Small Group Assignment

Field Research Report

Oftentimes companies plan for years to launch a new product or service. A lot of money and time is expensed in Research and Development of this new product or services. Company jobs and stock investor confidence may be dependent on its success.

Companies will only take these new initiative risks if they have field tested the product or service first. This often includes going out and seeing how potential audiences, customers, constituents or clients may view it.

Reports, much like a lab report are prepared as the field testing is completed. These documents are typically reviewed by multiple audiences. Some groups are looking for the result of field research. Others may be looking at data charts for future trends. Still others may be looking for anomalies and discrepancies for a legal loophole. These reports must be put together in a formal concise manner making sure that all areas are addressed and results/conclusions are clear.

A typical template for Field Research report consists of but is not limited to:

Title - a brief, concise, yet descriptive title

Problem Statement - What question(s) are you trying to answer? You can include any preliminary observations or background information about the subject.

Hypothesis- What is a possible solution to the problem? Write it in a complete sentence. Make sure you have something that can be tested (i.e. doing the experiment)

Procedure - Write a paragraph (complete sentences) which explains what you did to test the hypothesis. Your procedure should be written so that anyone else could repeat the experiment. IF there are specific items needed to perform the work they should be noted.

Results (Data) - This section should include any data tables, observations, or additional notes you make during the lab. You may attach a separate sheet(s) if necessary. All tables, graphs and charts should be labeled appropriately.

Conclusions - Do you accept or reject your hypothesis. EXPLAIN why you accepted or rejected your hypothesis using data from the lab. Include a summary of the data … the highs, lows, averages, anomalies...etc. to help the reader understand your results. List one thing you learned and describe how it applies to a real-life situation. If there is still some uncertainty or

ambiguity, discuss possible errors that could have occurred in the collection of the data (experimental errors).

(*Please note this is just an example template and others should be considered if appropriate*.)

Since you are handling the field research, you are often providing this document to your boss. He will take the information and make recommendations to his superiors.

Your Assignment:

Team up with 2/3 other students and perform a technical experiment to test a problem or question you have. It can be something as simple as "do people turn around when they hear loud noises" to "how burnt does toast get before someone wouldn't eat it". While these may be somewhat silly and simplistic, they do set parameters related to sound and acceptable noise levels, as well as taste and how a typical toaster is designed on cooking levels.

Come up with a problem you want to investigate, create a hypothesis and then test it. Make sure you can relate your local experiment to a more regional, national or global relationship. Work with your group to gather data, perform iterations of the experiment and then prepare a formal Field Research Report for submittal as a team. Make sure you work as a team on all parts of the assignment.

You will submit the report to me and present your field research in a 5-8 minute presentation. You may use boards, slides, video clips etc. to show what the issue was and what you found out.