Discussion Questions

Chapter One:

1. What are the benefits that an AIDS Awareness organization might gain from conducting marketing research?
2. What aspects of the marketing mix could an organization a local youth sports league research?
3. What marketing myths are common among nonprofits and why do you think this is so?
4. Do you believe these myths are false? Why or why not?
5. Provide a definition of marketing research that would make sense to a manager of a small community dance company.
6. Why is collecting data not the end of the research process?
7. Why do nonprofit organizations need information and knowledge?
8. Describe the critical thinking process that a local animal shelter might go through when confronting the problem of a lack of volunteers.
9. How can conducting unethical research hurt the nonprofit organization and not just the participants?
10. Why is conducting cross cultural research even more challenging?

Chapter Two:

1. Why is it important that an organization follow all the steps in the research process?
2. What are five research questions that an organization promoting literacy could use to improve their services?
3. What is the difference between primary and secondary data?
4. Could an organization use both a qualitative and quantitative research approach? How?
5. What research methodology would you recommend to a college sorority researching why membership is declining?

6. Should an organization wanting to learn what hours their office should be open use in-depth or intercept interviews? Why?

7. Why does a moderator use probing questions during a focus group?

8. Give an example of how a university could use observational research to learn more about its students.

9. What is the difference between the analysis of qualitative and quantitative data?

10. What is the advantage of providing information through an oral presentation?

**Chapter Three:**

1. Define culture in terms that a manager of a local community theatre league could understand.

2. What additional research questions might need to be asked by the community theatre league if it was conducting research on how to attract members of a minority group to performances?

3. How would ethnocentrism negatively affect how research is conducted?

4. How should translation be used in the research process?

5. Why should researchers understand the Hofstede model of cultural dimensions?

6. Explain the concept of power distance.

7. Give examples that demonstrate why the United States is listed first among countries for exhibiting individualist behavior.

8. Why do some research methodologies not work well with people from a country that exhibits strong uncertainty avoidance?

9. How could the issue of masculine versus feminine behavior affect the research process?

10. Why do prejudicial attitudes make research impossible?

**Chapter Four:**
1. Why is formulating the research question the most important step in the research process?
2. What role does internal research play in writing the research question?
3. What sources of internal data would a small art gallery have available?
4. What personnel should be interviewed?
5. What are the criteria for determining if a research question is well written?
6. Explain to social service organization that provides transitional housing why it should take the time to write a research proposal.
7. How much detail can the section on research methodology provide at this stage in the research process?
8. Why is including a timeline in the research proposal helpful?
9. What type of organization would have an internal marketing research department?
10. What type of external research provider would be appropriate for an organization wanting to find out why their season ticket sales are declining among young people?

Chapter Five:

1. Why should an organization conduct secondary research?
2. Give an example of how conducting secondary research could assist an organization in the design of a survey questionnaire.
3. Why is it more difficult to determine if secondary data found online should be used?
4. For what type of research question would older secondary data be useful?
5. How could an arts education program that serves high school students use secondary research to find opportunities and threats?
6. How can an organization research their competitors?
7. What are the best sources of quantitative secondary data?
8. Where could an organization researching the recreational needs of seniors find qualitative secondary data?
9. Why is using only a search engine ineffective when conducting marketing research?

10. Describe an online search strategy using key words for an organization researching new trends in pet adoption?

Chapter Six:

1. Why will research fail if the wrong participants are chosen?
2. For what types of research methodologies are geographic characteristics important?
3. Why would product knowledge be important when conducting research on the question of motivation for attending ballet performances?
4. What are arguments for and against using incentives to motivation participation?
5. Since convenience is the simplest method of finding participants, why shouldn’t it always be used?
6. Describe how snowball sampling could be used to find participants for a study on motivating low income parents to enroll their children in tutoring programs?
7. When using purposive sampling kind of lists of potential participants could be found for a study on what people expect when the visit a historical house museum?
8. Why can’t a survey using a sample determine with 100% certainty whether a hypothesis is true?
9. Why would a college that attracts both young and adult students use systematic sampling when conducting a survey on desired course times?
10. Explain to a colleague why a statistical valid sample can be conducted even without knowledge of how statistics work.

Chapter Seven:

1. How is a focus group different from a discussion group?
2. For what kind of research questions would a community organization that provides grants to aspiring artists use focus groups?

3. Why should a meeting between the researchers and management be held as part of the focus group preparation process?

4. How can the focus group facility affect the success of a focus group?

5. How could a moderator build rapport when starting a focus group session to address the issue of people’s perceptions of genetically altered food?

6. How could a moderator handle a situation where people are not willing to answer questions on how they feel religion impacts their daily lives?

7. Why should a moderator be unknown to the focus group participants?

8. Why is empathy a requirement for a moderator conducting a study of recently released prisoners on their problems in finding employment?

9. Why is disagreement an integral part of the focus group process?

10. Explain how the stages of group dynamics might occur when conducting a focus group on why teenagers are attracted to gangs.

Chapter Eight:

1. What are three research topics for which interviews might be acceptable for an organization that wants to sponsor yoga for kids classes?

2. For these topics would in-depth, intercept or expert interviews be most appropriate?

3. What are the competing advantages and disadvantages between in-depth and intercept interviews?

4. Why is giving the participant more time to respond often necessary for successful research?

5. What is the difference between descriptive, causal and consequence questions?

6. Why are causal questions and consequence questions more difficult for participants to answer?
7. Why is developing the participant profile crucial when conducting in-depth interview research?
8. How could usage, demographic and psychographic characteristics be used to develop a profile for a study of parents’ attitudes toward childhood obesity?
9. Why would it be crucial for the interviewer conducting the above study to have both patience and an interest in people?
10. What would be the best location for intercept interviews of families opinions of the local sports leagues?

Chapter Nine:

1. Describe the steps involved in using projective techniques.
2. How and why could projective techniques to used along with other research methodologies?
3. Why might some people find projective techniques difficult?
4. How could a completion task be used when conducting research on why fewer people are volunteering to donate blood?
5. How could a card sort task be used when conducting research the classical music preferences of orchestra season ticket subscribers?
6. What is the main advantage of observational research over other methodologies?
7. Describe how the three types of observational research could be used to study how people interact when visiting an art museum?
8. Why is using a participant profile difficult when conducting observational research?
9. Why should a form be used when conducting observations?
10. Why is training and monitoring observers critical to the success of the research?

Chapter Ten:

1. Why is survey research not appropriate for some research topics?
2. What is the major disadvantage for a small nonprofit organization to use survey research?
3. Why is meeting with management when developing the survey form critical to research success?
4. Why should answers be coded during when developing the survey form rather than later?
5. Why might it be necessary to write more than one draft of the survey form?
6. Which of the three guidelines for writing questions would be most important to remember when writing questions that will be translated?
7. Which type of answer would be most appropriate for a question on why people shop at charity thrift shops?
8. What sources can a researcher use to write the correct potential answers to questions?
9. Why is the physical appearance and layout of the survey form important?
10. How does having the form online change the layout issues?

Chapter Eleven:

1. Should a nonprofit conducting research on binge drinking consider using self-administered or researcher administered surveying?
2. For what type of research topics might completion rate be an important consideration when choosing a method of administration?
3. For what types of groups would electronic forms be a poor choice of delivery method?
4. For what types of organizations would leaving forms to be picked up by participants be the best choice for survey distribution?
5. Why is becoming more difficult to conduct telephone research?
6. Give an example of a research question where using visual prompts might be useful.
7. What are some sources of surveyors for a theatre organization on a tight budget?
8. Why is the training of survey takers not only important to survey success but also to the reputation of the organization?

9. Why should it be easier to motivate research subjects to participate in a survey conducted by a nonprofit organization?

10. Why is the cover letter or email critical in motivating participation?

Chapter Twelve:

1. Why is the analysis of qualitative data considered an ‘art’ rather than a science?

2. Why should the researcher not wait until after the completion of the research to start the analysis of qualitative data?

3. Why is the organization of qualitative data an important step in the research process?

4. Describe the transcription process and why it should be performed by the researcher.

5. How does the researcher find common concepts during the analysis process?

6. How does the coding process result in recommendations?

7. Why does the researcher need to conduct a review of survey forms before the data is input?

8. What type of information does the use of descriptive statistics provide to the researcher?

9. Why is cross tabulation often used to compare responses to questions with the participant’s demographic data?

10. Describe the process of testing a hypothesis.

Chapter Thirteen:

1. Why would a researcher be reluctant to prepare a written report?

2. Why should the researcher be prepared to write more than one type of report?

3. Why should participants be provided with a summary of the findings?
4. What is the purpose of providing in the report biographical information on the researchers?

5. Is the methodology or the recommendations and findings section of the report more important?

6. How does the researcher decide on the appropriate style and level of language?

7. Why should the researcher use visuals to present numerical data?

8. Besides preparing a written report, why should the researcher make an oral presentation?

9. Why are some presentations ineffective in communication information to the audience?

10. What type of technology can be used to increase of the effectiveness of presentations?