

# CONTENTS

<i>List of Figures, Tables and Boxes</i>	<i>ix</i>
<i>List of Contributors</i>	<i>xiii</i>
<i>Acknowledgments</i>	<i>xvi</i>
<i>Preface</i>	<i>xvii</i>
1 Quantitative Research: Its Place in Consumer Psychology <i>Cathrine V. Jansson-Boyd</i>	1
2 Using Contemporary Quantitative Techniques <i>Or Shkoler</i>	22
3 Measurement Theory and Psychological Scaling <i>Daniel P. Hinton and Tracey Platt</i>	59
4 Identify, Interpret, Monitor, and Respond to Quantitative Consumer Data on Social Media <i>Dr. Amy Jauman, SMS</i>	88
5 Alternative Research Methods: Introducing Market Sensing—A Qualitative and Interpretive Perspective on Research <i>David Longbottom and Alison Lawson</i>	124

**viii** Contents

6	Big Data: Data Visualization and Quantitative Research Apps <i>Vaidas Lukošius and Michael R. Hyman</i>	166
7	Exploring Ways of Extracting Insights From Big Data <i>Peter Steidl</i>	194
8	Contemporary Approaches to Modelling the Consumer <i>Debbie Isobel Keeling</i>	222
9	Connectionist Modelling of Consumer Choice <i>Max N. Greene, Peter H. Morgan, and Gordon R. Foxall</i>	247
10	Uniting Theory and Empirical Research: Marketing Research and Market Sensing <i>Melvin Prince, Gillie Gabay, Constantinos-Vasilios Priporas, and Howard Moskowitz</i>	272
11	Ethical Issues in Conducting Psychological Research <i>David B. Resnik</i>	298
12	A User-Friendly Practical Guide to Preparing Data for Analysis <i>Kerry Rees</i>	326
13	Integrating and Writing Up Data-Driven Quantitative Research: From Design to Result Presentation <i>Paul M. W. Hackett, Lydia Lu and Paul M. Capobianco</i>	376
	<i>Index</i>	407