Lecture Guide

for

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*Marketing Research Principles 2e*

- 596 Slides
- Written by the textbook authors
- Use as flash cards for terminology & concept review
- Use for notes during instructor lectures
- Affordable: $7.95
- See following sample slides

**Elements of Experimental Design**

- Dependent variable
- Independent variable
- Treatment
- Subjects
- Validity
- Internal validity
- External validity

Sample Pages Follow
Figure 3.9
Open Access Sources of Secondary Data

- Government Sources
- Blogs & Social Media
- Website Analytics
- Independent Websites
**Figure 4.8**
Factors Influencing the Choice of In-Depth Interview vs. Focus Group

<table>
<thead>
<tr>
<th>Use In-depth Interviews when:</th>
<th>Use Focus Groups when:</th>
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<tbody>
<tr>
<td>• Research questions are directly related to specific respondent</td>
<td>• Research questions seek to explore disparate views via consensus or debate.</td>
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<td>segments and individual behavior.</td>
<td>• Group dynamics are helpful in discovering information.</td>
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<td>• In-depth interviews reach the population of interest easier</td>
<td>• Topics are broad, and participants need help generating or sharing ideas.</td>
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<td>(such as in the case of small, geographically dispersed</td>
<td>• Participant interaction is desired and helpful in stimulating discussion and</td>
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<td>populations).</td>
<td>discovering underlying issues.</td>
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<td>• The cost-benefit ratio favors in-depth interviews.</td>
<td>• Teamwork is desired.</td>
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<td>• Group think / group dynamics might be a problem.</td>
<td>• Exploring common trends.</td>
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<td>• Usability testing of a device or process is sought.</td>
<td>• When client interaction is desirable.</td>
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<td>• Subject matter is highly sensitive.</td>
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