Evaluating Military Advertising and Recruiting:: Theory and Methodology PDF
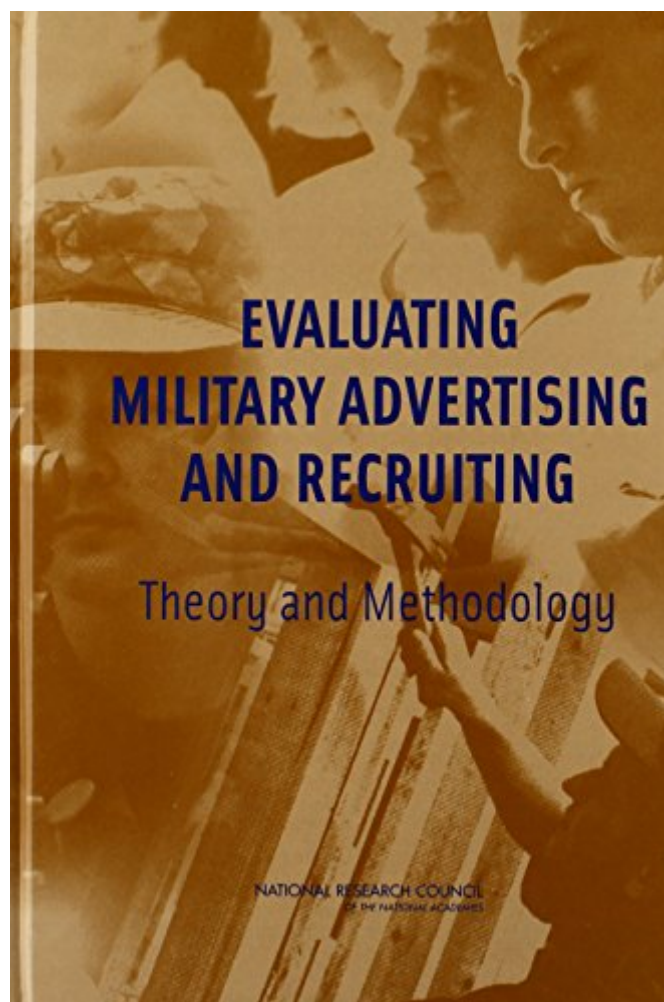

Evaluating Military Advertising and Recruiting:: Theory and Methodology by Committee on the Youth Population and Military Recruitment -- Phase II, Cognitive, and Sensory Sciences Board on Behavioral, Division of Behavioral and Social Sciences and Education, National Research Council ISBN 0309091276

It is anticipated that in the coming decade the Department of Defense (DoD) will field and test new advertising and recruiting initiatives designed to improve the recruiting outlook. The DoD needs a comprehensive research and evaluation strategy based on sound research principles that will ensure valid, reliable, and relevant results to discover the most promising policies. The primary objective of this book is to help the DoD improve its research on advertising and recruiting policies.

Evaluating Military Advertising and Recruiting: Theory and Methodology presents a framework for evaluation that links different types of research questions to various research methodologies. The framework identifies four major categories of research questions and four broad methodological approaches. The first category of research question asks "What does a target audience see as attractive or unattractive features of a program?" It is well suited to examination via qualitative methods, such as focus groups, unstructured or open-ended surveys, and interviews. The second category of research question asks "What is the effect of a program on specified attitudes or behavioral intentions?" It is well suited to examination via surveys, experiments, and quasi experiments. The third category of research question asks "What is the effect of a proposed new program on enlistment?" It is well suited to examination via experiments and quasi experiments. The final category of research question asks "What is the effect of an existing program on enlistment?" It is well suited to examination via econometric modeling.

Evaluating Military Advertising and Recruiting:: Theory and Methodology Review

This Evaluating Military Advertising and Recruiting:: Theory and Methodology book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Evaluating Military Advertising and Recruiting:: Theory and Methodology without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Evaluating Military Advertising and Recruiting:: Theory and Methodology can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Evaluating Military Advertising and Recruiting:: Theory and Methodology having great arrangement in word and layout, so you will not really feel uninterested in reading.