

Research Process & Methodology

MASY1-GC 1260-101 | Fall 2022 | 9/01/2022 - 12/08/2022 | Thursdays | 3 Credits

Modality: In-Person

Course Site URL: <https://brightspace.nyu.edu/d2l/home/196026>

General Course Information

Name/Title: Jonathan Williams, Adjunct Assistant Professor, He/Him/His

NYU Email: jonathan.w.williams@nyu.edu

Class Meeting Schedule: 9/01/2022 - 12/08/2022 | Thursdays / 6:20 pm - 8:55 pm ET

Class Location: Midtown, 11 W 42nd St, Room 1020

Office Hours: Office hours are by appointment. I am very happy to meet outside of class time, including before or after class, to discuss course or career related questions. Please contact me by email for us to coordinate a time to meet in-person or to connect on Zoom or by phone.

Description

This course prepares students with the required research skills necessary to successfully conceptualize a research topic and to subsequently develop a proposal to research the topic. Students learn to conduct a literature review, develop a theoretical framework, develop analytical research questions or hypothesis, identify data collection methods, and prepare to analyze and interpret research findings. This course affords students the opportunity to thoroughly explore a specific business topic, as it relates to their area of study and/or professional field and develop a formal research proposal based on that topic.

Prerequisites

1210 – Quantitative Models for Decision Makers

Learning Outcomes

At the conclusion of this course, students will be able to:

- Develop professional research skills such as identification of a topic, evaluation and proper use of information sources, and selection of appropriate research methodologies.
- Apply a range of qualitative and quantitative research practices
- Formulate a hypothesis or a set of research questions that address a business problem
- Prepare a proposal incorporating appropriate research methods for the Capstone project.
- Apply ethical research protocols in line with policies and procedures involving human subjects (UCAIHS)

Communication Methods

Be sure to turn on your [NYU Brightspace notifications](#) and frequently check the “Announcements” section of the course site. This will be the primary method I use to communicate information critical to your success in the course.

If you have any questions around topics, material, or assignments each week, please do not hesitate to bring them to me, either in the classroom, or you can email me at jonathan.w.williams@nyu.edu. I aim to respond to your emails within 24 hours of receiving them. Students must use their NYU email to communicate or may contact me via NYU Brightspace; both methods guarantee your privacy.

Structure | Method | Modality

This course is in-person will meet once a week. Brightspace is the learning management system we will use. Students will be required to check Brightspace three times a week for weekly announcements.

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Expectations

Learning Environment

You play an important role in creating and sustaining an intellectually rigorous and inclusive classroom culture. Respectful engagement, diverse thinking, and our lived experiences are central to this course and enrich our learning community.

Participation

You are integral to the learning experience in this class. Be prepared to actively contribute to class activities, group discussions, and work outside of class.

Participation means contributing to the discussion versus simply speaking in class or offering a random comment; it also means actively listening and building on the questions and discussion points of your classmates. As graduate students, you are expected to conduct yourselves in a professional manner and engage and collaborate with your classmates.

Assignments and Deadlines

Assignments are due on the dates listed, with percentages removed for lateness. All assignments must be uploaded to the folders on Brightspace posted under the "Assignments" tab.

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. A missed assignment will result in a grade of a zero for that assignment. Sometimes students are unable to meet due dates. In those rare cases, the following Late Assignments Policy applies:

A penalty of ten percent (10%) per week will be applied to the grade you achieved on the assignment for each week the assignment is submitted after the deadline.

The instructor will grade late submitted assignments no later than a week after you submit the assignment. Contact your instructor to notify him or her of the late submission and to ensure he or she has received the assignment.

The full ten percent (10%) late penalty for each week applies regardless of the day of the week you submit your work.

Assignments will not be accepted after the last day of the term unless an Incomplete Grade Petition and Contract has been completed and approved by the instructor in consultation with the department. Incomplete arrangements are rare and are not a substitute for meeting

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assigned deadlines. See the Incomplete Grade Policy.

In the event the student is late to class, it is required for the student to notify the instructor in advance prior to the start of class

Course Technology Use

We will utilize multiple technologies to achieve the course goals. I expect you to use technology in ways that enhance the learning environment for all students. All class sessions require use of technology (e.g., laptop, computer lab) for learning purposes.

IT Service Desk

(212)-998-3333

24 hours a day, 7 days a week

Email: AskIT@nyu.edu

Brightspace Support

- Log-in to the [Brightspace](#) platform or visit the [Student Training](#) website.
- Video on how to [Navigate the Bright Space Learning Environment](#)

Feedback and Viewing Grades

I will provide timely meaningful feedback on all your work via our course site in NYU Brightspace. You can access your grades on the course site Gradebook.

Attendance

Students are expected to attend all class sessions. Excused absences are granted in cases of documented serious illness, family emergency, religious observance, or civic obligation. In the case of religious observance or civic obligation, this should be reported in advance. Unexcused absences from sessions may have a negative impact on a student's final grade. Students are responsible for assignments given during any absence.

If for some reason (excused absence) you will not be in class, you must notify the instructor prior to the scheduled session if you will not be attending and the reason.

Each unexcused absence or being late may result in a student's grade being lowered by a fraction of a grade. A student who has three unexcused absences may earn a Fail grade.

University Calendar Policy on Religious Holidays:

<https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-calendar-policy-on-religious-holidays.html>

Students who join the course during add/drop are responsible for ensuring that they identify what assignments and preparatory work they have missed and complete and submit those per the syllabus.

Refer to the [SPS Policies and Procedures page](#) for additional information about attendance.

Textbooks and Course Materials

The following materials can be purchased online or through the NYU Bookstore:

[American Psychological Association. \(2020\). Publication Manual of the American Psychological Association \(7th Ed.\). Washington, D.C.: Author. ISBN 978-1-4338-3216-1](#)

[Creswell, J. W., & Creswell, J. D. \(2017\). Research design: Qualitative, quantitative, and mixed methods approaches \(5th Ed.\). Thousand Oaks, CA: Sage. ISBN 9781506386706](#)

Recommended Reading & Materials

- APA Style: <http://www.apastyle.org/manual/>
- Purdue OWL: <http://owl.english.purdue.edu/owl/resource/560/01/>
- NYU Collaborative Institutional Training Initiative (CITI) Human Subjects Training Program Tutorial: <https://www.nyu.edu/research/resources-and-support-offices/getting-started-withyourresearch/human-subjects-research/tutorial.html>

Grading | Assessment

Assignment specifics will be discussed in class, with assignment requirements being posed to Brightspace for your review. All assignments should follow APA 7th edition formatting and be submitted via Brightspace, unless otherwise instructed. Most assignments will also be for in-class discussion and feedback unless instructed otherwise. Assignments are due on the dates listed, with percentages removed for lateness. Most assignments add additional elements to your proposal, which you will develop throughout the course.

The following categories will be used for performance evaluation and grading:

<u>DESCRIPTION</u>	<u>PERCENTAGE</u>
Assignment #0: Active class participation + evidence of reading completion	10%
Assignment #1: Identify and propose a topic for further research	5%
Assignment #2: Revise proposal topic based on class discussion	10%
Assignment #3: Identify 15 research references for your proposal	5%
Assignment #4: Clarify your proposal topic	10%
Assignment #5: UCAIHS CITI Exam Passing (REQUIRED TO PASS COURSE)	5%
Assignment #6: Draft your literature review	10%
Assignment #7: Demonstrate a Reference Management Tool	5%
Assignment #8: Complete your literature review	15%
Assignment #9: Discuss and develop a preliminary methodology	5%
Assignment #10: Final Proposal	15%
Assignment #11: Pecha Kucha (20x20 timed) Presentation	5%
ASSIGNMENTS TOTAL	100%

Students are required to successfully complete the University Committee on Activities Involving Human Subjects (UCAIHS) Collaborative Institutional Training Initiative (CITI) training modules for Human Subjects (this is specifically the Social & Behavioral Research - Basic/Refresher - Basic Course with 11 required modules).

The Final Proposal (Final Project) is the RPM Thesis Proposal. This syllabus follows the order and outline presented in the Thesis Requirements for RPM and RPT Courses (rev. March 2014) document in the Resources folder. The one difference will be an abstract and keywords that are required, before the Table of Contents (TOC), that follows the Research Elevator Speech 5-sentence proposal summary format and are regularly revised with each assignment.

NYU SPS Graduate Grading Scale

A	95-100	4.000	Exceptional: Demonstrates exceptional mastery of all learning outcomes of the course and thorough and complete understanding of all concepts.
A-	90-94	3.667	Excellent: Demonstrates highly competent mastery of all learning outcomes of the course and strong understanding of all concepts.
B+	87-89	3.333	Very Good; exceeds course standards: Demonstrates mastery of all learning outcomes of the course and understanding of core concepts.
B	83-86	3.000	Good; meets course standards: Demonstrates mastery of some learning outcomes; understanding of some core concepts could be improved.
B-	80-82	2.667	Somewhat Satisfactory; meets some course standards and requires improvement: Demonstrates basic understanding of some learning outcomes; improved understanding of all core concepts is needed.
C+	77-79	2.333	Less than Satisfactory; requires significant improvement: Demonstrates partial understanding of all learning outcomes and core concepts; requires significant improvement.
C	73-76	2.000	Unsatisfactory; requires substantial improvement: Demonstrates partial understanding of some learning outcomes and core concepts; requires substantial improvement.
C-	70-72	1.667	Unsatisfactory; requires extensive improvement: Demonstrates poor understanding of all learning outcomes and core concepts; requires extensive improvement.
F	Below 70		Fail: Demonstrates minimal to no understanding of all key learning outcomes and core concepts; work is unworthy of course credit towards the degree.

[From NYU SPS Policies and Procedures](#)

Course Outline

Start/End Dates: 9/01/2022 - 12/08/2022 | Thursdays

Time: 6:20 pm - 8:55 pm ET

No Class Date(s): No class date: Thursday, 11/24/22, Thanksgiving Recess

Special Notes: N/A

Sept 1, 2022 - No class session due to instructor absence.

A make-up session will be held on Sept 17, 2022, time TBD.

9/8/2022

Session 1: Ways of Knowing

During Class: This class session will provide an overview of the course and expectations for the term. The remainder of the class session will focus on the question: "how do we know what we know?" We'll look at the epistemology of knowledge and discuss our own orientation to research.

Before the Next Class:

- Complete Assignment #1: Identify and propose a topic for further research
- Read Creswell Chapters 1 and 3
- Read APA Chapters 1, 2, and 3

9/15/2022

Session 2: Developing a Research Inquiry

During Class: This class session focuses on the thesis topic proposal, where we start to choose and narrow a researchable topic. We will discuss library databases and other ways to access scholarly sources from the library.

Before the Next Class:

- Read Creswell Chapters 4 and 5
- Read APA Chapter 4

9/17/2022

Session 3: Honing a Research Inquiry through Literature

(Note that this is a make-up session and will be held at a different, mutually agreed on time)

During Class: This class session will further look at literature to support the development of your topic proposal. We will review a peer-reviewed article together and identify best practices from the article. We will further discuss library resources, including ILL.

Before the Next Class:

- Complete Assignment #2: Revise proposal topic based on class discussion
- Complete Assignment #3: Identify 15 research references for your proposal
- Read Creswell Chapter 2
- Review APA Chapters 8-11

9/22/2022

Session 4: Defining the Research's Purpose and Questions

During Class:

This class session will cover research questions and hypotheses and will review the literature identified for your proposal.

Before the Next Class:

- Read Creswell Chapter 6 and 7
- Review APA Chapters 5, 6 and 7

9/29/2022

Session 5: Theoretical Orientation to Research

During Class: This class session will discuss theoretical foundations of research.

Before the Next Class:

- Complete Assignment #4: Clarify your proposal topic

10/6/2022

Session 6: Institutional Review Board

During Class: This class session will focus on working with human research subjects and the role of the Institutional Review Board (IRB) in research.

Before the Next Class:

- Complete Assignment #5: UCAIHS CITI Exam Passing

10/13/2022

Session 7: Literature Review

During Class: This class session will focus on developing a literature review for your proposal.

Before the Next Class:

- Complete Assignment #6: Draft your literature review

10/20/2022

Session 8: Peer Writing Workshop I

During Class: This class session will focus on iterative development of your literature review, leveraging the insight of your peers and your instructor. In this session you will share your own writing and offer feedback on the writing of others.

Before the Next Class:

- Assignment #7: Demonstrate a Reference Management Tool
- Read Creswell Chapter 8

10/27/2022

Session 9: Quantitative Methods

During Class: This class session will discuss quantitative methods applicable to student research interests.

Before the Next Class:

- Read Creswell Chapter 9

11/3/2022

Session 10: Qualitative Methods

During Class: This class session will discuss qualitative methods applicable to student research interests.

Before the Next Class:

- Read Creswell Chapter 10
- Assignment #8: Complete your literature review

11/10/2022

Session 11: Mixed Methods

During Class: This class session will discuss quantitative methods applicable to student research interests.

Before the Next Class:

- Assignment #9: Discuss and develop a preliminary methodology

11/17/2022

Session 12: Establishing Quality and Ethics in Research

During Class: This class session will discuss validity and reliability, threats to validity and reliability, and ethical considerations when utilizing research methods.

Before the Next Class:

- No assignments are due prior to the next class.

11/24/2022

No class session due to Thanksgiving holiday.

12/1/2022

Session 13: Peer Writing Workshop II

During Class: This class session will focus on iterative development of your final proposal, leveraging the insight of your peers and your instructor. In this session you will share your own writing and offer feedback on the writing of others.

Before the Next Class:

- Complete Assignment #10: Final Proposal
- Complete Assignment #11: Pecha Kucha (20x20 timed) Presentation

12/8/2022

Session 14: Final Presentations of Research Proposals

During Class: This class session will be the culminating experience of the term, where you will share a Final Presentation to the class, which details your Final Proposal Submission.

NOTES:

The syllabus may be modified to better meet the needs of students and to achieve the learning outcomes.

The School of Professional Studies (SPS) and its faculty celebrate and are committed to inclusion, diversity, belonging, equity, and accessibility (IDBEA), and seek to embody the IDBEA values. The School of Professional Studies (SPS), its faculty, staff, and students are committed to creating a mutually respectful and safe environment (*from the [SPS IDBEA Committee](#)*).

New York University School of Professional Studies Policies

1. Policies - You are responsible for reading, understanding, and complying with [University Policies and Guidelines](#), [NYU SPS Policies and Procedures](#), and [Student Affairs and Reporting](#).
2. Learning/Academic Accommodations - New York University is committed to providing equal educational opportunity and participation for students who disclose their dis/ability to the [Moses Center for Student Accessibility](#). If you are interested in applying for academic accommodations, contact the [Moses Center](#) as early as possible in the semester. If you already receive accommodations through the Moses Center, request your accommodation letters through the Moses Center Portal as soon as possible (mosescsa@nyu.edu | 212-998-4980).
3. Health and Wellness - To access the University's extensive health and mental health resources, contact the [NYU Wellness Exchange](#). You can call its private hotline (212-443-9999), available 24 hours a day, seven days a week, to reach out to a professional who can help to address day-to-day challenges as well as other health-related concerns.
4. Student Support Resources - There are a range of resources at SPS and NYU to support your learning and professional growth. For a complete list of resources and services available to SPS students, visit the [NYU SPS Office of Student Affairs site](#).
5. Religious Observance - As a nonsectarian, inclusive institution, NYU policy permits members of any religious group to absent themselves from classes without penalty when required for compliance with their religious obligations. Refer to the [University Calendar Policy on Religious Holidays](#) for the complete policy.
6. Academic Integrity and Plagiarism - You are expected to be honest and ethical in all academic work. Moreover, you are expected to demonstrate how what you have learned incorporates an understanding of the research and expertise of scholars and other appropriate

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experts; and thus, recognizing others' published work or teachings—whether that of authors, lecturers, or one's peers—is a required practice in all academic projects.

Plagiarism involves borrowing or using information from other sources without proper and full credit. You are subject to disciplinary actions for the following offenses which include but are not limited to cheating, plagiarism, forgery or unauthorized use of documents, and false form of identification

[Turnitin](#), an originality detection service in NYU Brightspace, may be used in this course to check your work for plagiarism.

Read more about academic integrity policies at the NYU School of Professional Studies on the [Academic Policies for NYU SPS Students](#) page.

7. Use of Third-Party Tools - During this class, you may be required to use non-NYU apps/platforms/software as a part of course studies, and thus, will be required to agree to the “Terms of Use” (TOU) associated with such apps/platforms/software.

These services may require you to create an account, but you can use a pseudonym (which may not identify you to the public community, but which may still identify you by IP address to the company and companies with whom it shares data).

You should carefully read those terms of use regarding the impact on your privacy rights and intellectual property rights. If you have any questions regarding those terms of use or the impact on the class, you are encouraged to ask the instructor prior to the add/drop deadline.