

A

[Analysis Of Variance \(ANOVA\)](#)

Statistical test used to determine if two or more groups are significantly different in their responses on a particular issue

B

[Baseline Research](#)

Research designed to collect data to be used as a basis for comparison against future data

[Binomial Variable](#)

A variable with only two attributes, e.g. gender

C

[Callback](#)

An additional telephone call made to each phone number in a sample frame that was not answered on the initial call. In a typical telephone survey methodology, interviewers will use four or five callbacks on each number until the call is completed.

[Census](#)

A count of every member of a population

[Closed-Ended Question](#)

A question to which the respondent is limited in the type of responses he or she may give, e.g. there are only three possible responses to the question, "Will you buy this product"-"Yes," "No," or "I don't know"

[Cluster Analysis](#)

A multivariate analysis technique that seeks to organize information about variables so that relatively homogenous groups, or "clusters," can be formed

[Coding](#)

A process by which verbatim comments or open-ended responses are categorized based on their similarities and are assigned numeric values

[Completion](#)

A completed questionnaire or interview

[Computer Assisted Telephone Interviewing \(CATI\)](#)

An interviewing technique by which the interviewer is prompted by the question on a computer monitor and enters the participant's response electronically

[Confidence Interval](#)

A range of values within which a population mean lies, for a given confidence level

[Confidence Level](#)

The probability that a population mean lies within a given range of values

[Conjoint Analysis](#)

A statistical technique in which respondents' utilities or valuations of attributes are inferred from the preferences they express for various combinations of these attributes

Consumer Behavior

The actions and attitudes of individuals or groups regarding the selection, purchase, use, and disposal of a product or service

Convenience Sample

A sample selected merely on the participants' availability or ability to participate

Correlation

An established relationship between two variables

Cross-Tabulation

A method of reporting responses to one or more variables based on the responses to other variables

D

Database

A collection of related data organized for quick access

Demographic Data

Objective and descriptive population data that is easily identifiable, e.g. age, income, gender, and education level

Dependent Variable

Variable in an experiment that is thought to be affected by (to depend on) another variable (independent variable)

Discriminate Analysis

A statistical technique employed to model the relationship between a dichotomous or multichotomous criterion variable and a set of continuous predictor variables.

Discussion Guide

A list of issues and specific questions used by the interviewer to direct the discussion topics in a focus group or in-depth interview

E

Empirical Data

Verifiable information that is collected through scientific observation or experiment. For example, results from surveys or focus groups are empirical data.

External Validity

The extent to which the results of a measurement of a sample can be accurately applied to the population; generalizability

F

Factor Analysis

A multivariate analysis technique used to analyze the interrelationships among a large number of variables and to explain the relationships among variables in terms of their common underlying dimensions

Fielding

To collect data using a particular survey instrument—a survey is "in the field" or a researcher is "fielding" a survey during the actual data collection process

Focus Group

A research methodology by which 8 to 10 individuals are invited to discuss a particular issue in a small group context; focus groups are facilitated by a moderator and rely on the interaction between participants for their research value; normally, focus groups last 90 minutes to two hours each

Frequency Distribution

A report of the number and type of responses to a particular question, e.g. the following is a frequency distribution for an income variable

Response	# of Occurrences
Under \$30,000	11
\$30,000 to \$45,000	31
\$45,001 to \$60,000	29
Over \$60,000	14
Total	85

H

Honorarium

A stipend paid to research subjects as an incentive to participate

I

Incentive

See Honorarium

Incidence Rate

The frequency of something occurring in the population. It usually refers to people, e.g. the percentage of pet owners in the population.

Independent Random Sampling

A method of selecting research participants from the population based on a random number-generating algorithm

Independent Variable

A variable in an experiment whose value is thought to affect the value of another variable (dependent variable)

In-Depth Interview (IDI)

A research methodology by which an individual discusses a particular topic at length with a trained interviewer; normally, an IDI lasts approximately 30 minutes

Internet Panel

A database of individuals who have volunteered to participate in online research studies

Interval Scale

A measurement scale in which all levels are equally spaced, such that an increase of one unit on the scale is equal to the same increase at a different point on the scale; it does not include a true zero point; e.g., the 10-point rating scale (1 to 10) used in gymnastics is an interval scale

L

Leading Question

Questions designed to direct the respondent to provide a response desired by the questioner

Likert Scale

A five-point scale measuring a respondent's level of agreement with a given statement

Likert-Type Scale

Any measurement scale wherein a respondent is asked to rate his or her attitude regarding a given statement

Listed Sample

A sample frame drawn from a database with known values for a variety of variables used when targeting a particular segment of the population for research purposes; e.g., when conducting research on the use of the Internet among retired persons, the researcher could use a sample frame of persons age 65 years or older

M

Mall Intercept Interview

A research methodology by which potential respondents are intercepted at the interviewer's discretion to participate in the research study; usually conducted in a shopping mall.

Margin of Error

See Sample Error

Mean

The average value

Median

The mid-point; exactly one-half of responses are less than the median and one-half are greater than the median.

Methodology

The process used and steps taken to collect data in a research effort

Metropolitan Statistical Area (MSA)

A measure used by the U.S. Census Bureau to define an urbanized area with a total population of at least 100,000

Mini-Group

A focus group conducted with only 4 to 6 participants and last for approximately 60 minutes; mini-groups are commonly conducted with teenagers or children, with hard-to-recruit populations such as community leaders, or in a context such as an online chat room or a teleconference in which communication is more limited

Mode

The most common response or value

Moderator

A trained professional who facilitates and maintains topic control during group discussion

Moderator's Guide

See *Discussion Guide*

Multivariate Analysis

A statistical analysis of the simultaneous relationships among three or more variables

N

Nominal Scale

A measurement scale in which the levels can be assigned arbitrary numeric values, but the values have no intrinsic order or mathematical properties; for example, race and gender are both measured using a nominal scale

Nth Sampling

A method of selecting potential research participants by selecting every nth person in a population to participate in the sample; for example, a restaurant could ask every 10th paying customer to complete a satisfaction survey

O

Online Focus Group

Participants simultaneously log into a private, Internet chat room hosted by the research company and provide their thoughts and attitudes (via typed comments) about the proposed topic. These sessions are guided by a professional moderator and permit clients to view the discussions in real-time from their computers.

Open-Ended Question

A question to which the respondent is not limited in the type of answer he or she can give, e.g. "Why do you prefer golf to tennis;" See Closed-Ended Question

Outliers

An extreme value that does not fit into the normal range of values for a given variable; for example, in a sample of test scores if most students score between a 75 and a 98, a student with a score of 30 would be an outlier

P

Perceptual Map

A graphic representation of a company's or product market positioning according to perceptions of the target market

Population

The total number of people in which a marketer is interested

Pretest

A smaller version of the study conducted with 20 to 30 respondents prior to the actual data collection period; a pretest is conducted to evaluate the validity of the survey instrument and to identify any potential problems with the study

Primary Research

Research conducted with a sample of the target population

Probe

A type of follow-up question asked of a respondent to clarify or expand on the initial response; e.g. "why do you believe that," "how so," and "what else"

Q

Qualitative Research

Research such as focus groups and in-depth interviews, the results of which cannot be statistically applied to a population

Quantitative Research

Survey research using a sample of people drawn at random from a given population. If the sample is drawn properly, the results of quantitative research can be generalized to the population

R

Random Digit Dial (RDD) Sample

A list of randomly-generated telephone numbers for a given geographic area (defined by area codes, prefixes, and blocks)

Random Sample

A sample of persons selected using an independent random sampling technique to participate in a research study

Rating Scale

A means of measuring interval or ratio data, wherein respondents rate a target on a given attribute using scaled values; for example, "Please rate your satisfaction with your current physician using a 10-point scale, where 10 means you are completely satisfied and 1 means you are not at all satisfied"

Regression Analysis

A statistical technique used to measure the ability of several independent variables to predict the value of a dependent variable; for example, a regression analysis could be used to predict which website characteristics are most influential in a person's likelihood of returning to the site

Reliability

A quality of measurement that suggests that the same data would have been collected each time a study is performed

Respondent

The person participating in the research study; the research subject or participant

Response Rate

The percentage of persons who actually respond to a survey out of the total number of persons who were asked to respond

S

Sample

A subset of the population

Sample Error

The chance that the results of a study are due a to misrepresentation of the sample caused by random chance; for example, out of 1 million flips of a penny, the penny will land heads-up 50% of the time and tails-up 50% of the time. If we look at a sample of 100 of those 1 million flips, heads could come up 70% of the time even though, over the long-term, it will only occur 50% of the time-this difference is due to sample error.

Sample Frame

A list from which the final sample for the study is drawn; the sample frame must be representative of the population, else the sample will not be representative of the population; for example, the telephone book can be used as a sample frame, but it does not include people without a telephone, thereby biasing the sample drawn from that frame against people without telephones

Sample Size

The number of people in the sample. Sample size is a key determinant in sample error-as sample size increases, sample error decreases

Secondary Research

Research gathered from sources other than directly from the population, e.g. publications, associations, government research

Self-Response Survey

A survey that relies on the respondent to complete and return the survey alone without the assistance of an interviewer, e.g. mail surveys, online surveys

Skip Patterns

Steps in a questionnaire instructing the interviewer or respondent to skip particular questions based on their previous responses

SPSS

A statistical software package developed for use in the social sciences

Statistical Significance

A measurement of the likelihood that an observed effect will be present in the population, based on sample size, distribution of values, and size of the effect; i.e., the difference between two values from a sample is considered statistically significant if a statistical test proves that the difference is also likely to be present in the population

Stratified Sample

A sample drawn to match the distribution of a variable in the population; for example, a stratified sample of Texas residents would include the same proportion of Houston residents as there exists in the actual population of Texas

Survey Instrument

Questionnaire

T

Telemarketing

A direct marketing tool designed to market a product or service via the telephone; often confused with a telephone research methodology, but different from market research over the telephone because market research is designed only to collect data for research purposes, not for direct marketing purposes

Tracking Research

Research designed to measure the change in results as compared to baseline research

T-Test

A statistical test to determine if two groups are significantly different from one another

Type I Error

A false positive; incorrectly accepting a positive result to be true

Type II Error

A false negative; incorrectly accepting a negative result to be true

V

Validity

See *Internal Validity and External Validity*

Variable

A quantity or function that may assume a given value or set of values

Variance

The total amount of variation in values for a given variable; for example, the average daily temperature in Dallas, Texas has a larger variance over a period of a year (there is a greater amount of variation in temperatures as the seasons change) than the average daily temperature at the South Pole (although it changes slightly day-to-day, it does not change very much)

Verbatim

A direct quote from a respondent

Virtual Focus Groups

A type of focus group that is conducted via teleconference, videoconference, or over the Internet in a chat room

W

Weighted Sample

A sample that has been multiplied by the appropriate coefficients such that the representation of a variable in the sample matches its representation in the population; a sample may be weighted based on gender such that males and females are equally represented in the sample