

**Proposal 1 – Best Pizza Place in Pittsburgh (Off Campus)**

- A. The problem is interesting due to its relevance to an incredible number of consumers; there is a tremendous number of pizza options in Pittsburgh. College students in particular would find the results intriguing for two reasons: first, pizza is a traditionally heavy part of their cuisine, and second, many of them are non-local and thus unfamiliar with the wide selection of local pizza restaurants. As an additional side effect, the survey could benefit small, high-quality pizza places that don't have the name brand to compete with recognized national chains.
- B. **Some of the questions we propose to study are:**
- determine how often people eat pizza and order delivery, and where their favorite pizza place is
  - compare the quality of pizza in chains to that of smaller, local places
  - examine each aspect of a pizza shop (pizza quality, non-pizza products, cost, business hours, delivery) and the influence of each on where one chooses to order from
  - compare the importance of cost, delivery service, hours, etc. in the decision making of students vs. non-students?
- C. **Existing Research**
- The Zagat Survey is naturally very relevant to our plans for a survey ranking pizza restaurants. We checked out how the survey works; it displays a comprehensive list of restaurants and allows the respondent to vote on any number of them, giving any restaurant a 4-point 'score' for food/decor/service. It allows respondents to enter optional information about price and a free-form "comments" field, while offering a large reward for "witty" and quote-worthy comments. These optional fields are likely used as additional information when Zagat releases their retail restaurant guides, rather than in the comparative ranking of restaurants. The criteria that Zagat uses to rank restaurants is interesting and we should consider it for our own survey, but perhaps decor is not as important in our case, considering that pizza is often delivered.
  - <http://www.rateitall.com/t-10945-pittsburgh-pizza.aspx>
    - The following article presents some reviews of the pizza places in Pittsburgh
    - The survey result help us in understanding what some of the better questions are and also understand the relationship between the results that survey questions get as a function of how the survey questions are phrased
  - [http://www.yelp.com/search?find\\_desc=Pizza&ns=1&find\\_loc=Pittsburgh%2C+PA](http://www.yelp.com/search?find_desc=Pizza&ns=1&find_loc=Pittsburgh%2C+PA)

This data will be interesting for a variety of reasons. There are many pizza places in Pittsburgh that specialize in different types of pizza. It would be interesting to find out what types of pizza most people like, whether they are very loyal to one pizza parlor, what size pizza they usually order, etc. The survey's results could potentially show us what is the most popular pizza type in Pittsburgh. This website is more of a collection of community reviews than a full fledged survey or

study. However, it is a collection of random people rating different pizza restaurants in the Pittsburgh area and should provide us with a good baseline for our survey.

- d. <http://community.post-gazette.com/blogs/citywalkabout/archive/2009/02/25/this-just-in-east-end-pizza-survey-s-top-vote-getters-revealed.aspx>

This is an interesting link to the Pittsburgh post gazette and it has a few theories on how surveys are done, who the prime voters are and what the rankings are. This survey also has some reviews on what determines good pizzas or good brands of pizzas.

- e. **Title: Program of mini surveys: pizza survey**

This journal was written by the food standard agency in UK and presents its results. We can learn dietary facts about various pizza locations and how that affects the survey results

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### **Proposal 2 – Attitude towards the New Dining System (On Campus)**

- A. The problem is interesting due to its relevance to an incredible number of consumers; there is a tremendous number of pizza options in Pittsburgh. College students in particular would find the results intriguing for two reasons: first, pizza is a traditionally heavy part of their cuisine, and second, many of them are non-local and thus unfamiliar with the wide selection of local pizza restaurants. As an additional side effect, the survey could benefit small, high-quality pizza places that don't have the name brand to compete with recognized national chains.
- B. **We plan to study the attitude towards the new dining system. Thus, some of the questions that we propose to study include:**
- a. How happy students are with the dining system (based on a rating from 1-10)
  - b. How this rating varies with dining location
  - c. Why the rating is the way it is and what are the reasons for locations to have really high and low ratings
  - d. Find out what the most popular dining location is and why
  - e. We would like to understand whether how Race, Gender, Major and Year affect the findings
  - f. What are the other meal options apart from the dining system that the students have access to
  - g. Which dining plan they are currently on and how much of it is wasted
- C. **Existing Research**
- a. <http://stugov.andrew.cmu.edu/executive/projects/2008-2009/student-government-task-force-dining-proposalvfinal.pdf>
    - i. The aforementioned link is an analysis of the CMU dining program done by the student government

- ii. The survey and article helps us understand the current situation of the dining system
  - iii. What CMU's focus on it is from the students' perspective
  - iv. What our peer institutions are doing
  - v. Also the survey has data that helps understand the present situation of students and what some of the issues are-almost like a test survey. This can help us phrase questions accordingly in order for us to obtain useful information
- b. <http://www.ballparkfoods.com/PressReleaseDetailTemplate.aspx?PostingID=592&ChannelID=211>
  - i. This survey by ARAMARK is similar for obvious reasons. It surveys college students to gain an understanding of their opinions on campus food, and then uses this information to improve the current plans offered. One thing that could be learned from this study, in particular, is that food preference (vegan, ethnic, etc.) is a key issue behind satisfaction with campus food. We should try to understand the target population's food preferences and whether or not Culinar currently does a good job of catering to those needs.
- c. <http://www.greenreportcard.org/report-card-2010/schools/carnegie-mellon-university>

This is a link to some valuable resources regarding the green report card done on campus. The findings are useful in understanding how certain restaurant locations are chosen based on what kind of food it sells based on nutritional value.
- d. <http://sciencestage.com/resources/food-court-want-take-cmu-survey>

The following is an interesting resource that talks about issues with food safety, non- particles in food, nutrition and health and how we can obtain insights about these from our survey results.
- e. <http://www.andrew.cmu.edu/org/undergradmarketing/HousingAndDiningCase.pdf>

This resource is a case presented by the undergraduate marketing organization on the dining case. The case talks in depth about taking surveys, pricing of restaurants, advertizing and how it affects revenues, even locations, etc.

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### **Proposal 3 – Interaction with the Disabled and Its Effects on Self-Esteem (Off Campus)**

- A. This proposal is interesting as one's self-esteem is a topic of interest in recent sociological studies. There are also tens of millions of Americans who are either physically and/or mentally disabled, and this study will shed some light on what effects our interactions —whether they be little or much — with the disabled have on ourselves. Some potential clients for whom we might do this survey may be national disability

centers, such as the YAI Network.

**B. Some of the questions we propose to study are:**

- a. Do interactions with the disabled have any effect on one's self-esteem?
- b. How do interactions with the disabled affect one's sense of personal accomplishment?
- c. If the person has much interaction with the disabled, how does this affect his/her level of occupational stress?
- d. What are some other factors that can affect these relationships between interactions with the disabled and one's self-esteem, sense of personal accomplishment, or occupational stress level?

**C. Some previous research that could be helpful for this proposal are:**

- a. Rietschlin, J. (1998). Voluntary Association Membership and Psychological Distress. *Journal of Health and Social Behavior* 39, 348-355
  - i. Rietschlin's research states that voluntary association memberships and altruistic ways of living can be healthful for people's lives
- b. Burke, Ronald J. (1976). Occupational stresses and job satisfaction. *The Journal of Social Psychology* 100, 235-244.
  - i. Burke's research discusses the relationship between occupational stress and job satisfaction
- c. Bellman, S., Forster, N., Still, L. & Cooper, C. (2002) Gender differences in the use of social support as a moderator of occupational stress. *Stress and Health* 19, 45-58.
  - i. The above research looks at the effect of gender differences on occupational stress
- d. Kivimaki, M., Kalimo, R. (1996) Self-Esteem and the Occupational Stress Process: Testing two alternative models in a sample of blue-collar workers. *Journal of Occupational Health Psychology* 1,2 186-196.
  - i. Kivimaki's research tested two alternative models regarding self-esteem and occupational stress, to see the effect of occupational stress on self-esteem, and the other model stating the level of self-esteem as a determinant of occupational stress
- e. Bramston, Paul.: Mioche, Corinne. (2001). Disability and stress: a study in perspectives. *Journal of Intellectual and Developmental Disability* 26, 233-242
  - i. Bramston's research looks into people with disabilities and their stress levels