

**Ethics Pledge**

**Consistent with the above statements, all homework exercises, tests and exams that are designated as individual assignments MUST contain the following signed statement before they can be accepted for grading.**

I pledge on my honor that I have not given or received any unauthorized assistance on this assignment/examination. I further pledge that I have not copied any material from a book, article, the Internet or any other source except where I have expressly cited the source.

Signature: Haodong Zhao Date: Jan 29 2019

Please note that assignments in this class may be submitted to www.turnitin.com, a web- based anti-plagiarism system, for an evaluation of their originality.

Pick a Website on the Internet. Suppose you were designing an experiment for increasing visitor’s response to a product or service offered on the site.

– What five factors do you think would be most important to test? In each case, specify two levels for each of the factors and tell whether it is experimental or classification factor. (Recall the classification factor is something that can't be changed or assigned, that is, the level of such a factor is \*not\* controllable (changeable) by the experimenter.)

Assume an outdoor product company plans to place an advertisement for a men’s product on YouTube.

|  |  |  |
| --- | --- | --- |
| Factors | Levels | Kind |
| 1. Duration | 15 s | Experimental |
| 30 s |
| 1. Population | Targeted | Experimental |
| Not oriented |
| 1. Content | Product with story | Experimental |
| Only product |
| 1. Gender | Male | Classification |
| Female |
| 1. Questionnaire | Yes | Experimental |
| No |

Explanation:

1. The advertising duration will affect the amount of play. Today, short videos are more popular.
2. Since the advertisement is about outdoor product, place the advertisement to people who’d like to watch outdoor videos will be more effective.
3. In an advertisement, if the product can be contained in a story, it will be more attractive.
4. This product is a men’s outdoor product, so place the advertisement to men are more effective than women.
5. Set a questionnaire after the advertisement can help the user remember the product, and can help the company to know users’ will.