“Thoughts”

By Kenny Rienecker

Update

Currently I have been doing research as one of the most complicated aspects of this program will be the analysis of the data and showing high enough correlations for it to be valuable data I can sell to companies. I will be using the Cronbach’s alpha for statistical analysis because it is a way to measure tendencies in a group. It relies on the fact that it is unidimensional and under tau equivalent model conditions but that is how you can truly extrapolate the data and further draw connections and correlations. I will accept anything over 70% as correlation but will see if I am able to drive codependency in results. I may need more than the project 15-20 I presume I will originally get.

As for the survey I have a rough idea but will refine the final portion of the questionnaire. The first two capture demographic and personality. The third is to establish likelihood to purchase an electric car in the future, whether currently driving gas or not. It can establish why a company why want to invest in expansion of size of larger investment in R&D? After consideration and advice from Dr. Mejia, I need to make them less persuasive and more generic to get the true results without skewing the data.

Finally, the language it will be coded on is “R”. R allows for simple implementation of Cronbach’s alpha and is the common language used in data collection driven activities to my understanding. Coding will commence shortly I am currently watching tutorials on R and how to download the language/program.