**Chapter 8: Online Marketing Research-The Growth of Mobile and Social Media Research**

**Multiple Choice**

1. Which of the following is not an advantage of online surveys?

a. rapid deployment

b. dramatically reduced costs

c. representative sample

d. high response rates

e. All of these are advantages of online surveys.

Answer: c

1. Which of the following is the biggest complaint about using online surveys?

a. slow deployment

b. lower response rates

c. lack of representative sample

d. lack of callback procedures

e. all of these

Answer: c

1. Which of the following is not characteristic of online surveys?

a. online self-administered interview

b. significant interviewer bias

c. medium to high risk concerning representativeness

d. purchased list of non-profiled respondents

Answer: b

1. A researcher is launching an online survey and wants to focus on females who earn more than $75,000 per year. What type of internet sample should they use?

a. data capture of Web visitors

b. random web site intercepts

c. unrestricted Internet sample

d. none of these

Answer: d

1. Online surveys are ideal for:

a. reaching a low incidence population.

b. reaching a high incidence population.

c. reaching senior citizens.

d. a survey that requires extensive probing.

Answer: a

1. Greenfield Online and Harris Interactive are examples of \_\_\_\_\_\_\_.

a. recruited panels

b. opt-in list rentals

c. opt-in panels

d. mail panels

e. data capture of visitors

Answer: a

1. Which of the following is a weakness of online surveying?

a. hard to reach low incidence populations

b. more data processing required than traditional surveys

c. some respondents may be over surveyed

d. not able to gather open-ended responses

Answer: c

1. A researcher interested in reaching a low incidence population should consider what type of online sample?

a. open online panel

b. closed online panel

c. end consumer panel

d. closed mail panel

Answer: b

1. A researcher who wanted to conduct focus groups with brain surgeons might be advised to use:

a. traditional focus groups.

b. online focus groups.

c. a mall intercept to recruit.

d. door to door interviews

Answer: b

1. Which of the following are not disadvantages of traditional online focus groups?

a. lessened group dynamics

b. lack of nonverbal inputs

c. exposure to external stimuli less efficient

d. All are disadvantages of online focus groups.

Answer: d

1. Online focus groups have an advantage over traditional focus groups in that they reduce:

a. objectivity

b. participation rates

c. travel costs

d. group dynamics

e. none of these

Answer: c

1. When a researcher “Googles” a topic in order to try to frame a research problem, he/she is seeking what type of data?

a. primary

b. secondary

c. quantitative

d. none of these

Answer: b

1. From the researcher’s point of view, the most important thing for panel companies to consider is:

a. recruiting panel members in the most cost effective way.

b. having a large number of panel members.

c. maintaining quality standards in recruiting panel members.

d. none of these

Answer: c

1. Which of the following is an advantage of video-based online focus groups?

a. Moderators can see and hear participants

b. Probing is not compromised.

c. Participants can log in from any part of the country

d. Built-in collaboration tools enable the moderator to show multiple forms of stimuli

e. All of these are advantages

Answer: e

1. Recently, market researchers have used blogs to do which of the following?

a. monitor brands

b. track trends

c. profile customers

d. identify unmet needs

e. all of these

Answer: e

1. Online survey methods do not help reduce which of the following costs?

a. training

b. telecommunications,

c. management costs

d. moderator

Answer: d

1. The idea that anyone who wishes to complete a questionnaire online can do so is most closely related to which of the following issues?

a. An unrestricted Internet sample

b. A lack of callback

c. A time constraint online

d. No sample frame

e. None of these

Answer: a

1. Which of the following is an example of a survey design and web-hosting site?

a. Quanquest

b. Sawtooth CiW

c. SurveyMonkey

d. SurveyGold

Answer: c

1. Which of the following is not an advantage of mobile research?

a. Increased response rates

b. Increased convenience

c. Broader Reach

d. Richer content

e. Quality in the content

Answer: e

1. Which of the following is *not* a good design technique for mobile surveys?

a. Create a short survey

b. Minimize the number of pages

c. Create simple questions

d. Minimize all nonessential content

e. Add many graphics to help explain concepts

Answer: e

**True/False**

1. One of the advantages of Internet surveys is their ability to access hard-to-reach respondents.

Answer: True

1. A problem with Internet surveys is the high cost of development, which brings down project profitability more than other modes of data collection.

Answer: False

1. Internet surveys have a higher cost per survey than telephone surveys.

Answer: False

1. Some prominent marketing researchers think that online focus groups can replace conventional focus groups.

Answer: True

1. Moderators play a more important role in online focus groups than in traditional focus groups.

Answer: False

1. Open panel recruitment is more likely to lead to “professional” respondents.

Answer: True

1. Respondent participation is critical to the success of the research process in order to minimize nonresponse bias.

Answer: True

1. Blogs cannot be used as a form of individual depth interviews (IDI).

Answer: False

1. Traditional online focus groups are less effective at probing than offline focus groups.

Answer: True

1. Webcam focus groups require less screening than a traditional offline focus group.

Answer: False

1. The Internet is an excellent tool to locate group participants that fit a very specific set of requirements.

Answer: True

1. Online individual depth interviews may be the only way to reach people such as physicians or busy executives.

Answer: True

1. Internet survey results take a much longer time to tabulate results than traditional surveys.

Answer: False

1. A problem with online surveys is that the sample frame needed may not be available on the Internet.

Answer: True

1. Commercial online panels are created for the exclusive use of one specific company or for one particular project.

Answer: False

1. Using a closed online panel recruitment method gives a panel provider greater control over who is invited to the panel.

Answer: True

1. Respondents of online surveys respond at higher rates and more quickly on mobile devices.

Answer: True

1. Much social media marketing research is different from traditional survey research.

Answer: True

1. For researchers wanting to conduct traditional survey research, social media should not be used as a respondent recruiting tool.

Answer: False

1. Email invites are another way to obtain respondents for online research.

Answer: True

1. Email invites can be generated randomly (similar to random digit dialing) if you do not have a list of email addresses that qualify for a survey.

Answer: False

1. Online surveys are faster than traditional methods.

Answer: True

1. Email surveys take longer to analyze than traditional methods.

Answer: False

1. Smartphone-friendly surveys are great for capturing longer written responses.

Answer: False

**Essay Questions**

1. List and describe at least five advantages of online surveys over traditional surveys.

Answer: Lower costs, rapid deployment, ability to personalize, high response rates and the ability to contact “hard-to-reach” are 5 of the more popular reasons researchers are turning to online surveys.

1. List and describe at least three disadvantages of online surveys.

Answer: Many disadvantages are listed in the book: The internet is not representative of the population as a whole, unrestricted Internet samples can occur, the sample frame needed may not be available on the Internet, lack of callback procedures to clarify open-end responses, potential for questionnaire programming errors, or some potential respondents can’t complete the survey or download photos and video quickly.

1. Explain the difference between a traditional marketing research survey and a social media community project?

Answer: Much social media marketing research is different from traditional survey research. Rather than a product manager asking a research team to determine X, Y, and Z, and then have the researchers conduct the survey and provide the requested feedback, social media research is more interactive, via a few questions, and observations over time. Social media, such as Facebook, Twitter, Pinterest, and LinkedIn, give opportunities to marketing researchers to better understand their customers and potential customers. By analyzing social media exchanges about a product or service, researchers can learn what factors customers use to determine value as well as the way they speak about the product, service or brand

1. Describe the advantages of a webcam focus group over its predecessor of the bulletin board online focus group.

Answer: Moderators can see and hear participants, meaning that there is greater context to a participant’s responses and probing is not compromised. Built-in collaboration tools enable the moderator to show multiple forms of stimuli (concepts, advertisements, storyboards) to the group. There is no difference in typing speed of various participants.

1. List and describe at least four advantages of mobile research.

Answer: There are many advantages:

a. Increased response rates

b. Increased convenience

c. Broader reach

d. Richer content

e. Broader demographic reach.

f. Immediate feedback

g. Cost savings