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James, Peng, Max, Brian

Project Proposal

The population of interest and the primary outcome variable: Our team is going to focus on the analysis of smart- phone user numbers. The target population consists of students (or staffs/ faculty members) in Trinity Western University. We can predict the relationship between smart-phone market share at TWU and market share in global market. (Two distribution charts will be the same or not) We assume that smart-phone’s operation system determines one’s preference of smart-phone. One possible sampling strategy for gathering data is to look at the percentage of each operating system, and this observation will be gathered by face to face survey on campus. The category can be divided into per- company such as Android, Apple, Micro-Soft, and so on. Other variations can be influenced by gender and kinds of 3 years-term contract. Our plan to collect the data is to make survey booth for voluntary candidates on campus.

For a preliminary planning, James and Peng will search some general information about smartphone market and operational system and its market share such as “How they are different from each other?” “What is the market share of each operational system?” and so on. They will make the survey questions, print them out, and collect the data by surveying people. Questions will be multiple choice forms. After Max and Brian record the results, they will interpret the result in various ways such as frequency and standard deviation, with Max and Brian. Prepare the project and presentation together.

Max and Brian also search some information about smartphone markets and operational system, but more specifically such as the different function and feature of each operational system. They will survey with the questions printed by James and Peng. They will collect the data and record the results clearly. After they record the results, they will interpret the result in various ways such as frequency, standard deviation, and so on. Prepare the project and presentation together.