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Concept of causality

Conditions for causality

Definitions and concepts

Definition of symbols

Validity in experimentation

Extraneous variables

Controlling extraneous variables

A classification of experimental designs

Pre-experimental designs

True experimental designs

Quasi-experimental designs

Statistical designs

Laboratory versus field experiments

Experimental versus non-experimental designs

Application: test marketing

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Itemised rating scale decisions

Multi-item scales

Scale evaluation

Choosing a scaling technique

Mathematically derived scales

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Questionnaire design process

Specify the information needed

Specify the type of interviewing method

Determine the content of individual questions

Overcoming the participant’s inability and unwillingness to answer

Choose question structure

Choose question wording

Arrange the questions in proper order

Identify the form and layout

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