

QUIRK'S BLOG ON QUANTITATIVE RESEARCH

The screenshot shows a web browser window displaying the Quirk's Marketing Research Media blog. The browser's address bar shows the URL <http://quirksblog.com/blog/category/quantitative-research/>. The page features a navigation menu with links for Home, Topics, Articles, Directories, Discussions, Blog, Multimedia, Events, Jobs, Resources, Advertise, and Help. A search bar is located in the top right corner. Below the navigation menu, there is a banner for 'aha' (the DIY ONLINE RESEARCH platform) with a 'Watch the Video' button. The main content area is titled 'Category Archives: Quantitative Research' and lists two posts. The first post is 'Infographic: 5 MR methodologies and how to use them', posted on 04/11/2014 by Quirk's Staff. The second post is 'Big data needs a human touch', posted on 02/07/2014 by Quirk's Staff. On the right side, there are sections for 'RECENT POSTS' and 'RECENT COMMENTS'. The 'RECENT POSTS' section lists five articles, and the 'RECENT COMMENTS' section lists two comments.

Quantitative Research | Quirks Marketing Research Review Blog

http://quirksblog.com/blog/category/quantitative-research/

Quantitative Research ...

QUIRK'S Marketing Research Media

A Blog for Buyers of Marketing Research Products and Services

Search Blog

Home Topics Articles Directories Discussions Blog Multimedia Events Jobs Resources Advertise

Help

aha The DIY Online Research Platform for Qualitative Studies that Wow. Watch the Video

Category Archives: Quantitative Research

Infographic: 5 MR methodologies and how to use them
Posted on 04/11/2014 by Quirk's Staff

When it comes to selecting the right methodology for a project, the options are seemingly limitless but there isn't one cure-all for every marketing problem. In most cases, a mix of several techniques will take you the closest to the ... [Continue reading](#) —

in [Twitter](#) [Email](#) [Facebook](#) [Google+](#)

Posted in Consumer Research, Data Processing, Focus Groups, Market Research Best Practices, Market Research Techniques, Online Surveys and Research, Qualitative Research, Quantitative Research, The Business of Research | Comments Off

Big data needs a human touch
Posted on 02/07/2014 by Quirk's Staff

RECENT POSTS

- Americans to spend more on spooky traditions
- Buyers or sellers: Who is driving customer-to-customer Web transactions?
- NFL fan loyalty drops after Ray Rice scandal
- Confessions of a binge-watching Millennial
- Notebook vs. laptop: study shows back-to-school spending trends

RECENT COMMENTS

- Majestic MRSS Reviews on Q&A: How research partners can take advantage of big changes in MR
- #FridayFive – Stories from Around the Web | QuestionPro Blog on Q&A: How

For further information:

<http://quirksblog.com/blog/category/quantitative-research/>