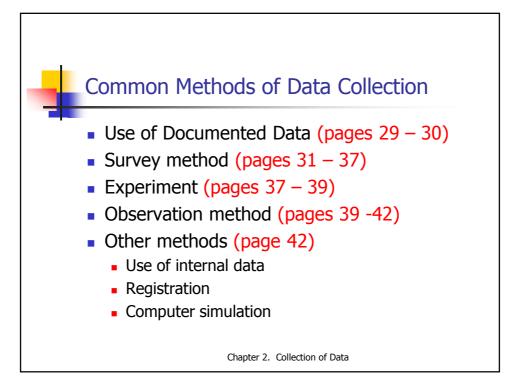
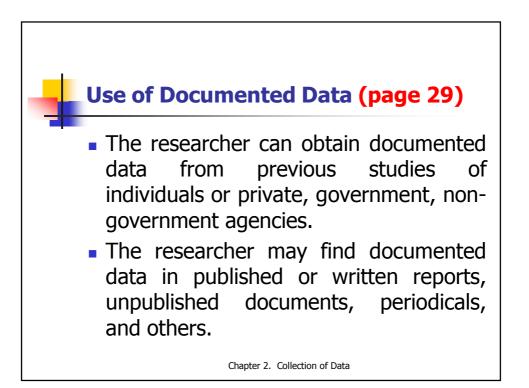
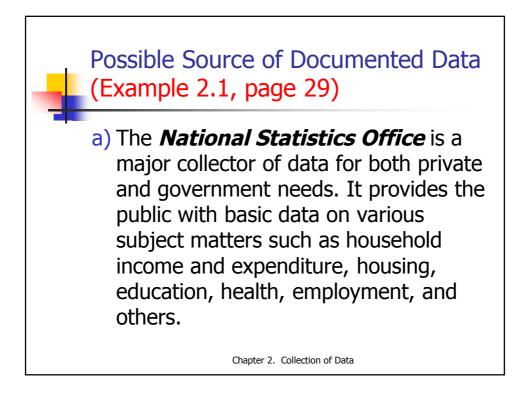
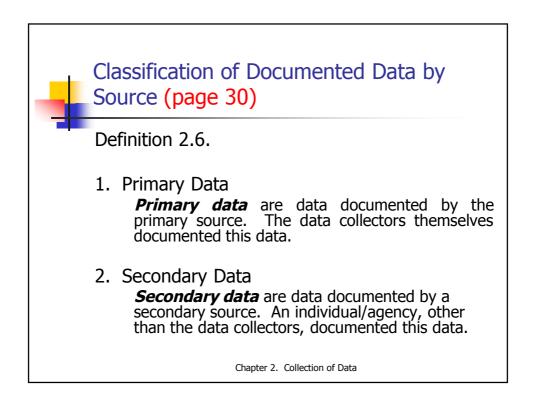


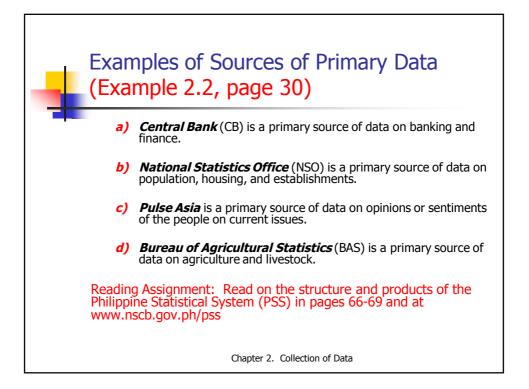
Sh		2		Ci	7	\mathbf{a}	C	2	i.	4								
	L	JC		S	Ľ	C	C	JU		זכ								
System	-						14.	_	Si	zes		1. 10			0.000			System
Europe		35	351/2	36	37	37%	38	381/2	39	40	41	42	43	44	45	46%	48%	Europe
Mexico							4.5	5	5.5	6	6.5	7	7.5	9	10	11	12.5	Mexico
Japan	M	21.5	22	22.5	23	23.5	24	24.5	25	25.5	26	26.5	27.5	28.5	29.5	30.5	31.5	Japan
Japan	w	21	21.5	22	22.5	23	23.5	24	24.5	25	25.5	26	27	28	29	30	31	Japan
U.K.	M	3	31%	4	4%	5	5%	6	8%	7	7%	8	8%	10	11	12	13%	U.K.
C.I.C.	W	21/2	3	31%	4	4%	5	51/2	6	61/2	7	71/2	8	9%	10%	11%	13	U.K.
Australia	M	3	31/2	4	4½	5	5%	6	6%	7	7½	8	8%	10	11	12	13%	Australia
	W	31/2	4	4%	5	5%	6	6%	7	7%	8	8%	9	10%	11%	12%	14	Australia
U.S. & Canada	M	3%	4	41/2	5	51/4	5	61/4	7	71/2	8	8%	9	10%	11%	121%	14	U.S. & Canad
	w	5	5%	6	6%	7	7%	8	8%	9	9%	10	10.5	12	13	14	15.5	U.S. & Canad
Russia & Ukraine *	w	33%	34		35		36		37		38		39					Russia & Ukrain
Korea (mm.)	_	228	231	235	238	241	245	248	251	254	257	260	267	273	279	286	292	Korea
Inches	_	9	91/8	9%	95/8	9%	95/0	9%	97/8	10	101/8	10%	10%	10%	11	11%	100000	Inches
Centimeters Mondopoint		22.8	23.1	23.5	23.8	24.1	24.5	24.8	25.1	25.4	25.7	26	26.7	-	27.9	-	29.2	Centimeter
		228	231	235	238	241	245	248	251	254	257	260	267	273	279	286	292	Mondopoli

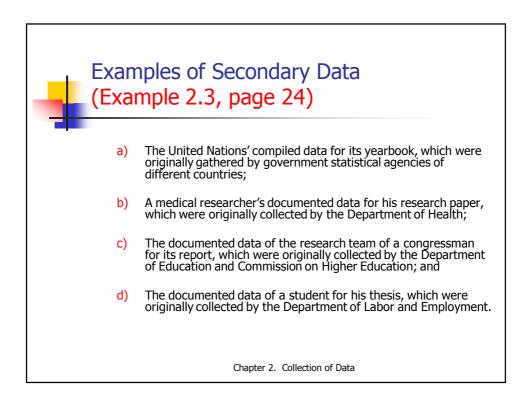


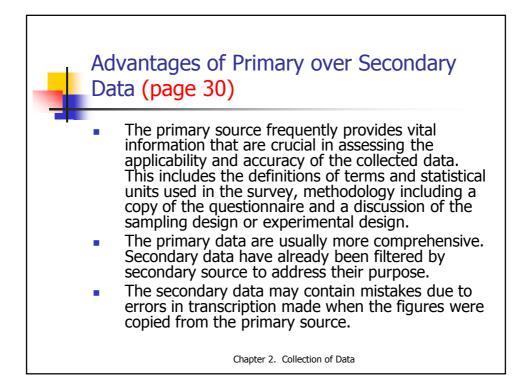




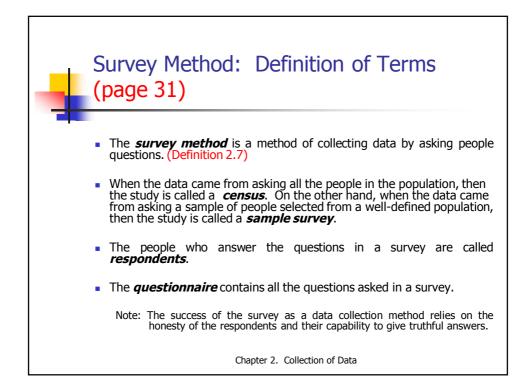


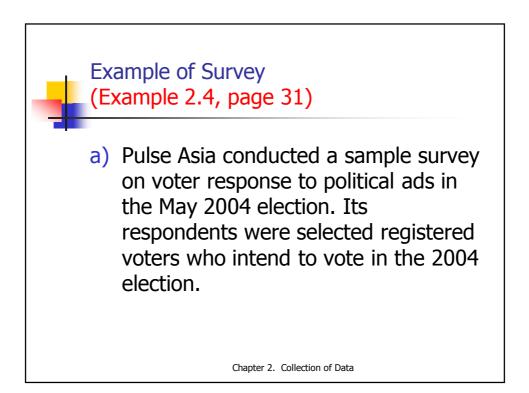


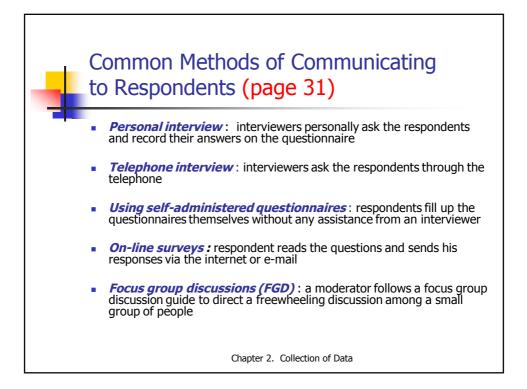


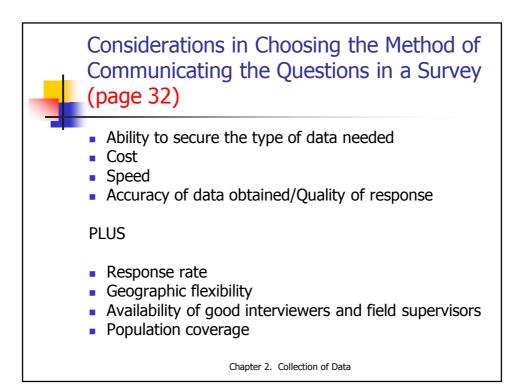


Assignment 2:
Exercises for section 2.4: (pages 69-70)
#3 a, b, c
#4 c, d
Chapter 2. Collection of Data

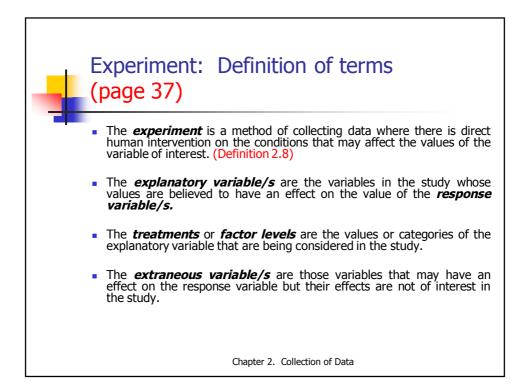


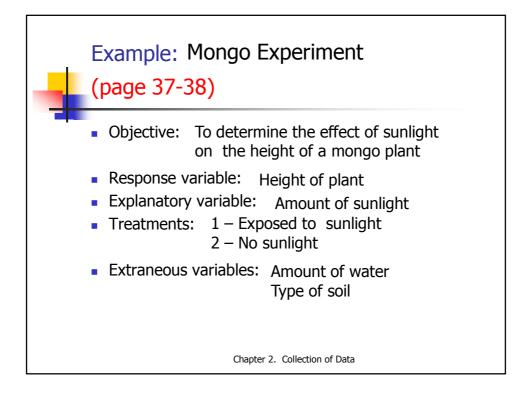


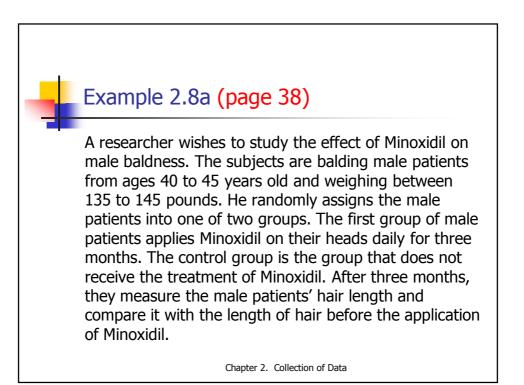


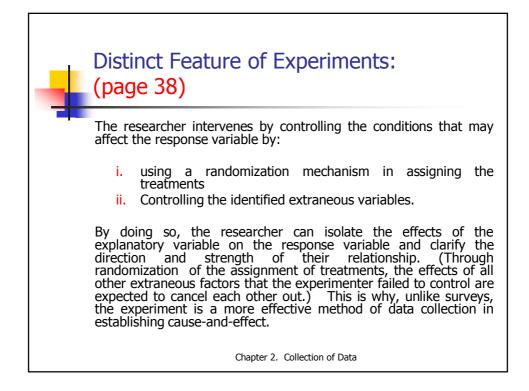


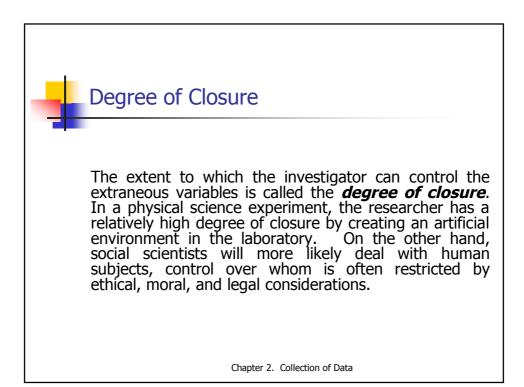
Method	rison of the Different Is of Communication 2.1, page 37)							
	Method of Communication							
Factor	Self- Administered Questionnaire	Telephone Interview	Online Survey	Personal Interview				
Type of information	Limited	Limited	Limited	Wide-ranging				
Cost	Inexpensive	Quite expensive	Quite expensive	Very Expensive				
Speed	Time-consuming	Fast	Moderately Fast	Time-consuming				
Response rate	Poor	Average	Average	Very Good				
Geographic flexibility	Very good	Good	Good	Poor Highly likely				
Interviewer bias	None	Likely	None					
Interviewer supervision	None	Simple	None	Difficult				
Quality of response	May be vague	Good	May be vague	Very good				
Population coverage	Llimited	Limited	Very limited	Best				

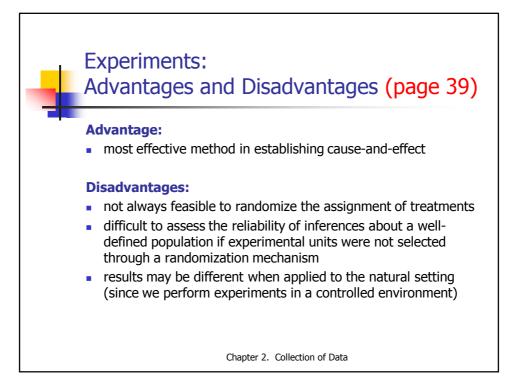


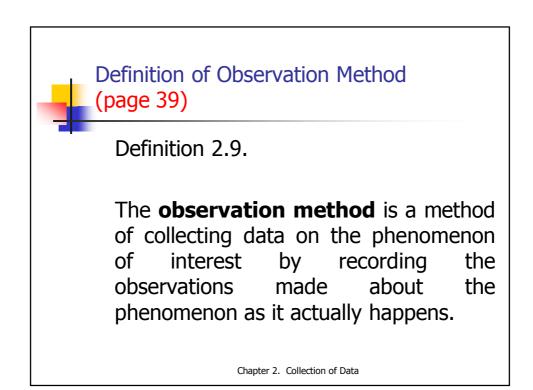


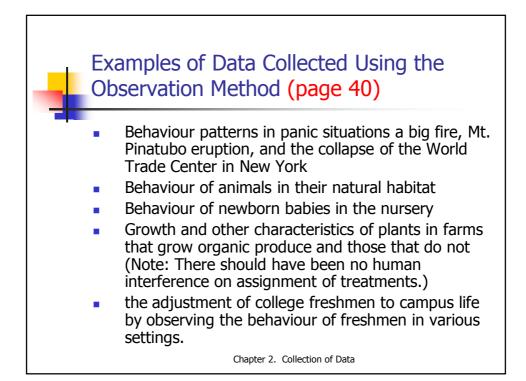


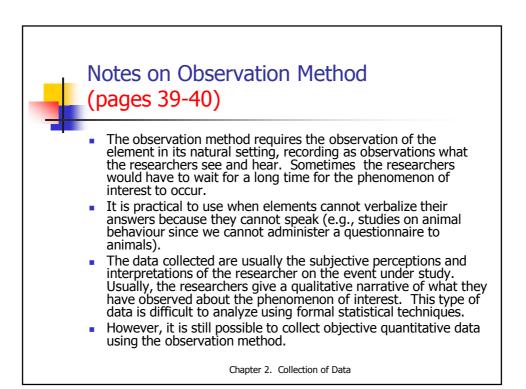


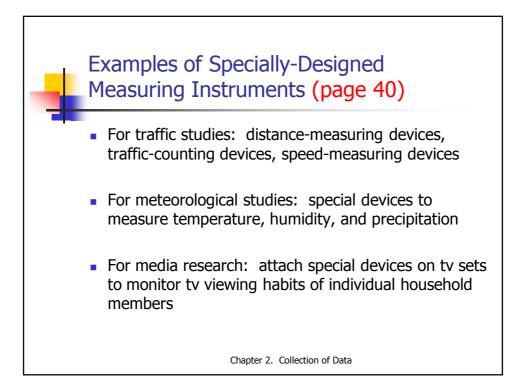


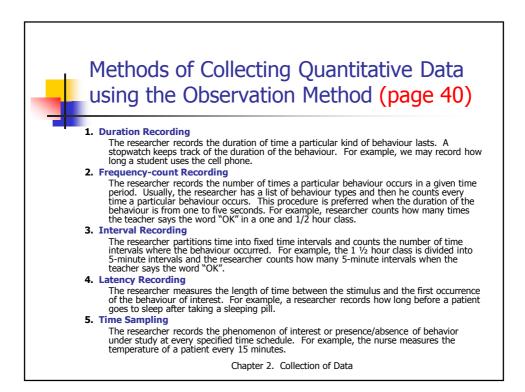








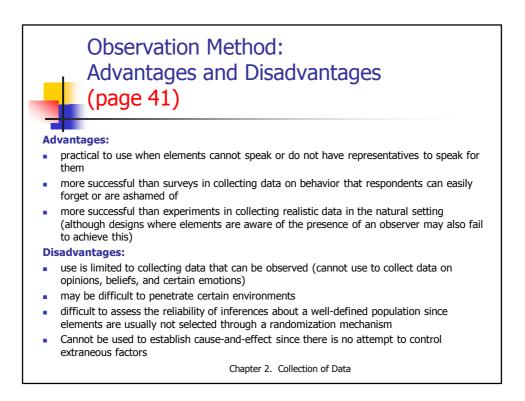






- Participant observation: the observer joins the group under study as a participating member, whether actively or passively. (Example, a researcher may study the norms and culture of a fraternity by becoming its member.) This approach may introduce biases in the results of the study when the observer becomes emotionally involved with the members and the organization itself.
- Nonparticipant observation: observer does not join the group but simply observes from the outside. The role of the observer here is to act as a complete observer, simply recording his observations and remaining detached from the group. This usually provides unbiased results but the observer might not be able to capture the behavior that he is studying completely.

Chapter 2. Collection of Data



Comparison Observation (Table 2.2,	Metho	ds	Survey and				
	Data Collection Method						
Aspect	Survey	Experiment	Observation				
Assessing the reliability of generalizations about a well-defined population	Generally possible	Sometimes difficult	Oftentimes difficult				
Ability to establish cause- and-effect	Poor	Superior	Poor				
Realism of data	Realistic	Least realistic	Most realistic				
	Chapter 2	. Collection of Data					

