Collect the Data

*The quality of research results is only as good as the poorest interviewer in the study.*

- **train and supervise interviewers** to make sure they **follow the research procedures** exactly as outlined
- **challenges in foreign countries**
  - understanding **local customs** and **cultural differences**
  - **language**
    - back-translation: the process of translating material to a foreign language then back to the original language

Analyze and Interpret the data

- **Cross-tabulation**: examine the data that we break down into subgroups

Prepare the Research Report

- **executive summary**: covers the high points
- **description of the research methods**
- **discussion of the results of the study**
  - including the tabulations, cross tabulations, and additional statistical analyses
- **Limitations of the study** (no study is perfect)
- **Conclusions**
  - from the results
  - recommendations for managerial action based on the results