

G¹/₄tekriterien Der Datenerhebung: Relevanz, Grundlagen Und Konzepte Zur Pr¹/₄fung - Tolga G¹/₄neysel

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Im Verlaufe der Entwicklung einer Marketingkonzeption gilt die Erhebung von Daten durch Messvorg¹/₄nge, die sowohl in ihrem Informationsgehalt als auch in ihrer Qualit¹/₄t variieren k¹/₄f¹/₄nnen, als ein entscheidender Bestandteil. Im Hinblick auf die G¹/₄f¹/₄te einer Messung stellt sich daher die Frage nach geeigneten methodi- schen G¹/₄f¹/₄tekriterien. Wie gut spiegelt eine Beobachtung oder Untersuchung ein theoretisches Konzept wider? Das Ziel einer jeden Messung muss infolgedessen die Erarbeitung m¹/₄f¹/₄glichst exakter und fehlerfreier Messergebnisse sein. In der vorliegenden Arbeit wird diskutiert, welche Standards heute in der Forschung vor- liegen, aus welchen Gr¹/₄f¹/₄nden diese unabdingbar sind und wie sie in Verbindung stehen bzw. interagieren. Dabei werden grunds¹/₄f¹/₄tzlich zwei Hauptbereiche unter- schieden: G¹/₄f¹/₄tekriterien, die f¹/₄f¹/₄r Instrumente einer Messung ausschlaggebend sind und solche, die auf das Design einer Untersuchung abzielen. Im weiteren werden zahlreiche Details im Hinblick auf die G¹/₄f¹/₄tekriterien herausgearbeitet. In Anleh- nung an die so genannte klassische Testtheorie k¹/₄f¹/₄nnen f¹/₄f¹/₄r Messinstrumente die Kriterien der Objektivit¹/₄t, Reliabilit¹/₄t und Validit¹/₄t als ausschlaggebend exponiert werden. Von fundamentaler Bedeutung f¹/₄f¹/₄r die Untersuchung des Designs einer Untersuchung ist die Betrachtung der internen und externen Validit¹/₄t. Author: G¹/₄neysel, Tolga Publisher: GRIN Verlag Illustration: N Language: GER Title: G¹/₄tekriterien der Datenerhebung: Relevanz, Grundlagen und Konzepte zur Pr¹/₄fung Pages: 00025 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640721382 Category: Business & Economics : General

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