



MONASH University

Assessment

Faculty of Information Technology

FIT4005 / FIT5125

Research Methods for IT

Semester 2 2023

Assignment 2: Weeks 4, 5 & 6

Submission

Post-studio Exercises for Weeks 4, 5 & 6

Value

This assignment is worth **20%** of the total marks for FIT4005 / FIT5125

Assignment due date

Thursday, 7-September-2023 at 11.55pm (Week 7)

Submission method

Submit to Moodle:

- separate PDF documents for the exercises for Week 4, 5 and 6.
- any additional files required for the activities (i.e. audio, consent etc.).


Assignment Criteria

This assignment comprises the post-workshop exercises for Weeks 4, 5 and 6.

Week 4 Configuring Research	Week 5 Surveys & Questionnaires	Week 6 Interviews
Weighting: 20 marks	Weighting: 20 marks	Weighting: 20 marks
See page 3.	See page 4.	See Page 5.

This is an individual assignment; it must be your own work and expressed in your own words.

 *Marking guides to help you position your work are available on Moodle.*

 *There are specific requirements for file names on your submission (see the instructions for each exercise).*

Assessment criteria:

1. The following criteria will be used to determine the score for the assignment:
 - Content and completeness of tasks
 - Clarity and relevance of content
 - Level of critical analysis
 - Logical structure and organization of ideas
 - Use of references (where appropriate)
 - Format, grammar, spelling etc.
2. Note that plagiarism detection procedures may be applied to each submission. See the University rules and regulations regarding plagiarism and resulting penalties. Any case of plagiarism detected will mean automatic failure of the entire assignment.
3. Late submissions will incur a penalty of 5% per day.
4. Submissions (Word and PDF) should include:
 - Student's name and student ID number
 - Tutor's name and studio name
5. Monash policy on Special Consideration is available at <https://www.monash.edu/exams/changes/special-consideration>
6. In line with Monash policy we aim to mark and return work within 10 working days of submission where possible.

Assessed Exercise (Week 4)

“Effective Configuration of Research”

Consider the following scenario:


You work for a large IT consultancy that works in many different sectors, and provides many services in house (such as customer support, business planning, asset management etc).

You have recently been on a project to help a large green energy company select an off-the-shelf client relationship management system (CRM).

By going through this process you have realised that your own companies system can be significantly improved, however its an old system that has gone through many iterations, so it is not clear where or how changes should be made to improve both the efficiency and useability of the current system.

Your manager is supportive of a project to re-develop the internal CRM, however before committing significant resources, they (as the client) require more specific information on where to target the effort, and which part of the business to concentrate on first.

They task you with the following:

 Answer the following questions based on your understanding of the scenario:

1. Define what you consider the three main research questions that need to be answered in the course of your conducting this consultancy project.

(limit 100 words)

2. Describe how qualitative and quantitative methods will be used to answer these questions and draw out the best findings for your client outlining existing data and that which requires collection.

(limit 300 words)

3. List the resources you expect to be necessary to complete your stated research, considering time, money and expertise, breaking this down into key activities that will be required.

Using the table of resources shared in Week 4, use the following table structure to document the resources required:

Activity	Resource	Time Required	Volume / Amount	Cost
e.g. recruitment	e.g. direct approach	e.g. 2 months	e.g 200 people	e.g \$400

What to Submit

1. A PDF document, named "STUDENT-ID-Week4.pdf", containing a table in the above format based on the week 4 submission template, filled in with your response.

How Much to Write

Each part of the assignment has a specific word count stated. Answers beyond each word count will not be assessed.

What to Know

- This is an individual exercise that forms part of the assessment for the unit, you must therefore work alone and follow Monash University's policies, procedures and regulations relating academic integrity, plagiarism and collusion (see Moodle).
- Tutors may not provide support to you when you are completing the exercise, but they will help clarify your understanding of the question.
- Tutors will provide feedback on any studio activities and this should be of help to you in completing the exercise.
- The aim of this assessment is to evaluate your ability to frame research a a high-level and discuss show understanding of relevant approaches to configuring that research.

Assessed Exercise (Week 5)

"Critique and development of a questionnaire"

During the Week 5 studio you participated in an online questionnaire.

The area of focus (i.e. overall topic) of the questionnaire is "exploring career aspirations for IT students"

The Week 5 assignment requires you to critique and develop the questionnaire. A PDF version of the questionnaire is available on the Moodle page for Week 5.

Task 1: Critique the provided questionnaire based on your understanding of good questionnaire design. Identify 4 different problems with the questionnaire, an example question for each problem, and your proposal for how each example question could be improved.

Use the template provided on the Week 5 Moodle page.

Task 2: You must develop an additional sub-topic for the questionnaire. Create a sub-topic heading, a description of the sub-topic, and 4 additional questions that could be included within this sub-topic. Briefly justify why each new question should be included.

Use the template provided on the Week 5 Moodle page.

Task 3: Use Qualtrics (<https://monash.qualtrics.com>) to create a survey for your new subtopic (only).

Use Qualtrics (<https://monash.qualtrics.com>) to create a short survey that only contains your sub-topic questions; use "Tools" / "Import/Export" / "Export Survey" to export the QSF file.

What to Submit

1. A PDF using the Week 4 submission template named "STUDENT-ID-Week5-questionnaire.pdf".
2. The QSF file for your sub-topic questions named "STUDENT-ID-Week5-qualtrics.qsf".

How Much to Write

There is a strict word limit for your answers (detailed in the template). In cases where submissions exceed the specified word limit, only the parts of answers within the word limit will be awarded marks.

What to Know

- This is an individual exercise that forms part of the assessment for the unit, you must therefore work alone and follow Monash University's policies, procedures and regulations relating academic integrity, plagiarism and collusion (see Moodle).
- Tutors may not provide support to you when you are completing the exercise, but they will help clarify your understanding of the question.
- Tutors will provide feedback on any studio activities and this should be of help to you in completing the exercise.
- The aim of this assessment is to evaluate your understanding of good questionnaire design.

Assessed Exercise (Week 6)

"Interviews and Focus Groups: Planning and conducting an interview"

Task 1: Create an interview schedule for a semi-structured interview of students. Include at least 6 questions in your interview schedule (not including follow-up "probes"). Add your schedule to the assessment template for Week 5 (provided on Moodle).

The goal of the interview is explore the following question:

Digital content is now available on all your devices wherever you are. How has this changed your experience of digital entertainment?

Task 2: Recruit a fellow student (from any unit, program or course) to interview. Make sure you audio record the interview. Make sure your participant fills in a consent form (provided on Moodle). Submit your consent form and audio file to Moodle.

Your interview must be at least 20 minutes long (may be longer).

Task 3: Manually transcribe the interview. use Intelligent transcription, rather than verbatim transcription (which takes much longer). Add your transcription to the assessment template for Week 5 (provided on Moodle)

Transcribing interviews that you have conducted helps you to familiarise yourself with the data. See <https://newmediaservices.com.au/types-of-transcription/> for more info on different types of transcription.

What to Submit

1. PDF of your interview schedule named "STUDENT-ID-Week5-schedule.pdf".
2. PDF of your manual transcription of the interview using the Week 6 assignment template provided on Moodle named "STUDENT-ID-Week6-transcript.pdf"
3. Completed consent form named "STUDENT-ID-Week6-consent.pdf"
4. Audio recording of your 20 minute (or longer) interview named "STUDENT-ID-Week6-recording.mp3"

How Much to Write

The is **no word limit for your transcription**, but there is a strict **500-word word limit for your interview schedule**. In cases where submissions exceed the specified word limit, only the parts of answers within the word limit will be awarded marks.

What to Know

- This is an individual exercise that forms part of the assessment for the unit, you must therefore work alone and follow Monash University's policies, procedures and regulations relating academic integrity, plagiarism and collusion (see Moodle).
- Tutors may not provide support to you when you are completing the exercise, but they will help clarify your understanding of the question.
- Tutors will provide feedback on any studio activities and this should be of help to you in completing the exercise.

- The aim of this assessment is to evaluate your skills in planning and conducting research interviews. This is valuable not only for conducting qualitative research, but for the many interviews in other settings that you will be required to conduct in your career. The ability to plan and conduct a high quality interview is an important skills that all IT professionals require.