Problem Set 5

Monday:

1. Starbucks wants to evaluate whether their mobile pay solutions are having a positive impact on customer service. Outline how they might collect data to answer this question using:
   1. An observational study
   2. Focus groups
   3. An online survey

To collect data using an observational study, they could locate a couple of different shops where people are most likely to use the mobile pay solution and document/take notes on what people’s emotions are at the time of using it. The data you would obtain include, demographics of who purchases the drinks/food, how quickly the process takes from ordering to payment, what time of day people tend to use it the most- to see if it’s used for efficiency or just so people have one less thing to hold.

If Starbucks wanted to evaluate their mobile pay solutions using focus groups, they could ask their employees to sit for on a (group) interview on how they perceive their consumers are enjoying using the mobile pay solution.

To collect data using an online survey, Starbucks would likely have to send it to anyone who has a Starbucks account- it’s possible that bias may occur from gold star members answering more frequently than those who only purchase from Starbucks occasionally. This could also be sent out via social media platforms if they were interested in perspective buyers. A final place the survey could be sent out is via Apple products- if those are the phones that offer the mobile pay solutions the most. This would also help you answer how many people would enjoy using the mobile app.

Be sure to identify what the procedure would look like, what data you would obtain, and what questions you could answer using this data.

2. In 2014, Facebook conducted their infamous Emotional Contagion study where they manipulated users' newsfeeds to contain differing amounts of positive and negative content. Name the (a) research question, (b) independent variables, and (c) dependent variables that Facebook used in this study.

3. What kind of data collection strategies would you use to:

A. Determine user perceptions of a social media campaign

B. Assess the effectiveness of a web redesign

C. Decide whether the next iPhone will live up to its hype (and turn a profit)

Be certain to provide a sufficient justification for why you feel this method is correct.