

University of Mumbai



M.Sc in Information Technology
Revised Syllabus 2019-2020

PSIT101 & PSIT1P1 - Research in Computing

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UNIT III - RESEARCH METHODS AND DATA COLLECTION

BASED ON WILLIAM G. ZIKMUND

Chapter 10:

Communicating with Respondents

- Interviews as Interactive Communication
- Noninteractive Media
- Personal Interviews
- Advantages of Personal Interviews
 - OPPORTUNITY FOR FEEDBACK
 - PROBING COMPLEX
 - LENGTH OF INTERVIEW ANSWERS
 - COMPLETENESS OF QUESTIONNAIRE
 - PROPS AND VISUAL AIDS
 - HIGH PARTICIPATION

Contd..

Disadvantages of Personal Interviews

INTERVIEWER INFLUENCE

LACK OF ANONYMITY OF RESPONDENT

COST

Door-to-Door Interviews and Shopping Mall Intercepts

- DOOR-TO-DOOR INTERVIEWS
- CALLBACKS
- MALL INTERCEPT INTERVIEWS

Telephone Interviews

MOBILE PHONE INTERVIEWS

Phone Interview Characteristics:

- Speed
- Cost
- ABSENCE OF FACE-TO-FACE CONTACT
- COOPERATION
- INCENTIVES TO RESPOND
- REPRESENTATIVE SAMPLES
- CALLBACKS
- Limited Duration
- LACK OF VISUAL MEDIUM

Telephone Interviews

Computer-Assisted Telephone Interviewing

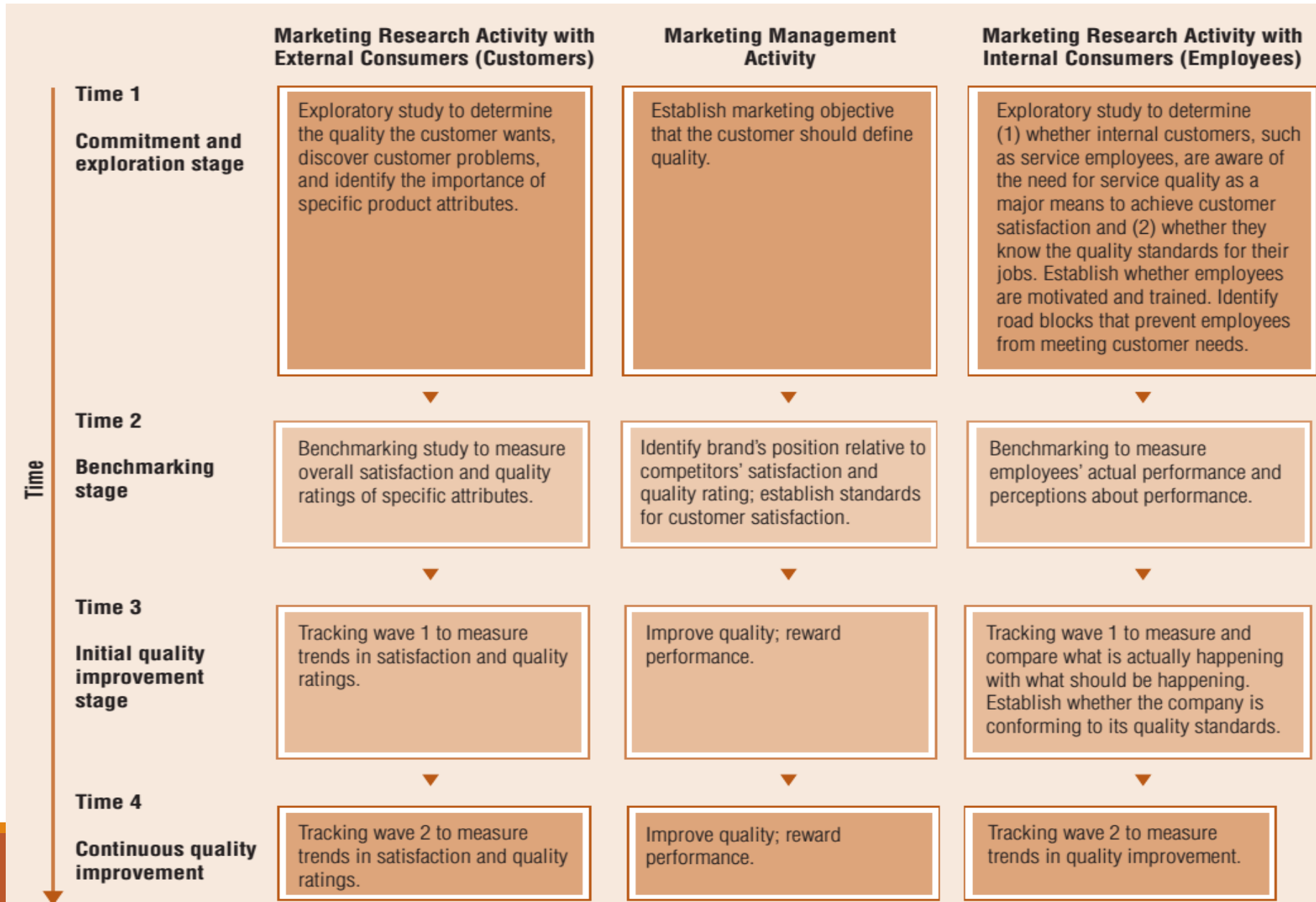
Computerized Voice-Activated Telephone Interview

Temporal Classification

Although most surveys are for individual research projects conducted only once over a short time period, other projects require multiple surveys over a long period. Thus, surveys can be classified on a temporal basis.

- **CROSS SECTIONAL STUDY** : A study in which various segments of a population are sampled and data are collected at a single moment in time
- **LONGITUDINAL STUDIES** : A survey of respondents at different times, thus allowing analysis of response continuity and changes over time
 - A type of longitudinal study that uses successive samples to compare trends and identify changes in variables such as consumer satisfaction, brand image, or advertising awareness – **Tracking study**
 - A longitudinal survey of the same sample of individuals or households to record their attitudes, behavior, or purchasing habits over time – **Consumer Panel**

Total Quality Management and Customer Satisfaction Surveys - A business philosophy that emphasizes market-driven quality as a top organizational priority



Quality Dimension	Characteristic	Example
Goods		
Performance	The product performs its core function.	A razor gives a close shave.
Features	The product has auxiliary dimensions that provide secondary benefits.	A motor oil comes in a convenient package.
Conformance with specifications	There is a low incidence of defects.	Napa Valley wine comes from Napa Valley.
Reliability	The product performs consistently.	A lawn mower works properly each time it is used.
Durability	The economic life of the product is within an acceptable range.	A motorcycle runs fine for many years.
Serviceability	The system for servicing the product is efficient, competent, and convenient.	A computer software manufacturer maintains a toll-free phone number staffed by technical people who can answer questions quickly and accurately.
Aesthetic design	The product's design makes it look and feel like a quality product.	A snowmobile is aerodynamic.
Services		
Access	Contact with service personnel is easy.	A visit to the dentist does not involve a long wait.
Communication	The customer is informed and understands the service and how much it will cost.	A computer technician explains needed repairs without using overly technical terms.
Competence	The service providers have the required skills.	A tax accountant has a CPA certification.
Courtesy	Personnel are polite and friendly.	Bank tellers smile and wish the customer a "good day" at the close of each transaction.
Reliability	The service is performed consistently and personnel are dependable.	Employees of the office cleaning service arrive on schedule every Friday evening after working hours.
Credibility	Service providers have integrity.	The doctor who is performing a heart transplant is trustworthy and believable.