

CHAPTER OVERVIEW

4: Think - Market Research

Learning Objectives

In this chapter, you will learn:

- Key concepts in conducting market research.
- Several methods for conducting online research, including surveys, online focus groups and data sentiment analysis.
- Possible problems and pitfalls to look out for when researching online.

[4.1: Introduction](#)

[4.2: Key terms and concepts](#)

[4.3: The importance of market research](#)

[4.4: Key concepts in market research](#)

[4.5: Online research methodologies](#)

[4.6: Justifying the cost of research](#)

[4.7: References](#)

[4.8: Tools of the trade](#)

[4.9: Advantages and challenges](#)

[4.10: Case study - Sentiment data mining predicts political outcomes](#)

[4.11: The bigger picture](#)

[4.E: Market Research\(Exercises\)](#)

[4.S: Market Research\(Summary\)](#)

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