSHOTS AND CAPTIONS 314
CLASSIC AND CONTEMPORARY READINGS 314
SNAPSHOT
Will XP Release a Hailstorm of Abuse with Passport? 300
PICPROFILE
Space Imaging—Planning the Sidney Olympics 294
CLOSE-UP
Advanced Searching 288

11 Survey Methods: Communicating with Participants 316
Bringing Research to Life 317
Characteristics of the Communication Approach 319
Choosing a Communication Method 323
Personal Interviewing 323
Evaluation of the Personal Interview 325
Increasing Participation 326
Interview Problems 332
Telephone Interviewing 335
Evaluation of the Telephone Interview 335
Telephone Interview Trends 338
Self-Administered Surveys 339
Costs 341
Sample Accessibility 341
Careful Consideration 341
Anonymity 341
Topic Coverage 341
Nonresponse Error 342
Reducing Nonresponse Error 342
Maximizing the Mail Survey 344
Self-Administered Survey Trends 345
Selecting an Optimal Method 346
Outsourcing Survey Services 347
SUMMARY 348
KEY TERMS 349
EXAMPLES 349
DISCUSSION QUESTIONS 350
CASES 351
REFERENCE NOTES 351

Scanned with CamScanner

REFERENCES FOR SNAPSHOTS AND CAPTIONS 353
CLASSIC AND CONTEMPORARY READINGS 353
SNAPSHOTS
Personal Interviews Provide Relief 329
A Zap-Attack on Telephone Surveys 339
PICPROFILES
Rubinstein Consulting—Worker Analysis for Finnish Harbormaster 325
RTI International—CATI 336

12 Instruments for Participant Communication 354
Bringing Research to Life 355
Developing the Instrument Design Strategy 356
Management-Research Question Hierarchy Revisited: Phase 1 357
Type of Data 360
Communication Approach 360
Question Structure 361
Disguising Objectives and Sponsors 362
Preliminary Analysis Plan 364
Constructing and Refining the Measurement Questions: Phase 2 364
Question Content 364
Question Wording 369
Response Strategy 373
Response Strategies Illustrated 375
Sources of Existing Questions 380
Drafting and Refining the Instrument: Phase 3 382
Introduction and Participant Screening 383
Measurement Question Sequencing 384
Instructions 386
Conclusion 387
Overcoming Instrument Problems 387
The Value of Pretesting 388
Pretesting Options 390
SUMMARY 391
KEY TERMS 393
EXAMPLES 393
DISCUSSION QUESTIONS 394
CASES 396
REFERENCE NOTES 396
REFERENCES FOR SNAPSHOTS AND CAPTIONS 397
CLASSIC AND CONTEMPORARY READINGS 397
SNAPSHOTS
Express Data at $750 per Question 361
KNowSanDiego 380
PICPROFILES
Informative/Nortel Networks—Online Survey 384
RTI International—Web-Enabled Panel 387
CLOSE-UP
Instrument Design for MindWriter 359

13 Observational Studies 398
Bringing Research to Life 399
The Uses of Observation 400
Nonbehavioral Observation 404
Behavioral Observation 404
Evaluation of the Observational Method 405
The Observer-Participant Relationship 406
Directness of Observation 406
Concealment 407
Participation 409
Conducting an Observational Study 409
The Type of Study 409
Content Specification 411
Observer Training 413
Data Collection 413
Unobtrusive Measures 415
SUMMARY 417
KEY TERMS 418
EXAMPLES 418
DISCUSSION QUESTIONS 419
CASES 420
REFERENCE NOTES 420
REFERENCES FOR SNAPSHOTS AND CAPTIONS 421
CLASSIC AND CONTEMPORARY READINGS 421
SNAPSHOTS
Progressive Wants Your Autograph™ 408

Scanned with CamScanner

Pervasive Commerce: Science Fiction or Our Future? 412
Envirosell: Studies Reveal Left-Hand Retail 414
PICPROFILES
Morgenstern's TaskMasters—Space Use Research 404
Nielsen Media Research—People Meter 407
Point of Purchase Advertising Institute—Display Audits 408
CLOSE-UP
Designing the Observational Study 415

14 Experimentation 422
Bringing Research to Life 423
What Is Experimentation? 424
An Evaluation of Experiments 426
Advantages 426
Disadvantages 427
Conducting an Experiment 427
Selecting Relevant Variables 427
Specifying the Levels of Treatment 428
Controlling the Experimental Environment 429
Choosing the Experimental Design 429
Selecting and Assigning Subjects 429
Pilot-Testing, Revising, and Testing 431
Analyzing the Data 432
Validity in Experimentation 432
Internal Validity 432
External Validity 434
Experimental Research Designs 435
Pre-Experimental Designs 435
True Experimental Designs 437
Extensions of True Experimental Designs 438
Field Experiments: Quasi- or Semi-Experiments 443
SUMMARY 446
KEY TERMS 447
EXAMPLES 447
DISCUSSION QUESTIONS 448
CASES 449
REFERENCE NOTES 449
REFERENCES FOR SNAPSHOTS AND CAPTIONS 450
CLASSIC AND CONTEMPORARY READINGS 450
SNAPSHOTS
Effect of Magazine Advertising on Sales 430
Vanguard Experiments with Philips Electronics' 401k Savings Rates 437
A Nose for Problem Odors 440
Business Experiments on the Web? 443
PICPROFILE
FLOORgraphics—Spaghetti Os 439
CLOSE-UP
A Job Enrichment Quasi-Experiment 445

PART IV
Analysis and Presentation of Data

15 Data Preparation and Description 452
Bringing Research to Life 453
Introduction 454
Editing 455
Field Editing 455
Central Editing 456
Coding 456
Coding Rules 456
Codebook Construction 457
Coding Closed Questions 459
Coding Open-Ended Questions 460
Using Content Analysis for Open Questions 460
"Don't Know" Responses 464
Data Entry 466
Data Entry Formats 470
Descriptive Statistical Summaries 472
Describing Distributions 472
Measures of Location 474
Measures of Spread 475
Measures of Shape 476
SUMMARY 477
KEY TERMS 478
EXAMPLES 478
DISCUSSION QUESTIONS 479

Scanned with CamScanner

CASES 481
REFERENCE NOTES 481
REFERENCES FOR SNAPSHOTS AND CAPTIONS 481
CLASSIC AND CONTEMPORARY READINGS 482
SNAPSHOTS
What's the Real Content of a Message? 460
VNS: A Black Eye for Research 466
Intelligence in Real Time 470
PICPROFILE
Princess Cruises—Scannable Surveys 468

16 Exploring, Displaying, and Examining Data 484
Bringing Research to Life 485
Introduction 486
Exploratory Data Analysis 486
Frequency Tables, Bar Charts, and Pie Charts 488
Histograms 489
Stem-and-Leaf Displays 491
Boxplots 492
Transformation 496
Improvement and Control Analysis 498
Types of Control Charts 499
Geographic Information Systems 503
Integrating Information 504
Capturing Data 504
Projection 505
Modeling 505
Cross-Tabulation 505
The Use of Percentages 506
Other Table-Based Analysis 508
SUMMARY 510
KEY TERMS 511
EXAMPLES 511
DISCUSSION QUESTIONS 512
CASES 515
REFERENCE NOTES 516
REFERENCES FOR SNAPSHOTS AND CAPTIONS 516
CLASSIC AND CONTEMPORARY READINGS 517
SNAPSHOTS
Does a Dummy Ever Lie? 502
Saving Lives with Research 505
Measuring Financial Potential in Small Business 508
PICPROFILE
FEMA—Utility Outages on September 11, 2001 504

17 Hypothesis Testing 518
Bringing Research to Life 519
Introduction 520
Hypothesis Testing 521
Testing Approaches 521
Statistical Significance 521
The Logic of Hypothesis Testing 523
Statistical Testing Procedures 529
Probability Values (p Values) 530
Tests of Significance 530
Types of Tests 531
How to Select a Test 532
One-Sample Tests 534
Two Independent Samples Tests 538
Two Related Samples Test 542
k *Independent Samples Tests* 546
k *Related Samples Case* 554
SUMMARY 556
KEY TERMS 558
EXAMPLES 558
DISCUSSION QUESTIONS 559
CASES 564
REFERENCE NOTES 564
REFERENCES FOR SNAPSHOTS AND CAPTIONS 565
CLASSIC AND CONTEMPORARY READINGS 565
SNAPSHOTS
Content Analysis Unreels Drug Use in Movies 531

Scanned with CamScanner

Ramping Up Skate Sales 538
Ergonomics or Economics: Toothbrushes Go on Steroids 539
So, You Are a Gemini? Maybe I Should Drive 543

18 Measures of Association 566
Bringing Research to Life 567
Introduction 569
Bivariate Correlation Analysis 570
Pearson's Product Moment Coefficient r 570
Scatterplots for Exploring Relationships 571
The Assumptions of r 574
Computation and Testing of r 574
Correlation Matrix 577
Interpretation of Correlations 578
Bivariate Linear Regression 580
The Basic Model 580
Concept Application 581
Method of Least Squares 584
Predictions 587
Testing the Goodness of Fit 588
Nonparametric Measures of Association 592
Measures for Nominal Data 592
Measures for Ordinal Data 596
SUMMARY 601
KEY TERMS 602
EXAMPLES 602
DISCUSSION QUESTIONS 603
CASES 606
REFERENCE NOTES 606
REFERENCES FOR SNAPSHOTS AND CAPTIONS 607
CLASSIC AND CONTEMPORARY READINGS 607
SNAPSHOTS
What's a Business Education without Wine? 587
Speedpass Is McD-Iment 596

19 Multivariate Analysis: An Overview 608
Bringing Research to Life 609
Introduction 610
Selecting a Multivariate Technique 611
Dependency Techniques 613
Multiple Regression 613
Discriminant Analysis 618
MANOVA 619
LISREL 623
Conjoint Analysis 631
Interdependency Techniques 635
Factor Analysis 635
Cluster Analysis 640
Multidimensional Scaling 643
SUMMARY 650
KEY TERMS 651
EXAMPLES 651
DISCUSSION QUESTIONS 652
CASES 654
REFERENCE NOTES 654
REFERENCES FOR SNAPSHOTS AND CAPTIONS 655
CLASSIC AND CONTEMPORARY READINGS 655
SNAPSHOTS
Teeing Up a New Strategic Direction 617
Insider Information 635
The Mail as a "Super" E-Business 640
CLOSE-UP
Simalto+Plus™ 646

20 Presenting Results: Written and Oral Reports 656
Bringing Research to Life 657
The Written Research Report 658
Short Reports 658
Long Reports 659
Research Report Components 660
Prefatory Items 660
Introduction 662
Methodology 663
Findings 664
Conclusions 665
Appendixes 665
Bibliography 665

Scanned with CamScanner

Writing the Report 665
Prewriting Concerns 665
Writing the Draft 667
Presentation Considerations 672
Presentation of Statistics 685
Text Presentation 685
Semitabular Presentation 685
Tabular Presentation 685
Graphics 686
Oral Presentations 692
Preparation 693
Delivery 696
Audiovisuals 697
SUMMARY 699
KEY TERMS 700
EXAMPLES 700
DISCUSSION QUESTIONS 700
CASES 701
REFERENCE NOTES 702
REFERENCES FOR SNAPSHOTS AND CAPTIONS 702
CLASSIC AND CONTEMPORARY READINGS 702
SNAPSHOTS
Online Reporting 659
Cooking Up Credibility 666
Overcoming the Jitters 697
PICPROFILE
Crystal Graphics—PowerPlugs 695
CLOSE-UP
MindWriter Written Report 673

CASES 703

APPENDIXES

A Core Business Reference Sources, Printed and Electronic 768
B Decision Theory Problem 781
C Request for Proposal (RFP): Assessment and Contents 788
D Sample External Proposal: Seagate Technology 791
E Sample Student Term Project 803
F Nonparametric Significance Tests 811
G Selected Statistical Tables 818

PHOTO CREDITS 830

EXAMPLES INDEX 831

INDEX 843

Scanned with CamScanner

Index

A

A priori contrasts, 549
ABI/Inform, 287
Abstraction, 54, 87
Academy of Management, 133
Accessibility problems, 329, 332
Accretion, 417
Accuracy, 179, 181, 367
Active factors, 439
Activity analysis, 404
Administrative questions, 361
Advanced scaling techniques, 268–269
AgriComp (case), 707–708
AID: *see* Automatic interaction detection
AIDS Rates for Females (case), 708
Aliasing, 463
Alphanumeric code, 456
Alternative alternatives, 373
Alternative hypothesis, 523
Alternative response strategies, 376, 388
American Association of Advertising Agencies, 133
American Association of Engineering Societies, 133
American Association for Public Opinion Research, 133
American Bankers Association, 133
American Institute of Certified Public Accountants, 133
American Institute for Chartered Property Casualty Underwriters, 133
American Marketing Association, 133
American Political Science Association, 133
American Psychological Association, 123, 133
American Society for Chartered Life Underwriters, 133
American Society for Public Administration, 133
American Sociological Association, 133
Analysis; *see also* Data analysis
  content, 157, 404, 460–466
  research process and, 487
Analysis of variance (ANOVA), 442, 589
  one way, 546–548
  repeat-measures, 554
  two-way, 552–553
Anonymity, protection of, 130–131
ANOVA; *see* Analysis of variance
Answering machines, 338
Appendixes, 665
  in research proposals, 109
  in research reports, 665
Applied research, 12
Appropriateness, 457
Arbitrary scales, 252, 260–261
Area chart, 689
Area sampling, 196
Area of standard normal distribution (table), 819
Argument, 36
Artifact correlations, 578–579
Artificial neural networks (ANN), 306
Assistants, ethical behavior of, 131
Association, 305–306; *see also* Measures of association
Association for Investment Management and Research, 133
Assumptions of *r*, 574
Asymmetrical relationship, 165–166
Attributes data, 499
Audience, 286–287
Audiovisuals (AV), 694–695, 697–699
Authority, 286
Authorization letter, 662
Automatic interaction detection (AID), 306, 509, 613
Average difference, 543
Average linkage method, 642
Averaging out and folding back process, 783

B

Background material, 662–663
Backward elimination, 615
Bacon, Sir Francis, 33
Balance (general vs. specific), 368
Bar charts, 488–489, 690–691
Bar code, 468
Bartlett-Box *F*, 621
Bartlett's test of sphericity, 622
Base report, 659
Basic research, 12
Bayesian statistics, 521
BBQ Product Crosses Over the Lines of Varied Tastes (case), 708–709
Behavior
  defined, 167
  extralinguistic, 402
  linguistic, 402
  nonverbal, 402
  predicting through data mining, 303
Behavioral observation, 402, 404–405
Belmont Report (1979), 133
Benefits of research
  discussing with participants, 121
  specifying in research proposals, 102
Bentley College, Center for Business Ethics, 134
Beta weights, 614
Between-group variance, 547
Bias, 238
  freedom from, 233
  halo effect and, 257
  interviewer error and, 334
  observer-subject relationship and, 406
  physical presence bias, 334
  in wording of questions, 372
Bibliographies, 283, 665, 667
  citing electronic sources in, 668–669
  database, 287–288
  online, 287–288
  in research proposals, 109
  in research reports, 665, 667
  searching databases of, 287–290
  web search vs., 291
Bimodal distribution, 475
Binning, 472
Binomial one-sample, 534
Bivariate correlation analysis, 570–579
  assumptions of *r*, 574
  computation and testing of *r*, 574–577
  correlation matrix, 577–578
  interpretation of correlations, 578–579
  Pearson's correlation coefficient, 570–571
  scatterplots, 571–574
Bivariate linear regression, 580–591
  basic model, 580–581
  as compared to regression, 580
  concept application, 581–583
  method of least squares, 584–587
  predictions, 587–588
  testing goodness of fit, 588–591
Bivariate normal distribution, 574
Blind subjects, 429
Blocking factors, 439
Boolean logic, 289–290
Box-and-whisker plot, 492–495
Boxplots, 475, 492–495
  diagnostics with, 495
Branched question, 384
The Brazing Operation (case), 757
Briefings, 692

Scanned with CamScanner

Budgets; *see also* Costs
in proposals, 104–106
for research, 82–83
valuing research information, 83–84
Buffer questions, 385
Business data, 302
Business research; *see also* Research
as decision-driven, 22–23
defined, 5, 7
descriptive research and, 13
ethics in; *see* Ethics in business research
management safeguards for, 23–24
manager-research relationship and, 21–23
scientific method and, 14–19
solving management problems using, 7–9
trends in, 23–24
when to avoid, 22–23
Business Roundtable, 133

C

C-chart, 499, 502
Callbacks, 332
Calling up Attendance: TeleCenter System Users Forum (case), 709–711
Can This Study Be Saved? (case), 711–712
Case studies, 150, 152
Case(s), 50
Cases
AgriComp, 707–708
AIDS Rates for Females, 708
BBQ Product Crosses Over the Lines of Varied Tastes, 708–709
Brazing Operation, 757
Calling up Attendance: TeleCenter System Users Forum, 709–711
Can This Study Be Saved?, 711–712
The Catalyst for Women in Financial Services, 758–760
A Gem of a Study, 704–706
Healthy Lifestyles, 712–713
HiTech Engineering, 713–714
Inquiring Minds Want to Know-Now!, 714–720
McDonald's Tests Catfish Sandwich, 728
Master Teacher Leadership, 720–725
Medical Laboratories, 728–729
NCR: Teeing Up a New Strategic Direction, 730–745
Overdue Bills, 746
Performance Evaluations, 746–748
Ramada Demonstrates Its Personal Best, 748–750
Retailers Unhappy with Displays from Manufacturers, 750–751
Rubbergate, 751–752
State Farm: Dangerous Intersections on the Road to Loss Prevention, 752–755
Sturgel Division, 755–757
T-Shirt Designs, 760–762
Violence on TV, 762–763
Waste Paper, 764
Workload Ratings, 765
Xerox Abuses, 765–766
The Catalyst for Women in Financial Services (case), 758–760
Categories (coding), 456
Categorization, 251, 456
Causal hypotheses, 51
testing of, 166–168
Causal methods, 424
Causal relationships, 165–166, 626
Causal studies, 149, 162–170
causal relationships and, 165–166
concept of causation and, 163–164
testing causal hypotheses and, 166–168
Causation
concept of, 163–164
ex post facto design and, 168–170
experimental design and, 166–168
post hoc fallacy, 170
Cells, 505
Census, 179
sampling compared to, 181
Center for Business Ethics at Bentley College, 134
Center (central tendency), 474
Center for Ethics and Business at Loyola Marymount University, 134
Central editing, 456
Central limit theorem, 207
Central tendency, 474
Central tendency error, 256–257
Centroids, 620
Certified Financial Planner Board of Standards, 133
Chalkboards, 697
Chartered Financial Consultants, 133
Checklist, 253, 376, 379, 381
observational, 410, 416
Chi-square automatic interaction detection (CHAID), 306
Chi-square-based measures, 592–593
contingency coefficient *C*, 593
Cramer's *V*, 593
phi, 593
Chi-square test, 536–538, 540
Circular definitions, 45
Citing sources
electronic and online, 668–669
written reports, 665
Classical statistics, 521
Classification, 305–306
Classification principle, 456–457
Classification questions, 361–362
Classification and regression trees (CART), 306
Closed questions, 362, 459–460
coding, 459–460
Closed responses, 373
Cluster analysis, 613, 640–643
Cluster sample, 199
Cluster sampling, 196–198
area sampling, 196
designing of, 196–198
Clustering, 305
Cochran *Q* test, 556
Cochran's *C*, 621
Code of ethics, 133
Code of Federal Regulations (CFR), 298
Codebook, 457
Coding, 456–466
closed questions, 459–460
codebook construction, 457–459
content analysis and, 460–463
don't know (DK) responses, 464–466
open-ended questions, 460
rules for, 456–457
Coding scheme, 457
Coefficients
correlation, 578–579
of determination, 575, 589–590
regression, 581
standardized, 614
Cohort groups, 150
Collaborative pretests, 391
Collinearity, 617
Common variance, 575–576
Communalities, 636
Communication approaches, 319–323; *see also* Survey methods
applications for, 319–321
characteristics of, 319–323
comparison of, 324, 346
instrument design strategy, 360–361, 382
sample components of, 383
selecting method of, 323, 346–347
shortcomings of, 322
Company database strip-mining, 79
Comparative scale, 258, 260
Competing models strategy, 624
Completely randomized design, 439–440
Complex probability sampling, 192–198
Complexity, 54
Composite-standard method, 260
Comprehensibility of writing, 671–672
Computation and testing of *r*, 574–577
Computer-administered telephone survey, 335
Computer animation, 698
Computer-assisted personal interviewing (CAPI), 326

Scanned with CamScanner

Computer-assisted telephone interviewing (CATI), 335
Computer-delivered surveys, 339
Computer-drawn visuals, 698
Computer surveying, 343
Concealment of observation, 407–408
Concentration, 413
Concepts, 41–43
of causation, 163–164
defined, 41
importance to research, 43
objects and properties and, 222
probability sampling, 203–210
problems in using, 43
sources of, 42
Conceptual dimension, 379
Conceptual scheme, 45
Conclusions, report, 665
Concordant pairs, 597
Concurrent validity, 232
Conditions of certainty, 781
Conditions of uncertainty, 781–782
Confidence band, 588
Confidence interval, 205, 207
Confidentiality
participants and subjects, 125–126
sponsors and, 128
Confirmation bias, 624
Confirmatory data analysis, 487
Confirmatory factor analysis (CFA), 627
Conflicts, in manager-research relationship, 21–22
Congressional bills, 298
Congressional Directory, 298
Conjoint analysis, 269, 631–635
as multivariate dependency technique, 631–635
as scaling technique, 269
Consensus, 260
Consensus methods, 260
Consensus scaling, 252, 261–262
Construct, 43–45, 47
Construct validity, 234–236
Constructing scales, 252, 260–267
advanced scaling techniques, 268–269
arbitrary scales, 260–261
consensus scaling, 261–262
cumulative scaling, 263–264
factor scaling, 264–266
item analysis, 262–263
Content
of measurement questions, 364–369
of observations, 411–412
Content analysis, 157, 404, 460–463
open questions and, 460–463
Content validity, 231–233
Contingency coefficient *C,* 593
Contingency tables, 506
Continuous variables, 47
Control, 12, 166
frequency control, 202
precision control, 202
Control charts, 499–503
selection of, 500
types/characteristics of, 499–503
Control groups, 167, 428
Control variables, 49, 508
Controlled, 13
Controlled vocabulary, 291
Controls
experimental design and; 167
extraneous variables as, 49
predictive study and, 12
research design and, 149
Convenience of measurement process, 240
Convenience samples, 192
Convergent validity, 234
Correction for attenuation, 234
Correlation coefficient, 578–579
Correlation matrix, 577–578
Correlational hypotheses, 51–52
Correlational study, 11, 161
Correlations, interpretation of, 578–579
Costs
interviewing and, 326, 334–335
for probability sampling, 191–192
in research proposals, 104–106
sampling and, 179
Count charts, 502
Covariance, 574
Covariance analysis, 442
Covey, Stephen R., 35
Cramer's *V,* 593
Criterion-related validity, 233–234
Critical path method (CPM), 106–107
Critical value, 527, 529; *see also* Statistical tables
Cronbach's alpha, 237, 239, 628
Cross-products matrices, 622
Cross-sectional studies, 149
Cross-tabulation, 169, 505–510
Cross-validation approach, 624
Cumulative approach, 252
Cumulative scales, 252, 260, 263–264
Cyberspace, data collection in, 126–128

D

Data, 87; *see also* Primary data; Secondary data
coding, 456–466
defined, 87
editing, 455–456
entering, 466–472
preparation of; *see* Data preparation
properties of, 251
published data, 72
Data analysis, 87–88, 102–104, 663
bivariate; *see* Bivariate correlation analysis; Bivariate linear regression
confirmatory, 487
cross-tabulation and, 169, 505–510
use of percentages, 506–507
describing in written reports, 685–692
descriptive statistics, 472–477
distributions and, 472–474
of experimental data, 432
exploratory data analysis (EDA), 307, 486–498
multivariate; *see* Multivariate analysis
research process and, 487
Data collection, 87, 663
communication approach to, 320
in cyberspace, 126–128
method of, 147–149
observation approach to, 402–403, 413–414
research process and, 319–321
sampling and, 180
selection of method, 403
Data editor, 486
Data entry, 466–472, 486
formats for, 470–472
methods of, 466–470
Data field, 471
Data files, 471
Data marts, 300
Data mining, 6, 79, 301
defined, 301
ethical issues in, 127
evolution of, 301–302
management research uses for, 302–304
pattern discovery, 302–303
predicting trends and behaviors by, 303
process of, 307–309
sample applications, 304
techniques for, 303–307
Data preparation, 454–455
coding, 456–466
closed questions, 459–460
codebook construction and, 457–459
content analysis and, 460–463
don't know (DK) responses, 464–466
open-ended questions, 460
rules for, 456–457
editing data, 455–456
central editing, 456
field editing, 455
entering data, 466–472
formats for, 470–472
methods of, 466–470
open-ended questions, 460

Scanned with CamScanner

Data sources, World Wide Web; *see* World Wide Web
Data types, 222–229
instrument design and, 360
interval data, 227–228
nominal data, 222–225
ratio data, 228–229
Data visualization, 305, 486, 491
Data warehouse, 6, 300, 472
Database searching, 287–290
advanced searching, 288–290
basic searching, 289
Boolean logic, 289–290
constructing search query, 288–289
limiters, 289
retrieve articles, 290
save results, 290
Databases, 470–471
bibliographic, 287–288, 665, 667
company database strip-mining, 79
internal databases, 6
searching, 287–290
selection of, 288
Debriefing, 123–125
Deception, 121–123
Decision-driven research, 22–23
Decision flow diagram, 782–783
Decision making
complex environment/risk of, 6
scientific approach and, 5, 14–19
under conditions of certainty/uncertainty, 781–782
Decision rule, 84
Decision theory, 84
Decision theory problem, 781–786
conditions of certainty, 781
conditions of uncertainty, 781–782
contribution of research to, 783–785
decision flow diagram and, 782–783
imperfect information, 785–786
pragmatic complications and, 786
Decision tree models, 306, 532–533, 783
Decision variable, 84
Deduction, 36–37, 520
Definitions
circular, 45
operational, 45–47
Degrees of freedom, 628
Delayed equivalent testing, 239
Deming, W. Edwards, 498
Dendogram, 642
Department of Health and Human Services (HHS), 134
Departmental budgeting, 82
Dependency, 611
Dependency techniques, 613–635
conjoint analysis, 631–635
discriminant analysis, 618–619
LISREL, 623–630
MANOVA, 619–623
multiple regression, 613–617
Dependent variable (DV), 47–48, 166, 425, 625
Descriptive hypothesis, 50–51
Descriptive models, 55
Descriptive statistics, 455, 474
Descriptive studies, 10, 149, 161–162
research design and, 161–162
Design strategies; *see also* Instrument design strategy; Research design
for experimentation, 435–444
for sampling, 82
Design symbols, 436
Detail-oriented, 413
Determination coefficient, 575, 589–590
Deterministic model, 583
Dewey, John, 38
Diaries, 347
Dichotomous questions, 377, 381
Dichotomous response strategy, 377
Dichotomous scale, 253
Dichotomous selection, 376
Dichotomous variables, 47
Dictionaries, 283
Difference, 569
Dilemmas, management dilemma, 5, 9, 66, 281, 357–358
Dimensional measures, 476
Direct Marketing Association, 133
Direct observation, 406–407
Direction (of relationship), 570
Directional test, 524
Directories, 284, 291–293
Discordant pairs, 597
Discrete variables, 47
Discriminant analysis, 611, 618–619
Discriminant validity, 234
Disguised question, 362
Dispersion, 475
Disposition, defined, 167
Disposition-behavior relationships, 166–167
Disproportionate sampling, 195
Distributions, 472–474
characteristics of, 472
describing, 472–474
measures of location, 474–475
measures of shape, 476–477
measures of spread, 475–476
Document analysis, 152
Don't know (DK) responses, 464–466
Double-barreled questions, 366
Double blind, 429
Double movement of reflective thought, 38–40
Double sampling, 198–199
Dow Jones Interactive, 287
Doyle, Arthur Conan, 36
Draft plan, 96
Drop-off delivery, 344–345
Dummy variables, 614
Dynamic, 55
Dynamic models, 55

E

Economy of measurement process, 240
EDA; *see* Exploratory data analysis
Editing data, 455–456
central editing, 456
field editing, 455
Eigenvalues, 636
80/20 rule, 503
Electronic sources, citing of, 668–669
Element, 625
Element selection, sampling, 184
Empirical, 13
Empiricism, 33
scientific method and, 35
Encyclopedias, 283
Endogenous constructs, 626
Environment
experimental, 429
research, 150
Environmental control, 429
Environmental observation checklist, 416
Environmental scanning, 149
Equal-appearing interval scale, 261
Equivalence, 238–239
Erosion, 417
Error, 547
Error term, 583
Errors
instrument distortion, 230–231
interviewer and, 333–334
measurement, 229–231
measurer and, 230
nonresponse, 332
rating scales, 256–257
respondent and, 229, 333
response, 333
sampling, 181–182
situational factors, 230
Type I, 525–527
Type II, 525, 527–529
Estimation, 305–306
Ethical research, 16–17
Ethics in business research, 120–131
assistants, 131
case example of, 131–132
defining, 120
professional standards and, 133–134
research process and, 122
research team members, 130–131
right to safety, 130
resources for awareness of, 134–135
sponsor and, 128–130
confidentiality, 128
nondisclosure, 128
right to quality, 129

Scanned with CamScanner

treatment of participants, 121–128
benefits disclosure, 121
cyberspace research, 126–128
debriefing, 123–125
deception, 121–123
informed consent, 123
privacy rights, 125–126
European Commission, Data Protection Directive, 128
Evaluating
research proposals, 111–113
sources; *see* Source evaluation
value of research information, 83–84
Event sampling, 413
Ex post facto design, 149
causation and, 168–170
Ex post facto evaluation, 83, 578
Ex post facto research, 166
Exclusion filters, 463
Executive summary, 88, 101, 662
Exhaustiveness, 457
Existentialism, 33
Exogenous constructs, 626
Expected monetary value (EMV), 782
Experience level, 413
Experience survey, 153–155
deviants and isolates, 154
individuals in transition, 154
insiders and outsiders, 154
marginal/peripheral individuals, 154
newcomers to the scene, 154
pure cases, 154
Experiment, 149
Experimental environment, 429
Experimental mortality, and internal validity, 433–434
Experimental treatment, 428
Experimentation, 424–444
advantages and disadvantages of, 426–427
causation and, 166–168
definition of, 424–426
design strategies for, 435–444
field experiments, 443–444
key to design symbols, 436
pre-experimental designs, 435–437
true experimental designs, 437–438
steps for conducting, 427–432
choosing design, 429
controlling environment for, 429
data analysis, 432
pilot-testing, revising, and testing, 431–432
selecting relevant variables, 427–428
subject selection and assignment, 429–430
treatment levels, 428
validity in, 432–435
external, 434–435
internal, 432–434
Expert interviewing, 152
Expert system programs, 534
Explanatory (causal) hypotheses, 51
Explanatory study, 11
Explicative models, 55
Exploration, 72–76
investigative questions, 75–76
measurement questions and, 76
research design and, 151–160
research questions and, 73–74
Exploratory data analysis (EDA), 307, 486–498, 627; *see also* Data analysis
bar charts, 488–489
boxplots, 492–495
data mining, 307
frequency table, 488
histograms, 489–491
stem-and-leaf displays, 491–492
transformation, 496–498
Exploratory research, 281
objectives of, 281
secondary data analysis, 281–282
Exploratory studies, 98, 146, 151–160
experience survey, 153–155
focus groups, 155–157
information search strategy, 280–281
qualitative techniques, 151–152
two-stage design, 160
Exposition, 36
Extemporaneous presentation, 695
External proposals, 100
External validity, 432, 434–435
Extralingual behavior, 405
interaction, 405
temporal dimension, 405
verbal stylistic dimension, 405
vocal dimension, 405
Extraneous variables (EV), 48–49

F

F ratio, 547
F test, 549, 589
Facilities, research, 107
Factor analysis, 234, 613, 635–640
example of, 638–639
interpretation of, 640
method for, 635–637
Factor levels, 631
Factor scaling, 264–266
Factorial design, 442
Factoring, 252, 260
Factors, 439, 631, 635
Factual observation, 411
Favored technique syndrome, 79
Federal government documents; *see* Government information
Federal Register (1991), 133, 298
FedStats, 299
Fee-based services, 345
Field conditions, 150
Field editing, 455
Field experiment, 443
Field interviewers, 331
Filter questions, 367
Final proof, 672
Findings nondisclosure, 128
Fine-tuning, research question, 74–75
Finite adjustment factor, 191
Fisher extract test, 534
Five-number summary, 492
Fixed sum scale, 255–256
Flesch Reading Ease Score, 671
Flip charts, 698
Focus groups, 155–157, 362
advantages/disadvantages of, 157
homogeneity within, 156
online groups, 157
recording, analysis, and reporting, 157
telephone groups, 156–157
videoconferencing groups, 157
Follow-ups, 342
Forced ranking scale, 258, 260
Formal reviews, 111
Formal study, 146
Format, 287
Forward selection, 615
Fractal-based transformation, 305, 307
Frame of reference, 371–372
FranklinQuest, 35
Free-response questions, 375–376, 381
Freedom from bias, 233
Frequency control, 202
Frequency of response, 203
Frequency table, 488
Friedman two-way analysis of variance, 556
Functional area budgeting, 82
Funnel approach, 385–386
Future trends
predicting through data mining, 303
in self-administered surveys, 345–346
telephone interviews, 338–339
Fuzzy logic, 305, 307

G

Gamma, 596–597
Gantt chart, 78, 98
Garbology, 417
Gatekeepers, 10
A Gem of a Study (case), 704–706
Generalization, 50
Genetic algorithms, 305, 307
Geo-graphics, 691–692
Geographic Information Systems (GIS), 503–505, 692
Glossary, in research proposal, 109
Good research, 14–19
Goodman and Kruskal's gamma, 597
Goodman and Kruskal's tau, 595

Scanned with CamScanner

Goodness of fit, 588, 624, 628
coefficient of determination, 589–590
F test, 589
t-test, 588–589
testing of, 588–591
Government information, 295–300
laws, regulations, and court decisions, 298
organization resources, 297–298
selected sources, 297
statistics, 298–300
GPO Access, 298
Grand mean, 547
Graphic elements in reports, 686–692
area (stratum or surface) charts, 689
bar charts, 690–691
geo-graphics, 691–692
line graphs, 688–689
pictographs, 691
pie charts, 690
3-D graphics, 692
Graphic rating scale, 255–256
Greek notation, 625–626
Group time series design, 444
Guillford's composite-standard method, 260

H

Halo effect (error), 256–257
Handbooks, 283
Handout materials, 697
Hawthorne effect, 151, 415
Healthy Lifestyles (case), 712–713
Histograms, 489–491, 691
History, and internal validity, 432–433
HiTech Engineering (case), 713–714
Holdout sample, 617
Homogeneous focus groups, 156
Hotelling *T2*, 622
Hygiene factors, 445
Hypothesis, 13, 41, 50, 428
as adequate for its purpose, 53
alternative hypothesis, 523
as better than rivals, 53
causal hypothesis, 51, 166–170
checklist for strong, 53
conditions for good hypothesis, 53
correlational, 51–52
descriptive, 50–51
explanatory, 51
null hypothesis, 523, 529
operationalized, 428
qualities of good, 53
relational, 51
role of, 52
as testable, 53
theory and, 54–55
Hypothesis testing, 441, 521–530
approaches to, 521
logic of, 523–529
probability (*p*) values, 530
research process and, 521–522
significance tests and, 529–556
how to select, 532–534
k independent samples tests, 546–554
k related samples case, 554–556
one-sample tests, 534–538
two independent sample tests, 538–542
two related samples tests, 542–546
types of, 531–532
statistical significance, 521–523
testing procedures, 529
Hypothetical constructs, 44

I

Idealism, 33
Ill-defined management problems, 80
Imply the conclusion, 36
In-depth interview, 152, 362
Inaccessible households, 337
Inaccurate telephone numbers, 337
Independent variable (IV), 47–48, 166, 425, 506, 612–613, 625
Indexes, 283
Indirect observation, 407
Induction, 37–40
Inductive reasoning, 520
Industrial experiments, 439
Inferential observation, 411
Inferential statistics, 520
Informal reviews, 112
Information
knowable, limited-conscious-level, 363
reluctantly shared, conscious-level, 363
subconscious-level, 363–364
willingly shared, conscious-level, 363
Information Society, 126
Information sources
bibliographic databases, 283, 287–288
dictionaries, 283
directories, 284
encyclopedias, 283
evaluation of; *see* Source evaluation
government information, 295–300
handbooks, 283
indexes, 283
levels of, 281–282
primary sources, 282
secondary sources, 282
tertiary sources, 282–283
types of, 283–284
websites and web searches, 290–295
Informed consent, 123–124
Inquiring Minds Want to Know-Now! (case), 714–720
Institute of Certified Financial Planners, 133
Institute for Social Research, 532
Institutional Review Boards (IRBs), 134
Instructions, 386
Instrument design strategy, 356
communication approach, 360–361
data type, 360
disguised objectives and sponsors, 362–364
drafting and refining, 382–391
conclusion, 387
instructions, 386
introduction and screening, 383
measurement question sequencing, 384
question groups and transition, 386
flowchart for, 357, 382
internal validity and, 433
management-research question hierarchy, 357–358
overcoming problems with, 387–390
preliminary analysis plan, 364
pretesting of, 388–391
projective techniques, 363
question structure, 361–362
Instrument error, 230
Intact equivalent design, 444
Interaction effect, 441
Intercept, 581
Intercept interview, 326
Intercept studies, 339
Intercept survey design, 327
Interdependency techniques, 611, 635–646
cluster analysis, 640–643
factor analysis, 635–640
multidimensional scaling, 643–646
Interim evaluation method, 83
Internal coalitions, 22
Internal consistency, 239
Internal data sources, 300–309
Internal databases, 6
Internal proposals, 100
Internal validity, 432
International Association for Financial Planning, 133
Internet; *see also* World Wide Web
citing information from, 668–669
search engine, 291–293
self-administered surveys, 345–346
Internet service providers (ISP), 293
Interpretation
of correlations, 578–579
of factor analysis, 640
practicality of, 240
Interquartile range (IQR), 475, 493
Interrater reliability, 238
Interrogation/communication study, 147
Interval data, 223, 227–228
Intervening variables (IVV), 49–50
Interview schedules, 361
Interviewer error, 333–334
Interviewing technique, 326–332
establishing rapport, 329–330
gathering data, 330–331

Scanned with CamScanner

if participant is busy/away, 329
introductory approach, 328–329
probing styles, 330
recording the interview, 331
to increase respondent's receptiveness, 328
Interviews
error in, 333–334
in-depth interview, 362
intercept, 326
personal, 323–335
advantages and disadvantages of, 324
problems with, 332–335
requirements for success, 326–327
techniques for, 326–332
question structure and schedule, 361
selection and training to conduct, 331–332
telephone, 335–339
advantages and disadvantages of, 335–337
future trends in, 338–339
Intranet, 156
Introduction to reports, 662–663
Investigative questions, 75–76, 357
case example of, 76–78
Item analysis, 252, 260
Item analysis scaling, 262–263

J

J. D. Powers and Associates, 18
Job status, 22
Jöreskog, Karl, 623
Judgment sampling, 201
Juran, J. M., 502

K

k independent samples tests, 546–554
exploring findings with two-way ANOVA, 552–553
Kruskal-Wallis test, 554, 816–817
multiple comparison tests, 550–551
nonparametric tests, 554
parametric tests, 546–549
a priori contrasts, 549
k related samples case, 554–556
nonparametric tests, 556
parametric tests, 554–556
k-samples case, 816–817
Kendall's tau *b*, 596, 599
Kendall's tau *c*, 596, 599
Key word searches, 290
Kinesics, 152
Knowledge gap, 21–22
Known-item searches, 294
Kolmogorov-Smirnov (KS) test
one sample test, 811–812
two-samples test, 813–814
Kruskal-Wallis test, 554, 816–817
Kruskal's stress, 645
Kuder-Richardson Formula 20 (KR20), 237, 239
Kuhn, Thomas, 41
Kurtosis, 476

L

Laboratory conditions, 150
Lambda, 593
Landon, Alfred, 181
Large-scale studies, 98
Latent variables, 623
Latin square design, 441–442
Law of Comparative Judgment, 260
Leading question, 368
Leaf, 492
Least-squares line, 586
Leniency (error), 256
Leptokurtic, 472, 476
Letter of transmittal, 658, 660–661
Level of significance, 529
Lexis-Nexis Universe, 287
Likelihood Ratio, 542
Likert scale, 253–254, 262
Limitations, of research reports, 663–664
Limiters, 289
Line graphs, 688–689
Linearity, 574
Linguistic behavior, 405
LISREL (linear structural relationships), 612, 623–630
basic assumptions of, 628
example of, 629–630
method of, 625–629
symbols used in, 625–626
Literary Digest presidential election poll, 181
Literary style of thought, 33, 35
Literature review, 101–102
Literature search, 281
Loadings, 636
Long reports, 659–660
Longitudinal studies, 149
Lower control limit (LCL), 499
Loyola Marymount University, 134

M

McDonald's Tests Catfish Sandwich (case), 728
McNemar test, 534, 544–545, 556
Magnitude, 570
Magnitude estimation scaling, 269
Mail surveys, 339–340
improving returns from, 342–343
maximizing response from, 344–345
Main effect, 441
Management dilemmas, 5, 66, 357
case examples, 9
literature search and, 281
Management questions, 69–79, 357
adapting semantic differential scales in, 267
categories of, 69–70
exploratory studies of, 152
generation and evaluation of solutions, 70
instrument design strategy, 357–358
nature of, 71
purposes or objectives, 70
sources of existing, 380–382
troubleshooting or control situation, 70
Management report, 659–660
Management-research question hierarchy, 66–76
instrument design strategy, 357–358
secondary sources for, 282
Manager-researcher relationship, 21–23
conflicts in, 21–22
internal coalitions, 22
job status, 22
knowledge gap, 21–22
management safeguards for, 23–24
obligations in, 21
researcher isolation, 22
Mann-Whitney *U* test, 814–816
MANOVA (multivariate analysis of variance), 619–623
Mantel-Haenszel test, 542
Mapping rules, 221, 223
characteristics of, 223
classification, 223
distance, 223
order, 223
origin, 223
Marginals, 505
Market-basket analysis, 305–306
Maslow, Abraham, 35
Master Teacher Leadership (case), 720–725
Match Wits with Jason on Sampling Theory (case), 725–728
Matching, 168, 430
Matrix, 625–626
Maturation, and internal validity, 433
Maximum criterion, 782
Maximum likelihood estimation (MLE), 628
Maximum rule, 782
MDS; *see* Multidimensional scaling
Mean, 206, 474
Mean square, 547
Meaning, 389
Measurement, 221–240
case example of, 241–243
characteristics of sound, 221, 231–240
practicality, 240
reliability, 236–240
validity, 231–236
data types and, 222–229
interval data, 227–228
nominal data, 222–225
ordinal data, 225–227

Scanned with CamScanner

Measurement—*Cont.*
data types and—*Cont.*
ratio data, 228–229
error sources in, 229–231
nature of, 221–222
Measurement instrument, 109
Measurement models, 624
Measurement questions, 76, 357, 364–381
content of, 364–369
instrument design strategy, 382
response strategies and, 373–376
sequencing of, 384–385
wording of, 369–370
Measurement scales, 250–269, 532
construction of, 252, 260–267
data properties and, 251
degree of preference, 251
multidimensional scaling, 251
nature of, 250–252
number of dimensions, 251
response form, 251
scale selection, 250–252
scaling defined, 250
study objective, 251
types of, 251
unidimensional, 251
Measurer error, 230
Measures of association, 225
bivariate correlation analysis, 570–579
assumptions of *r*, 574
computation and testing of *r*, 574–577
correlation matrix, 577–578
interpretation of correlations, 578–579
Pearson's correlation coefficient, 570–571
scatterplots, 571–574
bivariate linear regression, 580–591
basic model, 580–581
as compared to regression, 580
concept application, 581–583
method of least squares, 584–587
predictions, 587–588
testing goodness of fit, 588–591
nonparametric, 592–600
chi-square-based measures, 592–593
measures for nominal data, 592–596
measures for ordinal data, 596–600
proportional reduction in error (PRE), 593–596
Measures of location, 474–475
Measures of shape, 476–477
Measures of spread, 475–476
Median, 474
Medical Laboratories (case), 728–729
Megatrends, 460
Memorandum reports, 658
Memory decay, 367
Mesokurtic, 472, 476
Method of agreement, 163
Method of authority, 33, 35
Method of difference, 164
Method of least squares, 584–587
Metric measures, 613
Midspread, 475
Mill, John Stuart, 163
Missing data, 472
Mixed mode, 346
Mode, 475
Model, 42, 55
Model development strategy, 624
Modeling, 505
Moderating variables (MV), 48
Modification index, 629
Moments, 476
Monitoring, 147
Monotonic trend, 193
Monte Carlo simulation models, 55
Mortality of experiments, 433–434
Multicollinearity, 617
Multidimensional analysis, 305
Multidimensional scaling (MDS), 251, 268, 613
as multivariate interdependency technique, 643–646
Multimodal distribution, 475
Multiphase sampling, 198
Multiple choice, 376, 379
multiple-response scale, 253–254
single-response scale, 253–254
Multiple-choice questions, 377, 378–379, 381
Multiple-choice response strategy, 377
Multiple classification analysis (MCA), 613
Multiple comparison procedures (post hoc), 550–551
Multiple questions, 366
Multiple rating list scale, 255–256
Multiple regression, 613–617
example of, 614–617
method of, 614
Multivariate analysis, 611
defined, 611
dependency techniques, 613–635
conjoint analysis, 631–635
discriminant analysis, 618–619
LISREL, 623–630
MANOVA, 619–623
multiple regression, 613–617
interdependency techniques, 635–646
cluster analysis, 640–643
factor analysis, 635–640
multidimensional scaling, 643–646
selecting a technique for, 611–613
Multivariate analysis of variance (MANOVA), 611, 619–623
Multivariate scales, 260
Mutual exclusivity, 457
Mystery shoppers, 150–151

N

N-way tables, 509
National Association of Realtors, 133
National Society of Professional Engineers, 133
NCR: Teeing Up a New Strategic Direction (case), 730–745
Negative canon of agreement, 164
Negative or left skewed distribution, 472
Negative leniency, 256
Neural networks, 305–306
Neutral questions, 385
Nominal data, 223–225
measures for, 592–596
Nominal variable displays, 489
Nonbehavioral observation, 402, 404
Noncollaborative pretests, 391
Noncontact rate, 336
Nondirectional test, 524
Nondisclosure rights, 128
findings, 128
purpose, 128
sponsors and, 128
Nonequivalent control group design, 443–444
Nonfunctioning telephone numbers, 337
Nonlinear transformations, 497
Nonmetric measures, 613
Nonparametric measures of association, 592–600
chi-square-based measures, 592–593
measures for nominal data, 592–596
measures for ordinal data, 596–600
proportional reduction in error (PRE), 593–596
Nonparametric significance tests, 531–532, 811–817
k-samples case, 816–817
Kruskal-Wallis test, 816–817
Kolmogorov-Smirnov (KS) test, 811–812
other tests, 816
two-samples case, 812–816
Kolmogorov-Smirnov (KS) two-samples test, 813–814
Mann-Whitney *U* test, 814–816
other tests, 816
sign test, 812
Wilcoxon matched-pairs test, 812–813
Nonpreference evaluation, 251
Nonprobability sampling, 183–184, 198–203
methods of, 200–201
practical considerations, 200
Nonresistant statistics, 493
Nonresponse error, 332

Scanned with CamScanner

Nonverbal behavior, 404
Normal curve (distribution), 204–205
Normal probability plot, 532
Np-charts, 499
Null hypothesis, 523, 529
Numeric code, 456
Numerical scale, 254, 256
Nuremberg Code, 134

O

Objective space, 644
Objectives
  in research proposal, 101
  response strategy choice, 373–375
  in written reports, 662
Objectivity, 368
Objects, 222
Observation, 402
  behavioral, 402, 404–405
  concealment of, 407–408
  direct, 406–407
  factual vs. inferential, 411–412
  indirect, 407
  nonbehavioral, 402, 404
  participation, 409
  simple, 409
  systematic, 409
Observational checklist, 410
Observational studies
  advantages and disadvantages of, 405–406
  classification of, 409–410
  conducting, 409–414
  content specification for, 411–412
  data collection in, 402–403
  observer-subject relationship, 406–409
  research process and, 401
  selecting an approach, 403
  types of, 409–410
  unobtrusive measures in, 415–417
  uses of, 400–403
Observed significance level, 544
Observer drift, 413
Observer-subject relationship, 406–409
One-group pretest-post-test design, 436
100% questions, 299
One-sample tests, 534–538
  chi-square test, 536–538
  Kolmogorov-Smirnov (KS) test, 811–812
  Kruskal-Wallis test, 816–817
  nonparametric tests, 536
  parametric tests, 535–536
One-shot case study, 435
One-tail test, 524
One-way analysis of variance, 546
Online analytical processing (OLAP) tools, 305
Online focus groups, 157
Open-ended questions, 362, 373–375, 460
  coding, 460
  content analysis for, 460–463
Open-ended response, 373
Operational definitions, 45–47
Operationalized hypothesis, 428
Opinion, untested, 34
Optical character recognition, 467
Optical mark recognition (OMR), 467–468, 486
Optical scanning, 467
Option analysis, 84
Oral presentations, 692–699
  audiovisuals (AV), 694–695, 697–699
  delivery, 696–697
  physical characteristics for, 696–697
  preparation, 693–696
  speaker problems, 696–697
  vocal characteristics for, 696
Order condition, 628
Order-of-presentation effects, 239
Ordinal data, 223, 225–227
  measures for, 596–600
Ordinal measures, 596–600
  gamma, 596–597
  Somer's *d*, 596, 599
  Spearman's rho, 596, 599
  tau *b*, 599
  tau *c*, 599
Ordinary least squares (OLS), 628
Outliers, 494, 502
Outlines for report, 666–667
Outsourcing survey services, 347
Overdue Bills (case), 746
Overhead transparencies, 698

P

P-chart, 499, 502
p (probability) values, 530
Pace of writing, 671
Paired-comparison scale, 257–259, 376
Panels, 149, 347
Parallel forms, 237
Parametric tests, 531–532, 538–540
  k independent samples tests, 546–549
  k related samples case, 554–556
  one-sample tests, 535–536
  two independent samples tests, 538–540
  two related samples tests, 543–544
Pareto diagram, 502–503
Part-worths (utility scores), 631
Participant-initiated error, 333
Participant interest, 389
Participant motivation, 322
Participant observation, 152, 409
Participants
  benefits disclosure for, 121
  blind subjects, 429
  building rapport with, 387
  cyberspace research and, 126–128
  debriefing of, 123–125
  deception of, 121–123
  discernment of disguised purpose, 238
  as error sources, 333
  ethical treatment of, 121–128
  informed consent by, 123
  motivation of, 327–328
  nonresponse error, 332
  perceptions of, 151
  presumed knowledge of, 367
  pretesting and, 390–391
  privacy rights, 125–126
  response error, 333
  telephone interviews and, 338
Path analysis, 614
Path diagram, 625–627
Path model, 624
Pattern discovery, 302–303
PC Magazine, 345
Pearson's chi-square, 542
Pearson's correlation coefficient, 570–571, 600
Pearson's *r*, 574–575, 634
Peer review, 286
Percentages, use of, 506–507
Perception, 151
Performance Evaluation (case), 746–748
Periodicity, 193, 502
Personal interviews, 323–335
  advantages and disadvantages of, 324
  evaluation of, 325–326
  problems with, 332–335
  requirements for success, 326–327
  techniques for, 326–332
Personalization, 342, 372–373
Phi, 593
Physical condition analysis, 402, 404
Physical presence bias, 334
Physical process analysis, 402
Physical traces, 417
Pictograph, 691
Pie charts, 488–489, 690
Pilot testing, 86–87, 431–432
Platykurtic, 472, 476
Point estimate, 203
Point-of-sale terminals, 347
Point prediction, 588
Politically motivated research, 80
Population, 179
  defining for sampling, 186
  parameters of interest in, 186–187
  sampling frame and, 188–189
Population correlation, 570
Population distribution, 206
Population element, 179–180
Population parameters, 186
Population portion of incidence, 187
Population sampling, 188–189

Scanned with CamScanner

Portal, 293
Positive leniency, 257
Positive or right skewed distribution, 472
Post hoc fallacy, 170
Post-test-only control group design, 438
Posterior distribution, 521
Posterior probabilities, 784
Postulation, 33
Postulation style of thinking, 35–36
Power of the test, 528
Power transformations, 497
Practical significance, 523
Practicality, 231
Practicality of measurement, 240
Pre-experimental designs, 435–437
Precision, 366
Precision control, 202
Precision of estimate, 181–182
Precoding, 459
Prediction band, 588
Predictions, 588–589
  bivariate linear regression and, 587–588
  data mining and, 303
Predictive study, 12
Predictive validity, 233
Prefatory items, 660–662
Preference measurement, 251
Preliminary notification, 342
Presentation
  of oral reports; *see* Oral presentations
  of written reports, 672–673
Presumed knowledge, 367
Pretest-post-test control group design, 438
Pretesting, 86, 377, 388–389, 431; *see also* Testing
  options for, 390–391
Primacy effect, 378
Primary data, 87, 152
Primary sources, 282
Principal components analysis, 635
Prior evaluation method, 83
Privacy Act (1974), 134
Privacy Protection Act (1980), 134
Privacy rights, 125–126
Probabilistic model, 583
Probability plots, 533
Probability sampling, 183
  cluster, 196–198
  comparison of types of, 199
  complex sampling, 192–198
  concepts relevant of, 203–210
  cost of, 191–192
  double sampling, 198
  parameters for, 186–187
  proportionate vs. disproportionate, 195
  relevant population for, 186
  sampling frame, 188–189
  size of sample, 190–191
  steps in designing, 184
  stratified random sampling, 193–195
  systematic sampling, 192–193
  type of samples, 190
Probability values (p values), 530
Probing, 330
Problem statement, 101, 662
Process (activity) analysis, 404
Professional standards for researcher, 133–134
Project management, 107–109
Projection, 505
Projective techniques, 152, 363
Proof, 36
Properties, 222
Property, defined, 167
Property-behavior relationships, 166–167
Property-disposition relationships, 166–167
Proportional reduction in error (PRE), 593–597
Proportionate stratified sampling, 195
Proposals, 84–86; *see also* Request for proposal
  appendixes, 109
  bibliographies, 109
  budget for, 104–106
  case example of, 110–111
  complexity of, 98
  content of, 85–86
  data analysis, 102–104
  development of, 97
  evaluation of, 111–113
  facilities and special resources, 107
  importance/benefits of study, 102
  modules for building, 99–100
  nature and form of results, 103
  process of, 85
  project management, 107–109
  purpose of, 96
  qualifications of researchers, 103–104
  researcher benefits, 97–98
  schedule and, 106
  solicited proposal, 100
  sponsor uses of, 96–97
  structuring of, 101–109
  types of, 98–100
  unsolicited, 100
Propositional units, 461
Propositions, 50
Prospectus, 96
Proxemics, 152, 405
Proximity, 268
Psychological testing, 152
Public laws, 298
Published data, 72
Pure research, 12
Purpose nondisclosure, 128
Purpose of source, 284
Purpose of studies
  disguising, 362–364
  nondisclosure of, 128
Purposive sampling, 201

Q

Q-analysis, 641
Qualifications, researcher, 103–104
Qualitative techniques, 151–152
  exploratory studies, 151–152
  secondary data analysis, 152–153
Quartile deviation, 476
Quasi-experiment, 443
Question transformation, 389
Questionnaire length, 342
Questions; *see also* Research questions
  branched, 384
  buffer, 385
  content of, 364–369
  crystallization of, 146–147
  dichotomous, 377
  disguised, 362
  double-barreled, 366
  filter, 367
  free-response, 375
  ill-defined, 80
  investigative questions, 75–76, 359
  leading, 368
  management; *see* Management questions
  measurement; *see* Measurement questions
  multiple, 366
  multiple-choice, 376, 379
  open-ended, 373–375
  ranking, 379–380
  rating, 379
  sequencing of, 384–386, 389–390
  sources of existing, 380–382
  unresearchable questions, 80
  wording of, 369–370
Quota matrix, 430
Quota sampling, 201

R

r
  assumptions of, 574
  computation and testing of, 574–577
  testing significance of, 576–577
R-charts, 499–501
Ramada Demonstrates Its Personal Best (case), 748–750
Random assignment, 166, 430
Random dialing procedures, 332
Random numbers table, 829
Random samples, 185, 193, 204
Random selection, 183
Randomization, 168
Randomized block design, 440–441
Range, 475

Scanned with CamScanner

Rank condition, 628
Rank ordering, 381
Ranking question, 376, 379
Ranking scale, 251, 257–260
  examples of, 258
Ranking strategy, 379
Rapport, 387
Rasch models, 269
Rathje, William, 417
Rating questions, 376, 379, 381
Rating scales, 251, 253–256
  alternative scales, 253–256
  errors of, 256–257
  examples of, 252–256
  multiple choice, multiple-response scale, 253
  multiple choice, single-response scale, 253
  number of scale points, 252–253
  sample of, 254–255
Ratio data, 223, 228–229
Rationalism, 33–34
Reactivity response, 415, 434
Readability indexes, 671
Reasoning process, 36–40
  deduction and, 36–37
  double movement of reflective thought and, 38–40
  induction and, 37–38
  scientific method and, 40
Recall, 367
Recency effect, 378
Reciprocal relationship, 165–166
Recommendations in report, 665
Record, 471
Record analysis, 402, 404
Recording interviews, 331
Reference sources, printed and electronic resource title list, 768–780
Referential units, 461
Reflective thought, 38; *see also* Thought process
  scientific method and, 40
Refusal rate, 336
Region of acceptance, 527
Region of rejection, 527
Regression analysis, as compared to bivariate linear correlations, 580
Regression coefficients, 581
  intercept, 581
  slope, 581
Regression line, 585
Relational hypothesis, 51, 569
Relationship between variables; *see* Measures of association
Relevant criterion, 233
Reliability, 231, 236–240
  equivalence and, 238–239
  estimates of, 237
  improving, 239–240
  internal consistency and, 239
  stability and, 238
  summary of, 237
Repeat-measures ANOVA, 554
Replication, 427
Reporting study, 10
Reports
  components of, 660–665
    appendixes, 665
    bibliography, 665, 667
    conclusions, 665
    findings, 664
    introduction, 662–663
    methodology, 663–664
    prefatory items, 660–662
  long reports, 659–660
  oral presentations, 692–699
    audiovisuals (AV), 697–699
    delivery, 696–697
    physical characteristics for, 696–697
    preparation, 693–696
    speaker problems, 696–697
    vocal characteristics for, 696
  presentation of statistics in, 685–692
    control charts, 498–503
    graphics, 686–692
    semitabular presentation, 685
    tabular presentation, 685–686
    text presentation, 685
  process of writing, 665–672
    presentation considerations, 672–673
    prewriting concerns, 665–667
    writing the draft, 667–670
  sample term project, 803–810
  short reports, 658–659
  written, 658–660
    components of, 660–665
    long reports, 659–660
    process for creating, 665–672
    short reports, 658–659
Representation, sampling and, 183–184
Request for application (RFA), 788
Request for information (RFI), 789
Request for proposal (RFP), 97, 100, 112, 347, 788–790; *see also* Proposals
  conclusion, 790
  contracts and license, 790
  effectiveness of, 788–789
  management section, 790
  organization and content of, 789–790
  pricing section, 790
  proposal administration, 789
  sample external proposal, 791–802
  summary statement, 789
  technical section, 790
Request for recommendation (RFR), 788
Research; *see also* Business research
  applied vs. basic, 12–13
  defined, 5, 7
  definitions used in, 45–47
  good research, defined, 14–19
  management safeguards for, 23–24
  as problem-solving based, 12–14
  reasons for studying, 5–7
  scientific method and, 14–19
  solving management problems using, 5–7
    case examples, 7–9
    management dilemmas, 9
    types of studies, 10–12
  styles of thinking and, 32–36
  theory and, 54–55
  trends in, 23–24
  types of studies, 10–12
  value of acquiring skills in, 19–20
  valuing information gained from, 83–84
  variables used in, 47
  when to avoid, 22–23
Research companies, 20
Research design, 81, 102, 146, 663; *see also* Instrument design strategy
  causal studies and, 162–170
    causal relationship, 165–166
    concept of causation, 163–164
    testing causal hypotheses, 166–168
  classification of, 146–151
  cluster sampling, 196–198
  defining, 146
  descriptive studies, 161–162
  descriptors of, 149
  exploratory studies and, 151–152
    experience survey, 153–155
    focus groups, 155–157
    qualitative techniques, 151–152
    secondary data analysis, 152–153
    two-stage design, 160
Research environment, 150
Research information, valuing of, 83–84
Research objectives, 101, 662; *see also* Objectives
Research process, 64–65
  analysis and interpretation in, 87–88
  data analysis and, 487
  data collection in, 87
  designing the study, 81
  ethical issues; *see* Ethics in business research
  exploration in, 72–76
    investigation questions, 75–76
    measurement questions, 76
    research question, 73–74
  hypothesis testing and, 521–522
  management dilemma and, 66
  management-research question hierarchy, 66–76

Scanned with CamScanner

Research process—*Cont.*
observation and, 401
pilot testing in, 86–87
problems encountered in, 79–80
reporting the results of, 88
resource allocation and budgets in, 82–83
sampling design in, 82
sequential diagram of, 65
Research proposal; *see* Proposals
Research questions, 357; *see also* Questions
case example of, 76–78
crystallization of, 146–147
disguising the purpose of, 362–364
exploration and, 73–74
fine-tuning, 74–75
formulation of, 67–69
instrument design strategy and, 361–362, 382
management questions and, 69–70
Research reports; *see also* Reports
executive summary, 88
implementation strategies, 88
overview of research, 88
technical appendix, 88
Research skills, 19–20
Research variable, 10
Researcher
control of variables, 149
errors and, 230
ethical responsibility of, 130–131
qualifications of, 103–104
Researcher isolation, 22
Researcher pretesting, 390
Residual, 585
Resistance, 492
Resistant statistics, 492
Resources
allocation of, 82–83
specifying need for, 107
Respondent errors, 229
Respondent-initiated error, 333
Respondents; *see* Participants
Response, defined, 167
Response error, 333
Response form, 251
Response strategies
characteristics of, 381
examples of, 376–380
illustration of, 376–380
situational determinants of, 373–375
sources of existing questions, 380–382
Retailers Unhappy with Displays from Manufacturers (case), 750–751
Right to privacy, 125–126, 134
Right to quality, 129
Right to safety, 130
Robots (spiders), 292–293
Roosevelt, Franklin D., 181
Rotation, 637
Rubbergate (case), 751–752
Rule-of-thumb budgeting, 82
Runs, 502

S

S-charts, 499, 502
S-stress, 645
Safety of team members, 130
Sample, data mining, 307
Sample size, 209
Sample statistics, 186
Samples, 82
types and size of, 190–191, 209
Sampling, 179–203
census compared to, 181
designing a process for, 82
event, 413
nature of, 179–184
nonprobability, 183–184, 198–203
methods of, 200–201
practical considerations, 200
probability, 183
cluster, 196–198
comparison of types of, 199
cost of, 191–192
double, 198
parameters for, 186–187
proportionate vs. disproportionate, 195
relevant population for, 186
sampling frame, 188–189
size of sample, 190–191
steps in designing, 184
stratified, 193–195
systematic, 192–193
types of sample, 190
random sample, 193
reasons for, 179–181
techniques for, 182–184
time, 413
validity of, 181–182
Sampling design, 82, 663
steps in, 184
types of, 182–184
Sampling error, 181–182
Sampling frame, 188–189
Scales
arbitrary, 260–261
consensus, 261–262
cumulative, 263–264
factor, 264–266
item analysis, 262–263
ranking, 257–260
rating, 252–257
Scaling
advanced techniques, 268–269
construction techniques, 252, 260–267
advanced techniques, 268–269
arbitrary scales, 252
consensus scaling, 252
cumulative scales, 252
factoring and, 252
item analysis, 252
defined, 250
multidimensional, 251, 268, 613, 643–646
response form, 251
response methods, 252–260
categorization, 251
ranking scales, 257–260
rating scales, 252–257
scale selection, 250–252
Scalogram, 263
Scanners, 347
Scatterplots, 571–574
Schedule for research project, 106
Scientific attitude, 40–41
Scientific method, 33, 35
characteristics of, 14–19
adequate analysis, 17
conclusions justified, 17
defined purpose, 14–15
design planned, 16
ethical standards of, 16–17
findings presented unambiguously, 17
limitations revealed, 17
process detailed, 16
researcher's experience reflected, 17–19
empiricism and, 35
good research and, 14
reflective thought and, 40
Scope, 284
Screen question, 367
Screening procedures, 188
Search engines, 291–293
Search query, 288
Search statement, 288
Searching; *see* Database searching
Secondary data, 87, 152
analysis by qualitative techniques, 152–153
research process and, 280–281
Secondary literature, 282
Secondary sources, 282
Selection, and internal validity, 433
Selective perception, 32
Self-administered questionnaire, 339
Self-administered surveys, 339–346
advantages and disadvantages of, 324
anonymity, 341
consideration for, 341
costs, 341
future trends in, 345–346
improving returns, 342–343
mail surveys, 339–340
maximizing mail surveys, 344–345

Scanned with CamScanner

nonresponse error, 342–343
sample accessibility, 341
software programs for, 345
topic coverage, 341
Self-evident truth, 33–34
Self-selected experimental group design, 444
Semantic differential scales, 253–254, 265
adapting to management questions, 267
Semantic space, 253
Semi-experiment, 443
Semitabular presentation, 685
Sensitive information, 369
Sentence outline, 666
Separate sample pretest-post-test design, 444
Sequence-based analysis, 305, 307
Sequencing of questions, 384–386, 389–390
Sequential sampling, 198
The Seven Habits of Highly Successful People (Covey), 35
Shared vocabulary issues, 370–371
Shewhart, Walter, 498
Short reports, 658–659
The Sign of the Four (Doyle), 36
Sign test, 812
Significance tests, 225, 530–556
how to select, 532–534
k independent samples tests, 546–549
a priori contrasts, 549
exploring findings with two-way ANOVA, 552–553
multiple comparison tests, 550–551
nonparametric tests, 554
parametric tests, 546–549
k related samples case, 554–556
nonparametric tests, 556
parametric tests, 554–556
one-sample tests, 534–538
chi-square test, 536–538
nonparametric tests, 536
parametric tests, 535–536
two independent samples tests, 538–542
nonparametric tests, 540–542
parametric tests, 538–540
two related samples, 542–546
nonparametric tests, 546
parametric tests, 543–544
types of, 531–532
Simple category scale, 253–254
Simple cluster sampling, 198
Simple observation, 409
Simple random sample, 184, 199
Simulation models, 55
Simulations, 150
Single dimension, 457
Situational factors
as error sources, 230
response strategies, 373–375
Size of sample, 209
Skewness, 472, 476
Skip instructions, 390
Skip patterns, 390
Slides, 698
Slope, 581
Small-scale studies/proposals, 98, 100, 112
Smith, Hyrum, 35
Snowball sampling, 202–203
Society of Competitive Intelligence Professionals, 133
Society for Human Resource Management, 133
Solicited proposal, 100
Somer's *d*, 596, 599
Source evaluation, 284
audience, 286–287
authority of source, 284–286
format, 287
purpose of source, 284–285
scope of source, 284–286
Spatial relationships, 405
Speaker problems, 696–697
Spearman-Brown correction formula, 239
Spearman's rho, 596, 599
Specification error, 625
Split-ballot technique, 378
Split-half technique, 237, 239
Sponsor nondisclosure, 128
Sponsors
confidentiality rights of, 128
ethics of, 128–130
research proposals and, 96–97
right to quality research, 129
Spread-and-level plots, 497
Spreadsheets, 471, 486
Stability, 238
Standard deviation, 475
Standard error of estimate, 182
Standard error of the mean, 203, 205, 526
Standard normal distribution, 473
Standard score (*Z score*), 496
Standardized coefficients, 614
Stapel scale, 255–256
State Farm: Dangerous Intersections on the Road to Loss Prevention (case), 752–755
Statement of intent, 96
Static group comparison, 436–437
Static models, 55
Statistical Abstract of the United States, 283, 298–299
Statistical algorithms, 463
Statistical packages, 509
Statistical process control (SPC), 498
Statistical regression, and internal validity, 433
Statistical significance; *see also* Significance tests
hypothesis testing and, 521–523; *see also* Hypothesis testing
Statistical studies, 150
Statistical tables, 818–829
area of standard normal distribution, 819
critical values of chi-square distribution, 821
critical values of *D*
in the Kolmogorov-Smirnov one-sample test, 823
in the Kolmogorov-Smirnov two-samples test for large samples, 825
critical values of *F* for alpha =.05, 828
critical values of *KD* in the Kolmogorov-Smirnov two-samples test for small samples, 824
critical values of *T*
for given probability levels, 820
in the Wilcoxon matched-pairs test, 822
critical values of *U* in the Mann-Whitney Test, 826–827
random numbers, 829
Statistical testing procedures, 529
Statistics
Bayesian, 521
classical statistics, 521
descriptive statistics, 455, 474
inferential statistics, 520
nonresistant statistics, 493
presenting in reports, 685–692
control charts, 499–503
graphic elements, 686–692
semitabular presentation, 685
tabular presentation, 685–686
text presentation, 685
resistant statistics, 492
sample statistics, 186
Stem-and-leaf displays, 491–492
Stemming, 463
Stepwise selection, 615
Stimulus, defined, 167
Stimulus-response relationships, 166–167
Stratified random sampling, 193–195, 199
disproportionate, 195
proportionate, 195
Street ethnography, 152
Stress index, 645
Strictly confirmatory approach, 624
Structural equation model (SEM), 623–624
The Structure of Scientific Revolutions (Kuhn), 41
Structured questions, 362
Structured response, 373
Sturgel Division (case), 755–757
Subjective space, 644
Subjects' perceptions, 151
Subjects in research studies; *see* Participants

Scanned with CamScanner

Substitution, 333
Successive intervals, 260
Sum-of-squares, 622
Summated rating scale, 253
Survey, 319
Survey methods
  informed consent for, 124
  outsourcing of, 347
  personal interviews, 323–335
    problems with, 332–335
    requirements for success, 326–327
    techniques for, 326–332
  selecting, 346–347
  self-administered surveys, 339–346
    future trends in, 345–346
    improving returns, 342–343
    mail surveys, 339–340
    maximizing mail surveys, 344–345
  telephone interviews, 335–339
    advantages and disadvantages of, 335–337
    future trends in, 338–339
Survey Research Center, University of Michigan, 335
Survey sponsorship, 342
Symmetrical relationship, 165–166
Syntactical units, 461
Systematic observation, 409
Systematic sampling, 192–193, 199
Systematic variance, 181

T

t distribution, 535
T-Shirt Designs (case), 760–762
t-test, 535, 588–589
Table-based analysis, 508–510
Table of contents in reports, 662
Tables; *see also* Statistical tables
  contingency, 506
  frequency, 488
Tabular presentation, 685–686
Target questions, 362
Task budgeting, 83
Tau, 595
Tau *b*, 599
Tau *c*, 599
Team members, ethical responsibility for, 130–131
Technical appendix, 88
Technical report, 659
Telecommunications Act (1996), 337
Telephone focus groups, 156–157
Telephone interviews, 335–339
  advantages and disadvantages of, 324, 335–337
  evaluation of, 335–338
  future trends in, 338–339
  trends in, 338–339
Tertiary sources, 282–283
Test-retest, 237–239
Test unit, 439
Testing; *see also* Hypothesis testing
  causal hypotheses, 166–168
  delayed equivalent, 239
  goodness of fit, 588–591
  internal validity and, 433
  pilot, 86, 431–432
  pretesting, 86, 377, 388–391, 431
Text presentation of statistics, 685
Thematic units, 461
Theory, 54–55
  components and connections, 41–55
  defined, 54
  research and, 54–55
Thought process
  deduction, 36–37
  double movement of reflective thought and, 38–40
  induction and, 37–38
  reasoning process and, 36–40
  scientific method, 40
  styles of, 32–36
3-D graphics, 692
Thurstone scale, 261
Thurstone's Law of Comparative Judgment, 226
Time issues, research design and, 238
Time sampling, 413
Title page in reports, 661–662
Tone of writing, 672
Topic outline, 666
Topic sensitivity, 238
Topical scope, 150
Total Design Method (TDM), 343
Total Quality Management (TQM), 79, 498
Training of interviewers, 331–332
Transformation, 496–498
Treatment (factor), 547
Treatment levels, 428
Tree models, 305–306
Trend-watching, 460
Trends, 502; *see also* Future trends
Trials (repeated measurements), 554
Troubleshooting, 70
True experimental designs, 437
Two independent samples tests, 538–542
  nonparametric tests, 540–542
  parametric tests, 538–540
Two related samples, 542–546
  nonparametric tests, 546
  parametric tests, 543–544
Two-stage design, 160
Two-tailed test, 524
Two-way ANOVA, 552–553
Type I error, 525–527
Type II error, 525, 527–529

U

U-chart, 499
Unexpected change parameter, 629
Unidimensional scale, 251
U.S. Bureau of the Census, 299
U.S. Code, 298
U.S. Government Manual, 297
Universal Product Code (UPC), 469
Unobtrusive measures, 413, 415–417
Unresearchable questions, 80
Unrestricted sample, 184
Unsolicited proposal, 100
Unstructured questions, 362
Unstructured response, 373
Unsupported assumptions, 371
Untested opinion, 33–34
Upper control limit (UCL), 499
Utility scores (part-worths), 631

V

Validity, 231–236
  construct, 234–236
  content validity, 231–233
  criterion-related, 233–234
  in experimentation, 432–435
    external, 434–435
    internal, 432–433
  pretesting and, 390
  of samples, 181–182
Valuation of research information, 83–84
Value assessment
  methods for, 83–84
  research information, 83–84
Variability, 475
Variables, 41, 47–50
  continuous, 47
  control, 49
  correlation between, 234
  dependent, 47
  dichotomous, 47
  discrete, 47
  dummy, 614
  extraneous, 48–49
  independent, 47
  intervening, 49–50
  moderating, 48
  researcher control of, 149
  selection for experiments, 427–428
Variables data, 499
Variance, 475
Vector, 625
Videoconferencing focus groups, 157
Violence on TV (case), 762–763
Visual aids, 697
Voice mail, 338–339
Voice recognition, 468

Scanned with CamScanner

W

Waste Paper (case), 764
Web-based questionnaire, 345
Web search engines, 291–292
Weighting, 332–333
Whiteboards, 697
Wilcoxon matched-pairs test, 812–813
Within-group variance, 547
Wording of questions, 369–370
Work plan, 96
Workload Ratings (case), 765
World Wide Web, 290–293
  bibliographic search vs., 291
  evaluation as information sources, 285
  general business research sites, 296
  government information and, 295–300
  information sources and searches, 290–295
  known-item searches, 294
  as research venue, 340
  search engines, 291–292
  search process, 290–293
  selection of search engine or directory, 291–293
  specific information on, 294–295
  what searches, 295
  where searches, 294–295
  who searches, 294
Written research report, 658–660
  components of, 660–665
    appendixes, 665
    bibliography, 665, 667
    conclusions, 665
    findings, 664
    introduction, 662–663
    methodology, 663–664
    prefatory items, 660–662
  long reports, 659–660
  process of writing, 665–672
    presentation considerations, 672–673
    prewriting concerns, 665–667
    writing the draft, 667–670
  sample term project, 803–810
  short reports, 658–659

X

X-bar charts, 499, 501–502
X-variables, 625, 627
Xerox Abuses (case), 765–766

Y

Y-variables, 625, 627
Yates' correction for continuity, 541

Z

Z distribution, 535
Z matrix, 260
Z score, 496
Z test, 538
Z value, 530

Scanned with CamScanner