Site Map   Help   Feedback

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THIRD EDITION **Essentials of** MARKETING RESEARCH

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Instructor Edition

Home > Glossary

Instructor Resources
Instructor's Manual
PowerPoint Presentations
EZTest
Test Bank
SPSS Data Sets

Course-wide Content
Glossary
SPSS Data Sets

Choose a Chapter

Contents ▲

Glossary
(See related pages)

Ability to Participate	The ability of both the interviewer and the respondent to get together in a question-and-answer interchange.
Alpha Factor	The desired or acceptable amount of difference between the expected and the actual population parameter values; also referred to as *tolerance level of error*.
Alternative Hypothesis	A statement that is the opposite of the null hypothesis, where the difference in reality is not simply due to random error.
Analysis of Variance (ANOVA)	A statistical technique that determines whether two or more means are statistically different from each other.
Appendix	A section at the end of the final research report used to house complex, detailed, or technical information.
Archives	Secondary sources of recorded past behaviors and trends.
Area Sampling	A form of cluster sampling where clusters are formed by geographic designations such as cities, subdivisions, and blocks. Any geographic unit with boundaries can be used, with one-step or two-step approaches.
Assignment Property	The employment of unique descriptors to identify each object in a set.
Availability of Information	The degree to which the information has already been collected and assembled in some type of recognizable format.
Bad Questions	Any question or directive that obscures, prevents, or distorts the fundamental communications between respondent and researcher.
Bar Code	A pattern of varied width electronic-sensitive bars and spaces that represents a unique code of numbers and letters.
Behavior Intention Scale	A special type of rating scale designed to capture the likelihood that people will demonstrate some type of predictable behavior toward purchasing an object or service.
Behavioral Targeting	Displaying ads at one website based on the user's previous surfing behavior.
Believability	The quality achieved by building a final report that is based on clear, logical thinking, precise expression, and accurate presentation.
Benefit and Lifestyle Studies	Studies conducted to examine similarities and differences in needs; used to identify two or more segments within a market for the purpose of identifying customers for the product category of interest to a particular company.
Beta Coefficient	An estimated regression coefficient that has been recalculated to have a mean of 0 and a standard deviation of 1. This statistic enables the independent variables with different units of measurement to be directly compared on their association with the dependent variable.
Bias	A particular tendency or inclination that skews results, thereby preventing accurate consideration of a research question.
Bivariate Regression Analysis	A statistical technique that analyzes the linear relationship between two variables by estimating coefficients for an equation for a straight line. One variable is designated as a dependent variable, and the other as an independent (or predictor) variable.
Brand Awareness	The percentage of respondents having heard of a designated brand; brand awareness can be either unaided or aided.
Branded Black-Box Methodologies	Methodologies offered by research firms that are branded and do not provide information about how the methodology works.
Bulletin Board	An online research format in which participants agree to post regularly over a period of 4–5 days.
Call Record Sheet	A recording document that gathers basic summary information about an interviewer's performance efficiency (e.g., number of contact attempts, number of completed interviews, length of time of interview).
Case Studies	An exploratory research technique that intensively investigates one or several existing situations which are similar to the current problem/opportunity situation.
Categorization	Placing portions of transcripts into similar groups based on their context.
Causal Hypotheses	Theoretical statements about relationships between variables that indicate a cause-and-effect relationship.
Causal Research	Research that focuses on collecting data structures and information that will allow the decision maker or researcher to model cause–effect relationships between two or more variables under investigation.
Census	A study that includes data about or from every member of a target population.
Central Limit Theorem (CLT)	The theoretical backbone of sampling theory. It states that the sampling distribution of the sample mean $(\bar{x})$ or the sample proportion $(\bar{p})$ value derived from a simple random sample drawn from the target population will be approximately normally distributed provided that the associated sample size is sufficiently large (e.g., when n is greater than or equal to 30). In turn, the sample mean value $(\bar{x})$ of that random sample with an estimated sampling error (S_g) (estimated standard error) fluctuates around the true population mean value (m) with a standard error of s/n and has a sampling distribution that is approximately a standardized normal distribution, regardless of the shape of the probability frequency distribution curve of the overall target population.
Chi-square (χ^2) Analysis	Assesses how closely the observed frequencies fit the pattern of the expected frequencies and is referred to as a "goodness-of-fit test."
Cluster Sampling	A method of probability sampling where the sampling units are selected in groups (or clusters) rather than individually. Once the cluster has been identified, the elements to be sampled are drawn by simple random sampling or all of the units may be included in the sample.
Code of Ethics	A set of guidelines that states the standards and operating procedures for ethical decisions and practices by researchers.
Codes	Labels or numbers that are used to track categories in a qualitative study.
Code Sheet	A sheet of paper that lists the different themes or categories for a particular study.
Coding	The activities of grouping and assigning values to various responses.
Coefficient Alpha	See *Cronbach's Alpha*.
Coefficient of	A statistical value (or number) that measures the proportion of variation in one variable accounted for by another

Determination (r²)	variable; the r² measure can be thought of as a percentage and varies from .00 to 1.00.
Commercial/Syndicated Data	Data that have been compiled and displayed according to some standardized procedure.
Common Methods Variance (CMV)	A biased variance that results from the measurement method used in a questionnaire.
Comparative Rating Scale	A scale format that requires a judgment comparing one object, person, or concept against another on the scale.
Comparative Scale	Scale used when the scaling objective is to have a respondent express an attitude, feeling, or behavior about an object (or person, or phenomenon) or its attributes on the basis of some other object (or person, or phenomenon).
Comparison	The process of developing and refining theory and constructs by analyzing the differences and similarities in passages, themes, or types of participants.
Competitive Intelligence Analysis	Specific procedures for collecting daily operational information pertaining to the competitive companies and markets they serve.
Completeness	The depth and breadth of the data.
Completion Deadline Date	Part of the information included in a cover letter that directly communicates to a prospective respondent the date by which his or her completed questionnaire must be returned to the researcher.
Complexity of the Information	One of the two fundamental dimensions used to determine the level of information being supplied by the information research process; it relates to the degree to which the information is easily understood and applied to the problem or opportunity under investigation.
Computer-Assisted Telephone Interview (CATI)	The computer controls and expedites the interviewing process.
Computer-Assisted Telephone Survey	A survey that uses a fully automated system in which the respondent listens to an electronic voice and responds by pushing keys on a touch-tone telephone keypad.
Concept and Product Testing	Research information for decisions on product improvements and new product introductions.
Conceptualization	Development of a model that shows variables and hypothesized or proposed relationships between variables.
Confidence	The certainty that the true value of what we are estimating falls within the precision range we have selected.
Confidence Interval	A statistical range of values within which the true value of the target population parameter of interest is expected to fall based on a specified confidence level.
Confidence Levels	Theoretical levels of assurance of the probability that a particular confidence interval will accurately include or measure the true population parameter value. In information research, the three most widely used levels are 90 percent, 95 percent, and 99 percent.
Confidentiality to Client	The agreement between a researcher and the client that all activities performed in the process of conducting marketing research will remain private and the property of the client, unless otherwise specified by both parties.
Confidentiality to Respondent	The expressed assurance to the prospective respondent that his or her name, while known to the researcher, will not be divulged to a third party, especially the sponsoring client.
Confirmation/Invitation Letter	A specific follow-up document sent to prospective focus group participants to encourage and reinforce their willingness and commitment to participate in the group session.
Conformance to Standards	The researcher's ability to be accurate, timely, mistake free, and void of unanticipated delays.
Conjoint Analysis	A multivariate technique that estimates the utility of the levels of various attributes or features of an object, as well as the relative importance of the attributes themselves.
Consent Forms	Formal signed statements of agreement by the participants approving the taping or recording of the information provided in group discussions and releasing that data to the moderator, researcher, or sponsoring client.
Constant Sums Rating Scale	A scale format that requires the respondents to allocate a given number of points, usually 100, among several attributes or features based on their importance to the individual; this format requires a person to value each separate feature relative to all the other listed features.
Construct	A hypothetical variable made up of a set of component responses or behaviors that are thought to be related.
Construct Development	An integrative process of activities undertaken by researchers to enhance understanding of what specific data should be collected for solving defined research problems.
Construct Development Error	A type of nonsampling (systematic) error that is created when the researcher is not careful in fully identifying the concepts and constructs to be included in the study.
Constructs	Hypothetical variables composed of a set of component responses or behaviors that are thought to be related.
Construct Validity	The degree to which researchers measure what they intended to measure.
Consumer-Generated Media	Blogs, bulletin boards, and social media platforms.
Consumer Panels	Large samples of households that provide certain types of data for an extended period of time.
Content Analysis	The technique used to study written or taped materials by breaking the data into meaningful aggregate units or categories using a predetermined set of rules.
Content Validity	That property of a test which indicates that the entire domain of the subject or construct of interest was properly sampled. That is, the identified factors are truly components of the construct of interest.
Control Group	That portion of the sample which is not subjected to the treatment.
Control Variables	Extraneous variables that the researcher is able to account for according to their systematic variation (or impact) on the functional relationship between the independent and dependent variables included in the experiment.
Convenience Sampling	A method of nonprobability sampling where the samples are drawn on the basis of the convenience of the researcher or interviewer; also referred to as accidental sampling. Convenience sampling is often used in the early stages of research because it allows a large number of respondents to be interviewed in a short period of time.
Convergent Validity	The degree to which different measures of the same construct are highly correlated.
Cost Analysis	An analysis of alternative logistic system designs that a firm can use for achieving its performance objective at the lowest total cost.
Covariation	The amount of change in one variable that is consistently related to the change in another variable of interest.
Cover Letter	A separate letter that either accompanies a self– administered questionnaire or is mailed prior to an initial interviewer contact call and whose main purpose is to secure a respondent's willingness to participate in the research project; sometimes referred to as a *letter of introduction*.

Cover Letter Guidelines	A specific set of factors that should be included in a cover letter for the purpose of increasing a prospective respondent's willingness to participate in the study.
Credibility	The quality that comes about by developing a final report that is accurate, believable, and professionally organized.
Critical Questions	Questions used by a moderator to direct the group to the critical issues underlying the topics of interest.
Critical Tolerance Level of Error	The observed difference between a sample statistic value and the corresponding true or hypothesized population parameter.
Critical z Value	The book z value and the amount of acceptable variability between the observed sample data results and the prescribed hypothesized true population values measured in standardized degrees of standard errors for given confidence levels.
Cronbach's Alpha	A widely used measurement of the internal consistency of a multi-item scale in which the average of all possible split-half coefficients is taken.
Cross-Researcher Reliability	The degree of similarity in the coding of the same data by different researchers.
Cross-Tabulation	The process of simultaneously treating (or counting) two or more variables in the study. This process categorizes the number of respondents who have responded to two or more questions consecutively.
Curbstoning	Cheating or falsification of data during the collection process that occurs when interviewers fill in all or part of a survey themselves.
Curvilinear Relationship	An association between two variables whereby the strength and/or direction of their relationship changes over the range of both variables.
Customer-Volunteered Information	Data provided by the customer without solicitation.
Customized Research Firms	Research firms that provide tailored services for clients.
Cycle Time	The time that elapses between taking a product or service from initial consumer contact to final delivery.
Data	Facts relating to any issue or subject.
Data Analysis Error	A "family" of nonsampling errors that are created when the researcher subjects the data to inappropriate analysis procedures.
Database	A collection of secondary information indicating what customers are purchasing, how often they purchase, and how much they purchase.
Data Coding Errors	The incorrect assignment of codes to responses.
Data Editing Errors	Inaccuracies due to careless verifying procedures of data to computer data files.
Data Entry	The direct inputting of the coded data into some specified software package that will ultimately allow the research analyst to manipulate and transform the data into usable information.
Data Entry Errors	The incorrect assignment of computer codes to their predesignated location on the computer data file.
Data Mining	The process of finding hidden patterns and relationships among variables/characteristics contained in data stored in the data warehouse.
Data Reduction	The categorization and coding of data that is part of the theory development process in qualitative data analysis.
Data Silo	Collection of data by one area of a business that is not shared with other areas.
Data Validation	A specific control process that the researcher undertakes to ensure that his or her representatives collected the data as required. The process is normally one of recontacting about 20 percent of the selected respondent group to determine that they did participate in the study.
Data Warehouse	A central repository for all significant pieces of information that an organization collects.
De-Anonymizing Data	Combining different publicly available information to determine consumers' identities, especially on the Internet.
Debriefing Analysis	The technique of comparing notes, thoughts, and feelings about a focus group discussion between the moderator, researcher, and sponsoring client immediately following the group interview.
Decision Opportunity	The presence of a situation in which market performance can be significantly improved by undertaking new activities.
Defined Target Population	A specified group of people or objects for which questions can be asked or observations made to develop the required information; also referred to as the *working population*. A precise definition of the target population is essential when undertaking a research project.
Deliberate Falsification	When the respondent and/or interviewer intentionally gives wrong answers or deliberately cheats on a survey.
Demographic Characteristics	Physical and factual attributes of people, organizations, or objects.
Dependence Techniques	Multivariate procedures when one or more of the variables can be identified as dependent variables and the remaining as independent variables.
Dependent Variable	A singular observable attribute that is the measured outcome derived from manipulating the independent variable(s).
Depth	The overall number of key data fields or variables that will make up the data records.
Description	T he process of discovering patterns, associations, and relationships among key customer characteristics.
Descriptive Research	Research that uses a set of scientific methods and procedures to collect data that are used to identify, determine, and describe the existing characteristics of a target population or market structure. corresponding true or hypothesized population parameter.
Direct (positive) Directional Hypothesis	A statement about the perceived relationship between two questions, dimensions, or subgroups of attributes that suggests that as one factor moves in one direction, the other factor moves in the same direction.
Direct Mail Survey	A questionnaire distributed to and returned from respondents via the postal service.
Directness of Observation	The degree to which the researcher or trained observer actually observes the behavior/event as it occurs; also termed *direct observation*.
Discriminant Validity	The degree to which measures of different constructs are uncorrelated.
Discriminatory Power	The scale's ability to significantly differentiate between the categorical scale responses (or points).
Disguised Sponsorship	When the true identity of the person or company for which the research is being conducted is not divulged to the prospective respondent.
Disproportionately Stratified Sampling	A stratified sampling method in which the size of each stratum is independent of its relative size in the population.

Diversity of Respondents	The degree to which the respondents in the study share some similarities.
Domain of Observables	The set of observable manifestations of a variable that is not itself directly observable. A domain represents an identifiable set of components that form the construct of interest.
Drop-off Survey	A questionnaire that is left with the respondent to be completed at a later time. The questionnaire may be picked up by the researcher or returned via some other mode.
Editing	The process in which the interviews or survey instruments are checked for mistakes that may have occurred by either the interviewer or the respondent during data collection activities.
Electronic Test Markets	Test procedures that integrate the use of selected panels of consumers who use a special identification card in recording their product purchasing data.
Element	The name given to the object about which information is sought. Elements must be unique, countable, and, when added together, make up the whole of the target population.
Emic Validity	An attribute of qualitative research that affirms that key members within a culture or subculture agree with the findings of a research report.
Empirical Testing	The collection of data in the real world using research instruments and then subjecting that data to rigorous analysis to either support or refute a hypothesis.
Ending Questions	Questions used by a focus group moderator to bring closure to a particular topic discussion; encourages summary type comments.
Error	The difference between the true score on a research instrument and the observed score.
Estimated Sample Standard Deviation	A quantitative index of the dispersion of the distribution of drawn sampling units' actual data around the sample's arithmetic average measure of central tendency; this sample statistical value specifies the degree of variation in the data responses in a way that allows the researcher to translate the variations into normal curve interpretations.
Estimated Sample Variance	The square of the estimated sample standard deviation.
Etimated Standard Error of the Sample Statistic	A statistical measurement of the sampling error that can be expected to exist between the drawn sample's statistical values and the actual values of all the sampling units' distributions of those concerned statistics. These indexes are referred to as *general precision*.
Estimates	Sample data facts that are transformed through interpretation procedures to represent inferences about the larger target population.
Ethnography	A form of qualitative data collection that records behavior in natural settings to understand how social and cultural influences affect individuals' behaviors and experiences.
Executive Dashboard	An intranet for a select group of managers who are decision makers in the company.
Executive Interview	A personadministered interview of a business executive. Frequently, these interviews will take place in the executive's office.
Executive Summary	The part of the final research report that illustrates the major points of the report in a manner complete enough to provide a true representation of the entire document.
Expected Completion Rate (ECR)	The percentage of prospective respondents who are expected to participate and complete the survey; also referred to as the *anticipated response rate*.
Experiment	An empirical investigation that tests for hypothesized relationships between dependent variables and one or more manipulated independent variables.
Experimental Design Reliability	The degree to which the research design and its procedures can be replicated and achieve similar conclusions about hypothesized relationships. hai28817
Experimental Research	An empirical investigation that tests for hypothesized relationships between dependent variables and manipulated independent variables.
Exploratory Research	Research designed to collect and interpret either secondary or primary data in an unstructured format.
External Secondary Data	Data collected by outside agencies such as the federal, state, or local government; trade associations; or periodicals.
External Validity	The extent to which the measured data results of a study based on a sample can be expected to hold in the entire defined target population. In addition, it is the extent that a causal relationship found in a study can be expected to be true for the entire defined target population.
Extraneous Variables	All variables other than the independent variables that affect the responses of the test subjects. If left uncontrolled, these variables can have a confounding impact on the dependent variable measures that could weaken or invalidate the results of an experiment.
Field Experiments	Causal research designs that manipulate the independent variables in order to measure the dependent variable in a natural test setting.
Finite Correction Factor (fcf)	An adjustment factor to the sample size that is made in those situations where the drawn sample is expected to equal 5 percent or more of the defined target population. The fcf is equal to the overall square root of $N - n/N - 1$.
Focus Group Facility	A professional facility that offers a set of specially designed rooms for conducting focus group interviews; each room contains a large table and comfortable chairs for up to 13 people, with a relaxed atmosphere, built-in audio equipment, and normally a one-way mirror for disguised observing by the sponsoring client or researcher.
Focus Group Incentives	Specified investment programs to compensate focus group participants for their expenses associated with demonstrating a willingness to be a group member.
Focus Group Moderator	A person who is well trained in interpersonal communications; listening, observation, and interpretive skills; and professional mannerisms and personality. His or her role in a session is to draw from the participants the best and most innovative ideas about an assigned topic or question.
Focus Group Research	A formalized qualitative data collection method for which data are collected from a small group of people who interactively and spontaneously discuss one particular topic or concept.
Follow-up Test	A statistical test that flags the means that are statistically different from each other; follow-up tests are performed after an ANOVA determines there are differences between means.
Forced-Choice Scale Measurements	Symmetrical scale measurement designs that do not have a logical "neutral" scale descriptor to divide the positive and negative domains of response descriptors.
Formal Rating Procedures	The use of structured survey instruments or questionnaires to gather information on environmental occurrences.
***F*-ratio**	The statistical ratio of between-group mean squared variance to within-group mean squared variance; the F value is used as an indicator of the statistical difference between group means in an ANOVA.
Frequency Distributions	A summary of how many times each possible response to a scale question/ setup was recorded by the total group of respondents.

F-test	The test used to statistically evaluate the difference between the group means in ANOVA.
Functional Relationship	An observable and measurable systematic change in one variable as another variable changes.
Garbage In, Garbage Out	A standard phrase used in marketing research to represent situations where the process of collecting, analyzing, and interpreting data into information contains errors or biases, creating less than accurate information.
Gatekeeper Technology	Any device used to help protect one's privacy against intrusive marketing practices such as telemarketing solicitors, unwanted direct marketers, illegal scam artists, and "sugging" (caller ID, voice messengers, answering machines).
Generalizability	The extent to which the data are an accurate portrait of the defined target population; the representativeness of information obtained from a small subgroup of members to that of the entire target population from which the subgroup was selected.
General Precision	The amount of general sampling error associated with the given sample of data that was generated through some type of data collection.
Graphic Rating Scale Descriptors	A scale point format that presents respondents with some type of graphic continuum as the set of possible responses to a given question.
Group Dynamics	The degree of spontaneous interaction among group members during a discussion of a topic.
Groupthink	A phenomenon in which one or two members of a group state an opinion and other members of the group are unduly influenced.
Heteroskedasticity	The pattern of covariation around the regression line is not constant around the regression line, and varies in some way when the values change from small to medium and large.
Homoskedasticity	The pattern of the covariation is constant (the same) around the regression line, whether the values are small, medium, or large.
Hypothesis	A yet-unproven proposition or possible solution to a decision problem that can be empirically tested using data that are collected through the research process; it is developed in order to explain a relationship between two or more constructs or variables.
Iceberg Principle	The general notion indicating that the dangerous part of many marketing decision problems is neither visible nor well understood by marketing managers.
Importance-Performance Analysis	A research and data analysis procedure used to evaluate a firm's and its competitors' strengths and weaknesses, as well as future actions that seek to identify key attributes that drive purchase behavior within a given industry.
Incidence Rate	The percentage of the general population that is the subject of a market research study.
Independent Samples	Two or more groups of responses that are tested as though they may come from different populations.
Independent Variable	An attribute of an object whose measurement values are directly manipulated by the researcher, also referred to as a *predictor* or *treatment variable*. This type of variable is assumed to be a causal factor in a functional relationship with a dependent variable.
In-Depth Interview	A structured process of a subject's being asked a set of semi-structured, probing questions by a well-trained interviewer usually in a face-to-face setting.
Information Objectives	The clearly stated reasons why data must be collected; they serve as the guidelines for determining the data requirements.
Information Requirements	The identified factors, dimensions, and attributes within a stated information objective for which data must be collected.
Information Research Process	The 10 systematic task steps involved in the four phases of gathering, analyzing, interpreting, and transforming data and results into information for use by decision makers.
Information Research Questions	Specific statements that address the problem areas the research study will attempt to investigate.
In-Home Interview	A person administrated interview that takes place in the respondent's home.
Integration	The process of moving from the identification of themes and categories to the development of theory.
Interaction Effect	Multiple independent variables in an ANOVA can act together to affect dependent variable group means.
Intention to Purchase	A person's planned future action to buy a product or service.
Interdependence Techniques	Multivariate statistical procedures in which the whole set of interdependent relationships is examined.
Internal Reliability	The extent to which the items of a scale represent the same domain of content and are highly correlated both with each other and summated scale scores. It represents the degree to which the components are related to the same overall construct domain.
Internal Secondary Data	Facts that have been collected by the individual company for accounting and marketing activity purposes.
Internal Validity	The certainty with which a researcher can state that the observed effect was caused by a specific treatment; exists when the research design accurately identifies causal relationships.
Internet Survey	The method of using the Internet to ask survey questions and record responses of respondents.
Interpersonal Communication Skills	The interviewer's abilities to articulate the questions in a direct and clear manner so that the subject understands what she or he is responding to.
Interpretive Bias	Error that occurs when the wrong inference about the real world or defined target population is made by the researcher or decision maker due to some type of extraneous factor.
Interpretive Skills	The interviewer's capabilities of accurately understanding and recording the subject's responses to questions.
Interval Scales	Any question/ scale format that activates not only the assignment and order scaling properties but also the distance property; all scale responses have a recognized absolute difference between each of the other scale points (responses).
Interviewer Error	A type of nonsampling error that is created in situations where the interviewer distorts information, in a systematic way, from respondents during or after the interviewer/respondent encounter.
Interviewer Instructions	The vehicle for training the interviewer on how to select prospective respondents, screen them for eligibility, and conduct the actual interview.
Introduction	Contains background information necessary for a complete understanding of the report.
Introductory Questions	Questions used by a focus group moderator to introduce the general topic of discussion and opportunities of reflecting their past experiences.
Introductory Section	Gives the respondent an overview of the research.
Inverse (negative or indirect) Directional	A statement about the perceived relationship between two questions, dimensions, or subgroupings of attributes which suggests that as one factor moves in one direction, the other factor moves in an opposite fashion.

Hypothesis	
Iteration	Working through the data several times in order to modify early ideas and to be informed by subsequent analyses.
Judgment Sampling	A nonprobability sampling design that selects participants for a sample based on an experienced individual's belief that the participants will meet the requirements of the research study.
Knowledge	Information becomes knowledge when someone, either the researcher or the decision maker, interprets the data and attaches meaning.
Knowledge Level	Degree to which the selected respondents feel they have knowledge of or experience with the survey's topics.
Laboratory Experiments	Experiments conducted in an artificial setting.
Leading Question	A question that tends to purposely elicit a particular answer.
Least Squares Procedure	A regression approach that determines the best-fitting line by minimizing the vertical distances of all the points from the line, also referred to as OLS.
Likert Scale	A special rating scale format that asks respondents to indicate the extent to which they agree or disagree with a statements.
Limitations	A section of the final research report in which all extraneous events that place certain restrictions on the report are fully communicated.
Linear Relationship	An association between two variables whereby the strength and nature of the relationship remains the same over the range of both variables.
Literature Review	A comprehensive examination of available information that is related to your research topic.
Lottery Approach	A unique incentive system that pools together either individual small cash incentives into a significantly larger dollar amount or a substantial nonmonetary gift and then holds a drawing to determine the winner or small set of winners. The drawing procedure is designed so that all respondents who complete and return their survey have an equal chance of receiving the larger reward.
Mail Panel Survey	A representative sample of individual respondents who have agreed in advance to participate in a mail survey.
Mail Surveys	Surveys sent to respondents using the postal service.
Mall-Intercept Interview	An interview technique in which mall patrons are stopped and asked for feedback. The interview may take place in the mall's common areas or in the research firm's offices at the mall.
Marketing	The process of planning and executing pricing, promotion, product, and distribution of products, services, and ideas in order to create exchanges that satisfy both the firm and its customers.
Marketing Knowledge	A characteristic that complements a researcher's technical competency.
Marketing Research	The function that links an organization to its market through the gathering of information. The information allows for the identification and definition of market-driven opportunities and problems. The information allows for the generation, refinement, and evaluation of marketing actions.
Marketing Research Online Communities (MROCs)	Purposed communities whose primary purpose is research.
Market Intelligence	The use of real-time customer information (customer knowledge) to achieve a competitive advantage.
Market Performance Symptoms	Conditions that signal the presence of a decision problem and/or opportunity.
Mean	The arithmetic average of all the responses; all values of a distribution of responses are summed and divided by the number of valid responses.
Measurement	Rules for assigning numbers to objects so that these numbers represent quantities of attributes.
Measurement/Design Error	A "family" of nonsampling errors that result from inappropriate designs in the constructs, scale measurements, or survey measurements used to execute the asking and recording of people's responses to a study's questions.
Measures of Central Tendency	The basic sample statistics that could be generated through analyzing the collected data; they are the mode, the median, and the mean.
Measures of Dispersion	The sample statistics that describe how all the data are actually dispersed around a given measure of central tendency; they are the frequency distribution, the range, and the estimated sample standard deviation.
Mechanical Devices	Hightechnology instruments that can artificially observe and record either current behavioral actions or physical phenomena as they occur.
Mechanical/Electronic Observation	Some type of mechanical or electronic device is used to capture human behavior, events, or marketing phenomena.
Median	The sample statistic that splits the data into a hierarchical pattern where half the data is above the median statistic value and half is below.
Media Panels	Selected households that are primarily used in measuring media viewing habits as opposed to product/brand consumption patterns.
Member Checking	Asking key informants to read the researcher's report to verify that the analysis is accurate.
Memoing	Writing down thoughts as soon as possible after each interview, focus group, or site visit.
Method Bias	The error source that results from selecting an inappropriate method to investigate the research question.
Methods-and-Procedures Section	Communicates how the research was conducted.
Mode	The most frequently mentioned (or occurring) raw response in the set of responses to a given question/setup.
Model F Statistic	A statistic which compares the amount of variation in the dependent measure "explained" or associated with the independent variables to the "unexplained" or error variance. A larger F statistic value indicates that the regression model has more explained variance than error variance.
Moderator's Guide	A detailed document that outlines the topics, questions, and subquestions that serve as the basis for generating the spontaneous interactive dialogue among the focus group participants.
Modified Likert Scale	Any version of the agreement/disagreement based scale measurement that is not the original five-point "strongly agree" to "strongly disagree" scale.
Monetary Compensation	An individual cash incentive used by the researcher to increase the likelihood of a prospective respondent's willingness to participate in the survey.
Multicollinearity	A situation in which several independent variables are highly correlated with each other. This characteristic can result in difficulty in estimating separate or independent regression coefficients for the correlated variables.
Multiple-Item Scale	Method used when the researcher has to measure several items (or attributes) simultaneously in order to measure

Designs	the complete object or construct of interest.
Multiple Regression Analysis	A statistical technique which analyzes the linear relationships between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line.
Multivariate Analysis (Techniques)	A group of statistical techniques used when there are two or more measurements on each element and the variables are analyzed simultaneously.
Mystery Shopper Studies	Studies in which trained, professional shoppers visit stores, financial institutions, or companies and "shop" for various products and assess service quality factors or levels.
Negative Case Analysis	Deliberately looking for cases and instances that contradict the ideas and theories that researchers have been developing.
Negative Relationship	An association between two variables in which one increases while the other decreases.
Netnography	A research technique that draws on ethnography but uses "found data" on the Internet that is produced by virtual communities.
Nominal Scales	Question/scale structures that ask the respondent to provide only a descriptor as the response; the response does not contain any level of intensity.
Nomological Validity	The extent to which one particular construct theoretically networks with other established constructs which are related yet different.
Noncomparative Scale	Scale used when the scaling objective is to have a respondent express an attitude, emotion, action, or intention about one specific object (person, phenomenon) or its attributes.
Nondirectional Hypothesis	A statement regarding the existing relationship between two questions, dimensions, or subgroupings of attributes as being significantly different but lacking an expression of direction.
Nonmonetary Compensation	Any type of individual incentive excluding direct cash (e.g., a free T-shirt) used by the researcher to encourage a prospective respondent's participation.
Nonparticipant Observation	An ethnographic research technique that involves extended contact with a natural setting, but without participation by the researcher.
Nonprobability Sampling	Sampling designs in which the probability of selection of each sampling unit is not known. The selection of sampling units is based on the judgment or knowledge of the researcher and may or may not be representative of the target population.
Nonresponse Error	An error that occurs when the portion of the defined target population not represented or underrepresented in the response pool is systematically and significantly different from those that did respond.
Nonsampling Error	A type of bias that occurs in a research study regardless of whether a sample or census is used.
Normal Curve	A curve that indicates the shape of the distribution of a variable is equal both above and below the mean.
North American Industry Classification System (NAICS)	Codes numerical industrial listings designed to promote uniformity in data reporting procedures for the U.S. government.
Not at Home	A specific type of nonresponse bias that occurs when a reasonable attempt to initially reach a prospective respondent fails to produce an interviewer/ respondent encounter.
Null Hypothesis	A statement of no relationship between two variables.
***n*-way ANOVA**	This is a type of ANOVA that can analyze several independent variables at the same time.
Object	Any tangible item in a person's environment that can be clearly and easily identified through the senses.
Objectivity	The degree to which a researcher uses scientific procedures to collect, analyze, and create nonbiased information.
Observation Research	Systematic observation and recording of behavioral patterns of objects, people, events and other phenomena.
Observing Mechanism	How the behaviors or events will be observed; *human observation* is when the observer is either a person hired and trained by the researcher or the researcher himself; *mechanical observation* refers to the use of a technology-based device to do the observing rather than a human observer.
One-Way Tabulation	The categorization of single variables existing in the study.
Online Surveys	Survey data collected using the Internet.
Opening Questions	Questions used by a focus group moderator to break the ice among focus group participants; identify common group member traits; and create a comfort zone for establishing group dynamics and interactive discussions.
Opportunity Assessment	The collection of information on product-markets for the purpose of forecasting how they will change in the future. This type of assessment focuses on gathering information relevant to macroenvironments.
Optical Scanner	An electronic device that optically reads bar codes; this scanner captures and translates unique bar code numbers into product information.
Ordinal Scales	A question/scale format that activates both the assignment and order scaling properties; the respondent is asked to express relative magnitudes between the responses to a question.
Ordinary Least Squares	A statistical procedure that estimates regression equation coefficients which produce the lowest sum of squared differences between the actual and predicted values of the dependent variable.
Overall Incidence Rate (OIR)	The percentage of the defined target population elements who actually qualify for inclusion in the survey.
Overall Reputation	The primary dimension of perceived quality outcomes. Quality of the end product can be gauged in direct proportion to the level of expertise, trust, believability, and contribution the research brings to the client.
Parameter	The true value of a variable.
Participant Observation	An ethnographic research technique that involves extended observation of behavior in natural settings in order to fully experience cultural or subcultural contexts.
Pearson Correlation Coefficient	A statistical measure of the strength and direction of a linear relationship between two metric variables.
Peer Review	A process in which external qualitative methodology or topic area specialists are asked to review the research analysis.
Perceptual Map	A graphic representation of respondents' beliefs about the relationship between objects with respect to two or more dimensions (usually attributes or features of the objects).
Performance Rating Scale Descriptors	A scale that uses an evaluative scale point format that allows the respondents to express some type of post decision evaluative judgment about an object.
Person-Administered Survey	A survey in which an individual interviewer asks questions and records responses.
Phantom Respondents	A type of data falsification that occurs when the researcher takes an actual respondent's data and duplicates it to

represent a second (nonexisting) set of responses.

Physical Audits (or Traces)	Tangible evidence (or artifacts) of some past event or recorded behavior.
Population	The identifiable total set of elements of interest being investigated by a researcher.
Population Mean Value	The actual calculated arithmetic average parameter value based on interval or ratio data of the defined target population elements (or sampling units).
Population Proportion Value	The actual calculated percentage parameter value of the characteristic of concern held by the target population elements (or sampling units).
Population Size	The determined total number of elements that represent the target population.
Population Specification Error	An incorrect definition of the true target population to the research question.
Population Standard Deviation	A quantitative index of the dispersion of the distribution of population elements' actual data around the arithmetic average measure of central tendency.
Population Variance	The square of the population standard deviation.
Positioning	The desired perception that a company wants to be associated with its target markets relative to its products or brand offerings.
Positive Relationship	An association between two variables in which they increase or decrease together.
PowerPoint	A software package used to develop slides for electronic presentation of the research results.
Precision	The degree of exactness of the data in relation to some other possible response of the target population; the acceptable amount of error in the sample estimate.
Predictions	Population estimates that are carried into a future time frame; they are derived from either facts or sample data estimates.
Predictive Validity	The extent to which a scale can accurately predict some event external to the scale itself.
Pretesting	The conducting of a simulated administering of a designed survey (or questionnaire) to a small, representative group of respondents.
Primary Data	Data structures of variables that have been specifically collected and assembled for the current research problem or opportunity situation; they represent "firsthand" structures.
Primary Information	Firsthand facts or estimates that are derived through a formalized research process for a specific current problem situation.
Probability Distribution of the Population	The relative frequencies of a population's parameter characteristic emulating a normal bell-shaped pattern.
Probability Sampling	Sampling designs in which each sampling unit in the sampling frame (operational population) has a known, nonzero probability of being selected for the sample.
Problem Definition	A statement that seeks to determine precisely what problem management wishes to solve and the type of information necessary to solve it.
Project Costs	The price requirements of doing marketing research.
Projective Techniques	A family of qualitative data collection methods where subjects are asked to project themselves into specified buying situations and then asked questions about those situations.
Propensity Scoring	Weighting underrepresented respondents more heavily in results.
Proportionately Stratified Sampling	A stratified sampling method in which the size of each stratum is proportional to its relative size in the population.
Purchase Intercept Interview	An interview similar to a mall intercept except that the respondent is stopped at the point of purchase and asked a set of predetermined questions.
Purposive Sampling	Selecting sample members to study because they possess attributes important to understanding the research topic.
Qualitative Research	Research methods used in exploratory research designs where the main objective is to gain a variety of preliminary insights to discover and identify decision problems and opportunities.
Quality of the Information	One of the two fundamental dimensions that is used to determine the level of information being provided by the research process; it refers to the degree to which the information can be depended on as being accurate and reliable.
Quantitative Research	Data collection methods that emphasize using structured questioning practices where the response options have been predetermined by the researcher and administered to significantly large numbers of respondents.
Questionnaire	A set of questions and scales designed to generate data to address research objectives.
Questionnaire Development Process	A series of logical activities that are undertaken to design a systematic survey instrument for the purpose of collecting primary data from (respondents).
Questionnaire Format/Layout	The combination of sets of question/scale measurements into a systematic structured instrument.
Question/Setup Element	The question and/or directive that element of a questionnaire; it is one of the three elements that make up any scale measurement.
Quotas	A tracking system that collects data from respondents and helps ensure that subgroups are represented in the sample as specified.
Quota Sampling	The selection of participants based on specific quotas regarding characteristics such as age, race, gender, income, or specific behaviors. Quotas are usually determined by research objectives.
Quota Sheets	A simple tracking form that enhances the interviewer's ability to collect data from the right type of respondents; the form helps ensure that representation standards are met.
Random-Digit Dialing	A random selection of area code, exchange, and suffix numbers.
Random Error	An error that occurs as the result of chance events affecting the observed score.
Randomization	The procedure whereby many subjects are assigned to different experimental treatment conditions, resulting in each group's averaging out any systematic effect on the investigated functional relationship between the independent and dependent variables.
Random Sampling Error	The statistically measured difference between the actual sampled results and the estimated true population results.
Ranges	Statistics that represent the grouping of data responses into mutually exclusive subgroups with each having distinct identifiable lower and upper boundary designation values in a set of responses.
Rank-Order Rating	A scale point format that allows respondents to compare their responses to each other by indicating their first

Scale	preference, then their second preference, then their third preference, etc., until all the desired responses are placed in some type of rank order, either highest to lowest or lowest to highest.
Rating Cards	Cards used in personal interviews that represent a reproduction of the set of actual scale points and descriptions used to respond to a specific question/ setup in the survey. These cards serve as a tool to help the interviewer and respondent speed up the data collection process.
Ratio Scales	Question/scale formats that simultaneously activate all four scaling properties; they are the most sophisticated scale in the sense that absolute differences can be identified not only between each scale point but also between individuals' responses. Ratio scales request that respondents give a specific singular numerical value as their response to the question.
Reachable Rate (RR)	The percentage of active addresses on a mailing list or other defined population frame.
Recursive	A relationship in which a variable can both cause and be caused by the same variable.
Regression Coefficient	An indicator of the importance of an independent variable in predicting a dependent variable. Large standardized coefficients are good predictors and small coefficients are weak predictors.
Refusal	A particular type of nonresponse bias that is caused when a prospective respondent declines the role of a respondent.
Related Samples	Two or more groups of responses that originated from the sample population.
Relationships	Associations between two or more variables.
Reliability	The extent to which the measurements taken with a particular instrument are repeatable.
Reliability of the Scale	The extent to which the designed scale can reproduce the same measurement results in repeated trials.
Reliability of Service	The researcher's ability to be consistent and responsive to the needs of the client.
Reputation of the Firm	The culmination of a research firm's ability to meet standards, reliability of service, marketing knowledge, and technical competency for purposes of providing quality outcomes.
Research Instrument	A microscope, ruler, questionnaire, scale, or other device designed for a specific measurement purpose.
Research Objectives	Statements that the research project will attempt to achieve. They provide the guidelines for establishing a research agenda of activities necessary to implement the research process.
Research Proposal	A specific document that serves as a written contract between the decision maker and researcher.
Research Questions Section	The second section of the questionnaire that focuses on the research questions.
Respondent Characteristics	The attributes that make up the respondents being included in the survey; three important characteristics are diversity, incidence, and participation.
Respondent Error	The type of nonsampling errors that can occur when selected prospective respondents cannot be initially reached to participate in the survey process, do not cooperate, or demonstrate an unwillingness to participate in the survey.
Respondent Participation	The overall degree to which the selected people have the ability and the willingness to participate as well as the knowledge of the topics being researched.
Response Error	The tendency to answer a question in a unique systematic way. Respondents may consciously or unconsciously distort their answers and true thoughts.
Response Order Bias	Occurs when the order of the questions, or of the closed-end responses to a particular question, influences the answer given.
Response Rate	The percentage of usable responses out of the total number of responses.
Retailing Research	Research investigations that focus on topics such as trade area analysis, store image/perception, in-store traffic patterns, and location analysis.
Sample	A randomly selected group of people or objects from the overall membership pool of a target population.
Sample Design Error	A family of nonsampling errors that occur when sampling plans are not appropriately developed and/or the sampling process is improperly executed by the researcher.
Sample Mean Value	The actual calculated arithmetic average value based on interval or ratio data of the drawn sampling units.
Sample Percentage Value	The actual calculated percentage value of the characteristic of concern held by the drawn sampling units.
Sample Selection Error	A type of sample design bias that occurs when an inappropriate sample is drawn from the defined target population because of incomplete or faulty sampling procedures.
Sample Size	The determined total number of sampling units needed to be representative of the defined target population.
Sample Statistic	The value of a variable that is estimated from a sample.
Sampling	The process of selecting a relatively small number of elements from a larger defined group of elements so that the information gathered from the smaller group allows one to make judgments about that larger group of elements.
Sampling Distribution	The frequency distribution of a specific sample statistic value that would be found by taking repeated random samples of the same size.
Sampling Error	Any type of bias in a survey study that is attributable to mistakes made in either the selection process of prospective sampling units or determining the size of a sample required to ensure its representativeness of the larger defined target population.
Sampling Frame	A list of all eligible sampling units for a given study.
Sampling Frame Error	An error that occurs when a sample is drawn from an incomplete list of potential or prospective respondents.
Sampling Gap	The representation difference between the population elements and sampling units in the sample frame.
Sampling Plan	The blueprint or framework used to ensure that the data collected are, in fact, representative of a larger defined target population structure.
Sampling Units	Those elements that are available for selection during the sampling process.
Scale Dimensions and Attributes Element	The components of the object, construct, or concept that is being measured; it identifies what should be measured and is one of the three elements of a scale measurement.
Scale Measurement	The process of assigning a set of descriptors to represent the range of possible responses that an individual gives in answering a question about a particular object, construct, or factor under investigation.
Scale Points	The set of assigned descriptors that designate the degrees of intensity to the responses concerning the investigated characteristics of an object, construct, or factor; it is one of the three elements that make up scale measurements.
Scale Reliability	The extent to which a scale can produce the same measurement results in repeated trials.
Scanner-Based Panel	A group of participating households which have an unique bar-coded card as an identification characteristic for

	inclusion in the research study.
Scatter Diagram	A graphic plot of the relative position of two variables using a horizontal and a vertical axis to represent the values of the respective variables.
Scientific Method	The systematic and objective process used to develop reliable and valid firsthand information.
Screening Forms	A set of preliminary questions that are used to determine the eligibility of a prospective respondent for inclusion in the survey.
Screening Questions	Also referred to as *screeners* or *filter questions;* are used on most questionnaires. Their purpose is to identify qualified prospective respondents and prevent unqualified respondents from being included in the study.
Secondary Data	Historical data structures of variables that have been previously collected and assembled for some research problem or opportunity situation other than the current situation.
Secondary Information	Information (facts or estimates) that has already been collected, assembled, and interpreted at least once for some other specific situation.
Selection Bias	Contamination of internal validity measures created by inappropriate selection and/or assignment processes of test subjects to experimental treatment groups.
Selective Coding	Building a story-line around one core category or theme; the other categories will be related to or subsumed to this central overarching category.
Selective Perception Bias	A type of error that occurs in situations where the researcher or decision maker uses only a selected portion of the survey results to paint a tainted picture of reality.
Self-Administered Survey	A survey in which respondents read the survey questions and record their responses without the assistance of an interviewer.
Semantic Differential Scale	A special type of symmetrical rating scale that uses sets of bipolar adjectives and/or adverbs to describe some type of positive and negative poles of an assumed continuum; it is used to capture respondents' cognitive and affective components of specified factors and create perceptual image profiles relating to a given object or behavior.
Semistructured Question	A question that directs the respondent toward a specified topic area, but the responses to the question are unbounded; the interviewer is not looking for any preconceived right answer.
Sensitive Questions	Questions concerning income, sexual beliefs or behaviors, medical conditions, financial difficulties, alcohol consumption, and so forth that respondents are likely to respond to incorrectly.
Sentence Completion Test	A projective technique where subjects are given a set of incomplete sentences and asked to complete them in their own words.
Simple Random Sampling (SRS)	A method of probability sampling in which every sampling unit has an equal, nonzero chance of being selected. Results generated by using simple random sampling can be projected to the target population with a prespecified margin of error.
Single-Item Scale Descriptors	A scale used when the data requirements focus on collecting data about only one attribute of the object or construct being investigated.
Situational Characteristics	Factors of reality such as budgets, time, and data quality that affect the researcher's ability to collect accurate primary data in a timely fashion.
Situation Analysis	An informal process of analyzing the past, present, and future situations facing an organization in order to identify decision problems and opportunities.
Skip Interval	A selection tool used to identify the position of the sampling units to be drawn into a systematic random sample design. The interval is determined by dividing the number of potential sampling units in the defined target population by the number of units desired in the sample.
Skip Questions	Used if the next question (or set of questions) should be responded to only by respondents who meet a previous condition.
Snowball Sampling	A nonprobability sampling method that involves the practice of identifying a set of initial prospective respondents who can, in turn, help in identifying additional people to be included in the study.
Social Desirability	A type of response bias that occurs when the respondent assumes what answer is socially acceptable or respectable.
Social Media Monitoring	Research based on conversations in social media.
Spearman Rank Order Correlation Coefficient	A statistical measure of the linear association between two variables where both have been measured using ordinal (rank-order) scale instruments.
Split-Half Test	A technique used to evaluate the internal consistency reliability of scale measurements that have multiple attribute components.
Standard Deviation	The measure of the average dispersion of the values in a set of responses about their mean.
Standard Error of the Population Parameter	A statistical measure used in probability sampling that gives an indication of how far the sample result lies from the actual population measure we are trying to estimate.
Standard Industrial Classification (SIC) Codes	The numerical scheme of industrial listings designed to promote uniformity in data reporting procedures for the U.S. government.
Standardized Research Firms	Research firms that provide general results following a standard format so that results of a study conducted for one client can be compared to norms.
Staple Scales	Considered a modified version of the semantic differential scale; they symmetrically center the scale point domain within a set of plus (+) and minus (−) descriptors.
Statistical Conclusion Validity	The ability of the researcher to make reasonable statements about covariation between constructs of interest and the strength of that covariation.
Store Audits	Formal examinations and verifications of how much of a particular product or brand has been sold at the retail level.
Strata	The subgroupings that are derived through stratified random sampling procedures.
Stratified Purposive Sampling	Selecting sample members so that groups can be compared.
Stratified Random Sampling (STRS)	A method of probability sampling in which the population is divided into different subgroups (called strata) and samples are selected from each stratum.
Structured Questions	Questions that require the respondent to make a choice among a limited number of prelisted responses or scale points; they require less thought and effort on the part of the respondent; also referred to as *closed ended questions*.
Subject Debriefing	Fully explaining to respondents any deception used during research.
Subjective Information	Information that is based on the decision maker's or researcher's past experiences, assumptions, feelings, or interpretations without any systematic assembly of facts or estimates.

Subject's Awareness	The degree to which subjects consciously know their behavior is being observed; *disguised observation* is when the subject is completely unaware that he or she is being observed, and *undisguised observation* is when the person is aware that he or she is being observed.
Sugging/Frugging	Claiming that a survey is for research purposes and then asking for a sale or donation.
Supervisor Instructions	A form that serves as a blueprint for training people on how to execute the interviewing process in a standardized fashion; it outlines the process by which to conduct a study that uses personal and telephone interviewers.
Survey Instrument Design Error	A "family" of design or format errors that produce a questionnaire that does not accurately collect the appropriate data; these nonsampling errors severely limit the generalizability, reliability, and validity of the collected data.
Survey Instrument Error	A type of error that occurs when the survey instrument induces some type of systematic bias in the response.
Survey Research Methods	Research design procedures for collecting large amounts of data using interviews or questionnaires.
Symptoms	Conditions that signal the presence of a decision problem or opportunity; they tend to be observable and measurable results of problems or opportunities.
Syndicated (or Commercial) Data	Data and information that have been compiled according to some standardized procedure which provides customized data for companies such as market share, ad effectiveness, and sales tracking.
Syndicated Business Services	Services provided by standardized research firms that include data made or developed from a common data pool or database.
Systematic Error	The type of error that results from poor instrument design and/or instrument construction causing scores or readings on an instrument to be biased in a consistent manner; creates some form of systematic variation in the data that is not a natural occurrence or fluctuation on the part of the surveyed respondents.
Systematic Random-Digit Dialing	The technique of randomly dialing telephone numbers, but only numbers that meet specific criteria.
Systematic Random Sampling (SYMRS)	A method of probability sampling that is similar to simple random sampling but requires that the defined target population be naturally ordered in some way.
Table of Random Numbers	A table of numbers that has been randomly generated.
Tabulation	The simple procedure of counting the number of observations, or data items, that are classified into certain categories.
Target Market Analysis	Information for identifying those people (or companies) that an organization wishes to serve.
Target Population	A specified group of people or objects for which questions can be asked or observations made to develop required data structures and information.
Task Characteristics	The requirements placed on the respondents in their process of providing answers to questions asked.
Task Difficulty	How hard the respondent needs to work to respond, and the level of preparation required to create an environment for the respondent.
Technical Competency	The degree to which the researcher possesses the necessary functional requirements to conduct the research project.
Technology-Mediated Observation	Data collection using some type of mechanical device to capture human behavior, events, or marketing phenomena.
Telephone Interview	A question and- answer exchange that is conducted via telephone technology.
Test Marketing	A controlled field experiment conducted for gaining information on specified market performance indicators or factors.
Theoretical Sampling	Selecting sample members based on earlier interviews that suggest that particular types of participants will help researchers better understand the research topic.
Theory	A large body of interconnected propositions about how some portion of a certain phenomenon operates.
Thick Description	An ethnographic research report that contextualizes behavior within a culture or subculture.
Topic Sensitivity	The degree to which a specific question or investigated issue leads the respondent to give a socially acceptable response.
Traditional Test Markets	Test markets that use experimental design procedures to test a product and/or a product's marketing mix variables through existing distribution channels; also referred to as *standard test markets*.
Trained Interviewers	Highly trained people, with excellent communication and listening skills, who ask research participants specific questions and accurately record their responses.
Trained Observers	Highly skilled people who use their various sensory devices to observe and record either a person's current behaviors or physical phenomena as they take place.
Transition Questions	Questions used by a moderator to direct a focus group's discussion toward the main topic of interest.
Triangulation	Addressing the topic analysis from multiple perspectives, including using multiple methods of data collection and analysis, multiple data sets, multiple researchers, multiple time periods, and different kinds of relevant research informants.
***t*-Test**	Also referred to as *t* statistic, a hypothesis test procedure that uses the *t*-distribution; *t*-tests are used when the sample size of subjects is small (generally less than 30) and the standard deviation is unknown.
Type I Error	The error made by rejecting the null hypothesis when it is true; represents the probability of alpha error.
Type II Error	The error of failing to reject the null hypothesis when the alternative hypothesis is true; represents the probability of beta error.
Undisguised Sponsorship	When the true identity of the person or company for which the research is being conducted is directly revealed to the prospective respondent.
Unexplained Variance	In multivariate methods, it is the amount of variation in the dependent construct that cannot be accounted for by the combination of independent variables.
Unit of Analysis	Specifies whether data should be collected about individuals, households, organizations, departments, geographical areas, or some combination.
Unstructured Questions	Question/ scale formats that require respondents to reply in their own words; this format requires more thinking and effort on the part of respondents in order to express their answers; also called *open-ended questions*.
Validity	The degree to which a research instrument serves the purpose for which it was constructed; it also relates to the extent to which the conclusions drawn from an experiment are true.

Variability	A measure of how data are dispersed; the greater the dissimilarity or "spread" in data, the larger the variability.
Variable	Any observable, measurable element (or attribute).
Variance	The average squared deviations about a mean of a distribution of values.
Verbatims	Quotes from research participants that are used in research reports.
Willingness to Participate	The respondent's inclination or disposition to share his or her thoughts.
Wireless Phone Survey	The method of conducting a marketing survey in which the data are collected on standard wireless phones.
Word Association Test	A projective technique in which the subject is presented with a list of words or short phrases, one at a time, and asked to respond with the first thoughts that comes to mind.
Wrong Mailing Address	A type of nonresponse bias that can occur when the prospective respondent's mailing address is outdated or no longer active.
Wrong Telephone Number	A type of nonresponse bias that can occur when the prospective respondent's telephone number either is no longer in service or is incorrect on the sample list.
Zaltman Metaphor Elicitation Technique (ZMET)	A visual research technique used in indepth interviewing that encourages research participants to share emotional and subconscious reactions to a particular topic.
z-test (also referred to as z statistic)	A hypothesis test procedure that uses the z distribution; z-tests are used when the sample size is larger than 30 subjects and the standard deviation is unknown.