

EPPS6302 Methods of Data Collection and Production

Assignment 2

A. Building a Qualtrics Panel

1. Read **Panel Management: How to manage your market research survey panel**
(<https://www.qualtrics.com/experience-management/research/how-to-manage-panel/>)
2. Start recruiting five panelists from friends or classmates. Determine what column is needed for a panel. Be sure to include the email addresses. Alternatively send the link to panelists to pilot test the Movie Rental survey

Emails:

- matthew.sanchez03@gmail.com
- patricia.leslie64@gmail.com
- audrey.widner@gmail.com
- rebecca.larsen@utdallas.edu
- calls48689@aol.com

B. Google Trends data

- a. Use Google Trends website to:
 - i. Search Trump, Biden and Election
 - ii. Download the data
 1. Analyze the data
 - a. Dates
I pulled two date ranges on Google Trends website: past 12 months, and

past 5 years.

b. Intervals

Intervals in the dataset appear to be by week when I downloaded the CSV files from Google Trends.

b. Use gtrendsR package to do a. (use gtrendsR01.R program)

c. What are the differences between the two methods?

Google Trends is a point and click approach using a website, while the R package is a command line based programming approach. Initially, R give you the data in a list format, which you can then convert to a data frame. Google Trends lets you download a CSV file of the data. In the R dataframe, each observation is listed as a day. In the Google Trends CSV, each observation is listed as a week. The R program allows us to be more precise in pulling data.