

Hands-On Exercise

Using the material from the chapter and the above information, answer each of the following questions.

1. Should marketing researchers working with Latinos concentrate solely on qualitative research? Explain your answer.
2. Could qualitative research be used to improve quantitative methods such as surveys? Explain your answer.
3. What challenges do researchers face in conducting research with the Latino marketplace online? How can researchers minimize the effects of these difficulties?
4. Think of one or two cultures or subcultures with which you are at least somewhat familiar. Would qualitative research be especially useful for these cultures? Why or why not?

Sources: Sharon R. Ennis, Merarys Rios-Vargas, and Nora G. Albert, "The Hispanic Population: 2010," United States Census Bureau, U.S. Department of Commerce, Economics and Statistics Administration, May 2011; Manila Austin and Josué Jansen, "¿Me Entiende?: Revisiting Acculturation," Communispace.com/UploadedFiles/ResearchInsights/Research_Patterns/MacroTrends_MeEntiendes.pdf, accessed January 16, 2012; Horowitz Associates, "Horowitz Associates Study Reveals That for Many U.S. Latinos Biculturalism Is Key to Self-Identity," July 7, 2011, www.horowitzassociates.com/press-releases/horowitz-associates-study-reveals-that-for-many-u-s-latinos-biculturalism-is-key-to-self-identity, accessed January 17, 2012; Ricardo Antonio Lopez, "U.S. Hispanic Market—Qualitative Research Practices and Suggestions," *QRCA Views*, Spring 2008, pp. 44–51; Hispanic Research, Inc., "Online Research," accessed January 16, 2012; Hispanic Research Inc., "Qualitative Research," accessed January 16, 2012; Katrina Lerman, "Spanish-language Facilitators Share Their Best Tips," *MediaPost Blogs*, February 12, 2009, www.mediapost.com/publications/article/100194/, accessed January 14, 2012; Thinknow Research, "Communities," thinknowresearch.com/communities, accessed January 17, 2012.

References

1. Horowitz Associates, "Horowitz Associates Study Reveals that for Many U.S. Latinos Biculturalism Is Key to Self-Identity," July 7, 2011, www.horowitzassociates.com/press-releases/horowitz-associates-study-reveals-that-for-many-u-s-latinos-biculturalism-is-key-to-self-identity, accessed January 17, 2012.
2. Manila Austin and Josué Jansen, "¿Me Entiende?: Revisiting Acculturation," Communispace.com/UploadedFiles/ResearchInsights/Research_Patterns/MacroTrends_MeEntiendes.pdf, accessed January 16, 2012, p. 34.