

PROJECT 2 Fall 2008
Editing, Coding, Inputting, Analyzing and Reporting Research Results

CollegeLife.com Online Dating Service for College Students

You are a marketing researcher which has been hired by a new online dating company (CollegeLife.com).

Research Objectives – The research is designed to answer the following questions:

1. What are college student’s attitudes and opinions with regard to online dating services?
2. What is the profile of students who are at least somewhat interested in the general concept of an online dating service?
3. How are males’ responses different than females’ responses
4. What recommendations do you have for College.Life.com based on this study?

In order to achieve these objectives, we surveyed 300 college students, nationwide, using a random selection procedure. Before administering the questionnaire, it was pretested extensively and validated with a sample of 25 respondents. I have supplied you with the completed questionnaires (only 30, not 300! . . . you’re welcome).

| Activity | What to do | How I will assess | Due Date |
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| 1 (25 pts) | 1. Develop a set of decision rules for missing data and throwing out surveys. 2. Develop a coding scheme. 3. Input the data. 4. Using Copy & Paste, turn the 30 into 300 surveys in your database. 5. Run Frequencies for all Variables and look at the results to make sure that all data has been input correctly (e.g., make sure there are no “6”s in a variable where only 1-5 are possible entries). 6. Turn in to Dr. Castleberry your data set as well as the Frequencies run. | On time (Note: This is 5 points for each activity) Missing values in the missing value area Value labels included All data input 300 rather than just 30 Good coding scheme Frequencies run shows no bad input information. | |
| 2 (15 pts) | 1. Run Frequencies for Q 1 and Q 3 and provide the resulting tables. 2. Interpret each table in one sentence each. 3. Create a chart or graph which effectively illustrates both frequencies. Turn in to the dropbox a Word file that has all of this information in it. Also, turn in a paper copy to Castleberry. | On time SPSS tables included Interpretation correct Chart or graph effective and professional (including title, value labels, etc.) | |

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| <p>3 (15 pts)</p> | <p>1. Run Frequencies for Q7 and Q 11 but only including those who are at least somewhat interested in online dating (Use Select If for Q2) and provide the resulting tables. 2. Interpret each table in one sentence each. 3. Create a chart or graph which effectively illustrates both frequencies.</p> <p>Turn in to the dropbox a Word file that has all of this information in it. Also, turn in a paper copy to Castleberry.</p> | <p>On time SPSS tables included Interpretation correct Chart or graph effective and professional (including title, value labels, etc.)</p> | |
| <p>4 (15 pts)</p> | <p>1. Run Crosstabs of Q14 with Q1 and Q2 and provide the resulting SPSS tables. Interpret each table in one sentence each. 2. See if there is a significant relationship between Q 14 and each of the two other variables (using Chi Square). Remember to check assumptions. Interpret the results of the statistical tests after the assumptions are met. 3. Create a chart or graph which effectively illustrates each relationship. The result will be 2 charts or graphs.</p> <p>Turn in to the dropbox a Word file that has all of this information in it. Also, turn in a paper copy to Castleberry.</p> | <p>On time SPSS tables included Interpretation correct Chart or graph effective and professional (including title, value labels, statistical results, etc.)</p> | |
| <p>5 (15 pts)</p> | <p>1. Run a 2 independent sample t-test of Q8 with Q12 and provide the resulting SPSS table. Interpret the results of the statistical tests in one sentence. 2. Create a chart or graph which effectively illustrates the relationship between Q8 and Q12.</p> <p>Turn in to the dropbox a Word file that has all of this information in it. Also, turn in a paper copy to Castleberry.</p> | <p>On time SPSS table included Interpretation correct Chart or graph effective and professional (including title, value labels, statistical results, etc.)</p> | |

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| <p>6 (15 pts)</p> | <p>1. Run a Pearson correlation of Q2 with Q1 and Q9 with Q10 and provide the resulting SPSS tables. Interpret the results of each of the statistical tests in one sentence.</p> <p>2. Create a chart or graph which effectively illustrates the relationships.</p> <p>Turn in to the dropbox a Word file that has all of this information in it. Also, turn in a paper copy to Castleberry.</p> | <p>On time SPSS tables included Interpretation correct Chart or graph effective and professional (including title, value labels, statistical results, etc.)</p> | |
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Note: If you finish these assignments early, you will be able to serve as an “expert” to help answer other’s questions. This will count positively towards your course participation grade. Document this activity.