Case Study Assignment 2

[Name of the Writer]

[Name of the Institution]

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**Describe the sampling strategy. How appropriate were the various sampling design decisions?**

According to the findings of (Cooper & Schindler, 2016), the targeted population needs to be identified when formulating or designing a sample design. An agreement will take all components of the target population into account and the selected sample will study a part of the entire target population.

It is not that known if the questionnaire has been sent out to a particular age group were fully random. The outcomes and results as who answered the developed questionnaire for the survey with regards to the group based on age were as follows.

* Individuals under age 45 (19%)
* Aged from 46 to 55 (23%)
* Aged from 56 to 65 (26%)
* Aged from 66 or older (33%)

The NCR Country Club is in the interest to attract younger members, customers, and facilities to the club. The sample used by the Country Club was not fully fine and appropriate for the goals and outcomes they were planning to bring and achieve. They had to have sent most of the survey out to the individuals who aged under 45 years and other target couples with children because the survey shows that around 80 percent of those individuals who have been surveyed had not have any child. The sampling techniques used by the club also looks to be an accidental and random selection of individuals to participate. Hence, the better, fine and appropriate design for sampling will be to use/utilize stratified sampling for the survey than the one they were involved in. The technique of area sampling and stratified sampling are alternatives for random sampling that allow groups and subgroups to be assessed with much detail (Cooper & Schindler, 2016).

After the population has been divided into fine and highly appropriate layers/strata, a simple and common random sample could then be occupied in each stratum. After that, the outcome from the study and activities could be weighted then and joint into a suitable estimate of the entire population (Teclaw, Price, & Osatuke, 2012). In case the survey had been dispersed utilizing the method and process of stratified sampling, the club would perhaps have a much better understanding of the population they have targeted for the purpose to make them members and/or customers.

**What, if any, problems did you find with the questionnaire as a whole? Consider the structure, directions, question order, question phrasing, appropriateness of response strategy chosen, etc.**

After analysis of the case and survey, several problems have been identified where some are highly crucial while others can be considered as minor and small problems. On the very beginning page of the survey, the very first sentence states that “answer all of the questions that relate to the best of your interest”. Hence, the sentence needs to be amended in the way that says to the contributor or participant to please answer all questions instead of stating that answers the questions that pertain to the best of your interest. It might cause critical confusion and will clear and make things simpler for changing instructions easily. After that, proceeding to the next question, that is “which of the below best shows/represents what you feel”. This looks much confusing. The listed question does not provide not give any insight regarding the question that what can be reached and improved to assist membership increase.

Beyond mentioned, question no: 5 begin to create huge confusion for the participant in the survey. Two varying scales for rating have been provided as well as the format of questions is also different. In this, the participant in the survey will need to see backward to decide what scale number actually means instead of just reading it at the top of the provided scale (Krosnick, et.al, 2012).

Proceeding further, the option of “NO OPTION” also needs to be eliminated. According to the findings of (Krosnick, et.al, 2012), the presence of “NO OPTION” option does not improve quality and reliability of the survey as well as you cannot get quality and reliable data if you have the option of “NO OPTION” in the survey questionnaire. The survey participant would have a clear option to select the answer the fits you the best if the option of “NO OPTION” had been removed or eliminated. Going to question no 11 of the questionnaire, the questions should not be stated and shown on the bottom of the page while the options/bubbles are on the next/upcoming page. This problem has been considered as formatting problem. Here, the question is needed to shift or moved to the next page of the survey questionnaire so that the participant would be able to refer back to the unique and original question fully conveniently if required.

In addition to it, question twelve looks fine but the answers available for the question do not fine while seen a bit confusing. The available options for respondents should not contain “NOT QUITE DISSATISFIED” or “FINE AS IT IS”. These options are much broader than they had to be (Krosnick, et.al, 2012). Hence, the entire survey needs to be entirely consistent with having similar/same answers for all of the questions like satisfied, dissatisfied and strongly satisfied or strongly dissatisfied OR agree, strongly agree and disagree and strongly disagree, etc. Beyond that, the golf section encompasses several questions that are about dining. These parts need to be kept separate from the rest because they are two varying categories in the survey and questionnaire also.

Last but not least, section Five that contains “ABOUT YOU” needs to be moved to the survey front or beginning. It can be said that there, not a right and fine or wrong placement for this particular. According to (Janes, 1999), “*this also assists to lead off with the most stimulating and interesting, non-threatening questions to get people to start answering questions, leading to the tricky or problematic questions toward the end, and finish off with demographic questions”*. Based on the research findings of (Teclaw, Price, & Osatuke, 2012), two types or versions of questionnaires are given to web-based participants where one version include demographic questions that are listed in the start while another version includes a demographic question which is listed at the last phase of the questionnaire. Results show that stated questions ate start increase the response rate of items while not putting impacts on the response rate of the item for non-demographic matters.

Hence, the Club is looking interested to attract younger members, so listing demographics at the start of the questionnaire and survey will help to categorize their target/marked sample and the entire population.

**References**

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