

DR. NED ROBERTO

quick-but-clean

**social
marketing
research**

a companion book to

HOW TO CHANGE THE WORLD

Foreword by

DR. MAHAR MANGAHAS

President, Social Weather Stations

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QUICK-BUT-CLEAN SOCIAL MARKETING RESEARCH

A Companion Book to How to Change the World

by Dr. Ned Roberto

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"He who oppresses the poor shows contempt for their Maker,
but whoever is kind to the needy honors God."

—Proverbs 14:31

This book is dedicated
first, to all the many NGOs, government agencies,
and social marketers who shared their social
survey data for re-analysis in this book;
and *second*, to my grandson, Bruce Roberto-Garcia,
who died at 14 in a car accident while
I was writing this book. At 10, Bruce learned and
mastered skateboarding solely through
DIY research from YouTube.

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Practitioner Memo 3.1: Issa Baron, President of Good Thinking Research, Inc.

Learn by Doing: Class Projects #1, #2 and #3

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How to Do Valid and Cost-Effective Sampling of Survey Respondents

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- What You Should Know about Survey Respondent Sampling
- The Representativeness Requirement
- The Random Sampling Requirement: First, Second & Third Stages
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Practitioner Memo 4.1: Felipe Alfonso, Executive Advisor of Asian Forum on Corporate Social Responsibility

Learn by Doing: Class Projects #1 and #2

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How to Formulate a Valid Questionnaire and How to Choose the Right Data Collection Method

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- How to Efficiently Formulate a Correct Survey Questionnaire
- Efficient Formulation (Steps 1 to 5)
- Questionnaire Pre-testing
- What Data Collection Method to Use

Practitioner Memo 5.1: Tony Tan Caktiong, Chairman & CEO of Jollibee Foods Corporation

Learn by Doing: Class Projects #1, #2, #3 and #4