

- You own a sporting goods store and want to know the most popular bicycle brands by riders' age group.
- You own a computer repair business and want to know what services customers will want.

Conduct research and find a few articles to help you make your decision. Provide a list of the most relevant sources you found.

2. Compare search results on Google, Google Scholar, and a library database.

Enter a few keywords into Google, Google Scholar, and a library database. You may use a scenario from Exercise 1 or choose a different situation. Try to get the most relevant, reliable results from each search by narrowing results a few times.

✓ 3. Find data to decide whether to open a store.

You have been asked to determine the feasibility of opening a frozen yogurt store in Greenville, North Carolina. Answer the following questions, using the latest figures available. Provide a citation for each source.

- What were the number of stores and the total sales last year for TCBY, a frozen yogurt franchise?
- What is the population of Greenville? What percentage of this population is between the ages of 18 and 24?
- What is the per capita income of residents of Greenville?
- What is the name and address of the president of TCBY?
- What is the climate of Greenville?
- How many students are enrolled at East Carolina University?
- What is the market outlook for frozen yogurt stores nationwide?
- What is the most current journal or newspaper article you can find on this topic?

LO2 Evaluate the quality of data.

4. Write an email to improve accuracy in reporting.

Imagine that you're the chief editor for *The Baltimore Sun*. Use the Mike Wise situation discussed in this chapter to reinforce principles for evaluating information from the Internet (see Figures 5 and 6). Write an email to all reporters. You might start by briefly summarizing the situation; then, use the questions presented in "Evaluating Web Resources" to write a few paragraphs as reminders for the reporters. Try to put the questions into your own words and make the principles relevant to experienced reporters.

5. Evaluate the quality of Internet resources.

Select two Internet resources and evaluate them based on the five criteria: authority, accuracy and reliability, purpose/objectivity, coverage, and currency. You might search for news about a company that interests you. Use the questions for "Evaluating Web Resources," and submit a brief summary of your analysis to your instructor.

6. Distinguish between high- and low-quality Internet sources.

Imagine that a person you admire is coming to speak on campus. You have been selected to introduce the speaker to your entire graduating class. Of course you want to ensure you have accurate information about this person. Search the Internet for information and identify at least five resources. Use the questions in "Evaluating Web Resources" (Figure 7) to determine the quality of the information. Write a brief summary of your analysis and submit it to your instructor.

✓ 7. Evaluate studies for a report.

Imagine that you're the corporate communications vice president for Harley-Davidson Motor Company. To promote motorcycle use in the United States, you're planning a communication campaign focused on safety. Your objective is to overcome the public's perception that motorcycles are dangerous.

You decide to include some scholarly research to support your point of view. But, of course, you want to present an ethical argument, so you'll evaluate each study carefully. Use the following questions from "Evaluating Research Studies" to ensure the studies meet your quality standards:

- What was the purpose of the study?
- How was the data collected?
- How was the data analyzed?
- How consistent is the data with that from other studies?
- How old is the data?

Write a few paragraphs that you plan to put on the Harley-Davidson website. Remember your objective: you want people to believe that motorcycles are safe (or, at least aren't as dangerous as people perceive them to be). Include references to the articles you decide to use so that your instructor can evaluate your choices.

✓ 8. Create a questionnaire about a new restaurant.

As the marketing vice president of Piedmont Seafood Restaurants, you are considering opening a new restaurant in Fort Collins, Colorado. You currently have 15 restaurants in surrounding states, and last year you opened a Piedmont in Denver. The Denver restaurant has been very successful, so you want to expand to other suitable areas.

To determine the suitability of a seafood restaurant in Fort Collins, you are preparing a short questionnaire to be completed by people living in the Fort Collins area. Your restaurant features a full seafood menu, with fresh seafood flown in daily. You are a full-service restaurant with a family-style atmosphere. Your prices range from \$7.99 for a children's combo plate to \$19.99 for your top-priced meal. The average price for a lunch or dinner would be \$14.50.

Working with a partner, prepare a short questionnaire to be completed by the residents of Fort Collins. You should have a title for your questionnaire and a brief introduction. Then ask six to ten appropriate questions that are clearly worded and unbiased. Put the questions in a logical sequence, and make sure the response options are mutually exclusive and exhaustive. Submit the questionnaire to your instructor for evaluation.

9. Write a cover letter for your questionnaire.

Prepare a cover letter to introduce the questionnaire prepared for Exercise 8. The letter should encourage readers to complete the questionnaire and return it quickly in the stamped, addressed envelope. It should also lay some groundwork for establishing potential customers if the restaurant becomes a reality. If the demand is sufficient, a Piedmont Seafood Restaurant could be opening in Fort Collins soon.

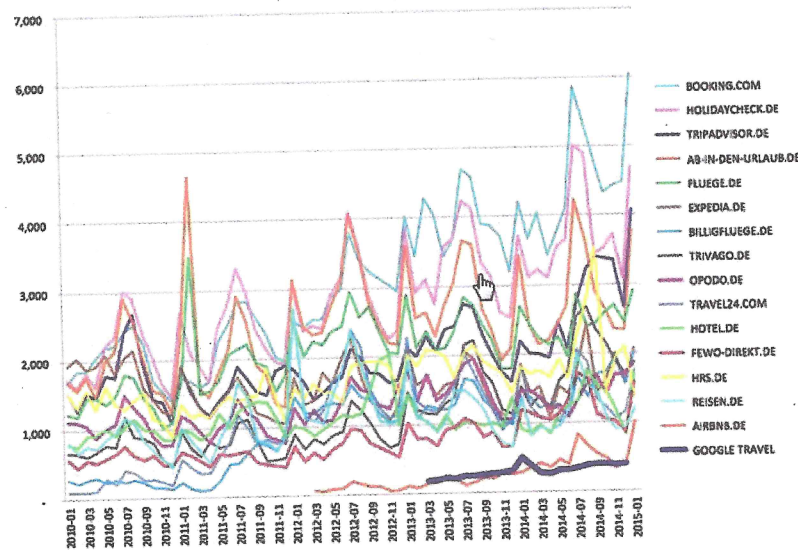
10. Write a questionnaire about ice cream flavors.

You are planning to open an ice cream parlor. You want to have a wide variety of flavors for your patrons to select from, so you are going to ask potential customers to identify their favorite flavors of ice cream.

1. Write a question that presents an exhaustive list of ice cream flavors. You also want to know how much people are willing to pay for a single scoop of ice cream and a double scoop of ice cream.

LO3 Develop a questionnaire and cover letter

Travel sites in Germany



Source: ComScore MMX and Google data (for Google), desktop traffic, unique visitors ('000s)

COURTESY OF GOOGLE, INC.

✓ 16. Determine which type of visual is best.

For the following situations, select the most appropriate visual aid for presenting the data, and explain why it is the best option. Consider a line chart, bar chart, pie chart, table, or map.

- To show the daily sales for your small computer business
- To show the proportion of your budget spent on each of the four fixed costs for your company during the year
- To show the results of six survey questions asking people's opinion regarding the economy
- To show the comparisons of the first quarter's net sales for departments A, B, and C
- To show the locations of your international offices
- To show total sales by region and the percentage of increase or decrease from the previous year
- To show the average annual rainfall in selected cities in the nation

17. Construct a chart from data presented in a table.

Imagine that you own an independent paint and home decorating store. To determine which product lines bring in the most revenue, you have created the following table.

Product	Revenue Contribution
Wallpaper	10%
Paint	49%
Tools and supplies	24%
Home accents	4%
Stain	13%

To communicate this information to store employees, create a chart from this data.

clear picture of Kyle's strengths and areas for development. Support your opinion with specific examples of Kyle's behavior, which you may invent.

✓ **21. Determine whether statements accurately represent data.**

The following sentences interpret the table in Figure 26. Analyze each sentence to determine whether it represents the data in the table accurately.

1. Males and females alike believe Apex is an asset to the community.
2. More than one-fifth of the females (22%) did not respond.
3. Age and the generation gap bring about different beliefs.
4. Married males over age 50 had the most positive opinions.
5. Females disagree more than males, probably because most of the workers at Apex are male.
6. Female respondents tend to disagree with the statement.
7. Apex should be proud that four-fifths of the residents believe the company is an asset to the community.
8. Thirteen percent of the younger residents have doubts about whether Apex is an asset to the community.
9. More single than married residents didn't care or had no opinion about the topic.
10. Overall, the residents believe that 8% of the company is not an asset to the community.

✓ **22. Evaluate the ethics of a television promotion.**

In this chapter, you read about Dr. Oz's questionable ethics in promoting products that have little scientific evidence of success. Evaluate one of the products he promotes—chia seeds—to determine whether enough research exists to justify using it.

You may watch Dr. Oz's video on YouTube at bit.ly/WAn9UE to see how he presents the benefits of chia seeds. According to Dr. Oz, what specific results can people expect from taking chia seeds? Be sure to conduct thorough research through credible online sources and journal articles. What is your conclusion? Would you use the product yourself? Would you recommend it to others?

Exercise 20 refers to Write Experience, a technology that uses artificial intelligence to score student writing and provide feedback to help them improve.