

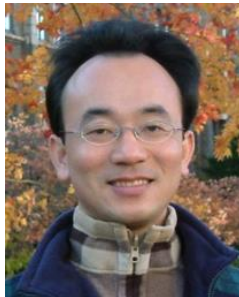
社群網路行銷分析

測量構念 (Measuring the Construct)

1032SMMA04

TLMXJ1A (MIS EMBA)

Fri 12,13,14 (19:20-22:10) D326



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2015-03-27



課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
1	2015/02/27	和平紀念日補假(放假一天)
2	2015/03/06	社群網路行銷分析課程介紹 (Course Orientation for Social Media Marketing Analytics)
3	2015/03/13	社群網路行銷分析 (Social Media Marketing Analytics)
4	2015/03/20	社群網路行銷研究 (Social Media Marketing Research)
5	2015/03/27	測量構念 (Measuring the Construct)
6	2015/04/03	兒童節補假(放假一天)
7	2015/04/10	社群網路行銷個案分析 I (Case Study on Social Media Marketing I)
8	2015/04/17	測量與量表 (Measurement and Scaling)
9	2015/04/24	探索性因素分析 (Exploratory Factor Analysis)

課程大綱 (Syllabus)

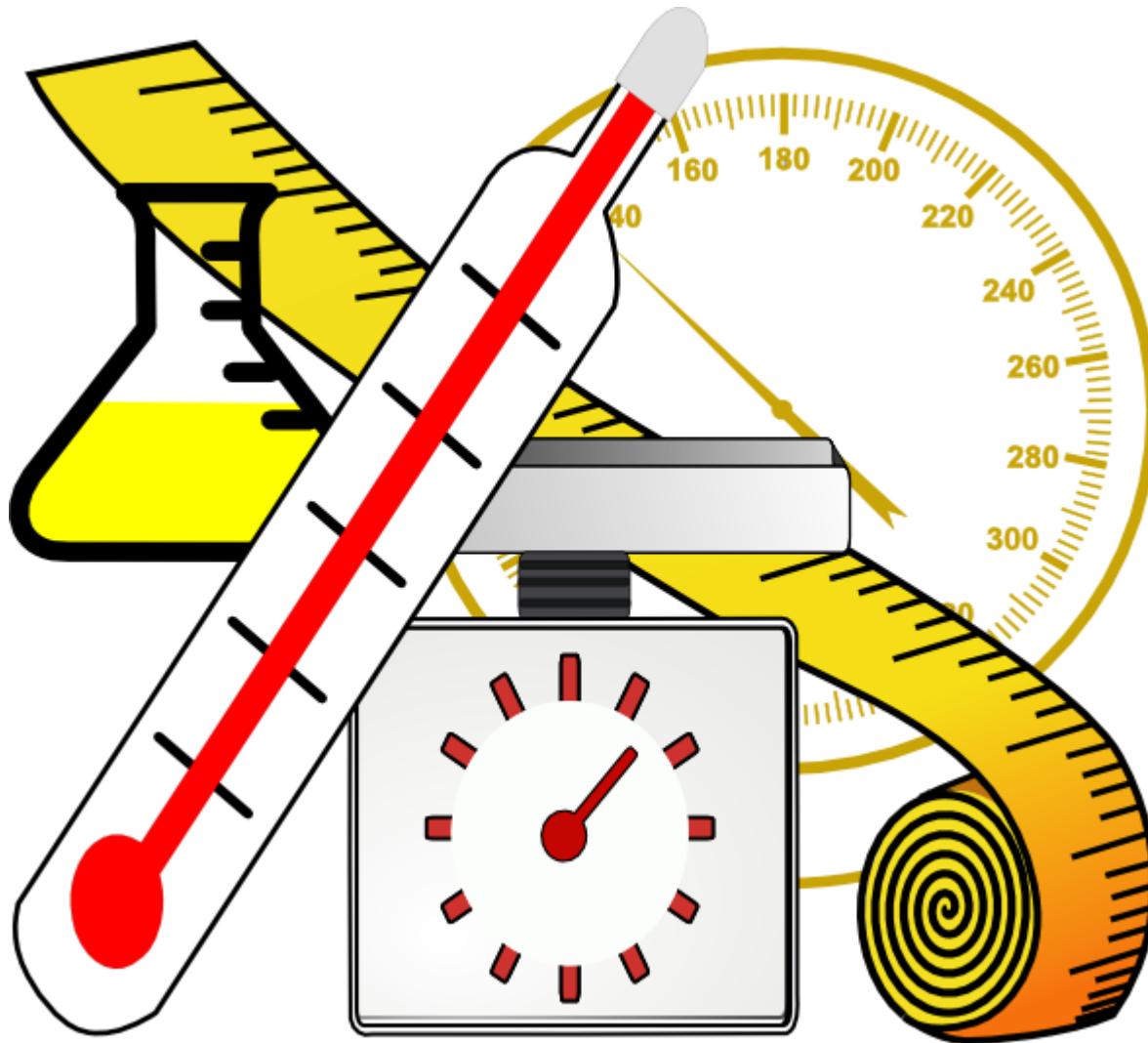
週次 (Week)	日期 (Date)	內容 (Subject/Topics)
10	2015/05/01	期中報告 (Midterm Presentation)
11	2015/05/08	確認性因素分析 (Confirmatory Factor Analysis)
12	2015/05/15	社會網路分析 (Social Network Analysis)
13	2015/05/22	社群網路行銷個案分析 II (Case Study on Social Media Marketing II)
14	2015/05/29	社群運算與大數據分析 (Social Computing and Big Data Analytics)
15	2015/06/05	社群網路情感分析 (Sentiment Analysis on Social Media)
16	2015/06/12	期末報告 I (Term Project Presentation I)
17	2015/06/19	端午節補假 (放假一天)
18	2015/06/26	期末報告 II (Term Project Presentation II)

Outline

- Understanding the concept of Measurement
- The Measurement Process

**Understanding
the
concept
of
Measurement**

Measuring Tools



Measuring Happiness

Measuring Happiness

EXHIBIT 10.1 Top Five Picks for Definition of Happiness

Happiness (Ranking 1 = Most Selected)	U.S.	U.K.	India	Canada	Europe (mainland)	Scandinavia	China	Japan
Being physically fit and active throughout my life	2	2	1	1	1	2	5	3
Enjoyment, fun, and laughter throughout my life	4	4				5	3	5
Good health throughout my life				5		1	2	1
Having a wonderful and lasting marriage	2	3	4	2	5	3	4	
Having children and a happy family	5	5	5	4	4	1	1	
Having enough time and money to be content	1	1	3	3	2	2		2
Having enough time to enjoy all that life has to offer	3		2	3	3	1	1	4
Having good friends and good times						4		

Source of Happiness

Source of happiness (Ranking 1 = Most Happy)	U.S.	U.K.	India	Canada	Europe (mainland)	Scandinavia	China	Japan
My current residence	3	2	2	3	2	3	3	1
My community	2	3	3	2	3	2	4	3
My family life	1	1	1	1	1	1	1	2
My romantic life	5	4	4	5	5	5	2	5
My work life	6	6	6	6	6	6	5	6
My social life	4	5	5	4	4	4	6	4

Measurement

- The **process of assigning numbers or labels** to persons, objects, or events in accordance with **specific rules** for representing quantities or qualities or attributes.
- **Rule:**
 - The guide, method, or command that tells a researcher what to do.

Constructs

- Specific types of **concepts** that exist at **higher levels of abstraction.**

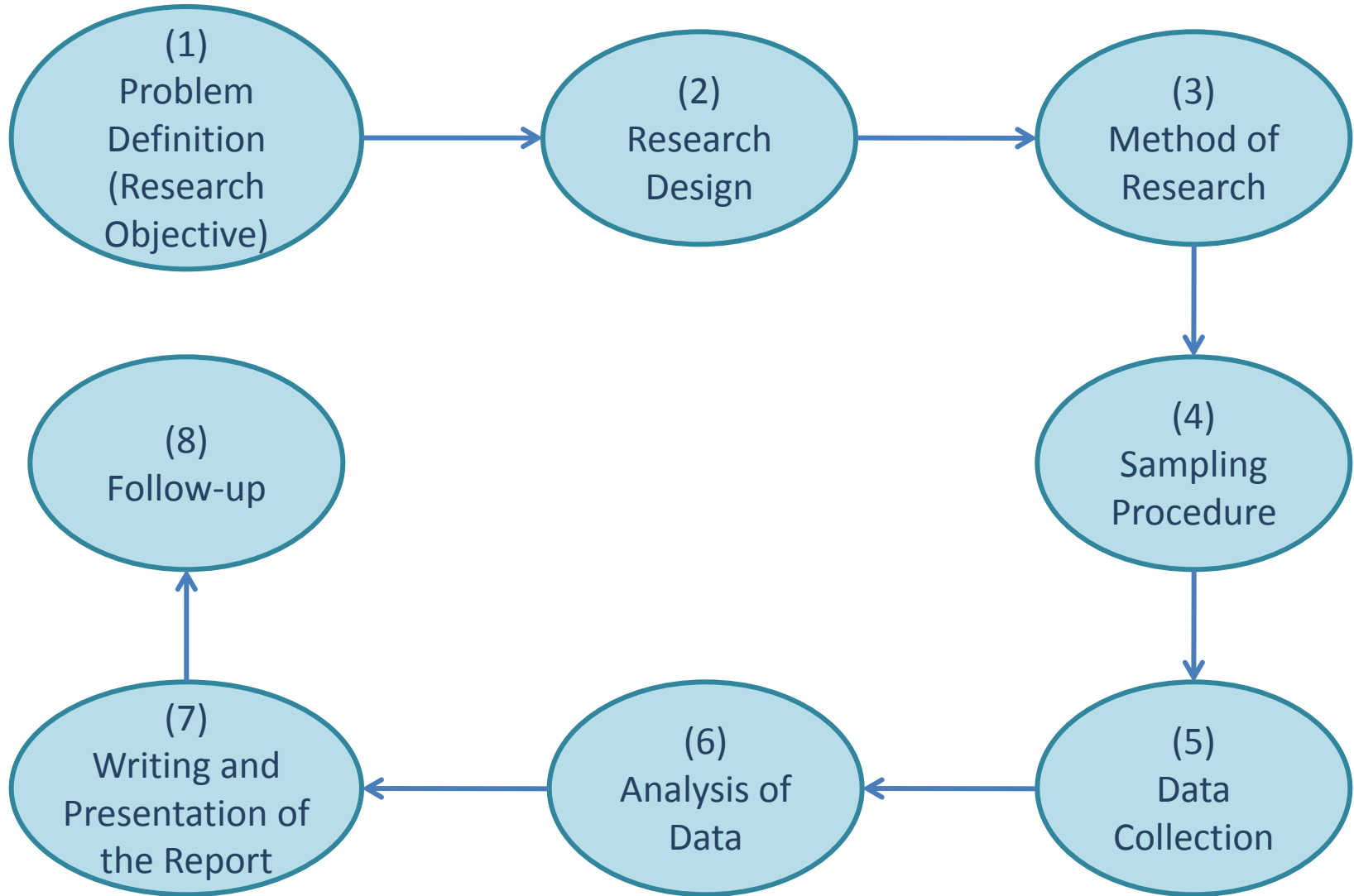
Concept & Construct

- Concept and Construct are abstractions of reality.
- **Concept**
 - expressed in every-day terminology.
 - This requires the researcher to generalize/categorize.
- **Construct**
 - theoretical abstraction that can't really be observed
 - (e.g., love, trust, social class, personality, power).

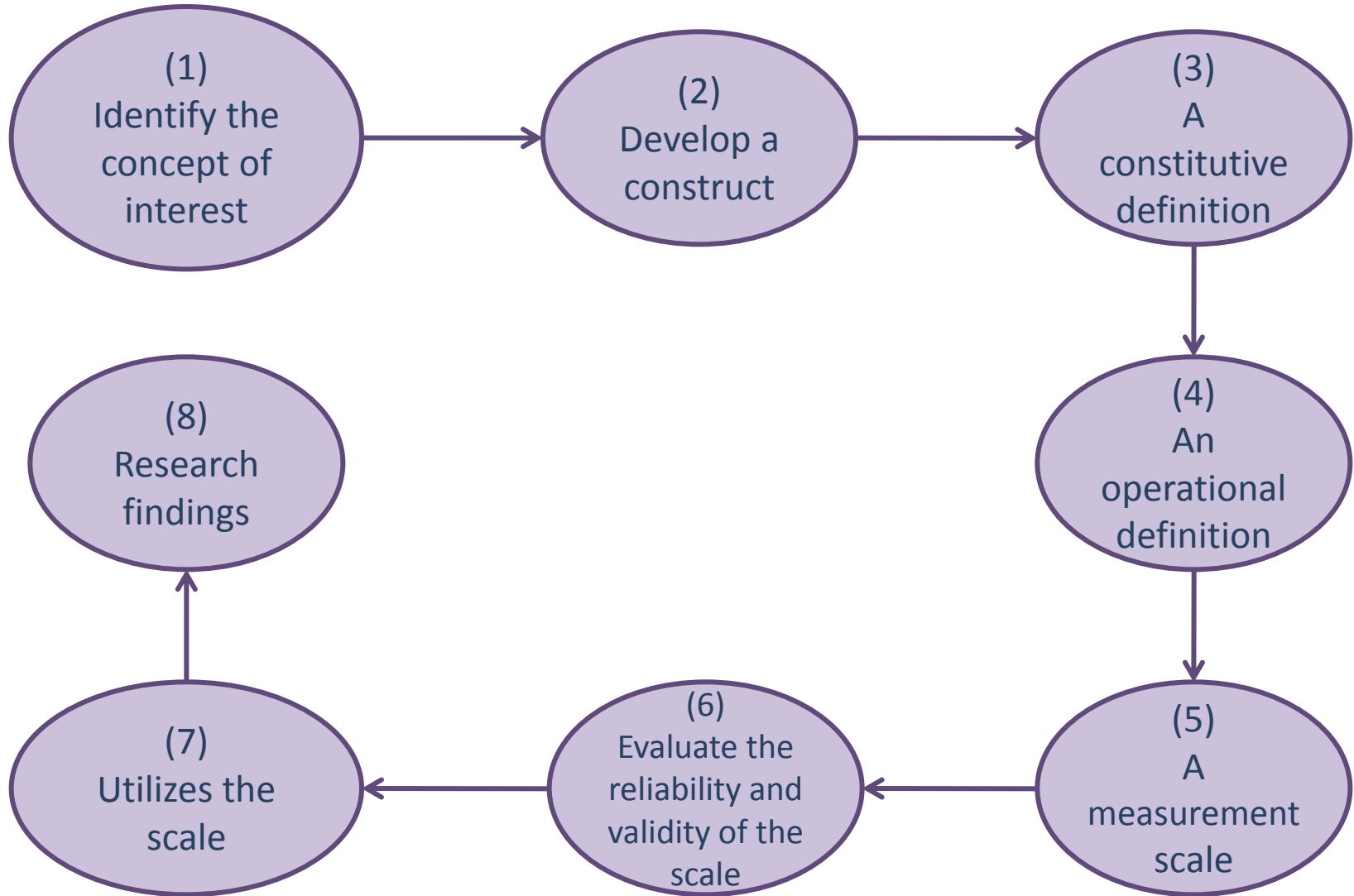
Example of Concept & Construct

- Question – Why do some customers buy Air Jordan athletic shoes over and over again?
- **Concept**
 - Repeat purchase
- **Construct**
 - Brand loyalty

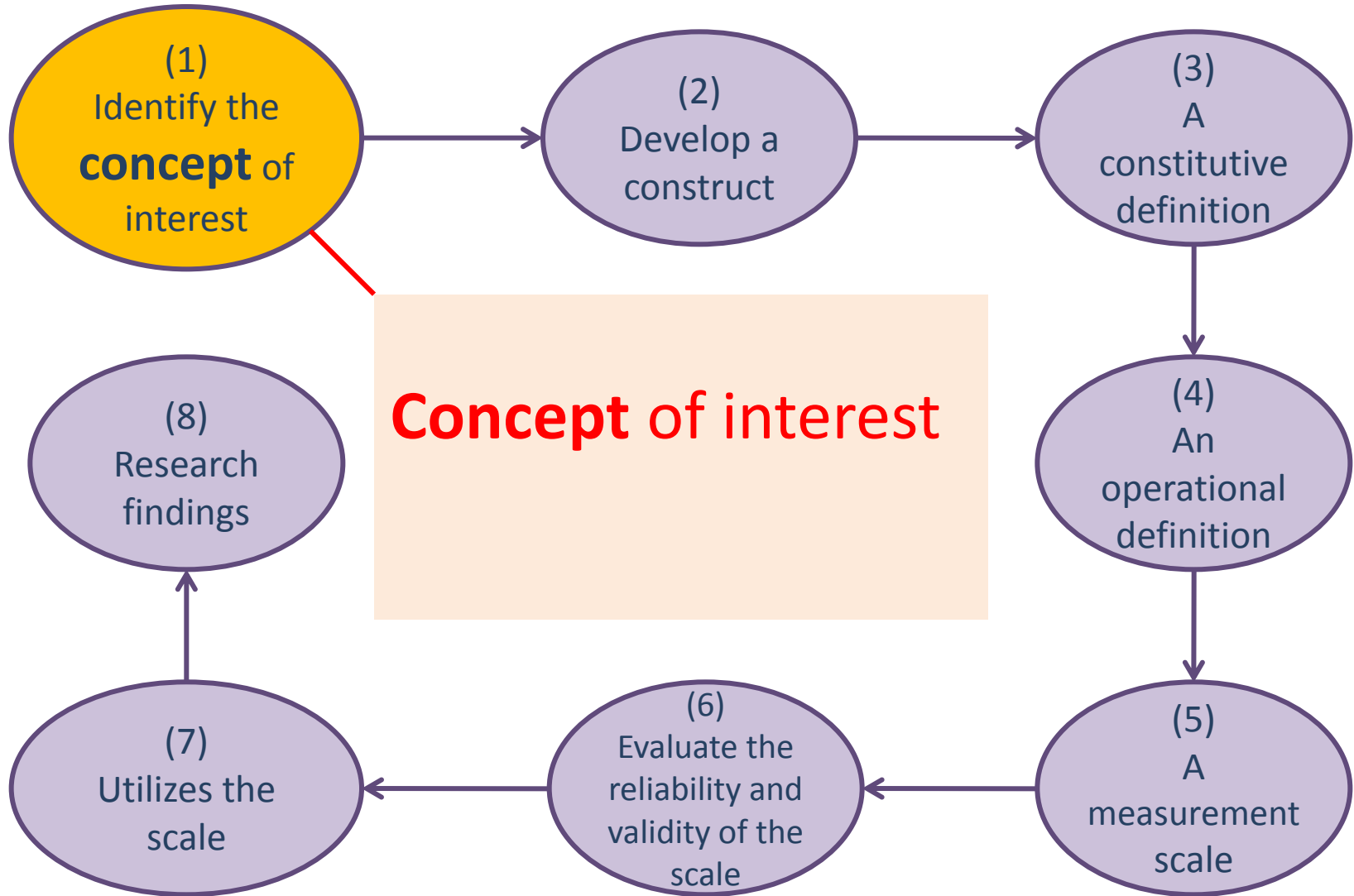
The Marketing Research Process



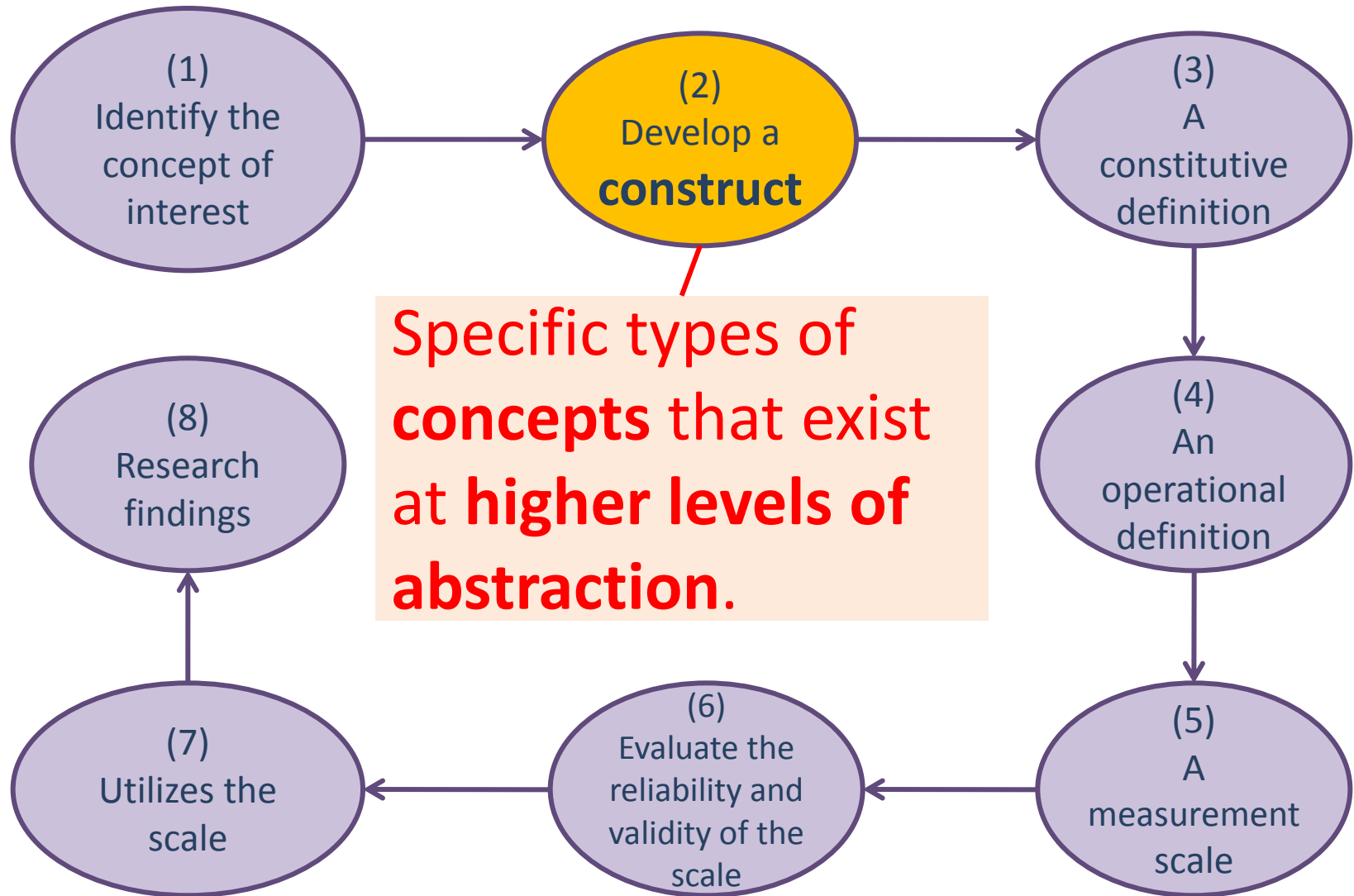
The Measurement Process



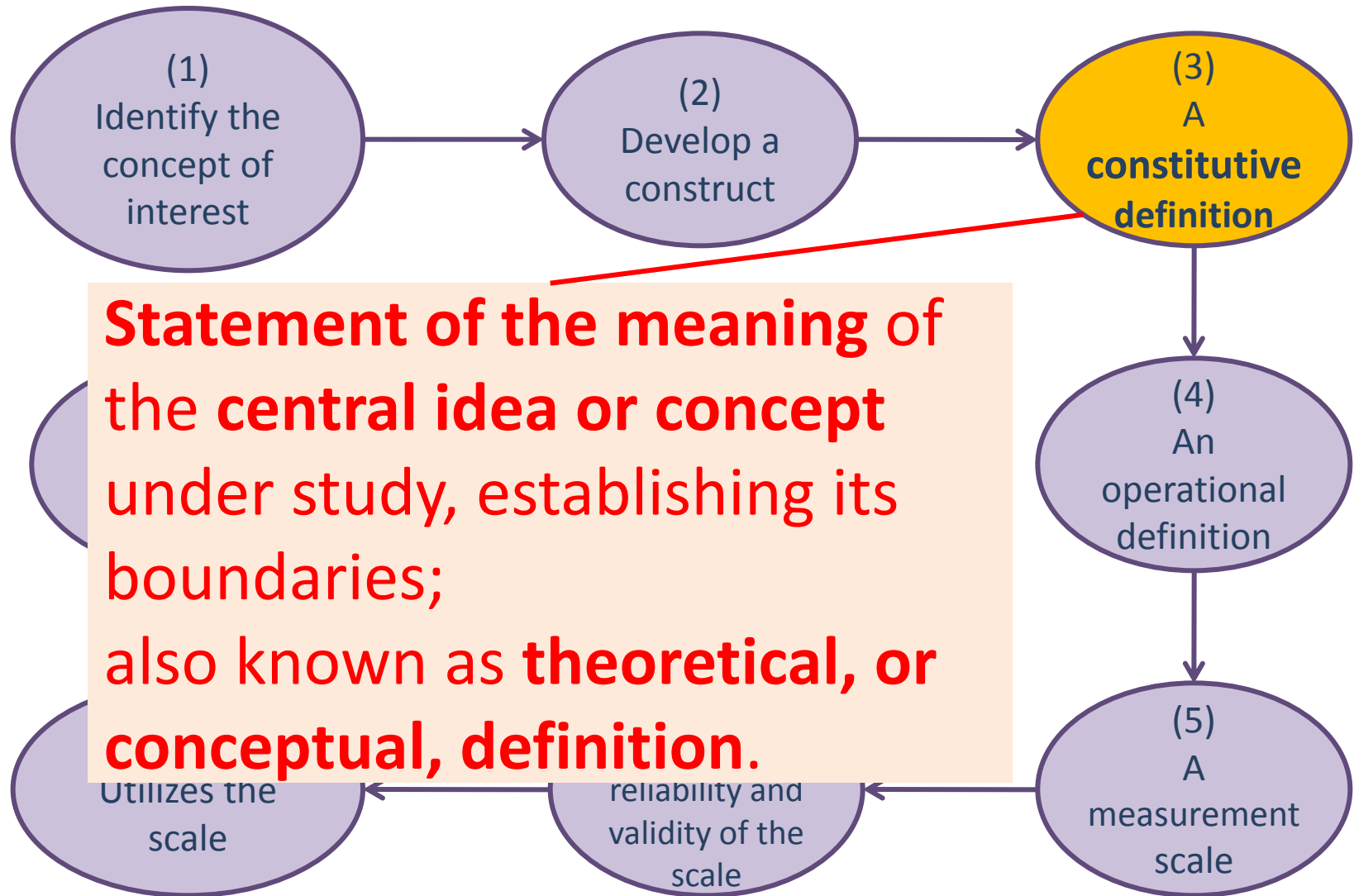
The Measurement Process



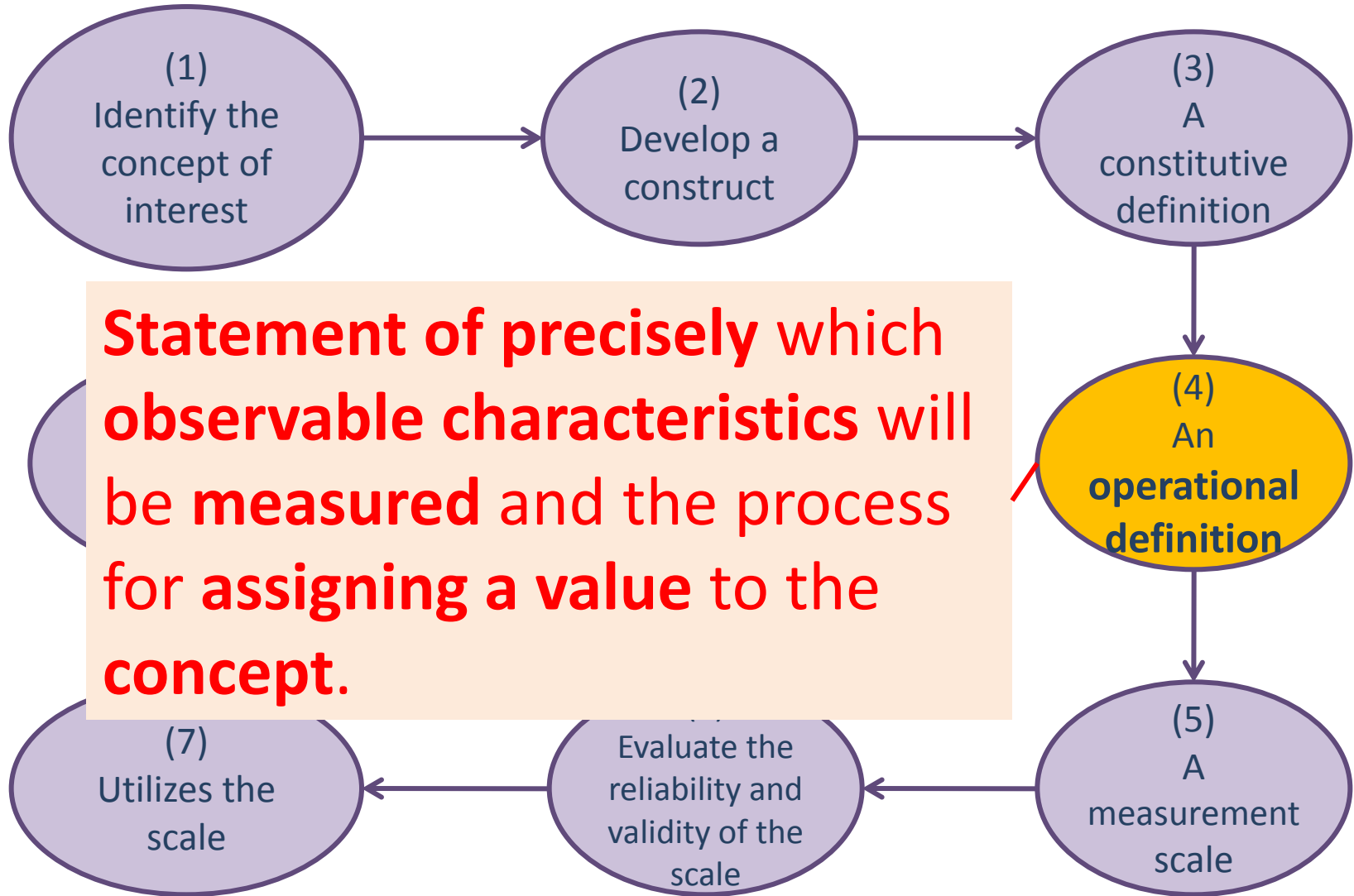
The Measurement Process



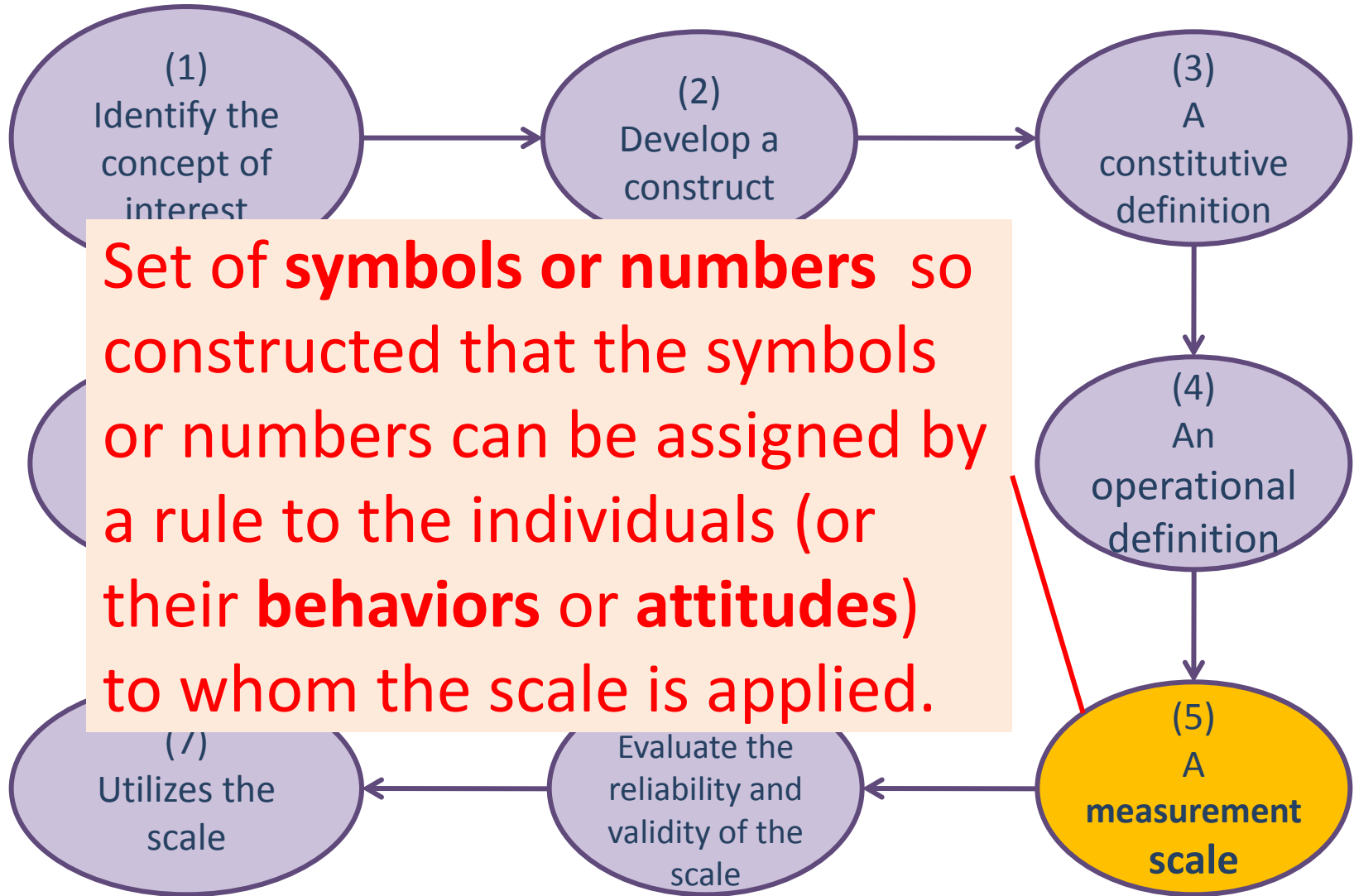
The Measurement Process



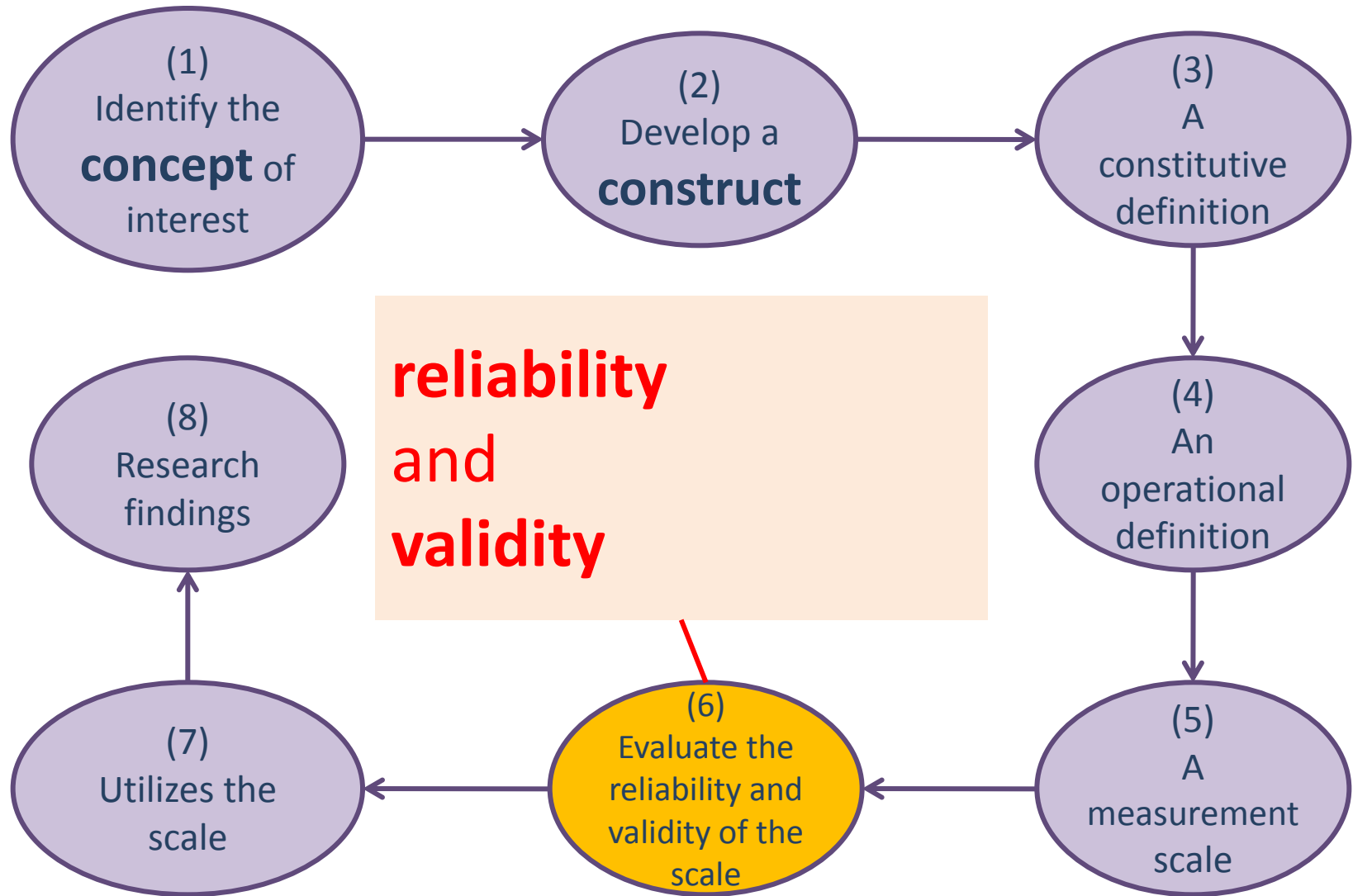
The Measurement Process



The Measurement Process



The Measurement Process



Validity

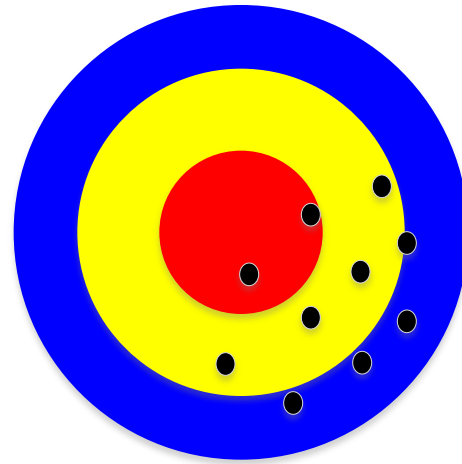
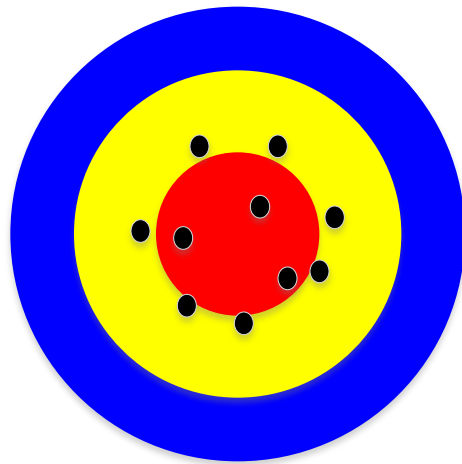
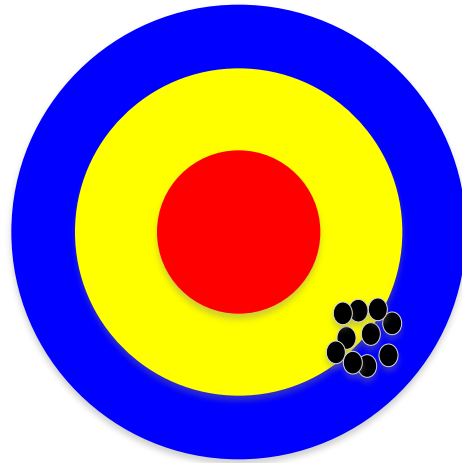
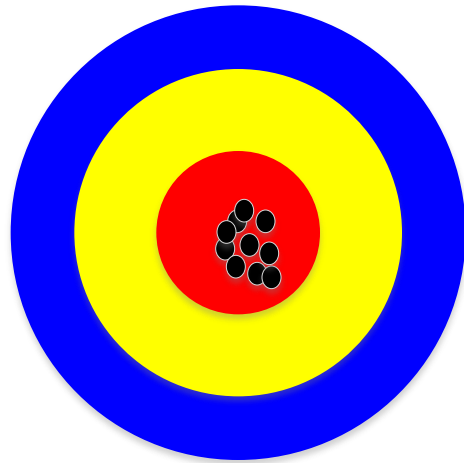
Reliability

Validity

Accuracy

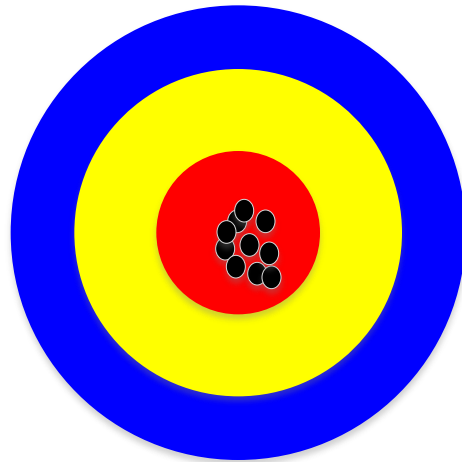
Reliability

Precision



Validity vs. Reliability

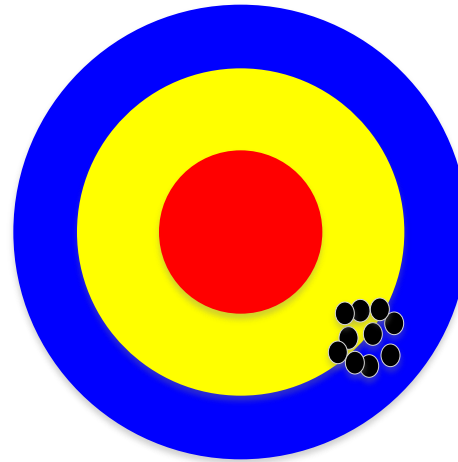
A



High Accuracy
High Precision

High Validity
High Reliability

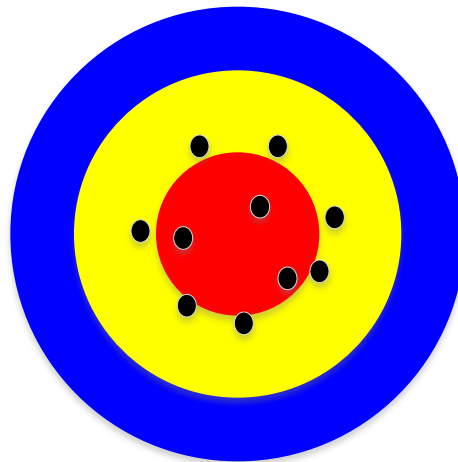
B



Low Accuracy
High Precision

Low Validity
High Reliability

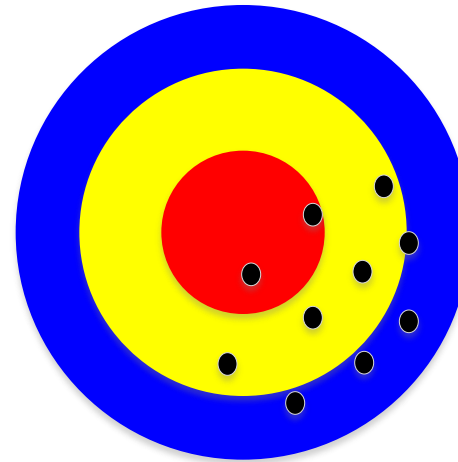
C



High Accuracy
Low Precision

High Validity
Low Reliability

D



Low Accuracy
Low Precision

Low Validity
Low Reliability

Constitutive Definition & Operational Definition

- Constitutive Definition
 - A theoretical or conceptual definition that defines the concept in terms of other concepts and constructs; like a dictionary definition
- Operational Definition
 - Defines which observable characteristics will be measured and the process for assigning a value to the concept

Example of Constitutive Definition & Operational Definition

Concept:

Repeat purchase

Construct:

Brand loyalty

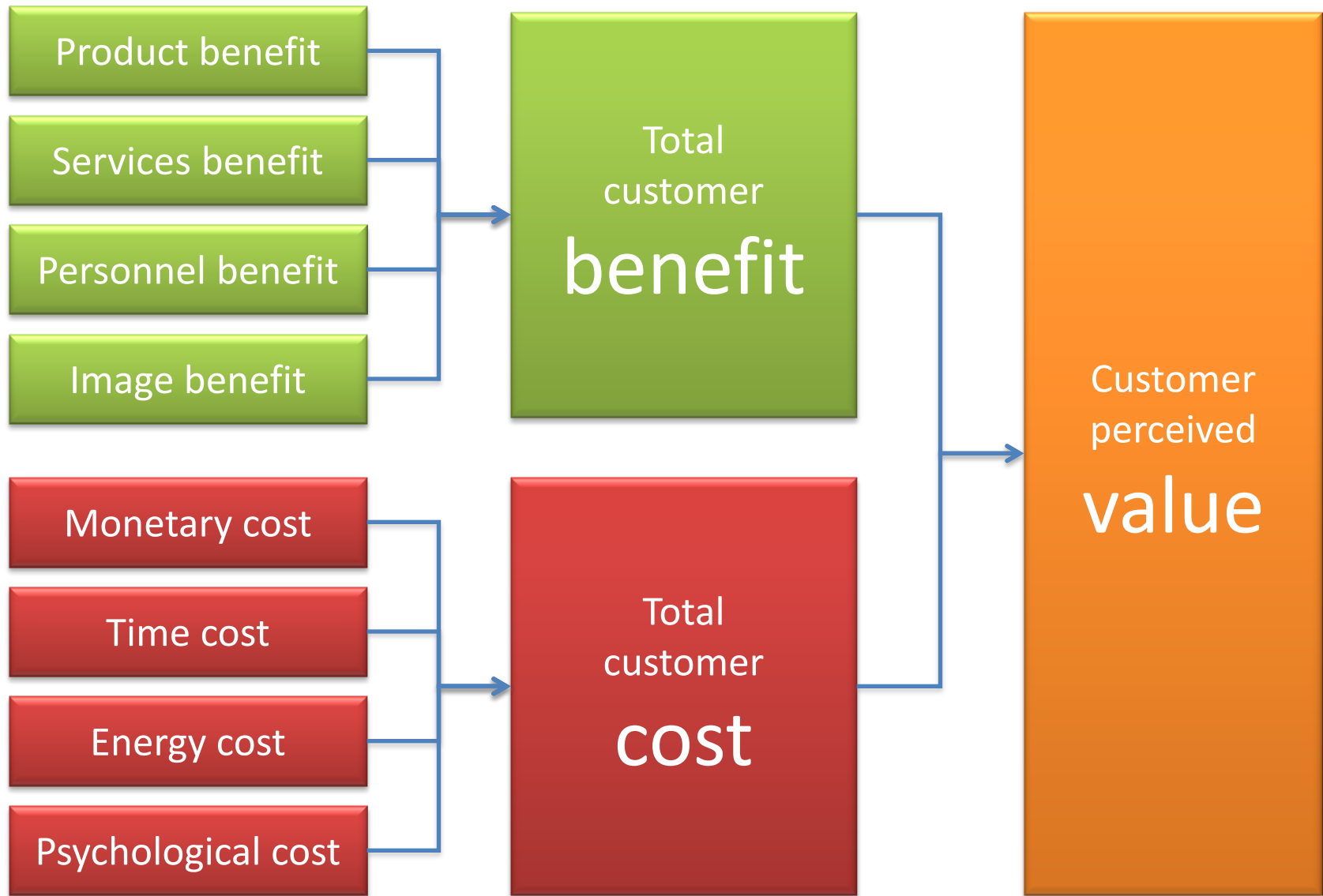
- **Constitutive Definition**
 - Increased propensity to purchase a brand due to previous experience with that brand
- **Operational Definition**
 - Rating of purchase probability, depending upon prior purchase

BRAND LOYALTY



Building
Customer Value,
Satisfaction,
and
Loyalty

Customer Perceived Value



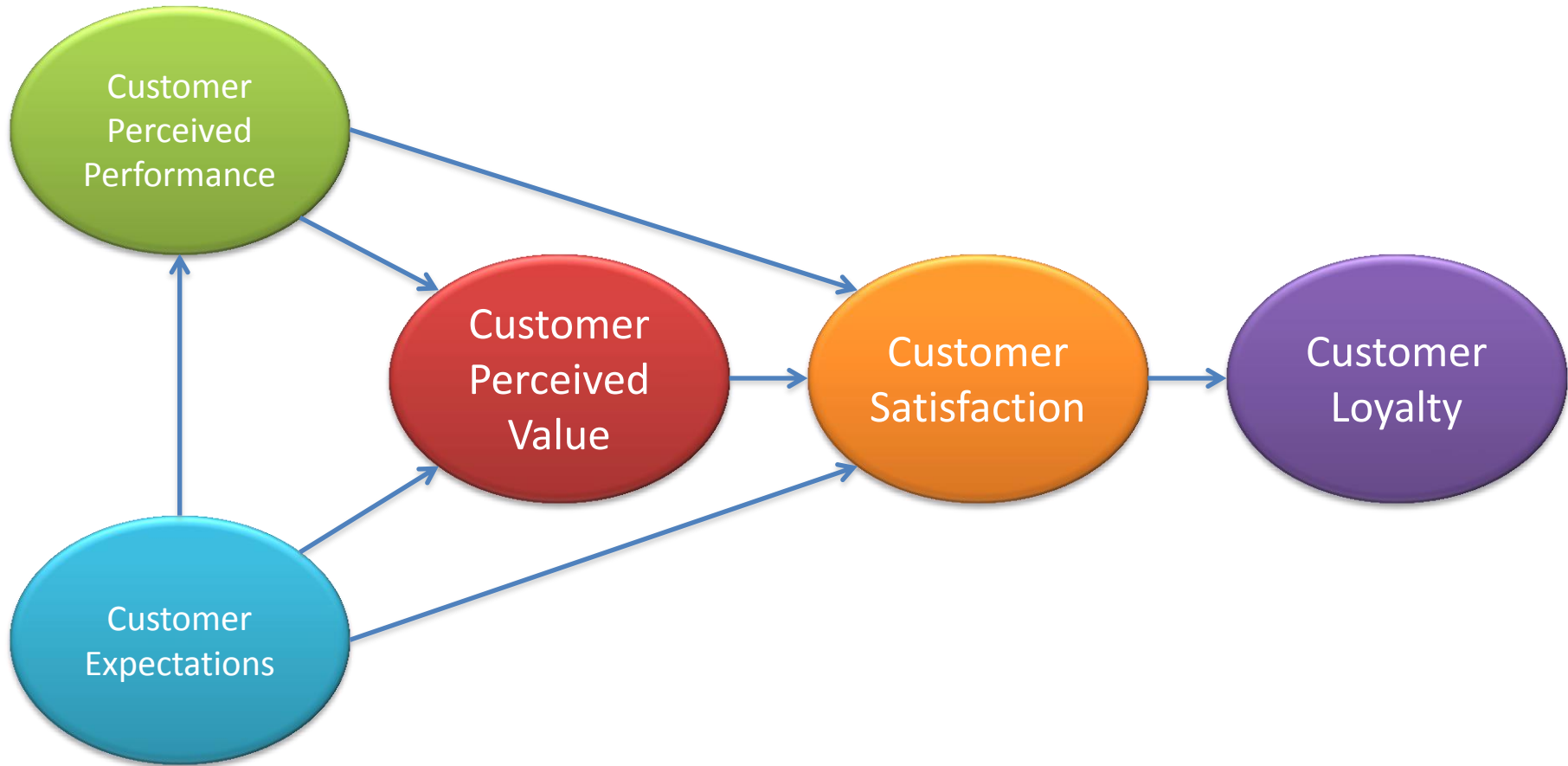
Satisfaction

“a person’s **feelings of pleasure or disappointment** that result from comparing a product’s **perceived performance** (or outcome) to **expectations**”

Loyalty

**“a deeply held commitment to
rebuy or repatronize
a preferred product or service
in the future
despite situational influences and
marketing efforts having the
potential to cause switching
behavior.”**

Customer Perceived Value, Customer Satisfaction, and Loyalty



Definition of Role Ambiguity

EXHIBIT 10.3

Constitutive and Operational Definitions of Role Ambiguity

Constitutive Definition	Role ambiguity is a direct function of the discrepancy between the information available to the person and that which is required for adequate performance of a role. It is the difference between a person's actual state of knowledge and the knowledge that provides adequate satisfaction of that person's personal needs and values.
Operational Definition	Role ambiguity is the amount of uncertainty (ranging from very uncertain to very certain on a five-point scale) an individual feels regarding job role responsibilities and expectations from other employees and customers.
Measurement Scale	<p>The measurement scale consists of 45 items, with each item assessed by a five-point scale with category labels 1 – very certain, 2 – certain, 3 – neutral, 4 – uncertain, 5 – very uncertain. Samples of the 45 items follow:</p> <ul style="list-style-type: none"><input type="checkbox"/> How much freedom of action I am expected to have<input type="checkbox"/> How I am expected to handle nonroutine activities on the job<input type="checkbox"/> The sheer amount of work I am expected to do<input type="checkbox"/> To what extent my boss is open to hearing my point of view<input type="checkbox"/> How satisfied my boss is with me<input type="checkbox"/> How managers in other departments expect me to interact with them<input type="checkbox"/> What managers in other departments think about the job I perform<input type="checkbox"/> How I am expected to interact with my customers<input type="checkbox"/> How I should behave (with customers) while on the job<input type="checkbox"/> If I am expected to lie a little to win customer confidence<input type="checkbox"/> If I am expected to hide my company's foul-ups from my customers<input type="checkbox"/> About how much time my family feels I should spend on the job<input type="checkbox"/> To what extent my family expects me to share my job-related problems<input type="checkbox"/> How my co-workers expect me to behave while on the job<input type="checkbox"/> How much information my co-workers expect me to convey to my boss

Summary

- Understanding the concept of Measurement
- The Measurement Process

References

- McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
- Edward Fox (2008), Measurement in Survey Research, <http://efox.cox.smu.edu/mktg3342/lec6-measurement.ppt>