

EG4. Market and business research via web

Subject Information:

Code	EG4	Plan	2014	ECTS	
Type of Subject		Year		Semester	
Knowledge area:					
Department:					
Virtual Platform	Platform:	Studium.usal.es			
	Access URL:	Studium.usal.es			

Data about the instructor-teacher

Teacher	Robert Pinter	Group / s	
Department	Department of Information and Communication		
Knowledge area	mobile and online research methods, market research, new media, information society		
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Remarks (previous requirements, coordination, other, if any)

Objectives and competencies of the subject (basics, general, transversal, specifics)

Market and business research via web course introduces students to the market research practices and the applied online research methods which are widespread globally and used by international and local companies in research projects worldwide. Main methods will be shown are the followings: quantitative (questionnaire based) online research from web surveys to different type of online panels, qualitative online research from focus groups to social media research. Course also shows the world of market research companies and that how they use these methods in everyday research.

At the end of the semester students will have an overview of online research methods in market research and what are the common quantitative and qualitative solutions. Students will also have knowledge on how does online research system work within a market research company, what are the main roles within and outside the company, and what are the main steps of an ideal research project.

Programme (Brief Description of modules) and expected learning outcomes

What is internet (or online) research?

Internet becomes a research topic and a research tool (or rather set of tools).

Representative sample is in the heart of traditional quantitative research, but how could we guarantee representativeness of an online sample? Solution is quota method with online panels or probability panels.

Questionnaire based (quantitative) online research:

- leading role of online quantitative method in market research
- banner based or open research
- address list based research
- (access) panel based research
- types of research panels
- pros and cons of online quantitative methods
- do it yourself (DIY) research and tools in theory and practice
- how to get a (good) sample

Qualitative online research methods in market research:

- online focus groups
- research forums and blogs
- research with online communities (MROCs)
- netnography: social media research, social listening

Online (quantitative) research in practice:

Main elements of an online quantitative research system and how to build it.

Main steps of an online project from request for quotation (RFQ) until presentation to clients.

Team work (division of work) behind an online market research system and an online project.

Main actors and their interests of online market research. Differences between full service providers and panel providers.

<p>Future of online research:</p> <ul style="list-style-type: none"> • New methods and trends (e.g. mobile research, gamification etc.) • Challenges on the horizon of market research
<p>Expected learning outcome (ELO):</p> <ul style="list-style-type: none"> • Students will have enough knowledge to decide about whether they want to work in online market research business in the future and if yes which part is the most interesting for them. • Students will have a detailed overview of online research methods, understand its possibilities and limitations in theory and practice (in research projects). • Students will be capable to plan independently own online projects and know the possible pitfalls in the process.

Methodology

Teaching methodologies include lectures, tutorials seminar and project work.

- Resources:

Bibliography:

Poynter, Ray (2010): *The Handbook of Online and Social Media Research*. John Wiley and Sons.

A DETAILED READING LIST WILL BE GIVEN AT THE BEGINNING OF THE COURSE

Online resources:

Pinter, Robert: Introduction to online qualitative research methods
<http://www.slideshare.net/probesz/introduction-to-online-qualitative-methods> Last accessed 18.07.2013.

Pinter, Robert: Introduction to online quantitative research
<http://www.slideshare.net/probesz/introduction-to-online-quantitative-research> Last accessed 18.07.2013.

Evaluation System:

General Considerations:

Evaluation is partly based on participation in seminars, active involvement in project work during the semester and a final written exam at the end of the course.

Evaluation Criteria:

Final grade is based on:

- seminar work (30%)
- project work (30%)
- written exam (40%)

Recommendation for second and following evaluations:

Employment Opportunities (optional)

This course may help to have better employment chances at market research companies with interest in online research methods and companies in online research software development.