

2 classical experiment - lab report example

[Sociology](#)



2 Classical Experiment

Soc 465: Social Science Research Lab 2: ical Experiment Topic: Television

Advertisements and Product Sales Identify the necessary components

This study will entail looking at the buying patterns of adults in the community. Random products will be selected to determine whether or not, specifically, advertising on television causes people to buy more of the product, or whether there are other factors that have more significance in determining which product adults buy. The necessary components, then, are a survey instrument, access to a selected panel of adults, and research about which products to include in the questionnaire.

2) What is the research question?

The overarching question for this research study is: Does the advertising of a particular product in a given market increase its sales when compared to products that do not advertise on television.

3) What is your hypothesis?

A product advertised on television will have higher sales when compared to a similar product that does not advertise on television.

4) How would you select your subjects and assign them to a group?

Subjects will be randomly selected from a pool of acquaintances known by the researcher. They will all be assigned to the same group, as is no need from separate categories of participants in this particular research design.

5) How would you conduct the experiment? Describe your procedures.

Participants will be asked if they are willing to take part in a short survey online designed to assess the various reasons behind why they buy certain household products. A survey will be designed asking the participants about

the brand of different products, such as laundry detergent, that they buy. Products will be chosen that are perceived as being common by a majority of households. Ten different products will be asked about in order to get a broad enough overview and to make the sample size significant enough to arrive at a sound conclusion in support, or disagreement, with the hypothesis. Once a customer indicates their brand preference for a particular product, they will be asked how television played a role in influence their decision to buy. For that question, a Likert style response will be asked for. When all surveys are in, the responses to those specific question will be used to conduct a statistical analysis determining the role that television has in influencing the decisions of adult buyers.

6) What are the limitations to your experiment?

The only main limitation to this experiment is to get a large enough sample size of products that are advertised on television. Other than that, as long as enough participants agree to participate and complete the questionnaire, this particular research design does not have any inherent limitations.

7) What are the ethical concerns with your study?

The main ethical concern for this study will be to ensure the privacy of all participants. Because this particular survey does not ask for any sensitive information, and will not contain any references to products that society might consider morally questionable, these concerns can be easily address. The survey will be administered online via a link to the participants email. Once the survey is completed, the researcher will have no way of knowing who completed that particular questionnaire. In this way, participants can be assured of their privacy and will simply be thanked for their time. Their will

be no compensation given for their participation, so there answers will not be influenced in any way.