

Laboratory Activity 2 for Math 080: Topics from Chapter 1

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1 Introduction

Malcom Gladwell is a celebrated non-fiction author who tells intriguing and intellectual stories about real situations, and thinkers. In this TED talk, he explains how his friend Howard Moskowitz used statistics to reveal clusters in the food preferences in American shoppers.

Answer the following questions and submit as a PDF file Moodle.

2 Questions

1. Identify the “three things” that Howard Moskowitz brought to the food industry.

Diet Pepsi, zesty pickles, Prego sauce

2. Suppose Howard Moskowitz, when helping Campbell's to redesign Prego tomato sauce, had used simple random sampling in his analysis instead of clustering style. What might have been missed?

Using simple random sampling would not have as accurately depicted the preferences of the entire population, but rather only a random sample of the population. However, with cluster sampling, Moskowitz was able to categorize the results and make improvements based on the results of the experiment as a whole, not just a sample.

3. Take the ideas of Gladwell and Moskowitz, and use them to describe the design of a market study that would reveal people's preferences regarding your favorite product. For what reasons do they buy it? Argue for the use of one of the sampling techniques in Chapter 1, explaining why it would allow you to differentiate and enhance your product.

Similar to Moskowitz's design for product testing, this method could be used to see preferences of different types of bread, depending on the texture of the inside and outside of the bread. If cluster sampling is used to determine what the majority of the population wants when buying bread, it could be used to create a new desired product.