

BUS 230: Business and Economics Research and Communication

In-class Exercise: Exploring Research Project Ideas

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Fall 2011

Directions: Take the two best ideas from your group, and the two best ideas from another group (for a total of 4 ideas), and answer the questions below for each idea. Answer all the questions for a given research idea before moving to the next research idea.

Do the two ideas from the other group *first*. After class, e-mail your answers to the discussion leader of the other group, so that they can benefit from your work.

Type up your answers in the appropriate D2L dropbox.

1. Briefly (one or two sentences) describe the idea.
2. What group had this idea?
3. What is the potential problem or opportunity?
4. If you identified a problem, list 3 possible symptoms? If you identified an opportunity, list 3 possible pieces of evidence that the opportunity exists.
5. List 3 possible alternatives for either solving the problem, or taking advantage of the opportunity.
6. Write a single sentence for your problem / research question. Remember, a problem well defined is a problem half solved.
7. Who is your target population?
8. Write at least 3 survey questions that would be useful in answering this research question.