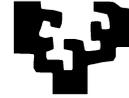


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Department of Financial Economics II
(FINANCIAL ECONOMICS AND ACCOUNTING, MARKETING AND MARKETING RESEARCH)

MARKETING RESEARCH: AN INTRODUCTION

Unit 7: Fieldwork and data preparation

Jon Charterina-Abando

Unit 7: Fieldwork and data preparation

Objectives:

- **To discuss the main concepts of the sampling process.**
- **To introduce some notions on the administration of fieldwork personnel.**
- **Analysis of the main problems of the sampling process in practice.**
- **To give some basic notions about the presentation of data in tables.**
- **To give some very basic notions about research report preparation.**

7.1 PRIOR CONCEPTS

7.2 MANAGEMENT OF FIELDWORKERS

FIELDWORK:

- LOCATION OF INDIVIDUALS
- MANAGEMENT AND ADMINISTRATION OF DATA COLLECTION MEDIA
- VERIFICATION AND RETURN OF DATA COLLECTION MEDIA

TASKS INVOLVED IN THE MANAGEMENT OF FIELDWORKERS:

SELECTION

TRAINING AND
PREPARATION

SUPERVISION
VALIDATION
AND CONTROL

EVALUATION

7.2 MANAGEMENT OF FIELDWORKERS

SELECTION OF FIELDWORKERS

PERSONAL APPEARANCE
PHYSICAL REQUIREMENTS
PERSONALITY
ABILITY TO COMMUNICATE
EDUCATION
INTEGRITY AND EXPERIENCE

TRAINING AND PREPARATION OF INTERVIEWERS

GENERAL TRAINING:

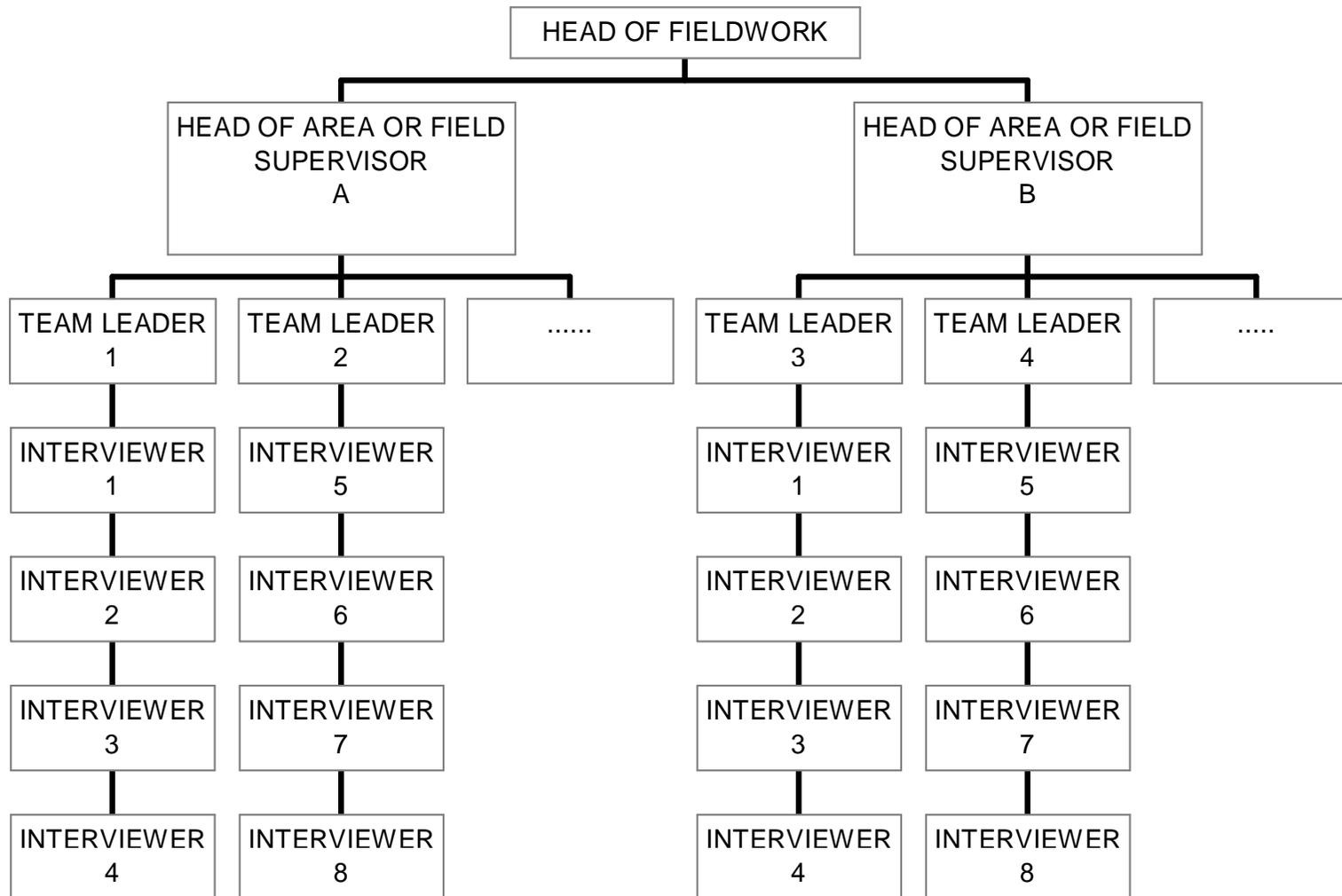
1. INITIAL CONTACT
2. SELECTION OF INTERVIEWEES
3. ASKING THE QUESTIONS
4. PROBING
- 5...

SPECIFIC TRAINING:

1. OBJECTIVES OF THE STUDY
2. SAMPLE COMPOSITION AND SIZE
3. CLARIFICATION OF QUERIES
4. USE OF SUPPLEMENTARY MATERIAL AND INSTRUCTIONS
5. PLACE AND TIME OF SELECTION OF RESPONDENTS
6. CONTROL AND SUPERVISION

7.2 MANAGEMENT OF FIELDWORKERS

FIELDWORK SUPERVISION AND CONTROL



FIELDWORK VERIFICATION AND CONTROL

Types of Control:

1. SAMPLING CONTROL

2. CONTROL OF THE TRUTHFULNESS OF THE INFORMATION

3. DATA ENTRY CONTROL

EVALUATION AFTER FIELDWORK

Evaluation of fieldworkers on the basis of:

- Cost and time**
- Response rates**
- Quality of interviewing**
- Quality of data collection**

7.3 SOME FIELDWORK PROBLEMS AND SOLUTIONS

THE PROBLEM OF NON-RESPONSE

INCREASING THE RESPONSE RATES:

1. SENDING ADVANCE NOTICE
2. MOTIVATION THROUGH INCENTIVES
3. FOLLOW-UP
4. APPROPRIATE QUESTIONNAIRE DESIGN
5. PERSONALISED LETTERS

ADJUSTMENTS TO NON-RESPONSE:

1. PREPARATION OF A SUB-SAMPLE OF NON-RESPONDENTS
2. SUBSTITUTION
3. WEIGHT ALLOCATION

7.3 SOME FIELDWORK PROBLEMS AND SOLUTIONS

THE PROBLEM OF NON-RESPONSE

Recommendations for obtaining clear and complete responses:

Repeat the question.

In the case of open-ended questions and if we want the respondents to expand their answers, **repeat the question** while the interviewee is responding.

To create curiosity, make a **pause after each question**.

Verify the respondent's answers and offer confidence, especially when the respondent shows a lack of confidence.

Ask for clarity, and ask the respondents to explain their answers if these are not clear.

Make the **necessary clarifications** without losing impartiality.

7.3 SOME FIELDWORK PROBLEMS AND SOLUTIONS

THE PROBLEM OF ENSURING THAT ALL THE ELEMENTS HAVE EQUAL PROBABILITY OF BEING INCLUDED IN THE SAMPLE

THERE ARE MANY CAUSES THAT CAN VIOLATE THE PRINCIPLE OF EQUAL PROBABILITY:

- 1. IN MULTI-STAGE SAMPLING**, when progressing from the sampling units to the definitive elements, we must bear in mind that some stages may contain more elements than others.
- 2. IN QUOTA SAMPLING**, there is a risk that interviewers might select only those individuals they find easier or more convenient to interview.

THE PROBLEM OF A HIGH NUMBER OF VARIABLES TO BE ESTIMATED

7.3 SOME FIELDWORK PROBLEMS AND SOLUTIONS

CODING: Consists in allocating names to the contents of each item and a specific code to each response

OPEN-ENDED ANSWERS / CLOSED ANSWERS

TABULATION: Refers to the orderly arrangement of data in a table or other summary format, showing the frequency of responses.

7.4 TABULATION OF INFORMATION

VARIABLES

	1	...	j	...	p
1					
...					
i					
...					
n					X_{ij}

7.5 CONTENTS OF A TYPICAL RESEARCH REPORT

1. Submission letter
2. Title page
3. Table of contents
 - a) Main sections
 - b) List of tables
 - c) List of graphs
 - d) List of appendices
 - e) List of exhibits
4. Executive summary
 - a) Summary of prime objectives
 - b) Major findings
 - c) Conclusions and recommendations
5. Problem definition
 - a) Background to the problem
 - b) Statement of the marketing problem
 - c) Statement of the res. Objectives-information needs

7.5 CONTENTS OF A TYPICAL RESEARCH REPORT

6. Approach to the problem and research design
 - a) Type of research design
 - b) Data collection from secondary sources
 - c) Data collection from primary sources
7. Data analysis
 - a) Research design
 - b) Plan of data analysis and means of interpreting results
8. Results
9. Conclusions and recommendations
10. Limitations and caveats
11. Appendices
 - a) Letter of authorisation
 - b) Questionnaire development and pretesting
 - c) Questionnaires, forms and interview guides
 - d) Sampling techniques, incl. error and confidence levels
 - e) Fieldwork
 - f) Lists, data tables, etc.