

MARKETING EDUCATION RESEARCH USING DATASETS FROM THE GOOGLE ONLINE MARKETING CHALLENGE

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Please join a workshop that introduces and explains public datasets of survey responses to perhaps the worlds' largest in-class academic competition, the Google Online Marketing Challenge. Participants will learn about the competition, and 12 datasets that reflect attitudes, interests and opinions by three constituent groups – students, professors and businesses – that competed in the Challenge. The workshop should appeal particularly to professors interested in quantitative or qualitative research of experiential learning, cross-cultural differences in education and students working in groups.

In 2008 Google launched the Challenge, a global student competition that attracted over eight thousand students along with 339 instructors and 1619 businesses from 47 countries. In teams of four to six, the students crafted and ran online marketing campaigns for real businesses, using real money. Furthermore, students could access near real time reports on the web-based advertisements they created.

To improve the logistical and pedagogical aspects of the Challenge, as well as spur research of online

marketing and student learning, Google distributed questionnaires to all Challenge participant groups – students, professors and businesses. The survey datasets, as well as other online marketing, teaching and learning resources are available at the Challenge Research Center (www.google.com/onlinechallenge/research.html). Via the Challenge, Google envisions ongoing academic collaboration to encourage research of online marketing, teaching and learning. This workshop is an early step in the partnership.

The final student sample contains 685 respondents from 42 countries. The students answered 94 closed-ended questions and eight open-ended questions. The final numbers for the instructors (businesses) are 135 (103) respondents from 33 (31) countries that answered 79(41) closed-ended and 11(8) open-ended questions. The survey responses are available for each constituent group – students, instructors and businesses – as a quantitative dataset, raw qualitative dataset, combined quantitative/qualitative dataset and categorized qualitative dataset.