stcp-marshallowen-1b

## Conjoint Analysis Video Transcript

00:00 to 00:07 Title screen is displayed

00:05 Video begins:
Student "Hi, erm I was hoping I could some help with Conjoint Analysis please?"

Tutor: "Conjoint Analysis? Never Heard of it" (*Tutor then ignores student and carries on working! Student looks embarrassed an walks away!*)

00:26 Screen with words "Stats Tutor FAIL" is displayed

00:30 Take 2!

Tutor "Hiya (*said with a warm welcoming smile!*) are you looking for stats help?"

Student: "Erm, yes I was hoping to get some help with Conjoint Analysis please?"

Tutor: "Do you want to take a seat. So it's not a technique I've heard about. Why do you think you might want to use it?"

Student: "I don't know. My supervisor told me I had to".

Tutor: "Right. Okay so what we'll do then is we'll have a look at your data, we'll chat through what you want to do with your

analysis, and then perhaps we'll have a look on the internet and look up Conjoint Analysis and go from there."

Student: "Sounds great!" (*with thumbs up*)

01:06 Screen with words "Stats Tutor WIN" is displayed.

Video ends.