Part 2, Research Design

Name

Course

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1. Introduction

In this research design paper, newspaper advertising has been found to be more effective and lucrative as compared to online advertising. To confirm that indeed the newspaper industry ought to be considered by The Sun Chronicle, then it is important to have an understanding of the type of information to be generated in support of newspaper advertising, its application in decision making, the concepts that are to be studied and the variables to be measured. The following advantages of the newspaper advertising method over the online advertising method are proof that indeed newspapers do come in handy, only that they are being overshadowed by the craze for online advertisement given the technological advancements that have occurred over the last few years that are making it take the backseat but it is only a matter of time before people realize that in areas where network is a problem, for instance, newspapers will end up saving the day due to their availability in such areas. They are very affordable too, with regard to the purchasing price, which may not be much when it comes to spending the same on purchase of data to surf with, which brings in the idea of affordability with regard to newspapers.

There are various reasons why this is an important consideration while making decisions on whether to get into online advertising or the traditional newspaper advertising. The newspaper business has a dedicated market of customers. This means that there is great customer loyalty since the people who are already used to them will definitely go back to them and will make it intentional to read them almost daily, if not daily. There is effectiveness in purchase of newspapers especially for the media and production companies. Newspapers are very engaging as compared to online advertising where a person will end up being distracted by various things on the internet that might look much better than what brought them to the internet in the first place. Newspapers, therefore, are a good place for a person to spend time in since this shows that one will put some time aside to go through a newspaper without a rush considering the amount of content represented in the newspaper (Boccia & Leonardi, 2016).

When it comes to advertising products or even services, the newspaper is a good place to consider. First, one does not have to compete with other advertisers or firms considering the great focus on online advertising given. This leaves a person’s advertisement standing out given the space and chance given to them. This gives the advertiser much attention to their product or service given the following that the newspaper reaches. There is a great level of trust in newspapers. This is to mean that the masses will be focused more on what the newspapers have to say as opposed to what will be printed on online avenues. Another reason why this is a better mode of advertising is the fact that no viruses or malware will be picked up while reading as opposed to when using the online advertising methods of advertising. The publishers behind material posted online cannot be fully trusted unless they are people who have established a name for themselves over a while. Until someone proves their honesty and truth in publications, then only can they manage to prove themselves to the public. The publishers on the internet may be people who are just looking to gain an income from innocent onlookers who have no idea of how the information has been acquired and whether or not it has some truth in it.

The other important reason why newspapers are a go-to option is the fact that they have a longer shelf life as opposed to online advertisements. Once a person comes across an online advertisement, they may never see it again or even if they do, it might only be posted for a short while. This is to mean that for the person to even come across the online advertisement, it ought to be in a timely manner, failure to which it might just go by. Newspapers, on the other hand, have a longer shelf life as long as they are stored well. Some users may even look back at them after several years and probably gain information from them and put them into good use. They may be used for something other than reading materials, which give them multiple uses. A wider audience can be reached by newspapers on a daily basis. The newspaper audiences across the world have great diversity and constitute of a bigger number as compared to the number of people accessing information and advertisements through the internet. This still proves the effectiveness of newspapers (Great Britain & Great Britain, 2010).

Taking all these advantages into consideration, there are various concepts that surface and that ought to be studied to help give a better understanding of the reasons behind picking newspaper advertising as compared to online advertising. Various concepts are considered in this case. These include the intrusiveness of the type of medium chosen for communication of an advertisement, trustworthiness of a chosen medium, availability of the medium, credibility, effect of the medium on the user, power of the medium, timeliness of the medium, level of education that qualifies for the medium, diversity and flexibility of the medium. These are a few of the concepts to be considered with regard to comparison of the two media which then gives a good understanding of why the company ought to consider one medium over another with all the possible options laid out. On this note, there relatable variables are the independent and dependent variables. The dependent variable in this case is the newspaper readership while the independent variable that ought to be put into consideration is effectiveness of newspapers.

1. Research Plan

The type of research to be conducted in this case will be the descriptive research. Descriptive research offers a platform to help with the exploration, understanding and explanation of the reasons why information on a certain topic is as is, while looking for means of backing this information. More detail is given on various researches done earlier or better explanations are given so that there may be a ground to work with. Descriptive research allows for guesses and assumptions to be completely put aside, while allowing for the confirmation of the truth behind the matter by bringing forth the proof or evidence supporting, like in this case, the reasons why newspaper advertisement is here to stay as opposed to the hearsay about it being phased out because of the presence of online advertisement. Descriptive research will also allow for the covariance between the variables to surface thus giving a better understanding of the possibility of these two relating to each other. On this note, newspaper readership will be affected by ineffectiveness of newspapers in the market. This is to mean that when newspapers fail to meet the needs of customers in a satisfying manner, then it is quite obvious that the newspaper readership will greatly decline and their loyal customers will consider other advertising media including online advertisement (Brown, Suter & Churchill, 2017).

Descriptive research is quite persistent or emphasizing on how frequently something occurs and in this case, how often respondents give responses in line with the effectiveness of newspapers as opposed to online advertisement. It would be expected that a good number of respondents would prefer the newspaper advertising method as opposed to online advertising given that its effectiveness outshines that of online advertising. Descriptive research also gives a description of the characteristics of the population in study. The research will be able to give a good idea of what is expected to understand why newspaper advertising would be chosen over online advertising. It will come in handy in getting the various responses of respondents without being bias on the outcome. A portion of the population will be picked out to represent the greater population so that this portion is used as conclusive even though a few errors are expected to arise as a result of the research being conducted. The research is not perfect. Its conclusiveness comes as a result of the research being quantitative in nature. It is planned prior to conducting as opposed to how the explanatory type of research works, which is then used in the collection of data from the respondents. Descriptive Research is mainly used for the reason of being able to give a definition to the behavior of people, the attitude as well as the opinion of the respondents on the matter of preference between the newspaper and the online type of advertising. The data acquired or collected will allow for inferential purposes so that the researcher will collect information with a better way of analyzing it. On this note, the descriptive data will allow for measurement of the significance of the responses acquired.

1. Nature of information to be collected

The information to be collected in this research proposal has to do with the sole reasons behind picking one medium of advertisement over another, and in this case, newspaper advertisement over online advertisement. It also involves getting to show the relationship between the dependent and independent variables in the case of proving the effectiveness of the newspaper advertisement while considering the newspaper readership. Putting this into consideration, the attributes of the information that will be contributed to this research are several. The consumption of the information can be duly quantified since the amount of information that will be collected with regard to the research topic will be quantified based on the number of people that take part in the research as being part of the sample that leads to the conclusiveness of the same.

On this note, if the sample of the people that are used in data collection consists of 100 people, then it has been quantified into a numeric figure depending on the representation ratios with regard to the general population that has been considered when collecting data. Since the total population cannot be used in data collection as a result of the great numbers, then it is only sensible to pick a portion from the total population to have it represent the general population. This will also be done in a way that does away with biasness such that the sample chosen is representative of the various groups that have a say in the effectiveness of ineffectiveness of either the newspaper or online advertising. There ought to be a balance so that the researcher does not end up being focused more on one side as opposed to another. The truth comes out when the representative sample gives its responses through the various data collection methods or techniques available and pertaining to the topic for the sake of effectiveness and efficiency of the research (Roederer, 2005).

The other attribute that describes the nature of the information to be applied in this research is information that is collected in a timely manner. This focuses on having research being carried out at around the same time, following a time series or within a time frame that is sensible enough to have the work done and allow some more time for analysis as opposed to collecting data for a while and then taking a long break in between so that the second part can kick off. It is encouraged that if a person has set aside six weeks to have completed conducting data collection for the sample size chosen, then they should make a point of keeping their word and meeting their target within those six weeks, with an allowance of a few days before or after the deadline so that even the data collected may be said to be of essence in a productive manner. Effectiveness will begin from this point.

Another attribute of the information to be used in this research is the ability to cut across people of all origins, tribes, backgrounds, ages and even locations so that fairness and equality may be preached in the process and the information gathered may be as effective as people since all of these people are part of society. Within the sample group, there will be people who have had more experience in purchase and engagement with newspapers while a good number of the millenials may know about the online advertising. All the groups represented herein will be able to tell a story of their lives and the impact a single medium or both have impacted their lives. The impacts here could be positive or negative, based on how one would want to view them. The whole idea behind this point is the ability to eliminate biasness of any kind thus the expectations of the outcome should not obvious but based on the information that people will have given at the end of the data collection period.

Another attribute of the information is the expectation of it being able to extend the knowledge base of the researcher involved. The researcher will have been exposed to so much knowledge from the various respondents. The advantage of collecting data without biasness and in a manner that leads to a great amounts of information being collected is the fact that by the end of the research period, the researcher will have collected so much information that it will help grow the amount of knowledge he holds which can be considered as richness in a certain filed of knowledge. In the same line of thought, the researcher will be able to even advise the company in detail on the reasons one mode of advertisement works much better than the second and for which reason they ought to stick to one medium as opposed to the next. The respondents will be able to learn a thing or two on the subject, something that would not have been the case had they not been part of the research being conducted.

Finally, the information put into use is intangible in nature even given the methods of data collection used in the process but it is a good way of informing the small company about the importance of considering the strengths and weaknesses of both media of advertisement as opposed to choosing just a single medium based on observation of the market only because there could be some underlying factors which are of great importance and are very significant in decision making on the effectiveness and the life of the media available. While helping inform various cases, the researcher may even be able to make it to publishing the work based on proof from data collection so that the masses or the general population may be able to understand how effective one advertising medium may be more effective as compared to the other. It is a great source of information.

1. Identification of the population of interest

The population of interest in this case is composed of the public, the publishing and media houses. This will help broaden and capture the people that are directly or indirectly involved with either the newspaper or online advertising. This is on a greater scale so that at the end of the day, the researcher may know they ought to narrow down to a certain sample size, informed by the number of people out there in all these groups. Identification of a population of interest is important with helping the researcher to find out how they ought to narrow down to a certain number of people, what they represent and how effective they will be in the research. For instance, picking 2 people out of a population of 60 or 100 is quite limiting since the options will have a lot of biasness, given the small number considered. Picking out the whole population is again unrealistic because one might not be able to cover such a great population especially when resources are limited and time is also limited. A huge number of people would also make it difficult when it comes to analysis. It is much better to focus on a number that is sensible enough to control, collect data from and analyze as well (Aswathappa, 2005).

Like mentioned above, the sampling frame will consist of the people from publishing and media houses and the public. This will enable everyone who plays a role to be included in the decision to be made during the picking out of the most effective medium to be considered. On this note, a portion will then be taken from the total population so that a decision can be made on the same and the best way forward for conducting the data collection or research is made possible. Taking a sample into consideration means portioning out the total population of those considered, and in this case, the publishing and media houses as well as the members of the public. In the case of the media houses, 50 members will be considered which will help with the representation of the media houses in all fairness and equality.

When it comes to the members of the public, members who are both part of the rural population and the urban population will be considered so that no one is left out. There may be people living in rural areas but are always updated on current issues as a result of the newspaper reach within the area and some of those in the urban population may be people who do not have an idea of what goes on in the country, leave alone in their state or city. This will be a good way of getting a good understanding of the effects of the online and newspaper advertising on the population entirely based on a sample. In the case of the public, it is wise to use a number of 200 on average. This will eliminate biasness to a great extent. The sample will be a good representation of the population at large given the large numbers out there. On this note, the researcher will have covered the most important part of the research following the data collection process being concluded.

The hypothesis is another important part of the research proposal. Taking the dependent and independent variables into consideration, there are two hypotheses that would work for this research paper. These are:

1. Newspaper advertising is a more important method of advertising as compared to online advertising which a lot of people consider to be important based on its availability and effectiveness to provide truth.
2. The sources of the online advertising method cannot be trusted until there is proof provided and it may be of a more negative impact as compared to the newspaper advertising method due to malware and viruses.
3. Data collection instruments

The best data collection instrument to use in this case is the questionnaire as well as conducting in-depth interviews. This is because it is the cheapest method to use, as compared to surveys. This is an important factor to consider because of the large numbers that will be considered in a bid to acquire the most information working with a deadline as well as with the most effectiveness. A questionnaire is an important tool to be considered given the fact that a copy can be distributed to the respondents available for the data collection process. There are various things that go into a questionnaire including the institution from which the researcher hails, approval stamp or signature, the questions that the respondents will get to fill in given their experience, the instructions as guidance to how the questions ought to be answered, the scales as well as a significant number of questions that will not be very tiring for the respondents. With regard to the scales, given the fact that there are four scales available for use, then it is important to go with the most effective scale and in this case, a combination of the semantic differential scale and the side-by-side matrix will be used. The semantic differential scale will help with arriving at the most suitable features of a medium or even get to understand and know the most effective and important medium to the respondents. The side-by-side matrix allows for the performance of an option with other alternatives. In this case, newspaper is competing against the online advertising (Azzara, 2010).

1. Fielding Technique

When it comes to the fielding technique, there are various steps that go into preparation, conducting the actual research or data collection and even conducting data analysis. It is important to have a good understanding of the information on the assignment. Planning for the fieldwork is another important step as well as being able to schedule the assignment in good time. The materials that will be used in the field ought to be assemble to prevent last-minute rush. It is important to consider all these steps since messing up even a single one may lead the assignment going up in smoke. The addresses of the samples are significant so that one does not lose track while in the field and then still taking into account the households that will be missed since not everyone will be involved in the research being conducted. The researcher will also need materials that will ensure that they obtain participation from the respondents since not every picked out respondent will be responsive to the exercise. The researcher will also need to conduct themselves professionally to assure respondents that they mean no harm and they can be trusted. Establishment of a rapport is just very important. They will also need to learn how to deal with objections and refusals while in the field, professionally. The record of calls made should be noted down (Pearson, 2010).

1. Shortcomings of the research design

One of the shortcomings that might be presented during the exercise includes, rejections by picked out samples as well as objections by the samples. This will need the researcher to develop thick skin to deal with this and ensure that they do not have a fixed number of people to focus on. Picking out samples is a difficult part of the process since narrowing down on a specific sample will require the researcher to have good knowledge of the area where the samples reside or work. There may be safety concerns in the area that the researcher may visit to conduct research or even the people in the sample may find the topic in question invasive.

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