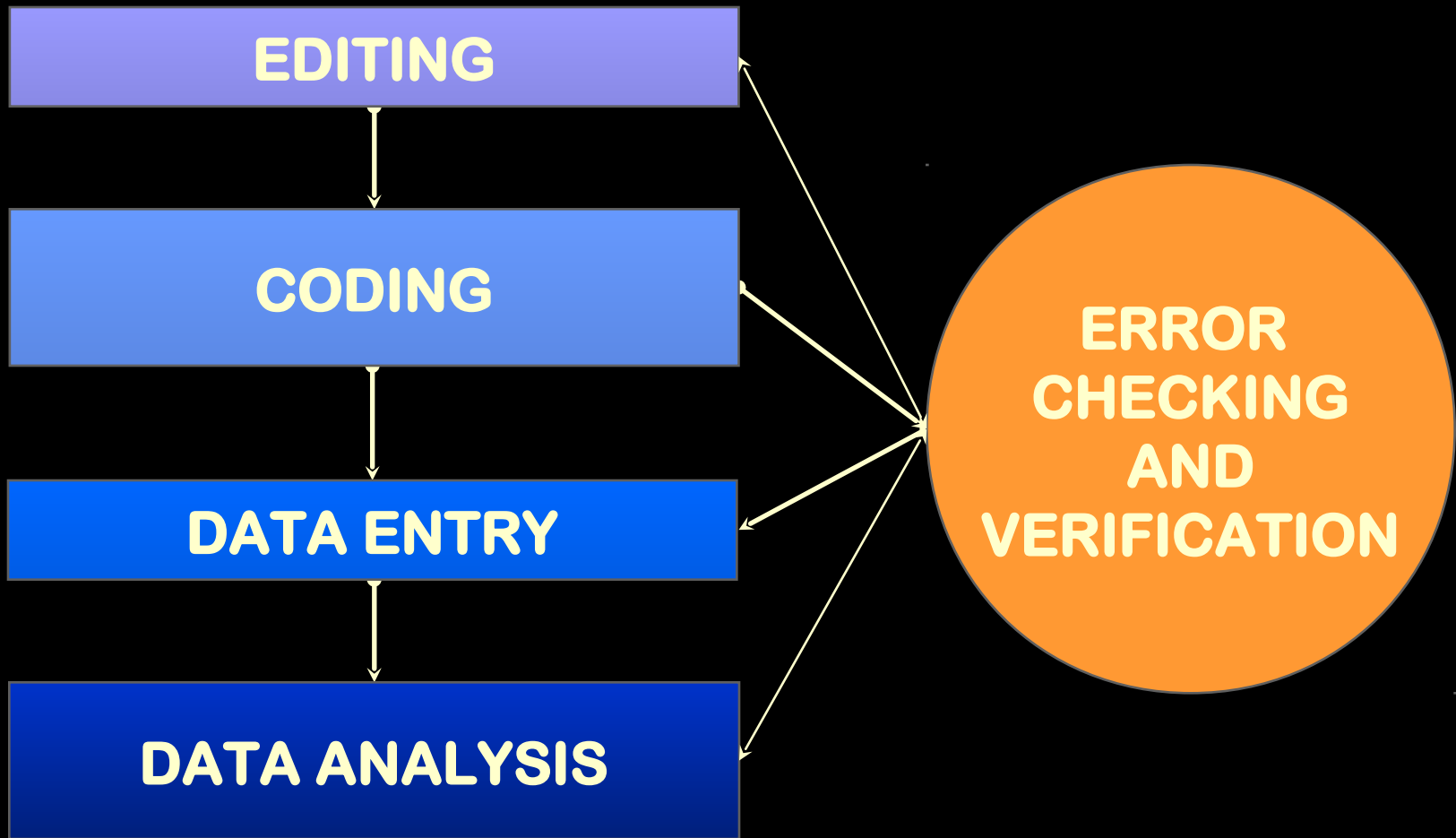


Business Research Methods

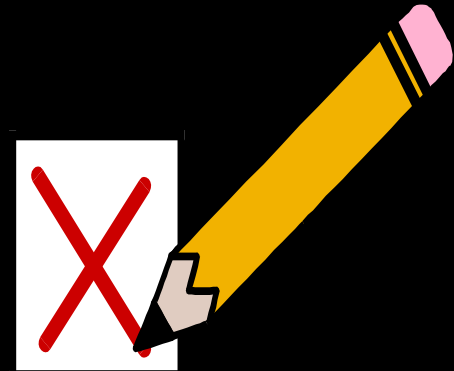
Editing and Coding

Stages of Data Analysis



Editing

- The process of checking and adjusting the data
 - for omissions
 - for legibility
 - for consistency
- And readying them for coding and storage



Birth Year Recorded by Interviewer



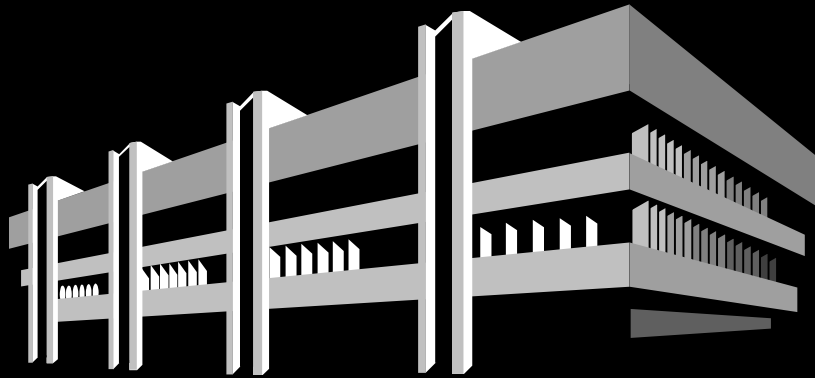
- 1873?
- 1973 more likely

Coding

- The process of identifying and assigning a numerical score or other character symbol to previously edited data

Editing

**FIELD
EDITING**



**IN-
HOUSE
EDITING**

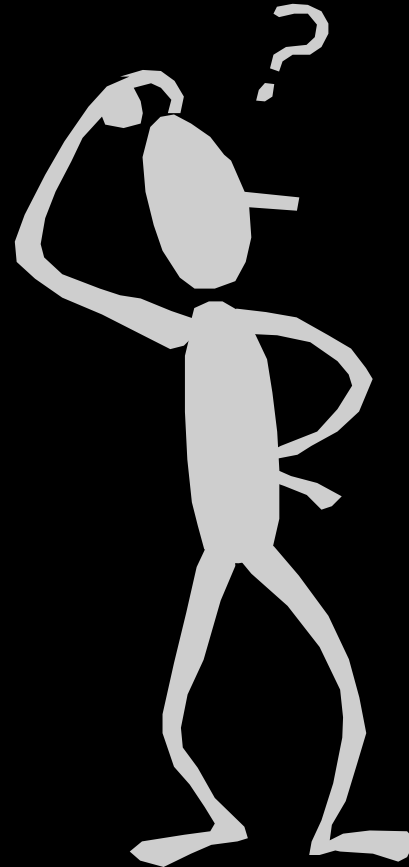


Reasons for Editing



“I Don’t Know”

- Legitimate don’t know
- Reluctant don’t know
- Confused don’t know



Codes

- The rules for interpreting, classifying, and recording data in the coding process
- The actual numerical or other character symbols

1a. How many years have you been playing tennis on a regular basis?

Number of years: _____

b. What is your level of play?

Novice	<input type="text"/>	-1	Advanced	<input type="text"/>	-4
Lower Intermediate	<input type="text"/>	-2	Expert	<input type="text"/>	-5
Upper Intermediate	<input type="text"/>	-3	Teaching Pro	<input type="text"/>	-6

c. In the last 12 months, has your level of play improved, remained the same or decreased?

Improved.	<input type="text"/>	-1	Decreased.	<input type="text"/>	-3
Remained the same	<input type="text"/>	-2			

2a. Do you belong to a club with tennis facilities? Yes -1
No -2

b. How many people in your household - including yourself - play tennis?
Number who play tennis _____

3a. Why do you play tennis? (Please "X" all that apply.)

To have fun -1
To stay fit. -2
To be with friends. -3
To improve my game . . . -4
To compete. -5
To win. -6

b. In the past 12 months, have you purchased any tennis instructional
books or video tapes? Yes -1
No -2

4. Please rate each of the following with regard to this flight, if applicable.

	Excellent	Good	Fair	Poor
	1	2	3	4
Courtesy and Treatment from the:				
Skycap at airport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Airport Ticket Counter Agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boarding Point (Gate) Agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flight Attendants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your Meal or Snack.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beverage Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seat Comfort.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carry-On Stowage Space.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cabin Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video/Stereo Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-Time Departure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

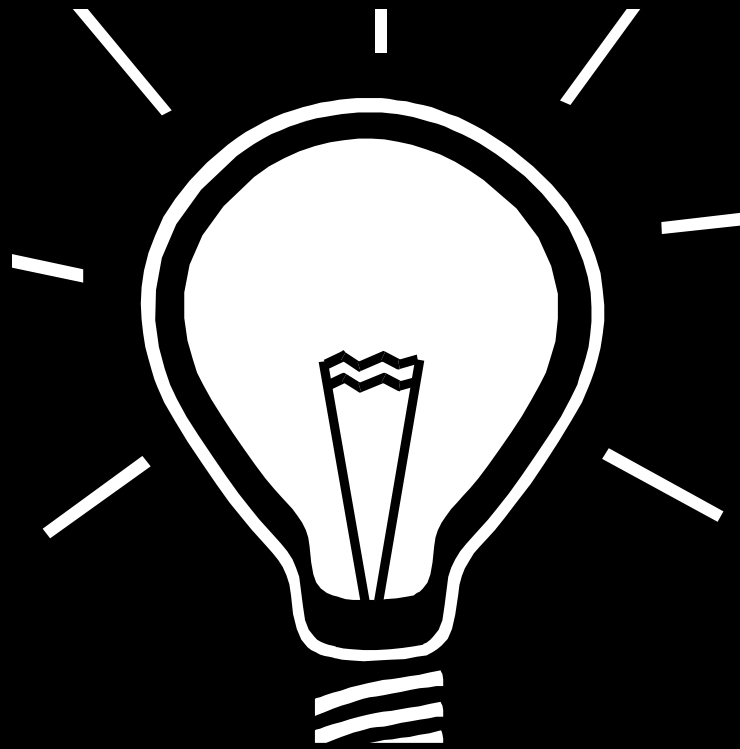
“I believe that people judge your success by the kind of car you drive.”

Strongly agree	1	Strongly agree	+ 1
Mildly agree	2	Mildly agree	+2
Neither agree nor disagree	3	Neither agree nor disagree	0
Mildly agree	4	Mildly agree	- 1
Strongly disagree	5	Strongly disagree	- 2

Rules for Coding

- Categories should be exhaustive
- Categories should be mutually exclusive and independent

Coding Open-Ended Responses



Code Book

- Identifies each variable
- Provides a variable's description
- Identifies each code name and position on storage medium

Data Entry

- The process of transforming data from the research project to computers.
- Optical scanning systems
 - Marked-sensed questionnaires

Recode

- Recoding is the process of using a computer to convert original codes used for raw data to codes that are more suitable for analysis.

Error Checking and Verification

- Data cleaning