

# **MKT 791--Research II**

## **Spring '96**

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### **SESSION 1: What's My Style? and Course Overview**

No two scholars do research the same way. We each establish and cultivate our own research style. In this session we will explore what it means to have a research style, discuss several common research styles, and explore the relevance of research style to the research process. Several of this week's readings are 'old friends' to some of you. I encourage you to 'revisit' them. I will be curious to learn how your reaction to them, after this reading, differs from when you first read them.

### **Readings**

#### **Multi-Method Research**

Brewer, John and Albert Hunter (1989), *Multi-method Research: A Synthesis of Styles*, Newbury Park: Sage. Chapters 1, 2, and 3.

Zaltman, Gerald, Karen Lemasters, and Michael Heffring (1982), *Theory Construction in Marketing: Some Thoughts on Thinking*, New York: Wiley. Chapter 1.

McGrath, Joseph E. and David Brinberg (1983), "External Validity and the Research Process: A Comment on the Calder/Lynch Dialogue," *Journal of Consumer Research*, 10 (June), 115-124.

Hirschman, Elizabeth C. (1985), "Scientific Style and the Conduct of Consumer Research," *Journal of Consumer Research*, 12 (September), 225-239.

#### **Theory-Tool Interplay**

Gigerenzer, Gerd (1991), "From Tools to Theories: A Heuristic of Discovery in Cognitive Psychology," *Psychological Review*, 98 (2), 254-267.

Bagozzi, Richard P. (1984), "A Prospectus for Theory Construction in Marketing," *Journal of Marketing*, 48 (Winter), 11-29.

Shavelson, Richard J., Roger Bolus (1982), "Self-Concept: The Interplay of Theory and Methods," *Journal of Educational Psychology*, 74 (1), 3-17.

#### **Mapping the Analytical Terrain: What Analyses do Researchers Use Most often?**

Wind, Jerry, Vitala R. Rao, and Paul E. Green (1991), "Behavioral Methods," in *Handbook of Consumer Behavior*, eds., Thomas S. Robertson and Harold H. Kassarian, Englewood Cliffs, NJ: Prentice Hall, 507-532.

### **Your Turn**

Be ready to discuss the following questions in class:

What is a research style?

Where does a person's research style come from?

What is the nature of *your* (emerging) research style--the research style that feels 'right' to you?

Every research style has its strengths and weaknesses. What are the strengths and weaknesses of *your* research style?