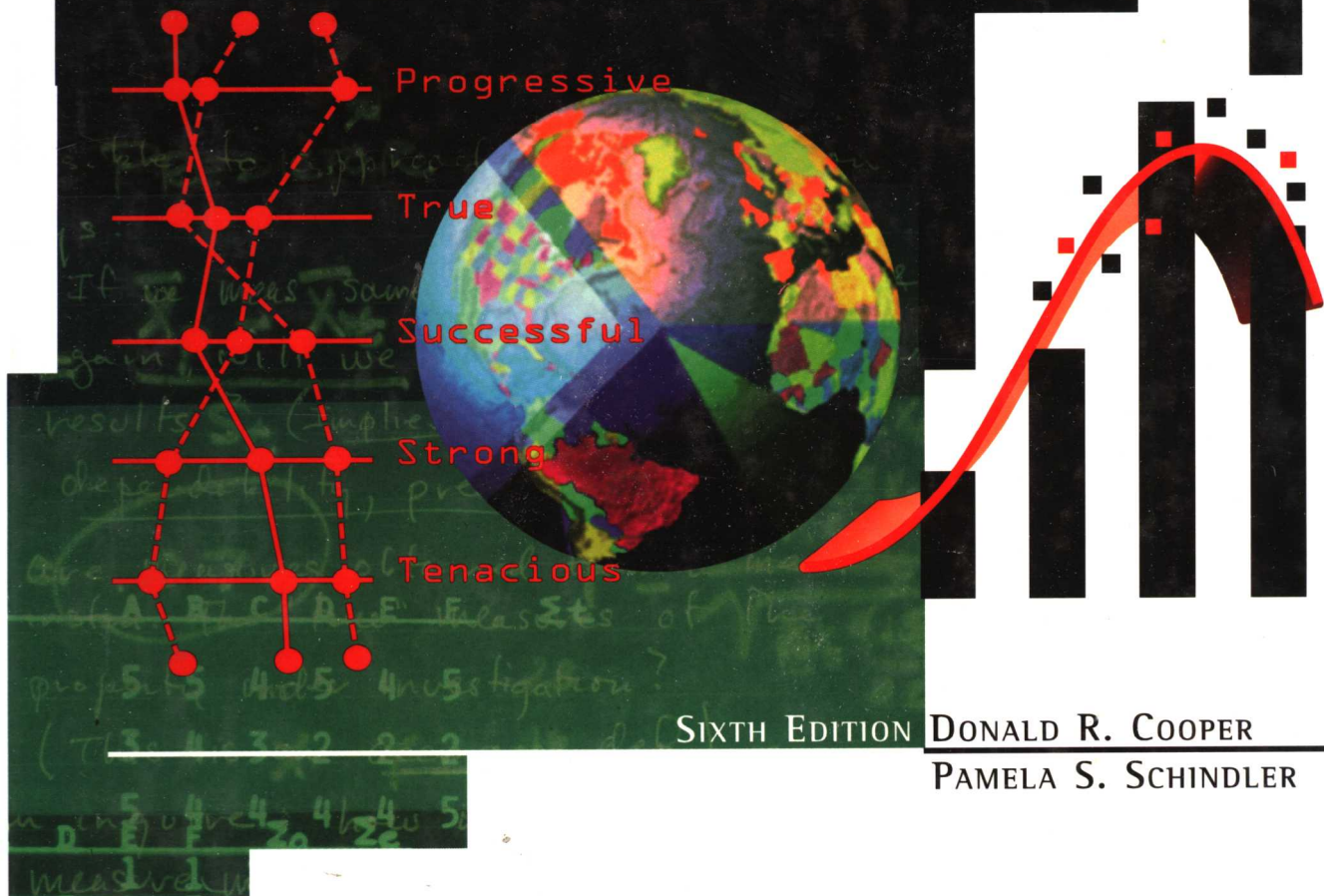


Business Research Methods



SIXTH EDITION

DONALD R. COOPER
PAMELA S. SCHINDLER

SIXTH EDITION

BUSINESS RESEARCH METHODS

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Florida Atlantic University

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PREFACE

Business Research Methods has evolved often since its introduction in 1976. Technology has continued to transform information processing and managerial problem solving. And, as the field of research in organizations grew dramatically during the late 1970s and 1980s then matured during the 1990s, our textbook kept pace with industry changes and stayed on the leading edge of teaching pedagogy. We continue to deliver on those same promises in the sixth edition where *Business Research Methods* truly comes of age by again responding aggressively to adopter and reviewer suggestions.

We listen to you carefully. The result is greater relevancy for practicing managers, improved coverage of the research process in the business setting, and a textbook that spans the disciplines of business, providing breadth, depth, and serving as a valuable reference for post-course use.

As the leading text in this market, we wanted the sixth edition to exceed instructor expectations and student needs without altering the features you valued in the fifth edition. You'll still find:

- A balanced presentation of practical application and fundamental concepts.

- Timely coverage of news-making issues and concepts—in the cases, Bringing Research to Life vignettes, Close-Ups, and Key Terms.
- An indepth treatment of concepts, not cursory reviews.
- A comprehensive coverage of the field organized to optimize the flow of information to students.
- Appendices that offer extensive reference materials and specialized information for advanced students.
- Compatibility with the Irwin/McGraw-Hill software series.

In this edition, Pamela S. Schindler joins the team. She is a veteran of twenty-three years in the undergraduate classroom and more than two decades of supervising and conducting research for nonprofit, profit-driven, and governmental organizations. She brings a fresh perspective to the topics and a keen understanding of the visual and verbal learning styles of students. As a trusted user and reviewer of this text for the last three editions, I could not have chosen a more compatible partner—one who shares my strong interest in student learning and passion for research methods. Welcome, Pam.

Target Audience

Over the years, we have taught research and data analysis for MBAs, executive MBAs, doctoral students, and public managers. *Business Research Methods* is appropriate for MBA programs, MPA programs, programs with a cross-functional research emphasis, and undergraduate programs where students have a foundation in elementary statistics. The chapter-to-chapter readability consistently accommodates learners at all levels.

Features of the Sixth Edition

As you've come to expect with our revised editions, you'll also find numerous enrichments that enhance the learning experience for the student and the teaching experience for the classroom-focused teacher:

A stronger decision making emphasis

- Cases throughout the text and chapter examples emphasize a variety of management-related scenarios.
- Case discussions integrated into the body of the chapter cement key concepts early.
- Nineteen optional cases can be packaged with the text to assist with quantitative concepts and are identified at the end of appropriate chapters. The Bryant & Smith cases reference a data disk that instructor's may order (ISBN 0-256-15829-0).
- Bringing Research to Life (BRL) vignettes now appear in all chapters with a fuller integration of BRL concepts and issues in the body of each chapter.
- A continuing character in the BRL series has joined MindWriter as a manager who must juggle three different research-related roles: research provider, out-source research coordinator, and client.
- Case and BRL discussion continually emphasize the integrated nature of research methodology—critical for the execution of quality research projects.
- End-of-chapter questions directly address the BRL vignettes providing the professor and stu-

dent with a lively discussion platform—similar to a mini-case but much richer in detail—as the vignette's characters and the MindWriter body of knowledge builds from chapter to chapter.

- A significantly revised *Instructor's Manual* offers enriched course design ideas, student projects, in-depth discussion of end-of-chapter exercises, new review questions, and PowerPoint slides.
- Ethical considerations for managers receive early introduction and chapter-level emphasis (Chapter 5) with additional integration within chapters and throughout the BRL vignettes.

Graphically enhanced and fully integrated Research Process Model

- The Research Process Model, along with accompanying tables, provides a practical guide to course and post-course use by students and managers conducting or supervising research. As such, it has received more emphasis as the foundation model of the text (Chapter 3).
- The Research Process Model is revisited throughout the book with newly introduced concepts tied to it both verbally and graphically.
- The Management-Research Question Hierarchy is more fully integrated into the model making the transition from theory to research instrument more understandable (Chapter 3).
- New model-related figures have been added along with improvements to the figures retained from the fifth edition.

Enhanced topical coverage

- Exploratory study applications are expanded in the discussion of research design (Chapter 6).
- Numerous graphical examples appear in the streamlined treatment of measurement (Chapter 7) and scaling (Chapter 8).
- Sampling examples and notation are updated (Chapter 9).
- An exciting new chapter on Secondary Data Sources (Chapter 10) boasts a powerful elec-

tronic search orientation and timely examples in the chapter Close-Up.

- Appendix A provides alternative search strategies and is duplicated on the text's WWW site with hot links.
- The WWW site offers updated sources and URLs for rapidly changing Internet material.
- A reorganized chapter on Survey Methods (Chapter 11) introduces a graphical model for the selection of data collection approaches so choices are more apparent and this step is more distinctly tied to the Research Process Model.
- A major reorganization of Instruments for Respondent Communication (Chapter 12) helps students recognize and follow a clearly defined instrument design process linking design decisions with issues in prior and subsequent chapters.
- Data warehousing and data mining update the chapter on Data Preparation and Preliminary Analysis (Chapter 15).
- Tables and figures for exploratory data analysis techniques receive new graphics, more cogent explanation, and current data examples (Chapter 15).
- New sections on the graphical techniques for quality control and improvement appear in an expanded chapter on Presenting Results: Written and Oral Reports (Chapter 19).

Acknowledgments

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A few people deserve special thanks. Jay S. Mendell, Florida Atlantic University, continued as the creator of our distinctive BRL vignettes, and contributed Chapter 10 and Appendix A. Many adopters noted the humor and vitality that the vignettes add by breathing "real" life into research. John Hanke, Eastern Washington University, assisted with statistical revisions in several chapters. Paul D. Cooper, a graphic designer from Arizona State University, created a contemporary cover design that reflects the book's direction and focus. C. William Emory leaves with us a legacy of knowledge and dedication to research methods. We will miss you, Bill.

We have the utmost respect for Gail Korosa at Irwin/McGraw-Hill. As Senior Developmental Editor, her knowledge of the market, keen insight into packaging options and features, and coordination skills were essential for keeping this edition on target. She was always there with an uncanny ability to fix things and a word of encouragement. We thank Scott Isenberg, our Editor, for his valor in fighting unwinnable bureaucratic battles and remaining dignified in defeat. We appreciate the work of the production team in bringing this effort to culmination but particularly Pat Herbst, our copy editor, who brought a new level of clarity to the exposition.

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Donald R. Cooper

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P A R T

I

INTRODUCTION TO BUSINESS RESEARCH

CHAPTER

1

RESEARCH IN BUSINESS



CHAPTER NAVIGATION

BRINGING RESEARCH TO LIFE

WHY STUDY RESEARCH?

THE VALUE OF ACQUIRING SKILLS

WHAT IS RESEARCH?

WHAT IS GOOD RESEARCH?

THE MANAGER-RESEARCHER RELATIONSHIP

SUMMARY

KEY TERMS

DISCUSSION QUESTIONS

REFERENCE NOTES

SUGGESTED READINGS



BRINGING RESEARCH TO LIFE

"Jason Henry? I'm Myra Wines."

"Yes, come in, Ms. Wines. We'll meet here in the conference/living room. Watch your step around the cables, though."

The stylish, middle-aged woman found her way among several crates of partially unpacked computer systems, stepped over a strip of duct tape that held several cables securely in place on the carpet, pushed aside a pile of accounting books and tax manuals that had been stacked on the sofa, seated herself as gracefully as she could among the heap of books, electronic gear, and unopened paper boxes, then snapped open a briefcase to produce a miniature cassette recorder, which she clicked on. "If this makes you nervous, I'll turn it off," she said. "I was a TV investigative reporter for fifteen years, and my rule was to run a recording until they told me to turn it off. Old habits die hard . . . especially ones that have gotten you out of a dozen jams."

"Turn it off then," said the younger man, curtly. "It doesn't make me nervous, but I fail to see the need of it. How long have you been out of TV? Were you in TV down here? You must have been on local, not network, because I don't recognize you. As I told you when you called, we're just establishing our Florida office. Of course, you can see that." All this came out in one breath.

Myra picked up the thread of the monologue. "You moved here from Ottawa where you and your wife were employed by the United Nations. Your wife is a doctor in public health. You are an accountant turned business economist and consultant. You both graduated from college in California. You have opened several corporations here in Florida—to do auditing, economic analysis, epidemiological consulting, and diversified business research. I don't know why you need four separate corporations, but that's your business. . . . What have I missed?"

"My wife did a weekly public service TV program for distribution by the United Nations. She speaks four languages."

"I knew that. A TV producer in Toronto who works for United Nations TV alerted me to your move to Florida."

"Then that covers everything, doesn't it," he said with asperity, "except a birthmark above my knee."

"Your right knee," she said positively. Panic flickered in his eyes, and quickly she added, "Just a guess. Fifty-fifty chance of being right, you know."

That broke the tension. He chuckled. "I have a gold filling in one of my teeth. Can you tell me which one?"

Now she laughed. "I never bluff against such high odds as 32-to-1."

They both smiled. Then he killed the merriment by adding, "The odds would be 31-to-1, by the way, not 32-to-1. There would be one right answer and thirty-one wrong. Obviously, that makes the odds 31-to-1."

"How many computers do you have?" she asked, changing the subject.

"Counting the portables, five, plus several dumb terminals. Plus three printers and one fax for incoming and one for outgoing. And a voice-mail system and a pager. I am networking all of this together, as you can see. I have had six phone lines run in here, though I need only four right now. I took two extra, because I don't want the phone company coming in once I am all set up. We don't want the hassle of separate office space so we're locating the office on the main floor of our residence. Most of my clients will never see the office, so you'll have to excuse the mess. As far as my clients in Phoenix, Butte, and Ottawa know, I am working out of the classiest suite in this city's best office building, because faxes and phone calls and electronic mail are all the contact they have with me. I'll rethink the office if we add teleconferencing."

"Well. . .," she said doubtfully.

"Yes, it's quite a few computers. But I'm your basic unapologetic computer jockey. I believe that you find the truth by crunching the numbers. I believe that. I really do."

"I don't agree. I'm your basic ex-TV reporter turned PR manager. I believe you get the truth by
(continued)