

LET'S RESEARCH!

INSTRUCTIONS: LIST ALL COMPONENTS OF A STUDY

A market research company wishes to find out whether the population of students at a university prefers brand A or brand B of instant coffee. A random sample of students is selected, and each student is asked first to try brand A and then to try brand B, or vice versa (with the order determined at random). They then indicate which brand they prefer.

A committee on community relations in a college town plans to survey local businesses about the importance of students as customers. From telephone book listings, the committee chooses 150 businesses at random. Of these, 73 return the questionnaire mailed by the committee.

A group of dog lovers (particularly pugs) are conducting an experiment of pugs in Metro Atlanta. They wanted to know whether or not feeding them table food will affect their weight compared to the dog food they currently eat. Each group will consist of 250 pugs; Group A will eat table food for 3 weeks whereas Group B will remain on the same dog food for 3 weeks.

Students at Kennesaw State University were working on their capstone project and decided to research if studying really helps test performance. A group of students on campus were surveyed about the number of hours they spent studying in the last week.

A sociologist at Clemson University wants to study the relationship between perspective of feminism of American male college students and monogamy. She gives a questionnaire to every male enrolled in Sociology 101 at her college; there are 10 classes with approximately 25 males per class. All complete and return the questionnaire.