

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 1) Problem-identification research involves going below the surface to identify the true underlying problem that the marketing manager is facing. 1) \_\_\_\_\_
- 2) Problem-identification research is typically used to address pricing issues. 2) \_\_\_\_\_
- 3) Problem-identification research is the more common of the forms of research and is undertaken by virtually all marketing firms. 3) \_\_\_\_\_
- 4) According to the text, problem-solving research is typically used to assess the environment and diagnose problems. 4) \_\_\_\_\_
- 5) Research undertaken to help solve specific marketing problems is called problem-solving research. 5) \_\_\_\_\_
- 6) Market share is an example of a topic typically addressed by problem-solving research. 6) \_\_\_\_\_
- 7) Market potential is an example of a topic typically addressed by problem-identification research. 7) \_\_\_\_\_
- 8) Segmentation is an example of a topic typically addressed by problem-solving research. 8) \_\_\_\_\_
- 9) Image research is an example of a topic typically addressed by problem-identification research. 9) \_\_\_\_\_
- 10) Distribution research is an example of a topic typically addressed by problem-identification research. 10) \_\_\_\_\_
- 11) The first step in any marketing research project is to formulate the research design. 11) \_\_\_\_\_
- 12) Formulating an analytical framework along with models, research questions, hypotheses, and the information needed are included in developing an approach to the problem. 12) \_\_\_\_\_
- 13) Fieldwork or data collection is the fourth step of the marketing research process. 13) \_\_\_\_\_
- 14) Telephone, mail, personal and electronic interviewing are forms of interviewing in the data collection stage of the research process. 14) \_\_\_\_\_
- 15) Collecting and analyzing data are steps involved in the data-processing stage. 15) \_\_\_\_\_
- 16) Promotion is considered an uncontrollable environmental factor. 16) \_\_\_\_\_
- 17) Marketing research is not concerned with factors that are not under the control of the marketing manager. 17) \_\_\_\_\_
- 18) A manager has control over a competitor's pricing policy. 18) \_\_\_\_\_

- 19) Pricing, promotion, and distribution are all considered controllable marketing variables. 19) \_\_\_\_\_
- 20) Marketing research departments located within a firm are called internal suppliers. 20) \_\_\_\_\_
- 21) Marketing research should be conducted whenever a decision has to be made. 21) \_\_\_\_\_
- 22) The decision to conduct research is automatic. 22) \_\_\_\_\_
- 23) Outside marketing research companies hired to supply marketing research data are called external suppliers. 23) \_\_\_\_\_
- 24) According to the text, most of the research suppliers are Fortune 500 operations. 24) \_\_\_\_\_
- 25) The services of full-service suppliers can be categorized into syndicated, customized, and Internet services. 25) \_\_\_\_\_
- 26) Companies that collect and sell common pools of data designed to serve information needs that a number of clients share are called syndicated services. 26) \_\_\_\_\_
- 27) Focus groups represent the main method by which syndicated services collect data. 27) \_\_\_\_\_
- 28) According to the text, Nielsen Holding was recognized as the largest global research firm based on global research revenues. 28) \_\_\_\_\_
- 29) Kantar, Westat, and Burke, Inc. are examples of marketing research firms that offer customized services. 29) \_\_\_\_\_
- 30) Companies whose primary service offering is their expertise in collecting data for research projects are called coding and data entry services. 30) \_\_\_\_\_
- 31) Data analysis services perform services that include editing competing questionnaires, developing a coding scheme, and transcribing the data onto diskettes or magnetic tapes for input into the computer. 31) \_\_\_\_\_
- 32) Selecting an outside supplier is always done with a formal "request for proposal." 32) \_\_\_\_\_
- 33) According to the text, the most common entry-level position in the marketing research industry for people with bachelor's degrees is assistant project director. 33) \_\_\_\_\_
- 34) Either a strong qualitative or a strong quantitative background is sufficient to be a successful in marketing research. 34) \_\_\_\_\_
- 35) A good knowledge of marketing is essential to be a successful in marketing research. 35) \_\_\_\_\_
- 36) A formalized set of procedures for generating, analyzing, storing, and distributing pertinent information to marketing decision makers on an ongoing basis is called a marketing information system. 36) \_\_\_\_\_

- 37) An information system that enables decision makers to interact directly with both databases and analysis models is called a decision support system. 37) \_\_\_\_\_
- 38) Hardware and a communication network are recognized as important components of a decision support system. 38) \_\_\_\_\_
- 39) The ability to improve decision making by using "what-if" analysis is a characteristic of a marketing information system. 39) \_\_\_\_\_
- 40) Unstructured problems and the use of models are characteristics that describe a decision support system. 40) \_\_\_\_\_
- 41) The United States accounts for 60 percent of the marketing research expenditures worldwide. 41) \_\_\_\_\_
- 42) Social media embody social computing tools commonly referred to as *Web 1.0*. 42) \_\_\_\_\_
- 43) Expectations about objectivity among bloggers and other social media users are lower. 43) \_\_\_\_\_
- 44) Intel is mentioned as a marketing research firm specializing in social media research. 44) \_\_\_\_\_
- 45) The book advocates the use of social media to replace the traditional ways in which research is conducted. 45) \_\_\_\_\_

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 46) Marketing research involves all of the following regarding information EXCEPT \_\_\_\_\_. 46) \_\_\_\_\_  
 A) manipulation  
 B) identification  
 C) dissemination  
 D) collection  
 E) analysis
- 47) Which of the following statements is most TRUE about marketing research? 47) \_\_\_\_\_  
 A) Marketing research is systematic.  
 B) Marketing research cannot be planned.  
 C) Marketing research follows an unpredictable path.  
 D) All of the answer selections are FALSE.  
 E) A and C are both true.
- 48) Which of the following statements is most FALSE about marketing research? 48) \_\_\_\_\_  
 A) Marketing research is systematic.  
 B) Marketing research leads to automatic decisions.  
 C) Marketing research follows a predictable path.  
 D) Marketing research is planned.  
 E) All of the answer selections are FALSE.

- 49) \_\_\_\_\_ research is undertaken to help identify problems that are not necessarily apparent on the surface and yet exist or are likely to arise in the future. 49) \_\_\_\_\_
- A) Problem-solving
  - B) Problem exception
  - C) Problem-identification
  - D) Problem-correction
  - E) Problem-manipulation
- 50) Which of the following classifications of marketing research involves going below the surface to identify the true underlying problem that the marketing manager is facing? 50) \_\_\_\_\_
- A) problem identification
  - B) problem exception
  - C) problem solving
  - D) problem correction
  - E) problem manipulation
- 51) Problem-identification research is typically used to address all of the following topics EXCEPT \_\_\_\_\_ 51) \_\_\_\_\_
- A) pricing
  - B) market potential
  - C) market share
  - D) short-range forecasting
  - E) long-range forecasting
- 52) Which of the following is the more common of the forms of research and is undertaken by virtually all marketing firms? 52) \_\_\_\_\_
- A) problem-solving research
  - B) problem-correction research
  - C) problem exception
  - D) problem-manipulation research
  - E) problem-identification research
- 53) According to the text, \_\_\_\_\_ is typically used to assess the environment and diagnose problems. 53) \_\_\_\_\_
- A) problem-solving research
  - B) problem-manipulation research
  - C) problem-identification research
  - D) problem-correction research
  - E) problem exception
- 54) Research undertaken to help solve specific marketing problems is called \_\_\_\_\_. 54) \_\_\_\_\_
- A) problem-solving research
  - B) problem-manipulation research
  - C) problem-identification research
  - D) problem-correction research
  - E) problem exception

- 55) Research undertaken to identify marketing problems is called \_\_\_\_\_. 55) \_\_\_\_\_  
 A) problem-solving research  
 B) problem-manipulation research  
 C) problem-identification research  
 D) problem-correction research  
 E) problem exception
- 56) All of the following are examples of topics typically addressed by problem-solving research EXCEPT \_\_\_\_\_. 56) \_\_\_\_\_  
 A) product  
 B) segmentation  
 C) market share  
 D) pricing  
 E) promotion
- 57) All of the following are examples of topics typically addressed by problem-solving research EXCEPT \_\_\_\_\_. 57) \_\_\_\_\_  
 A) segmentation  
 B) product  
 C) market share  
 D) market potential  
 E) C and D
- 58) Which of the following is NOT a step in the marketing research process? 58) \_\_\_\_\_  
 A) research design formulation  
 B) report generation and presentation  
 C) data preparation and analysis  
 D) problem definition  
 E) problem correction
- 59) Which of the following is NOT a step in the marketing research process? 59) \_\_\_\_\_  
 A) research design formulation  
 B) data preparation and analysis  
 C) problem correction  
 D) report generation and presentation  
 E) fieldwork
- 60) The first step in any marketing research project is to \_\_\_\_\_. 60) \_\_\_\_\_  
 A) develop an approach to the problem  
 B) correct the problem  
 C) define the problem  
 D) formulate the research design  
 E) eliminate the problem
- 61) If an outside agency was brought in to conduct work for a research project after the first three steps in the marketing research process were completed, which step would the agency conduct? 61) \_\_\_\_\_  
 A) define the problem  
 B) develop an approach to the problem  
 C) do fieldwork or collect data  
 D) correct the problem  
 E) formulate the research design

- 62) The marketing chief of Fossil is considering the introduction of a super functional, fashionable wristwatch for men and women priced at \$99. For this, he decided on 30 telephonic interviews from their customer database, 50 valid survey responses from individuals whose income is greater than \$60,000 and 2 focus groups. To which of the six steps of the marketing research process do the actions of the marketing chief for Fossil fall into? 62) \_\_\_\_\_
- A) doing fieldwork or collecting data
  - B) defining the problem
  - C) doing analysis
  - D) formulating the research design
  - E) developing an approach to the problem
- 63) Which of the following is NOT a form of interviewing in the data collection stage of the research process? 63) \_\_\_\_\_
- A) observational interviewing
  - B) personal interviewing
  - C) mail interviewing
  - D) telephone interviewing
  - E) electronic interviewing
- 64) All of the following are steps involved in the data-preparation stage of collected data EXCEPT \_\_\_\_\_. 64) \_\_\_\_\_
- A) coding
  - B) editing
  - C) initial inspection
  - D) collecting
  - E) transcribing
- 65) Which of the following is NOT considered an uncontrollable environmental factor? 65) \_\_\_\_\_
- A) competition
  - B) economy
  - C) promotion
  - D) political factors
  - E) social and cultural factors
- 66) All of the following are considered to be controllable marketing variables EXCEPT \_\_\_\_\_. 66) \_\_\_\_\_
- A) pricing
  - B) competition
  - C) distribution
  - D) product
  - E) promotion
- 67) All of the following are considered to be controllable marketing variables EXCEPT \_\_\_\_\_. 67) \_\_\_\_\_
- A) economy
  - B) distribution
  - C) promotion
  - D) pricing
  - E) All are controllable.

- 68) Researchers enter the realm of the decision maker when they \_\_\_\_\_. 68) \_\_\_\_\_  
A) make an appointment no less than 2 weeks in advance  
B) state the facts  
C) give justification for a recommended course of action over others  
D) send an invoice for professional services they have rendered  
E) explain the research design
- 69) Marketing research departments located within a firm are called \_\_\_\_\_. 69) \_\_\_\_\_  
A) horizontal suppliers  
B) external suppliers  
C) internal suppliers  
D) virtual suppliers  
E) smart zones
- 70) Marketing research departments located outside a firm and comprising the marketing research industry are called \_\_\_\_\_. 70) \_\_\_\_\_  
A) external suppliers  
B) virtual suppliers  
C) smart zones  
D) internal suppliers  
E) horizontal suppliers
- 71) A marketing research project is warranted when \_\_\_\_\_. 71) \_\_\_\_\_  
A) the research will be used for gaining political ends  
B) the decision which the research addresses has already been made  
C) the cost of the research is less than its eventual benefits  
D) the required information is already in the organization  
E) time or money are not available in adequate amounts
- 72) ABC is a company which is involved in selling data that is designed to serve information needs of firms like PepsiCo and Coca-Cola. The data are primarily collected through surveys, purchase and media panels, and scanners. What kind of service does ABC provide in the marketing research industry? 72) \_\_\_\_\_  
A) limited-service suppliers  
B) syndicated services  
C) data analysis service  
D) Internet service  
E) coding and data entry services
- 73) Outside marketing research companies hired to supply marketing research data are called \_\_\_\_\_. 73) \_\_\_\_\_  
A) full-service suppliers  
B) horizontal suppliers  
C) vertical suppliers  
D) external suppliers  
E) internal suppliers

- 74) According to the text, most of the research suppliers are \_\_\_\_\_. 74) \_\_\_\_\_  
A) small operations  
B) 501(c)(3) organizations  
C) multinational operations  
D) foreign operations  
E) Fortune 500 operations
- 75) The services of full-service suppliers can be categorized into all of the following types of services EXCEPT \_\_\_\_\_. 75) \_\_\_\_\_  
A) Internet services  
B) environmental services  
C) customized services  
D) syndicated services  
E) All of the above are types of full-service suppliers.
- 76) Companies that collect and sell common pools of data designed to serve information needs that a number of clients share are called \_\_\_\_\_. 76) \_\_\_\_\_  
A) field services  
B) environmental services  
C) customized services  
D) Internet services  
E) syndicated services
- 77) All of the following represent main methods used by syndicated services to collected data EXCEPT \_\_\_\_\_. 77) \_\_\_\_\_  
A) panels  
B) focus groups  
C) scanners  
D) audits  
E) surveys
- 78) According to the text, which of the following organizations was recognized as the largest global research firm based on global research revenues? 78) \_\_\_\_\_  
A) IMS Health Inc.  
B) Arbitron Inc.  
C) Ipsos  
D) GfK SE  
E) Nielsen
- 79) Which of the following marketing research firms does NOT offer customized services? 79) \_\_\_\_\_  
A) Kantar  
B) Westat  
C) Field Work Chicago, Inc.  
D) Burke, Inc.  
E) All offer customized services.



- 80) Companies whose primary service offering is their expertise in collecting data for research projects are called \_\_\_\_\_. 80) \_\_\_\_\_
- A) coding and data entry services
  - B) research directorates
  - C) Internet services
  - D) data analysis services
  - E) field services
- 81) According to the text, the most common entry-level position in the marketing research industry for people with bachelor's degrees is \_\_\_\_\_. 81) \_\_\_\_\_
- A) research analyst
  - B) account executive
  - C) project director
  - D) operational supervisor
  - E) assistant project director
- 82) Which of the following actions is NOT a step a person would take to prepare for a career in marketing research? 82) \_\_\_\_\_
- A) think creatively
  - B) take courses in statistics and quantitative methods
  - C) acquire computer and Internet skills
  - D) acquire effective written and verbal communication skills
  - E) obtain any type of work experience
- 83) Which of the following are mentioned in the text as steps to take to prepare for a career in marketing research? 83) \_\_\_\_\_
- A) take courses in statistics and quantitative methods
  - B) develop verbal communication skills
  - C) acquire computer and Internet skills
  - D) acquire written communication skills
  - E) all of the above
- 84) A formalized set of procedures for generating, analyzing, storing, and distributing pertinent information to marketing decision makers on an ongoing basis is called a(n) \_\_\_\_\_. 84) \_\_\_\_\_
- A) formal system
  - B) transactions processing system
  - C) research directorate
  - D) marketing information system
  - E) expert system
- 85) In order to compare the national retailers' success in selling its brands of digital cameras with the national retailers' success in selling traditional camera equipment, the marketing manager for Sony decided to use the billing information Sony has for these national retailers. This information is fed into spreadsheets formatted in tabular form and updated continuously as accounts change. In doing so, the marketing manager for Sony utilized which one of the following? 85) \_\_\_\_\_
- A) a functional system
  - B) a rolling audit
  - C) an expert system
  - D) a decision support system
  - E) a marketing information system

- 86) An information system that enables decision makers to interact directly with both databases and analysis models is called a(n) \_\_\_\_\_. 86) \_\_\_\_\_  
A) transaction processing system  
B) marketing information system  
C) expert system  
D) decision support system  
E) information load
- 87) Which of the following is NOT a characteristic of a marketing information system? 87) \_\_\_\_\_  
A) can improve decision making by using "what-if" analysis  
B) use of reports  
C) information displaying restricted  
D) structured problems  
E) can improve decision making by clarifying new data
- 88) Which of the following is NOT mentioned as a limitation of social media for conducting marketing research? 88) \_\_\_\_\_  
A) lower objectivity standards for social media  
B) self selection bias  
C) expressive bias  
D) advocacy bias  
E) All of these are mentioned as limitations.
- 89) Which of the following stakeholders is NOT mentioned as being directly affected by marketing research activities? 89) \_\_\_\_\_  
A) the marketing researcher  
B) the client  
C) the government  
D) the respondent  
E) the public

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 90) Define marketing research.
- 91) In a short essay, discuss the differences between problem-identification research and problem-solving research. Include a description of situations in which each type of research would be most appropriate.
- 92) In a short essay, list and discuss the six steps in the marketing research process.
- 93) Traditionally, marketing researchers were responsible for assessing information needs and providing the relevant information, whereas marketing decisions were made by the managers. Discuss why the roles of marketing managers and marketing researchers are changing.
- 94) In a short essay, discuss the characteristics of full-service marketing research suppliers and describe three types of these full service suppliers. Include a description of the various services offered by each type of supplier to support your answer.
- 95) In a short essay, describe the stages of developing a career in the marketing research industry. List at least four steps a student should take in order to properly prepare for a career in the marketing research industry.

- 96) In a short essay, describe the characteristics of a marketing information system and discuss how it differs from a decision support system.
- 97) Why is international marketing research more complex than domestic marketing research?
- 98) Describe the stakeholders in marketing research. How do ethical issues arise?

## Answer Key

Testname: UNTITLED1

- 1) TRUE
- 2) FALSE
- 3) TRUE
- 4) FALSE
- 5) TRUE
- 6) FALSE
- 7) TRUE
- 8) TRUE
- 9) TRUE
- 10) FALSE
- 11) FALSE
- 12) TRUE
- 13) TRUE
- 14) TRUE
- 15) FALSE
- 16) FALSE
- 17) FALSE
- 18) FALSE
- 19) TRUE
- 20) TRUE
- 21) FALSE
- 22) FALSE
- 23) TRUE
- 24) FALSE
- 25) TRUE
- 26) TRUE
- 27) FALSE
- 28) TRUE
- 29) TRUE
- 30) FALSE
- 31) FALSE
- 32) FALSE
- 33) FALSE
- 34) FALSE
- 35) TRUE
- 36) TRUE
- 37) TRUE
- 38) TRUE
- 39) FALSE
- 40) TRUE
- 41) FALSE
- 42) FALSE
- 43) TRUE
- 44) FALSE
- 45) FALSE
- 46) A
- 47) A
- 48) B
- 49) C
- 50) A

## Answer Key

Testname: UNTITLED1

- 51) A
- 52) E
- 53) C
- 54) A
- 55) C
- 56) C
- 57) E
- 58) E
- 59) C
- 60) C
- 61) C
- 62) D
- 63) A
- 64) D
- 65) C
- 66) B
- 67) A
- 68) C
- 69) C
- 70) A
- 71) C
- 72) B
- 73) D
- 74) A
- 75) B
- 76) E
- 77) B
- 78) E
- 79) C
- 80) E
- 81) D
- 82) E
- 83) E
- 84) D
- 85) E
- 86) D
- 87) A
- 88) C
- 89) C

90) Marketing research is the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of improving decision making related to the identification and solution of problems and opportunities in marketing.

## Answer Key

Testname: UNTITLED1

- 91) Problem-identification research involves going below the surface to identify the true underlying problem that the marketing manager is facing. It may be designed to estimate market potential, market share, brand or company image, market characteristics, sales analysis, short-range forecasting, long-range forecasting, or to uncover business trends. Problem identification is the more common of the two forms of research and is undertaken by virtually all marketing firms. This type of research is used to assess the environment and diagnose problems. Once a problem or opportunity has been identified, a firm undertakes problem-solving research to address the problem. Problem-solving research addresses many topics, including segmentation, product, pricing, promotion, and distribution. Problem-identification research and problem-solving research go hand in hand, and a given marketing research project may combine both types.
- 92) a. Step 1: Defining the problem — the first step in any marketing research project is to define the problem. Researchers accomplish problem definition through discussions with the decision makers, interviews with industry experts, analysis of secondary data, and some qualitative research, such as focus groups.
- b. Step 2: Developing an approach to the problem — this includes formulating an analytical framework and models, research questions, and hypotheses. This process is guided by the same tasks performed to define the problem.
- c. Step 3: Formulating a research design — a research design is a framework or blueprint for conducting the marketing research project. It details the procedures needed to obtain the required information. A study may be designed to test hypotheses of interest or determine possible answers to the research questions, both of which contribute to decision making.
- d. Step 4: Doing fieldwork or collecting data — data collection is accomplished using a staff that operates in the field. Fieldwork involves personal, telephone, mail, or electronic interviewing. Proper selection, training, supervision, and evaluation of the field force are essential to ensure high-quality data collection.
- e. Step 5: Preparing and analyzing data — data preparation involves data-processing steps leading up to analysis. This includes the editing, coding, and transcribing of collected data. This entire process must then be verified for accuracy. The results are interpreted in order to find conclusions related to the marketing research problem.
- f. Step 6: Preparing and presenting the report — the entire project should be documented in a written report that addresses the specific research questions; describes the approach, the research design, data collection, and data analysis procedures; and presents the results and the major findings.
- 93) These roles are changing and marketing researchers are becoming more involved in decision making, whereas marketing managers are becoming more involved with research. This trend can be attributed to better training of marketing managers, the Internet and other advances in technology, and a shift in the marketing research paradigm where more and more marketing research is being undertaken on an ongoing basis rather than in response to specific marketing problems or opportunities.
- 94) Full-service marketing research suppliers offer the entire range of marketing research services, from problem definition to report preparation and presentation. The services of these suppliers can be further broken down into syndicated services, customized services, and Internet services.
- a. Syndicated services — these companies collect and sell common pools of data designed to serve information needs that a number of clients share. Surveys, panels, scanners, and audits are the main means by which these data are collected.
- b. Customized services — these companies offer a variety of marketing research services customized to suit a client's needs. Each research project is designed to meet the unique needs of the client.
- c. Internet services — these services are offered by several marketing research firms including some who have specialized in conducting marketing research on the Internet and/or social media, for example, Harris interactive.

## Answer Key

Testname: UNTITLED1

- 95) a. A career in research often begins with a supervisory position in fieldwork or data analysis. With experience, the researcher moves up to project management positions, resulting in director and eventually in a vice president-level position. The most common entry-level position in the research industry for people with bachelor's degrees is operational supervisor. Those with MBA or equivalent degrees are likely to be employed as project managers. A researcher entering the profession on the client side would typically begin as a junior research analyst (BBAs) or research analyst (MBAs).
- b. To prepare for a career in marketing research, a student should do the following:
- take as many marketing courses as possible
  - take courses in statistics and quantitative methods
  - acquire computer, social media and Internet skills
  - take courses in psychology and consumer behavior
  - acquire effective written and verbal communication skills
  - think creatively
- 96) a. A marketing information system (MIS) is a formalized set of procedures for generating, analyzing, storing, and distributing information to marketing decision makers on an ongoing basis. MIS is differentiated from marketing research in that it is continuously available. MIS is designed to complement the decision maker's responsibilities, style, and information needs. The power of MIS is in the access it gives managers to vast amounts of information, combining production, invoice, and billing information with marketing intelligence, including marketing research.
- b. Developed to overcome the limitation of MIS, decision support systems have built-in flexibility that allows decision makers to interact directly with databases and analysis models. A decision support system (DSS) is an integrated system including hardware, a communications network, database, model base, software base, and the DSS user who collects and interprets information for decision making. DSSs differ from MISs in that they combine the models and analytic techniques of traditional marketing research with each access and retrieval of MISs. Well-designed DSSs adapt to the decision-making needs of the user with easy interactive processes. In addition to providing easy access to data, DSSs can also enhance decision-making effectiveness by using "what-if" analysis.
- 97) Conducting international marketing research is much more complex than domestic marketing research. The environment prevailing in the countries or international markets that are being researched influences the way the six steps of the marketing research process should be performed. These environmental factors consist of the marketing, government, legal, economic, structural, informational and technological, and the sociocultural environments (Figure 1.7). The impact of these factors on the marketing research process is discussed in detail in subsequent chapters.
- 98) Marketing research has often been described as having four stakeholders: (1) the marketing researcher, (2) the client, (3) the respondent, and (4) the public (Figure 1.8). These stakeholders have certain responsibilities to each other and to the research project. Ethical issues arise when the interests of these stakeholders are in conflict and when one or more of the stakeholders are lacking in their responsibilities.