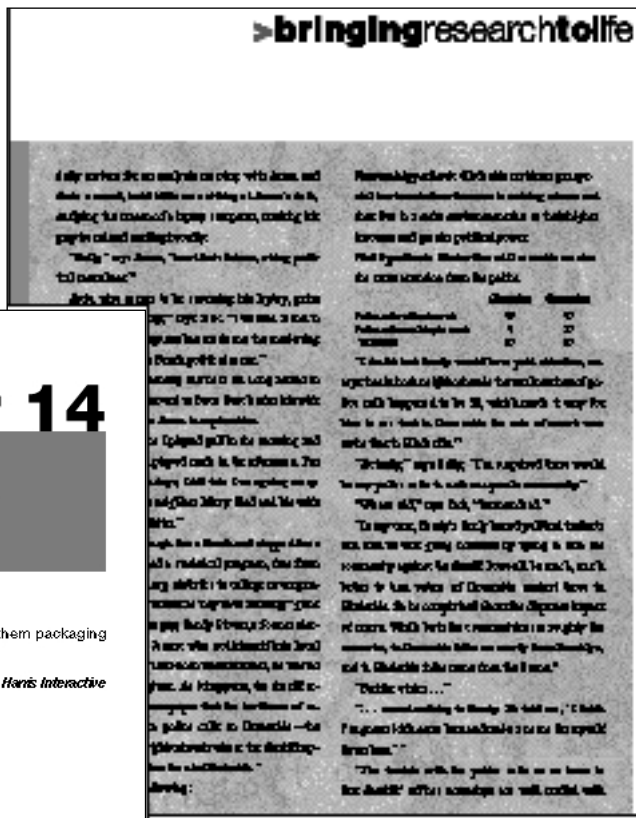


Walkthrough

Bringing Research to Life reveals research in the trenches.

Much of research activity isn't obvious or visible. These opening vignettes are designed to take the student behind the door marked RESEARCH. Through the activities of the principals at Henry & Associates, students learn about research projects, many that were revealed to the authors *off the record*. The characters and names of companies are fictional, but the research activities they describe are real—and happening behind the scenes in hundreds of firms every day.



>chapter 14

Questionnaires and Instruments

“By using the Internet, you can show consumers pictures, show them packaging and even play videos.”

Gordon Black, founder, Harris Interactive

>learning objectives

After reading this chapter, you should understand . . .

1. The link forged between the management dilemma and the communication instrument by the management-research question hierarchy.
2. The influence of the communication method on instrument design.
3. The three general classes of information and what each contributes to the instrument.
4. The influence of question content, question wording, response strategy, and preliminary analysis planning on question construction.
5. Each of the numerous question design issues influencing instrument quality, reliability, and validity.
6. Sources for measurement questions.
7. The importance of pretesting questions and instruments.

Learning Objectives serve as memory flags.

Learning objectives serve as a road map as students start their journey into the chapter. Read first, these objectives subconsciously encourage students to seek relevant material, definitions, and exhibits.

Special tools for today's visual learner.

A transformation is taking place in many of our classrooms. During the last decade, more and more of our students have become visual—not verbal—learners. Verbal learners learn primarily from reading text. Visual learners need pictures, diagrams, and graphs to clarify and reinforce what the text relates.

Integrated research process exhibits reveal a rich and complex process in an understandable way.

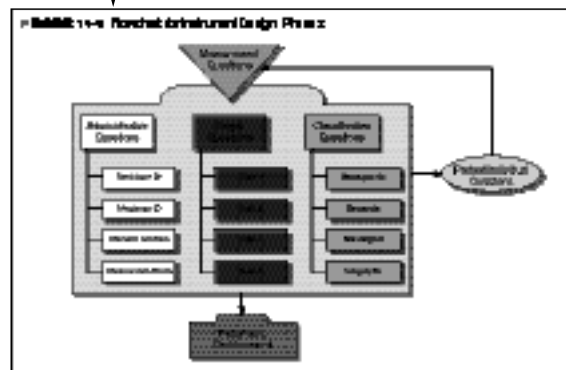
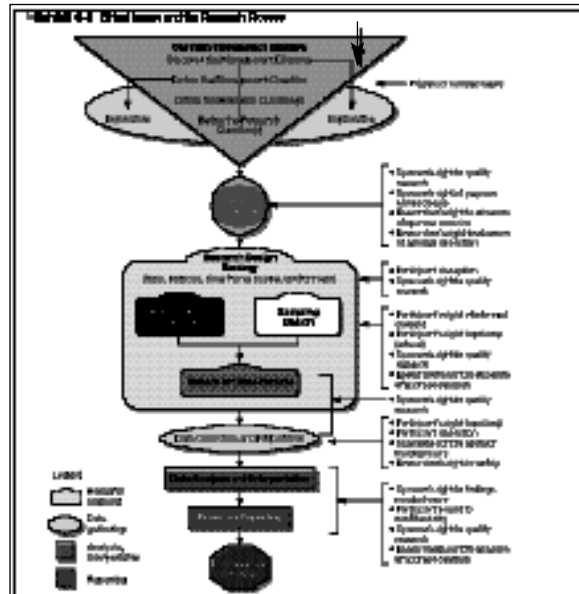
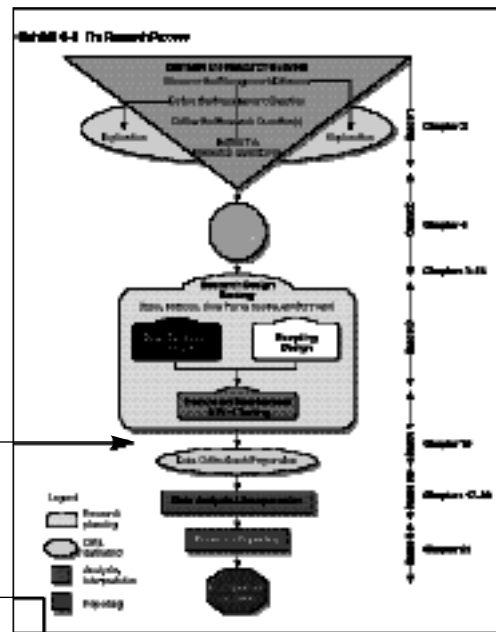
Every textbook has exhibits. We use these tables and line drawings to bring key concepts to life and make complex concepts more understandable.

Within our array of exhibits is a very special series of **31 fully integrated research process exhibits**. Each exhibit in this series shares symbols, shapes, and colors with others in the series.

Exhibit 3-1 is the overview exhibit of the research process, to which all other exhibits related to the process will link.

Subsequent exhibits (like this one for survey design) show more detail in a part of this process.


Another exhibit in the series might layer the main process exhibit with additional information (like this exhibit from the ethics chapter).



You'll find more than 300 exhibits within this text to aid student understanding.

Some topics deserve more attention—
with their own chapter!

Ethical issues get the attention they deserve.

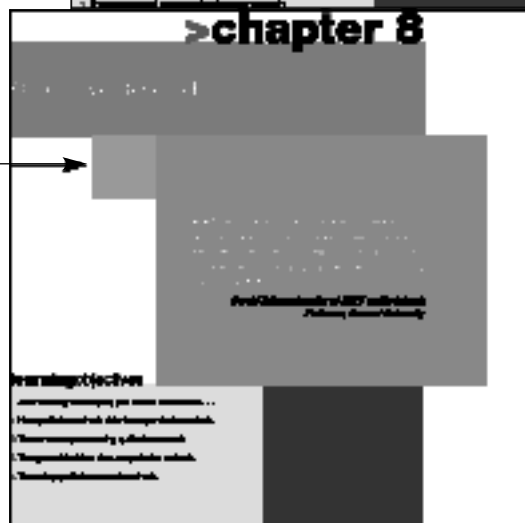
ethical  issues Ethical issues abound in business research but may go unnoticed by students who need a framework to discuss and understand these issues. We devote a chapter to building that framework. Then in subsequent chapters we highlight when an ethical issue might be present with a special icon.

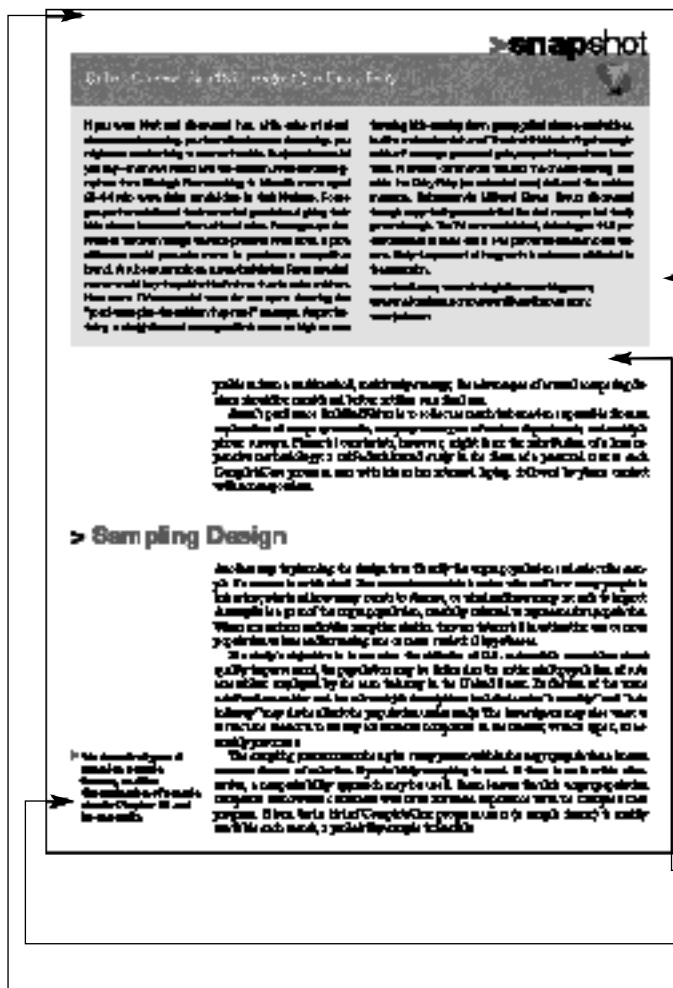
Help in moving from management dilemma to research design.

This is where talented people can steer research in the wrong direction. We devote a chapter to this difficult phase of research planning. And we introduce the student to a methodology for making the right decisions more often.

Qualitative research steps out from the background.

Researchers increasingly admit that quantitative research can't reveal all they need to know to make smart business decisions. In a special chapter, we capture the best of the current qualitative methods and reveal where and how they are used. Your students should know the qualitative methods beyond the perennial favorite—the focus group.






Students learn by and deserve the best examples. **Snapshots are research examples from the researcher's perspective.**

Snapshots are like mini-cases: They help a student understand a concept in the text by giving a current example. As mini-cases they are perfect for lively class discussion. Each one focuses on a particular part of the research process as it applies to a particular firm and project. You'll find more than 60 of these timely research examples throughout the text, several in each chapter, some from well-known companies but many from research firms that until now you've had no reason to get to know.

Web addresses speed secondary data searches for additional information on an example.

Margin notes reinforce and link the text discussion to prior or subsequent material.

Icons help students link parts of a richer, more complex example, told over a series of chapters.

 Some examples are so rich in detail that one Snapshot or exhibit just isn't sufficient. MindWriter is a computer laptop manufacturer that prides itself on customer service, especially when it comes to laptop repair at its CompleteCare center. Each time you see this icon in the text, you'll be learning more about the customer satisfaction research that Henry & Associates is doing.

Two award-winning research programs appear in several chapters, on the student CD, and on video.

Covering Kids Research Program



Lexus SC 430 Research Program



Other award-winning examples appear throughout the text.

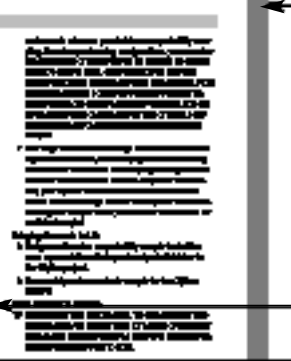
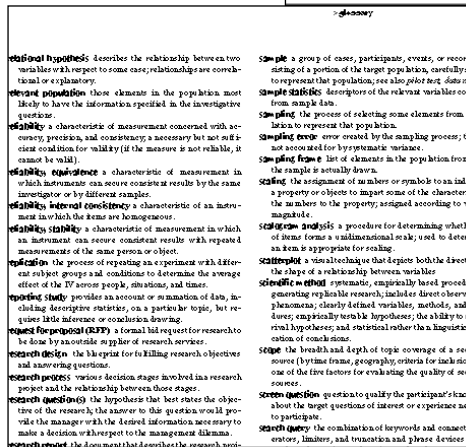
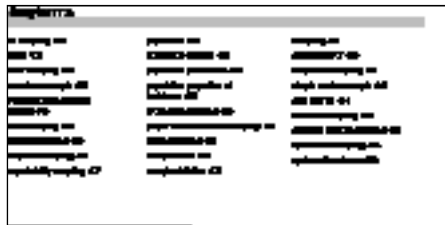
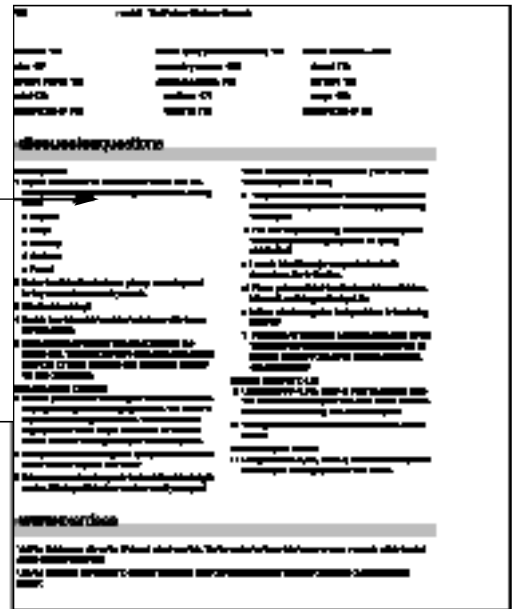
Watch for this icon to recognize these examples.

Learning aids cement the concepts.

Discussion questions and Web exercises that go one step further.

Four types of discussion questions reveal differing levels of understanding—from knowing a definition to applying a concept.

The Web exercise asks students to search on the Web for something that they might need to do if they were acting the role of researcher.



Key terms indexed at the end of the chapter and defined in the

Glossary reinforce the importance of learning the language of research.

Supplements offer the tools students and faculty ask for . . . and more.

On the CD, students will find everything from cases and data sets to a directory of business information sources (with Web links), a research proposal, a sample student project, and supplemental material for many chapters.

Forty-eight cases are on the CD, from one-page focused cases to full-coverage, comprehensive cases. Four new video cases, filmed especially for this text, feature award-winning research programs and award-winning products and companies. You'll find 15 full-size written cases providing an intensive look at some noteworthy research written especially to reveal the concepts in this text—12 of these are so new they reflect ongoing research programs or those conducted within the year before publication.

