

4.E: Market Research(Exercises)

Case study questions

1. What is sentiment data?
2. How could a tool like BrandsEye be used to gather information about your customers? Suggest some ideas.
3. Why was BrandsEye able to correctly predict the results of the national referendum on Brexit and the US Presidential Elections?

Chapter questions

1. Discuss the relationship between the ideas discussed in the Data chapter and this one.
2. What is primary research?
3. What role does online research play in the overall market research toolkit?

Further reading

<http://s3.amazonaws.com/SurveyMonkey...martSurvey.pdf> – The Smart Survey Design is a useful white paper that will help you master drawing up relevant web surveys.

Learn about probability sampling: <https://www.socialresearchmethods.net/kb/sampprob.php>

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