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Reports Research Ethics About the Author Joey Reagan (Ph.D. Mass Media, Michigan State University) is a professor in the Edward R. Murrow School of Communication at Washington State University in Pullman, WA, where he teaches communication technologies and

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research methods. He is author or coauthor of more than 60 publications, papers and reports that have appeared in scholarly communication journals and media industry publications. For the past 25 years he also has been a consultant for media, health and

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governmental organizations. His latest book is Communication Research Primer: Measuring and Evaluating Organizational Communication, which was published by the International Association of Business Communicators.

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members and volunteers;
and external sources,
such as other program
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development activities,
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market research with individuals includes surveys, the Delphi technique, face-to-face interviews, and telephone interviews. Group research

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techniques include the nominal group and the focus group. Philosophy of education, personal preferences, and the work environment influence market

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research. The steps in
executing market
research are as follows:
(1) decide what to
research; (2) consider
the resources available;
(3) determine the best

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time to do research; (4)
choose a market research
approach; (5) recruit
people to help; (6)
develop a preliminary
plan for the research;
(7) develop a budget;

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(8) plan how to use the data; (9) collect and analyze the data; and (10) use the data to make decisions.

(Thirteen references and 33 annotated resources

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for further study are listed, including 3 in marketing, 4 in market research in continuing education, 19 in market research methods, and 7 in research skills.)

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