

Lecture 1

What is business research?

- Business research is systematic, various process behind how we breakdown a research question and answer it in order to allow businesses to make decisions
- Businesses are linked to consumers, customers, stakeholders, public regulatory bodies via information
- Need to investigate, analyze and make sense of all the information coming in

Why business research methods?

- Use on daily basis
- Manager ask to do business research
- Buy research services, know how to evaluate their work
- Want a career in research

Applied vs Pure Research

Pure Research

- Research aimed at solving perplex problems
- After understanding a phenomenon, apply it outside of research settings
- Inherent value: furthering human knowledge

Applied Research

- Research that has a very specific problem to fix in the shorter to medium term
- Very problem focused, something specific needs to be found and decided on
- Inherent value: supporting that decision/fixing that short-term problem

Applied research in action

- Four stages:
 1. Diagnoses and assess the problems and opportunities
 2. Selecting the types of features
 3. Evaluation for the action
 4. Identify problems and opportunities

When research goes wrong

- Incorrect research problem
- Incorrect or incomplete research method
- Incorrect analysis interpretation of the data
- Inexecutable solution

Lecture 7

Data Collection Method

- How are you going to get data from respondents?

Communication

- Questioning respondent for information (survey research, interviews)

Observation

- Purely based on observing

Criteria for comparison

1. Versatility

Communication	Observation
Able to collect lots of data on multiple topics	Limited on internal data
Get data that is internal to respondents	Able to capture external data well

2. Speed and Cost

Communication	Observation
Has greater speed	Can be faster and cost less
Don't have to wait for event to happen	Have to wait for event to happen

3. Objectivity and Accuracy

Communication	Observation
Respondents may be unwilling/unable to provide data	More accurate and objective
Interviewer bias	Researcher may not be consistent in translating what is observed

Categorization of Communication Methods

- Structured vs unstructured (whether the questions are standard)
- Undisguised vs disguised (do respondent understand the aim of research)
- Method of administration (how it will be administered)

There is no best method, It all depends on your research question and data

Survey Research

- Most appropriate when the respondents are uniquely qualified to provide the desired information
- Getting data across all of the variables

Advantages	Disadvantages
Versatile	Rely on respondents
Diverse modes available	Respondents have biases, no knowledge
Efficient and economical	Respondents interpret questions differently

Types of Survey Administration

Personal Interviewing

Advantages	Disadvantages
Able to clarify things	Interview bias
Get the maximum amount of minutes	Expensive
Can pre-screen data	Safety concerns

Telephone interviewing

Advantages	Disadvantages
Relatively quick, moderate cost	Limited length of interview
Wide coverage	Can't use visual stimuli
No face-to-face contact	Representative samples are hard to obtain

Mail survey

Advantages	Disadvantages
Geographic flexibility, lower cost	Non-response
At respondent's convenience	Illiteracy level
High level of anonymity	Interviewer can't clarify

Internet & Mobile Device Survey

Advantages	Disadvantages
Widespread geographically	Unable to identify potential respondents
Incorporate a wide range of different formats	Reluctance to respond due to security reason
Anonymity	Low response rate

Three types of control that determines the appropriate survey mode

Sampling control

- Ability to know that the person you are talking to is the person you want to sample

Information control

- The quality of the information you need

Administrative control

- The time and cost of administering

No right or wrong mode, depends on how much control you need

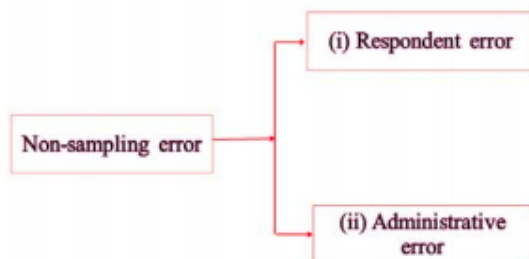
Increasing response rates

- Cover letter/Personalized situation
- Incentives
- Interesting Question
- Follow-ups

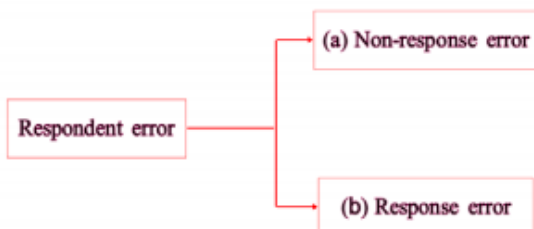
Random Sampling Error

- Statistical fluctuation that occur because of random samples

Systematic Error



Respondent Error



Non-Response Error

- What the difference would have been if everyone answered the survey from the people who did answer the survey

- Error occurs when the people who respond are fundamentally different from the people who didn't respond
- Self-selection bias

Response Error/Bias

- Respondents unconsciously/consciously makes mistakes

Response Bias	Definition
Acquiescence Bias	Tendency to agree to all or most of the questions in the survey
Extremity Bias	Tendency to pick the most extreme choice when responding
Interviewer Bias	Presence of interviewer impacts
Auspices Bias	Influenced by the organization asking
Social Desirability Bias	To gain prestige in a different social role

Administrative Error

- Researchers makes mistakes

Response Bias	Definition
Data-Processing Bias	Incorrect data entry
Sample Selection Bias	Improper sampling procedure
Interviewer Bias	Interviewer fails to record responses correctly
Interviewer Cheating	Interviewer filling in fake answers on questionnaire