RAPP 5015 Database Management Lab #5

DESCRIPTION

This is a hypothetical field study testing how variations of emails and other factors influence donations for a charity email campaign. Emails were randomly varied between two different subject lines and three different messages in the email body.

They were also sent to recipients of three different countries (USA, Canada, and the UK), at various times of day (local time for the recipient).

INSTRUCTIONS

- Download Lab_7_data.sav from Blackboard
- Follow the steps below

LAB QUESTIONS

1) We know from class that Subject Line A gets more opens than Subject Line B. But does this effect exist across all three countries in the data?
   a. **Split file** by *Country_r*.
   b. Use **Crosstabs** with a **Chi-Square Test** with *Opened_Email* as rows and *SubjectLine* as columns. Add column percentages in the cell options.
   c. Take Split file **off** (Analyze all cases...)

2) Among those who opened the email, did recipients donate more often during a particular time of day?
   a. Use **Select Cases** to include only cases where *Opened_Email*=1
   b. Use Crosstabs with a Chi-Square Test with *Donated* as rows and *TimeofDay* as columns. Leave column percentages on, and add **compare column proportions** (z-test) with Bonferroni correction in the cell options.
   c. Use the chart builder to make 3 paneled pie charts showing the proportion that donated for each time of day (panel variable = *TimeofDay*, statistic = percentage).

Export your Output to Excel and save it as Lab_7_*YourName*.xls.

In the Excel file, insert a brief answer (1-2 sentences) to the research questions above based on your interpretation of the results.

➢ Q1 Example: "Subject Line A significantly outperforms Subject Line B in [*country1*] (*p*=_____) and [*country2*] (*p*=_____), but not [*country3*] (*p*>0.05)."

➢ Q2 Example: "Yes, Time of Day had a significant affect on open rate, (p=_____), with post-hoc comparisons indicating that [*timeofday_A*] had a significantly higher open rate than both [*timeofday_B*] and [*timeofday_C*]."

➢ Your results may not fit this template exactly, but write it in that short and straightforward way.

When you are finished, submit the output file to Blackboard.