Glossary

Advertising Agency: company that offers a variety of services, one which may be research, to assist a firm with promoting their products

Assumption: fact that is believed to be correct without outside proof

Back Translation: translation of a document from the original to another language and back to the original language to determine if the first translation was correct

Categories: distinct groupings of data with in a single broad concept

Causal Questions: questions that ask participants about why a behavior takes place

Census: including everyone in the population as participants in the research study

Coding Answers: using numbers on the questionnaire form to represent answers so that the data entry clerk can enter numbers rather than words

Coding Qualitative Data: reviewing the transcribed material and then using color or words to indicate comments that address similar themes

Component Sorts: research subjects are provided with cards that show or state features of a product and are then asked to sort them by category

Concepts: comments that are noted on transcripts that all address a similar broad theme.

Consequence Questions: asks what results from a consumer pursuing a particular behavior
Convenience Sample: research subject selection method that asks any available and willing individual

Credibility: the level of which a source of information as an authority

Critical Thinking: process of identifying pre-existing assumptions, challenging these assumptions and exploring new ideas

Cross Cultural Research: research where the marketing researchers are of a different cultural background than research participants

Cultural Dimensions: classification of cultural characteristics and behavior

Data: all relevant raw facts regarding a problem

Decision Making Process: method of prioritizing when there is more than one solution to a problem by obtaining information, stating the general problem, prioritizing possible research questions, and analyzing the benefits versus cost of each

Descriptive Questions: asks participants to describe consumer behavior

Descriptive Research: research that is designed to be used when it is important to obtain numbers or facts

Dichotomous Answers: when participant is allowed to choose one or more answers

Ethics: set of beliefs used to distinguish what is right and good from wrong and bad and that result in a duty or obligation to act in a certain way

Expert Interviews: interview of someone with a specific knowledge of a consumer segment, industry or product type
Exploratory Research: research used when the research question is still not clear or when few facts are yet known about the problem.

Focus Group Script: written overview of the topics to be covered during the focus group including opening, probing and closing questions.

Focus Group: qualitative research technique, led by a moderator, consisting of 6-10 people who exchange views.

Forced Choice: answer type that forces participants between two opposite answers.

Grounded Theory: researchers observe consumer behavior in order to develop a theory.

Hypothesis: statement that makes an assumption about the cause of a problem.

Incentives: providing money or product to potential qualified research subjects to reward them for participation.

In-depth Interviews: lengthy interviews about consumer preferences and purchases.

Information: relevant data that has been analyzed to diagnosis the cause of a problem.

Intercept Interviews: short person-on-the-street interviews of only two to three questions.

Knowledge: information that has been analyzed to find a solution to a problem.

Marketing Research: ongoing process of gathering accurate information from the external environment and consumers to assist the company in implementing the marketing concept.
Moderator: leader in a focus group who poses the questions, encourages responses, and handles conflict to obtain useable research data

Nominal Focus Group Technique: focus group technique for use with sensitive topics that reduces conflict by encouraging prioritizing rather than disagreement

Nonprobabilty Sampling: methods including convenience, judgment, and quota where each potential subject does not have the same probability of being included

Observational Research: methodology where information is gathered by watching participants and recording their actions

Participant Profile: description using segmentation characteristics of who should be chosen in a focus group

Personalized Webpages: websites that are created by an individual which is then posted with other websites for mutual browsing and comment

Population: group of individuals who share characteristics that were defined by the researcher

Power Distance: cultural dimension that describes the level of acceptance of power and status differences

Prejudice: dislike of all members of a group based on a preconceived idea which may have no basis in reality

Probability Sampling: methods including simple, stratified, systematic and cluster, where every potential subject has the same probability of being included in the sample
Projective Techniques: set of research tools that are used to obtain information indirectly rather than through verbal responses

Purposive Sample: sample that, while not a probability sample, does select participants based on specific characteristics

Qualitative Research: research based on social science principles used when the problem is still vague or when information is sought on feelings, beliefs and attitudes

Quantitative Research: research based on scientific principles used when proof of a fact is needed or when the research question deals in descriptive facts such as who or how many

Ranking Choice: answer type that allows participants to provide more than one answer ranking each in importance

Rating Choice: answer type that asks participants to rate the importance of all responses

Research Proposal: written plan of action that describes why and how the research will be conducted and also how the resulting information will be analyzed and reported

Research Question: what the company needs to know to solve the problem and the basis for the research study
Researcher Administered Survey: form of survey taking, including personal, and phone, where the researcher is present while the subject answers the questions

Routing: order in which participants should answer questions

Sample: a group of individuals chosen to participate in a research study because they are representative of the larger population

Search Terms: the words used to locate information on line and in databases

Secondary Data: data that already exists in a useable form because it has been collected by others

Secondary Research Process: the process of determining the needed already existing information and how it will be located

Self Administered Survey: form of survey taking, including paper and online, where the researcher is not present when the participant answers the questions

Self-reference Criteria: judging the values and actions of other cultures by the standards of home culture

Simple Random Sample: sampling system where each unit the population has an equal probability of being chosen.

Skip Interval: number used when counting off to choose participants from a list of the population

Snowballing: participant recruiting method that uses one appropriate participant to recruit others with similar characteristics
Stereotyping: believing the actions or values of a few members of a group must be true of all members of a group

Stratified Sampling: population is divided by characteristics and each group is sampled separately after which the mean and percentages are calculated for the entire population based on weighted averages

Syndicated Research Firm: company that sells research data that has already been collected

Systematic Sampling: sampling system where each sample unit is chosen using a random start and a skip interval

Thematic Appreciation Tests: researcher shows a photo of a product, place or person and asks for a response
Trade Associations: organization whose members all belong to a specific industry or business

Transcription: typing either the exact words or a summarization of what is being said while listening to a tape of research participants

Uncertainty Avoidance: level of acceptance of the ambiguity of the future